



**NATIONAL INSTITUTE OF GOVERNMENTAL
PURCHASING**

**JANUARY 2009
NEWSLETTER**

HAPPY NEW YEAR!!!

MESSAGE FROM THE CHAPTER BOARD

January 2009

Dear Fellow Purchasing Professionals,

2008 was the kind of year that Charles Dickens aptly described as “The best of times and the worst of times.” As we embark into a new year, we will continue to face challenges and opportunities. So, how will we respond to our challenges and opportunities? Hopefully, we will respond with vigor and dedication. As Ralph Marston, an American writer and entrepreneur has noted: “ In every moment there is a special treasure. Give your best to them all.” 2009 will be a historic year and time. Make it historic for yourself by setting a goal to achieve something you have wanted to do, i.e. certification, or organize your desk, or take a special vacation.

As far as the Chapter is concerned, the Board is excited and is planning great things. Join us as we move the Chapter to even higher levels of service and excellence. Find a committee area that interests you and participate. We will soon have a new look to our web site, great speakers at our meetings and expanded service to help you be a better you. We need your vote on the by-law changes and we just would like to visit and enjoy your company. See you on the 20th.

Gregory Maynard, CPPO, C.P.M.
Past President Utah Chapter NIGP





Upcoming Meeting Dates

CHAPTER MEETINGS:

- Tuesday, Jan. 20, 2009 - “Green Purchasing Progress and Challenges and Learning from Other Professionals” – Jen Colby and Kathy Ingleby (see attached bios)
(9AM-12 Noon, SL County Bldg, S1007) [2100 S. State] “Greening Government”- Ann Ober and Vicki Bennett (see attached bios)
- Tuesday, March 17, 2009 - **TBD**
- Tuesday, May 19, 2009 - **TBD**

UPCOMING WEBINARS (To register, go to www.nigp.org)

(Members: \$75 per Seminar; Non-Members: \$105 per Seminar)

- Tuesday, Jan 27, 2009- Top Ten Characteristics of the Effective Manager
- Thursday, Jan 29, 2009- The Principles of Effective Contract Writing
- Thursday, Feb 19, 2009- Everything You Wanted to Know About IT Purchasing and Were Afraid to Ask
- Tuesday, Feb 24, 2009- Government Purchasers Save the World
- Thursday, Feb 26, 2009- Introduction to Protests and Disputes
- Thursday, Mar 5, 2009- Emergency Management Series- Session One: Crisis Emergency Management
- Wednesday, Mar 11, 2009- Preparing for the CPPB and CPPO Computerized Exam- What to Expect
- Tuesday, Mar 24, 2009- Writing a Responsible Green Purchasing Policy

NIGP National Seminar to be held in Salt Lake City!

Fundamentals of Leadership and Management in Public Procurement – May 14-15, 2009, 8:00 am- 5:00 pm, Salt Lake City, Utah. For more information and registration, go online to www.nigp.org , or contact Tiffany Sorensen, Education Chairperson. See attachments to this newsletter.

CPPB and CPPO Exams are available twice this year:

- May 4-9, 2009:** Apply by Feb 2, or with late fee by Feb. 16. You will need to register for the exam by March 30.

Oct 26-31, 2009: Apply by July 27, or with late fee by Aug 10. You will need to register for the exam by Sept. 21

For more information, please contact Tiffany Sorensen, or visit the website
http://www.uppcc.org/become_certified/become_certified.aspx

64th Annual NIGP Forum 2009

August 22-26, 2009 in St. Louis, MO. Plan Ahead! For more information and registration, go online to www.nigp.org/forum.

Utah Chapter News

CONGRATULATIONS to Jerilyn Midthun, SLC Corp., for recently receiving her CPPB certification; and to Glendon Mitchell, Salt Lake County, for receiving his CPPO certification!

PLEASE NOTE the location for all chapter meetings will be at the SL County Building, room S1007 (2100 S. State), unless otherwise posted.

WELCOME to Jessica Sims, SLC Corporation, as the newest board member to our chapter! We are grateful for her willingness to serve as the Honors & Awards chairperson.

WE NEED YOU! Volunteering can help you learn new skills, meet great people, build your resume, and can give you a great feeling of accomplishment. If you are interested in serving on a committee, please contact the committee chairperson listed:

Committee Chairpersons

Honors & Awards: Jessica Sims (SLC Corp.) jessica.sims@slcgov.com ; 801-535-7666
Financial: Gayle Gayler (SL County) ggayler@slco.org ; 801-468-2559
Historian: Mindi Bos (Sandy City) mbos@sandy.utah.gov ; 801-568-7148
Membership: Stephen Elms (Draper City) steve.elms@draper.ut.us ; 801-576-6514
Nominating Committee Member: Tara Allred (S. Jordan City) tallred@sjc.utah.gov ;
801-254-3742
Public Relations: Paul Kikuchi (UDOT) pkikuchi@utah.gov ; 801-965-4071
Education: Tiffany Sorensen (SLC Corp.) tiffany.sorensen@slcgov.com ; 535-6347

CERTIFICATION has its rewards! Contact Tiffany Sorensen at tiffany.sorensen@slcgov.com for more information on how you can become certified.

A LIBRARY of NIGP recommended texts has been purchased for use by chapter members studying for CPPB or CPPO certification exams. To check-out these texts (texts may be checked-out up to 60 days), please contact Tiffany Sorensen at the email listed above.

TEXTS INCLUDE:

Introduction to Public Procurement

Legal Aspects of Public Procurement
Planning, Scheduling and Requirement Analysis
Sourcing in the Public Sector
Developing and Managing RFP's in the Public Sector
Contract Administration

VISIT THE CHAPTER WEBSITE! Go to <http://nigputah.org>.

Special Notices

- We encourage all members of the chapter to attend our January 20th chapter meeting. Changes to the chapter by-laws will be proposed and voted upon (see attachment). As part of the proposed changes, we will be voting to change the chapter fiscal year from July-June (currently used), to January-December. If approved, the following changes in invoicing chapter dues will occur (for 2009-2010 only):
 - The September 2009 chapter meeting will be held free of charge to members.
 - The EdPAC 2009 workshop will be held in November 2009, and each member/agency will be responsible for paying any workshop fees in full, NIGP will not subsidize.
 - Invoices will be sent out in December 2009, for 2010 chapter dues due in January 2010, to cover full calendar/fiscal year 2010.
- Our chapter scholarship program, open to all current chapter members, and college/university students with procurement related coursework, is now available! Information has been sent to various colleges and universities around the state. For more information on the program, check the chapter website at <http://nigputah.org> , contact your local college/university, or contact Greg Maynard at greg.maynard@slc.k12.ut.us .
- The Board has voted to purchase additional materials to add to the chapter library, which will be available soon for members to check-out. These will include CPPB and CPPO Exam Review Guides, *NIGP Dictionary of Purchasing Terms*, and the management text *Fundamentals of Leadership and Management in Public Procurement*.

Classroom Corner

“Aim for success, not perfection. Never give up your right to be wrong, because then you will lose the ability to learn new things and move forward with your life.”

-Dr. David M. Burns

More Businesses turning to the Government Market in 2009 , By Michael Keating

While the economic news in the private sector over the past few years has been consistently grim, government agencies continue to buy goods and services at a steady pace – and savvy vendors are adjusting their sales and marketing strategies accordingly.

Purchases by all levels of government are predicted to grow from \$2.88 trillion in 2008 to \$2.95 trillion in 2009, as reported in *Government Product News*' upcoming January issue, which will mail out later this month.

Government's consistent spending patterns provide ample motivation for vendors such as Madison, Ind.-based vehicle-lift maker Rotary Lift to turn its attention toward the government market. Faced with declining sales to commercial truck maintenance shops, Rotary Lift is marketing its new Mach 4 lift, which is ideally suited for bus maintenance, to public transit agencies around the United States.

"We are far more focused on the government market than at any other time in our history," said Roger Perlstein, sales manager at Rotary Lift's Commercial Truck and Transit Division. "We are barely marketing to commercial right now, and I have been directing all resources toward public agencies since January 2007. Our sales performance validates the strategy.

"Regardless of economic cycles, schools, municipal services, transit and public safety are the most stable budgets in our economy. In most cases, they are actually trending upward."

Over the past year, the Sherman Hill Group, a minority-business-enterprise consulting firm based in New York City, has launched a more concentrated marketing campaign to attract government clients.

"The overall economic slowdown has affected our core commercial client base, and state and local agencies have increased their target budget allocations for small- and minority-owned firms such as ours," said Rafael Pabon, Sherman Hill's managing principal.

Another positive trend influencing Sherman Hill's decision to focus on government business is that New York Gov. David Paterson has "renewed emphasis on enhancing the pool of small- and minority-owned firms performing work for New York state," Pabon explained.

Sherman Hill Group has taken several steps to land government business, including attending city and state networking conferences, partnering with other firms to bid on government projects, and scanning publications and Web sites that spotlight government opportunities.

The company also has applied for and passed certification for several continuous-recruitment contracts, enabling government agencies to use the firm on no-bid contracts under certain maximum amounts. Sherman Hill Group leads large-scale technology outsourcing, development and integration projects.

Selling to government: a long-term process

Marketers reaching out to government should plan for the long haul, Rotary Lifts' Perlstein suggested.

"It will take longer to penetrate the market because we are discussing future budgets as opposed to current-year allocations," Perlstein said. "It may take as long as three years to fill the pipeline with projects that will produce revenue, but once the revenue stream begins, it will be dramatic, consistent and practically immune to recession."

However, the government market isn't well-suited for vendors "who demand instant gratification," Perlstein added.

“You could conceivably invest hundreds of thousands of dollars in marketing activities that don’t produce any profit in the current year,” he said. “Some managers just don’t have the stomach or the vision for that kind of opportunity.”

Rob Howlett, director of Circlesprout, a Cleveland-based firm that specializes in generating public-sector sales leads, agreed.

“New players [in the government market] often give up too early,” Howlett asserted. “The companies that accept the longer sales cycles and maintain a consistent presence ultimately are the winners.”

Howlett noted that he has observed increased interest among sellers to government agencies.

“During economic downturns, the public sector often sees new players enter the market,” Howlett said. “They often do this in anticipation of soft markets in other sectors. On a trip to the NIGP [National Institute of Governmental Purchasing] Forum and Expo, which was held in Charlotte, N.C. in late July, we saw several mainstream new players enter the government market.”

One other sign of increased interest: NIGP’s Southeast Florida Chapter’s 11th Annual Reverse Trade Show held this past November in Fort Lauderdale attracted 624 vendors that want to do business with government, compared to 332 vendors that exhibited at the 2007 show – an 88 percent increase.

President-elect Obama’s proposed economic stimulus package would boost the already-steady government market even more. The plan includes a public works component that would funnel billions of dollars to local and state governments to pay for renovations and upgrades of sewer systems, electrical grids, dams, municipal utilities, schools and other local government projects.

Local and regional transit systems, which have \$8 billion in projects on the drawing board, also would benefit. Local transit systems for instance, would get money to buy hybrid buses and expand light rail systems.

For complete article, go to http://govpro.com/news/business_government_market_0106/

For suggestions or submissions for future newsletters, please contact Tonya Hodges, Newsletter Editor, at tonya.hodges@slc.k12.ut.us