

GDOT Newsletter

November 2021
Volume 65



SUPPORTIVE SERVICES

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



Balfour Beatty Breaks Ground On Effingham Parkway Infrastructure Project In Rincon, Georgia

Balfour Beatty recently celebrated the start of construction on the Effingham Parkway infrastructure project during a groundbreaking ceremony in Rincon, Georgia. The project was awarded to Balfour Beatty in July 2021 on behalf of Effingham County and the Georgia Department of Transportation (GDOT) to help increase residential and business access to the rapidly growing Rincon community.

Balfour Beatty will construct a new, six-mile, two-lane roadway which will extend from State Route 30 to Blue Jay Road in Effingham County. The project will feature the delivery of six bridges, two cast-in-place box culverts, 861 concrete piles and 600,000 cubic yards of borrow from three borrow pits, two of which will be opened and maintained by Balfour Beatty. The project will be guided by Effingham County and funded through a combination of state and federal sources through GDOT.

"We are thrilled with the groundbreaking of the much-anticipated Effingham Parkway," said Roger Burdette, District Two Effingham County commissioner. "The most important part of our county is our people. By having an additional artery of transportation in and out of the area, it will make our beloved county even more desirable and help alleviate the stress of daily commutes to and from work and accommodate the rapid growth we are experiencing. Our people deserve it and I'm excited to see it come to fruition." "We are excited to officially kick off this momentous occasion for the Effingham Parkway project," said Mark Johnnie, regional manager of Balfour Beatty's Southeast civils operations.

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How Meaningful Time Maximizes Profits

Maintaining customer relationships is key to sales & your success

Most successful construction companies are owned and managed by a dedicated and hardworking entrepreneur who excels at pricing, estimating and building strong customer relationships. These top performers dedicate their time to working with customers to deliver the right projects and performance required to maintain long-lasting affiliations and interactive partnerships. This constant focus delivers exactly what customers want and need. As a result of this dedication, these owners are able to build trust with their best customers. They make finding and developing loyal customers a priority.

Making a profit and growing your construction business can be simple. It starts by creating enough high-margin revenue to cover your job costs and overhead, and meet profit goals. Successful business owners are almost always the biggest revenue generators for their companies. And the fastest way to fix problems with growth is to generate more revenue. This is a task that can't be delegated if it is to succeed.

Are Customers Your Top Priority?

The top priority for any construction business is to make high-margin profits. This requires generating highly profitable revenue, which comes from customers who only hire the best and most trusted contractors. With a steady flow of customers and project opportunities, you will win enough contracts to hit your profit goals. The key is focus. I break down managing a successful construction business into four distinct areas of responsibility and focus:

1. Get work — Sales, marketing and customer development
2. Price work — Estimating and bidding
3. Do work — Project management, field operations and production
4. Track work — Financial management and administration

As a construction business coach and consultant, I work with many general contractors and subcontractors. In almost every case in which contractors make high profit margins with steady growth, the owner's top priority and primary focus is to "get work."

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About The GDOT

The goal of the DBE Supportive Services Program is to increase the number of DBEs participating on GDOT contracts and facilitate the opportunity for DBEs to obtain contracts. The services are designed to:

- Assist established construction firms to move them from bidding as a subcontractor to bidding as a Prime Contractor to produce sound bids.
- Provide access to training increases DBE expertise in handling of daily business operations.



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