

The Greater Minnesota Resource and Government Procurement Fair

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



Hosted by:
Fond du Lac Reservation, Black Bear Casino Resort
Carlton, Minnesota 55718



August 18, 2010
8:30 a.m. — 4:00 p.m.



Sponsored by:
Turtle Island Procurement Technical Assistance Center



In cooperation with:
Minnesota Procurement Technical Assistance Center,
U.S. Small Business Administration,
UMD Center for Economic Development,
NE MN Small Business Development Center

Schedule:

7:30 a.m. Registration
8:30 a.m. Welcome
9:30 a.m.— 4:00 p.m. Trade Fair and Workshops

Register online at: <http://turtleislandptac.ecenterdirect.com/ConferenceDetail.action?ID=3>

Minnesota American Indian Chamber of Commerce
Business Builders Luncheon



Co-Sponsored by:
KRAUS-ANDERSON Construction Company
& Blandin Foundation

(Lunch limited to first 200 Registrations)



The Greater Minnesota Resource and Government Procurement Fair

Small businesses interested in starting a business, growing a business, or doing business with government agencies and prime contractors should attend! There will be a trade show throughout the day, along with a variety of workshops including Starting a Small Business, Selling to the Government, and Marketing Your Business Using the Buy Indian Act and the DoD 5% Incentive Program. Native-owned, veteran-owned and woman-owned small businesses can learn about special programs designed to provide better access to the government marketplace.

Exhibiting Organizations

Federal, State and Local Government

Army Corps of Engineers
DOT Small Business Transportation Resource Center
General Services Administration (GSA)
Grand Forks Air Force Base
Internal Revenue Service (IRS)
Metropolitan Council
Minnesota DOT
Minnesota Materials Management
Minnesota Workforce Center of Duluth
Small Business Administration
University of Minnesota

Commercial and Prime Contractors

Adolfson & Peterson
Eckland & Blando LLP
Fastenal
General Dynamics
Industrial Contract Services, Inc.
Lockheed Martin
Medtronic
PCL Construction
Ryan Companies
Short Elliot & Hendrickson (SEH)
Tesoro Refining and Marketing Company – Northern Great Plains

Nonprofit Organizations

American Indian Economic Development Fund (AIEDF)
Association of Women Contractors (AWC)
Metropolitan Economic Development Association (MEDA)
MN American Indian Chamber of Commerce (MAICC)
MN Procurement Technical Assistance Center (PTAC)
Service Corps of Retired Executives (SCORE)
Turtle Island Procurement Technical Assistance Center (PTAC)
UMD Center for Economic Development
NE MN Small Business Development Center
Women's Business Development Center - Minnesota

Directions

The Procurement Fair will be held at the Black Bear Casino Resort in Carlton, Minnesota. Directions are available on Mapquest: <http://www.mapquest.com> – ending address is 1785 Highway 210; Carlton, Minnesota 55718. Hotel 1.888.771.0777 or online at <http://www.blackbearcasinoresort.com>

Registration

The event is free but registration is required. The fair is open to everyone. The Minnesota American Indian Chamber of Commerce Business Builders Luncheon is limited to the first 200 registrations.

Register online at: <http://turtleislandptac.ecenterdirect.com/ConferenceDetail.action?ID=3>



Workshops

The Basics of Selling to the Government

Arlette Abrahamson, MN Procurement Technical Assistance Center (PTAC)

By now, you must have some idea how huge the federal government expenditures were in 2009. 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? Then attend this 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.

Understanding the GSA Schedule Program

Maureen Cruz, General Services Administration (GSA)

GSA is home to the most important contracting activity for all federal agencies. The GSA Schedules (also referred to as Multiple Award Schedules and Federal Supply Schedules) Program, establishes long-term government wide contracts with commercial firms to provide access to over 11 million commercial products and services that can be ordered directly from GSA Schedule contractors or through the [GSA Advantage!®](#) on-line shopping and ordering system for federal buyers. Participants will learn how to locate their applicable Schedule application/solicitation, and receive marketing information as a means to aligning the businesses with opportunities within the GSA Schedules process as well as other current procurement needs, initiatives, and forecasts in the Federal sector.

Learn details about the US DOT Bonding Assistance Program and Lending Program

Rhonda Wilson, Central Region Project Director, SBTRC

This workshop will provide an overview and details about the Short-Term Lending Program (STLP) and the Bonding Assistance Reimbursable Fee Program (BAP) offered by the U.S. Department of Transportation to DBEs and other Small Disadvantaged Certified vendors. Topics to be covered include the mission and functions of the Small Business Transportation Resource Center (SBTRC); how each program works; how to apply and the requirements for each program; and who can answer your questions as well as assist with the application process.



Certification Panel

Pat Calder, Metropolitan Council – DBE; Randy Czaia, Small Business Administration – 8(a) and HUBZone; Wendy VanKuyk, State of Minnesota – TG/ED Program; Natasha Fedorova, Women’s Business Development Center - WBENC

Sorting through the various federal, state, local, and corporate socio-economic certification programs can be a daunting task. Who is eligible? What are the requirements? How does one become certified? What are the benefits? This panel will answer these questions and more. Representatives from six socio-economic certifying bodies will walk you through their programs and answer your questions. Attendees will gain a better understanding of the various programs and the opportunities that may be available from these organizations.

American Indian Business Success Story Panel

Join us for an hour of discussion with successful Native Business Owners who have been awarded contracts in both sectors. Listen to them describe their challenges along the way, how they met them and persevered in spite of it all.

SBA Financial Programs Overview

Denise Favors, U.S. Small Business Administration

This presentation will provide an overview of SBA’s most popular lending programs. It will also cover the American Recovery and Reinvestment Act and what’s in it for you. The presentation will include an overview of various lines of credit and working capital loan programs. You will get a sense of how to prepare a successful application for financing. Obtain an in-depth look at how your application will be analyzed by the lender and how long it will take to get funds in your account. You will definitely benefit from the expert presenter, who will provide you with some tools that promise to unlock the mystery of how to really obtain the financing you need for your business.

How Do I Fit Into a Large Government Contract?

Thomas Koopmeiners, U.S. Army Corps of Engineers

This workshop will discuss how small businesses can be part of those large contracts that appear to be out of reach. We'll talk about subcontracts on discrete construction projects as well as how you may participate indirectly supporting that large business in other areas.

Starting a Business

American Indian Economic Development Fund

This course is designed to assist motivated individuals who dream of building their own business! The lessons are taught so that any individual interested in starting a business or who wants to expand an existing company can attend, no matter education or experience level, and will obtain the knowledge and technical support to successfully start or operate a business. Strong business plans are the first step to starting a business and required to secure financing. This course, includes financial literacy with personal budgeting, as well as professional financial management that lending institutions will require in today’s market.



Marketing: Know Your Customer

UMD Center for Economic Development the NE MN Small Business Development Center

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.

Marketing Your Business Using the Buy Indian Act and the DoD 5% Incentive Program

Turtle Island Procurement Technical Assistance Center (PTAC)

This program allows prime contractors to receive a 5% rebate on work subcontracted to Native-owned businesses. Contractors must submit in writing to the Contracting Officer a request for the 5% rebate on the amount awarded to AGT under estimated cost, target cost, or firm fixed price contracts. Contracting Officers authorize these incentive payments contingent with the terms and conditions of the contract and the availability of Bureau of Indian Affairs funding. Incentive program payments are funded separately from the contract and do not affect the money available for contract execution.

Optimize Your Web site: Methods to promote your Web site from design to search engine optimization

UMD Center for Economic Development the NE MN Small Business Development Center

Whether you have a Web site or are planning to build one, this workshop will benefit you. From design to search engine optimization (SEO), this workshop covers practices to get your site ranked high, search terms you should use, and more. Find out why what you see and don't see play a role in how your site is indexed, as well as what role color and navigation play in how your site is perceived. We will also discuss the use of social media to promote your site.

Selling Commercial Items to the Federal Government

Timothy Connelly, Eckland & Blando LLP

For many years contracting with federal agencies was a complicated and time-consuming endeavor. In the 1990s Congress made significant reforms that allow federal agencies to buy "commercial items" using streamlined procedures. Learn how to take advantage of these simplified procedures to ensure that you maximize your sales and reduce your costs in the federal government marketplace.



Federal Government Contract Flow Down Clauses: Learn What the FAR Does and Does Not, Require.

Timothy Connelly, Eckland & Blando LLP

The Federal Acquisition Regulation (FAR) contains hundreds of standard contract terms and conditions. Some of these clauses are required to be included in certain types of subcontracts. Using examples from the Recovery Act, this seminar will explain this "flow down" process and help you write and negotiate better subcontracts with the government, prime contractors, and suppliers.

Payroll Tax Break for Employers Who Hire Previously Unemployed Workers: The HIRE Act
Karen Brehmer, Internal Revenue Service

Would you like to hire an employee and get a break on your payroll taxes? This seminar will explain two tax benefits for employers that hire and retain previously unemployed workers. The first, referred to as the payroll tax exemption, provides employers with an exemption from the employer's 6.2 percent share of social security tax on wages paid to qualified employees. The second benefit is for employers that retain the employee for at least 52 weeks. These tax breaks offer a much-needed boost to employers willing to expand their payrolls. This seminar will also provide you with tips and tools for navigating the IRS Web site.

Doing Business with the Air Force

Queen McCartney, Grand Forks Air Force Base

Learn the essentials for doing business with the U.S. Air Force. Pertinent information includes www.ccr.gov registration, responding to sources sought notices, www.fedbizopps.gov, NAICS Codes, and the Government Purchase Card. Also what a business should do, how we buy, what we buy, when we buy, small business set-asides/types, and other potential sources for Air Force requirements.