

*A Premier Event on Selling
Your Products/Services to the Government and Resources to Start and
Grow your Business!*

2008 RESOURCE and GOVERNMENT PROCUREMENT FAIR

**Sponsored by:
Bois Forte Band of Chippewa,
Fortune Bay Resort Casino and POWERAIN
Tower, MN**



**In cooperation with the Procurement Technical Assistance Center,
U.S. Small Business Administration and UIDA Business Services**

Date: August 21, 2008

Time: 8:30 am - 3:30 pm

**Location: Fortune Bay
Resort Casino –
Tower, MN**

Schedule

8:30 am Registration

**9:00 am - Welcome - Tribal
Chairman Kevin Leecy**

**9:00 am - 3:30 pm
Trade Fair and Workshops**

Who Should Attend:

Small businesses interested in starting a business, growing their business and doing business with government agencies and prime contractors in a trade show environment. In addition, attendees can participate in workshops on topics ranging from Starting a Business, Selling to the Government, and how to sell to the state of Minnesota. Small businesses owned by ethnic minorities, veterans, and women can learn about special programs designed to provide better access to the government marketplace.

Exhibiting Organizations:

Federal/State/Local Government

General Services Administration (GSA)
U.S. Army Corps – St. Paul District
U.S. Small Business Administration (SBA)
Superior National Forest
National Park Service
Minnesota Department of Administration
Minnesota Department of Transportation
St. Louis County

Commercial/Prime Contractors

Fastenal
Lockheed Martin
Lindquist & Vennum
Noridian Administrative Services
General Dynamics Advanced Info Systems
Short Elliot and Hendrickson (SEH)

Non-Profit Organizations/Resource Providers

CCI Surety, Inc.
Department of Employment & Economic Development (DEED)
MEDA
MN American Indian Chamber (MAICC)
Midwest Minority Supplier Development Council (MMSDC)
NE MN Small Business Development Center of the UMD Center for Economic Development
NE Entrepreneur Fund
Procurement Technical Assistance Center (PTAC)
UIDA Business Services

WORKSHOPS:

9:30 The Basics of Selling to the Government – Sherri Komrosky, Procurement Technical Assistance Center (PTAC)

By now you must have some idea how huge federal government expenditures are. The federal government market is the largest in the world! Would you like to participate in that marketplace but don't know where to start? This program is an introduction to the basics of selling to the government. You'll get basic information on the market, how the market is segmented, buying channels, terminology, registrations and certifications involved, and the starting points for positioning your company to sell into the government market.

9:30 Starting a Business – Elaine Hansen, NE MN Small Business Development Center of the UMD Center for Economic Development

Have a great idea for a new business but don't know how to get started? Get valuable information about developing a business in the State of Minnesota.

10:30 Joint Venture and Teaming Agreements – Dean Edstrom, Lindquist & Vennum

Learn about Teaming Agreements and Joint Ventures – how they are different and requirements needed for a successful Teaming Agreement and Joint Venture.

10:30 Financial Fundamentals – Edgardo Rodriguez, MEDA

Learn about tools for Larger more Sustainable Profits for your Business – Tips to improve your business success, today, tomorrow and in the future. Work smart and obtain positive results.

11:30 Understanding GSA's Multiple Award Schedules – Beverly Coley and Maureen Cruz, GSA, Office of Business and Congressional Services

GSA is a very diverse federal contracting activity. This session will introduce GSA's three separate procurement organizational elements and then focus on the GSA Multiple Award Schedule (MAS) system as the primary supply vehicle used by nearly all federal agencies. The MAS method of procurement is a very efficient means of providing the numerous and varied products and services required by the federal government, but presents a unique challenge to vendors trying to sell to the feds. At the conclusion of this session, participants should be able to locate the MAS solicitations applicable to their product or service, access some of the GSA agency ordering tools, and apply basic marketing techniques when approaching prospective buyers once they have successfully completed a bid and are awarded a GSA MAS contract.

11:30 Marketing: Know Your Customer – Jan Zigich, NE MN Small Business Development Center of the UMD Center for Economic Development

“Learn about how to identify and quantify potential customers. Understanding who your “best customer” will be to support business success. Whether you are a start-up business investigating market potential or an existing business considering expansion or new product introduction, understanding who will be the first and ultimately the predominant customer walking through your door is crucial to success.”

12:30 Your First Step to Government Marketing: Completing the Central Contractor Registration (CCR) – Arlette Abrahamson, Procurement Technical Assistance Center (PTAC)

If you want to sell to the Federal Government, you must complete the Central Contractor Registration (CCR). You can not receive a government contract or apply for any certifications without this registration being completed. Review the Central Contractor Registration Application.

12:30 DBE Certification Program – Mike Plumley, MN Department of Transportation

Learn about the Disadvantaged Business Enterprise Certification program that is utilized by Department of Transportation, Metropolitan Council and the Metropolitan Airports Commission. Who is eligible? What are the requirements? How does one become certified? What are the benefits? Attendees will gain a better understanding of the various programs and the opportunities that may be available from these organizations.

1:30 8(a) Business Development and HUBZone Programs – Randy Czaia, U.S. Small Business Administration

While both SBA administered programs have a connection to Federal contracting, the 8(a) BD Program and the HUBZone program are designed to achieve different goals. The 8(a) Business Development program is intended to overcome an individual's personal disadvantage through training, counseling, and Federal contract support. The HUBZone program is intended to increase investment and employment in Historically Underutilized Business Zones through preferences in Federal contracting for businesses that are located in, and hire from, these underutilized areas. Attendees will learn the eligibility requirements, application procedures, and the benefits of these important programs.

1:30 Subcontracting Program and Subcontracting Plan Reviews – Tom Koopmeiners, U.S. Army Corps of Engineers

This workshop will cover small business subcontracting opportunities. Tom will discuss subcontracting plans levied upon large businesses when they are awarded a large contract and how small businesses fit into those subcontracting plans.

2:30 Assistance Programs for Native American-Owned Companies – George Williams, UIDA Business Services

Overview and services offered by UIDA to Native American businesses. The Department of Defense 5% Indian Incentive Program provides incentive payments to Prime and Sub-tier Contractors who use Native American owned businesses for subcontract work on Department of Defense Contracts. This seminar will provide an overview and explain how your business can participate in this program.

2:30 Selling to the State of Minnesota – Wendy VanKuyk, State of Minnesota

This workshop will provide an overview and details about contracting with the State of Minnesota. Topics to be covered include:

- 1 - Overview of the states' purchasing practices
- 2 - Where the dollars come from
- 3 - How the dollars can be spent
- 4 - How to get registered as a vendor
- 5 - Where to find business opportunities
- 6 - State expectations of contractors

DIRECTIONS:

The Procurement Fair will be held at the Fortune Bay Resort Casino. It is located in Tower on beautiful Lake Vermilion. Directions are available at Mapquest: <http://www.mapquest.com> – ending address is 1430 Bois Forte Road, Tower, MN. Hotel 1-800-555-1714 or online <http://www.fortunebay.com>.

REGISTRATION:

The event is free but registration is required.

Register online at: www.ptac-meda.net - Click Training - Click Calendar - Scroll down to Procurement Fair – this will bring you to online registration or **Click Here** for online registration.