



February 24, 2003

## Memorandum

**To:** Senior Technical Staff  
Construction Division

**From:** Donald A. Maxwell  
Director of Corp. Marketing

**INRE:** New Business Opportunities (NBO's)

We are lagging behind in our efforts to build our *backlog* and, since all of our jobs are at risk unless we have sufficient work to pay everyone, WE need to expand our "suspect list." Please submit to me at the start of next Monday's class, four new opportunities to compete for work.

Specifically, I want advertisements for new and significant construction and/or design work. The State of Texas is a good source. The Government in Washington (Commerce Business Daily ?) is a major source of new work. Don't forget local government and private industry. Local newspapers are also a good source. My expectation is that you will spend about 1-hour of actual work on this.

Attach a copy of each to a formal memo from you to me and discuss what you did, why you picked the ones that you did, and their value to the firm. DO NOT submit any pages smaller than normal letter size – copy or tape small pieces onto letter size paper, if necessary. Failure to follow this instruction will cause you work to be rejected and administratively incomplete, in spite of it's technical merit. Be prepared to discuss your results in class.

Since I intend to use these in class, submit an original to me for grading and hang on to a copy for class discussion.

xc: Week07 File