



How to Market Your Business to the Federal Government

This program is targeted at small businesses in Maui and Hawaii with an interest in selling goods or services to the Federal Government-but all are welcome to attend.



The Boeing Company, Air Force Research Laboratory, and the Maui Economic Development Board, Inc. are pleased to present a full day overview of what it takes for Maui and Hawaii small businesses to sell goods or services to the federal government. Learn more about:


- How to market your business to the Federal Government
- The Mentor-Protégé program and joint ventures in government contracting
- Proposal Writing to win Department of Defense and National Laboratory Contracts
- Federal government preferences for certain types of businesses (8A, HUBZone, Disabled Veteran, Women and minority owned)
- Completing all the necessary forms and registrations to contract with the government and SBA
- Teaming with a larger business on government contracts

Date: Wednesday, March 12, 2008, 8:00 am - 4:00 pm

Location: Pacific Disaster Center Training Room, Ke Alahele, The MEDB Center, 1305 North Holopono Street. Located in the Maui R&T Park in Kihei.

Cost: Register online at www.hightechmaui.com. The cost is \$30, which includes workshop materials, lunch and refreshments.

Additional information on the workshop is available at www.hightechmaui.com or contact us at 808.875.2318.





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Maui Economic Development Board, Inc.
Present

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Workshop Topics

Basic Registration Required to Contract with the Government and Small Business Administration (SBA) Certifications:

Joan Fulkerson, Director of Small Business Programs, Air Force Research Laboratory: Find out the basic registrations required for you to do business with the government, i.e., CCR, DUNS, and Cage Code. Become familiar with the SBA certifications that can give you priority in government contracting and how you might qualify for them, i.e., 8(a), HUBZone and service-disabled veteran. "How to Do Business" pamphlet will be provided.

How to Market Your Business to the Federal Government. Joan Fulkerson: Networking and meeting with contract specialists help to get your business known by potential customers. The next step in the process of getting a contract is often accomplished through a capabilities statement. Learn a practical approach to develop a solid capabilities statement and how to tailor it for presentation to specific customers or for specific opportunities. Find out how basic improvements to your business card can improve your chances for government contracts. Sample capability statements will be provided.

The HUBZone Program. Joan Fulkerson: The HUBZone Empowerment Contracting Program stimulates economic development and creates jobs in urban and rural communities. Learn the rules for certification as a HUBZone small business and how that certification can provide contracting preferences to your business. Qualifying small businesses may be eligible for: set-aside awards; sole source awards; and awards through "Full & Open" competition, after application of a price preference in favor of the HUBZone small business. If principal office is in Hawaii you may be eligible for a HUBZone Certification.

Proposal Writing to Win Department of Defense and National Laboratory Contracts (Overview). Joan Fulkerson: Competing for Federal Contracts is daunting. This presentation introduces the big picture strategy and nitty-gritty details to develop winning, highly competitive proposal for Department of Defense (DoD). It takes you deeper into the little-known secrets of what occurs within government when developing the contract requirements, and how you will be evaluated. Learn how to leverage this information to your advantage. Whether you are new to government contracts or a seasoned professional looking to sharpen your skills, this presentation will help you Win and avoid common mistakes seen by Proposal Evaluators. Request for Proposal (RFP) booklet will be provided.

How to Team with Large Business. Becky P. Martin, Manager, Supplier Diversity, The Boeing Company: Most opportunities for small businesses in the government marketplace exist as subcontractor to a large prime contractor. Learn how to identify these opportunities, the timing required for teaming discussions on major acquisitions and how to develop the relationships necessary to become a successful team member.

Mentor-Protégé Program and Joint Ventures - Advanced Teaming Strategies for Winning Federal Contracts

Becky Martin: This presentation is designed to instruct conference participants on significant ways to increase contract opportunities for Small, 8(a), SDB, HUBZone, Service-Disabled Veteran-Owned and Women-Owned Small Businesses. Teaming arrangements are desirable from a federal and industry standpoint because they enable the companies involved to compliment each other's unique capabilities and offer the government the best combination of performance, cost and delivery for the product/service being acquired.

March 12, 2008, Maui, Hawaii | visit www.hightechmaui.com for more information.

Presented by the Maui Economic Development Board, Inc.
Sponsored by the Air Force Research Laboratory and The Boeing Company

