



Facebook to Build Out Fiber Network in West Virginia



West Virginia’s Internet infrastructure is expanding through a collaboration with Facebook, according to an announcement made by Gov. Jim Justice at a Monday press

of this magnitude in our state is really big news and will help us continue to show the world how great West Virginia truly is.”

U.S. Sen. Shelley Moore Capito, long a supporter of broadband development through her Capito Connect Plan, joined Gov. Justice to announce the development.

“Making sure West Virginia has reliable, high-speed Internet has been a priority of mine since I was first elected to Congress,” Sen. Capito said. “Today’s announcement with Facebook is an important step toward ensuring our state has the critical infrastructure to support broadband deployment, and I know it will help so many in our state, especially the rural communities that are unserved,” she said in the press release. “I’m excited for what a fully connected West Virginia can offer the rest of the country, as well as what it can do for the future of our state. Today’s announcement brings us another step closer to achieving that goal.”

The route will travel approximately 275 miles through West Virginia, starting at the western border, through the Kanawha Valley, then turn northwest to bring the fiber through the Appalachia region adding an important piece of fiber infrastructure to the Appalachia region.

Work is slated to begin in 2019 and is expected to take about 18 to 24 months to complete.

To read more: <http://www.govtech.com/network/Facebook-to-Build-Out-Fiber-Network-in-West-Virginia.html>

conference.

Facebook, through its subsidiary Middle Mile Infrastructure, is planning to build a high capacity fiber optic cable network crossing a portion of West Virginia as part of the company’s ongoing larger network infrastructure build stretching from Virginia to Ohio, a press release from Justice’s office stated.

The state plans to maximize the benefit of this advanced Internet infrastructure by using excess bandwidth on the fiber to expand connectivity into West Virginia communities. The governor said his administration is committed to working with West Virginia’s congressional delegation and private partners to improve broadband connectivity in West Virginia. This project provides the foundation necessary for additional broadband infrastructure expansion.

“Broadband development is absolutely critical to moving West Virginia forward,” Gov. Justice said. “An investment



DBE Opportunities

Want to learn more about the DBE Program? Call or email us today to receive assistance in the below categories!

- Getting a letter of bond ability
Capability Statement Development and Assistance
Website Development and Assistance
How to become DBE Certified
Training and Technical Assistance

Phone Number: 800-423-7058

Email: Info@wvdbesupport.com

About The Program

The Construction Estimating Institute (CEI) works with West Virginia Department of Transportation (WVDOT) as the statewide provider of the federally funded Disadvantaged Business Enterprises (DBE) Supportive Services Program.

We want to increase the number of certified DBEs participating in highway and bridge construction, as well as assist DBEs in growing and eventually becoming self-sufficient. Additionally, CEI provides supportive services by assisting prime contractors and consultants with identifying DBEs for subcontracting opportunities on priority projects.

## How to Beat Your Bid-Hit Ratio

### 3 important areas to filter for a better approach to bidding



Many construction companies don't have a clear estimating and bidding strategy that supports the type of projects they want to pursue. In fact, most commonly, contractors employ hope as their

standard strategy for bringing in new business.

They hope customers will call to ask them to bid on projects. They hope customers will call back after the bid has been submitted. And, then, they hope the work they have completed will keep customers calling back for another job or referral. But waiting for potential customers to call is not a strategy that will keep your pipeline full of profitable work.

To set yourself up to win the right volume of work at the right margins for your business, you must take control of your company's destiny by proactively managing your future. This includes creating a list of target customers you want to do business with; defining the project types you want to work on; outlining your target market location; determining the project size on which you can compete and perform well; and identifying the niche areas in which you have the most potential to make high margins against few competitors.

The goal of a strong estimating and bidding strategy is to win the work you want at the highest possible bid-hit ratio and to develop loyal customers who continue to hire your company regularly throughout the years. Being selective and making strategic decisions about which jobs to bid on will increase both your top and bottom lines.

For a winning bidding strategy, you should develop specific criteria, which you can incorporate into existing sales and marketing strategies. Use a step-by-step approach to target customers who will provide your company with a volume of profitable projects and negotiate contracts fairly. To narrow

down all available opportunities to the few you truly want to pursue, use your preferences to develop a customer/project selection sieve.

By clearly defining the projects and customers you want to go after, you can focus your efforts on winning work with higher returns on your investments. For instance, does your company have a customer marketing strategy? What type of construction projects do you want to go after? How do you want to win work? Learn how to better screen your answers to these questions and more by reviewing the following three areas of your business.

#### 1. Projects

Determine the types of work in which you can specialize to become a recognized expert and leader in your marketplace. This may include specializing in difficult projects by gaining certain qualifications, certifications, technical expertise, etc.—all of which will reduce the number of viable competitors you're bidding against.

Examples of these project types include high-end projects like medical facilities; power plants; multiple-story buildings; custom, luxury residences; laboratories; manufacturing facilities; certain military and other highly technical facilities; fast-track projects; or weekend and night work.

When there are no qualifications and/or limited requirements for getting on the bidder list, there tend to be too many bidders. And, a list full of unqualified bidders decreases the odds of winning work and making money. As such, work diligently to get your company name on short bid lists with no more than three competitors.

#### 2. Customers

To be successful, you should strive for 25 percent new customers every year and 75 percent repeat and loyal customers. A strong strategy focuses on converting first-time customers into repeat customers, and then into loyal customers, who use only your company to build their projects.

To read more: <https://www.constructionbusinessowner.com/technology/estimating/how-beat-your-bid-hit-ratio>

## Supportive Services Offered



- Estimating Training
- Building Capacity
- Mobilization Financing
- Bonding Assistance
- Marketing Plan Development
- Creating a Business Plan
- Website Development



## BONDING, FINANCING, AND INSURANCE

CEI is an educational organization providing the highest quality construction training in the industry. Over 100,000 owners, estimators, project managers, field supervisors, office support staff, foremen, laborers, and key management personnel have attended courses that are offered nationwide. The courses provide students with construction skills training and the critical information needed to be effective within their companies and organizations.

## CEI DBE Supportive Services

Call 800-423-7058 or visit us online at [www.wvdbesupport.com](http://www.wvdbesupport.com)