

WELCOME TO

Preparing for the Regional Contracting Forum: Business Intelligence & Marketing



The webinar will begin momentarily

with Kylene Peters
Government Contracting Assistance Specialist

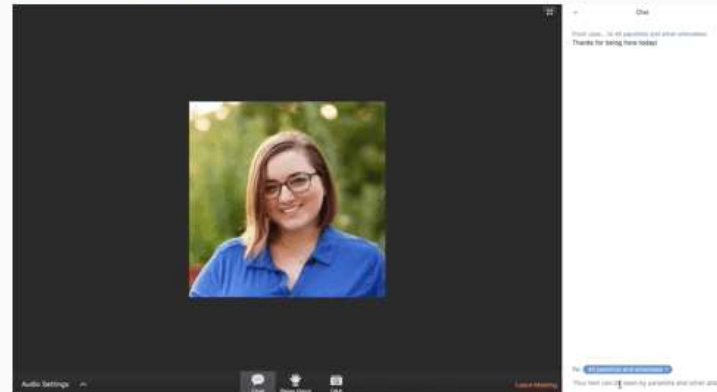
Before we get started...

If you have a question, type it in the chat box

1. As an attendee, **Chat** will be in the controls at the bottom of your screen.

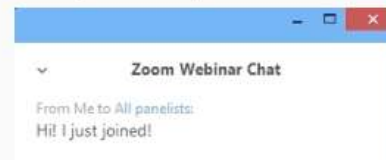


2. When you click on chat, the chat window will appear. It will be on the right if you are not in full screen. If you are in full screen, it will appear in a window that you can move around your screen.



3. Type your message and press **Enter** to send it.

- You can also select who you would like to send the message to by clicking on the drop down next to **To:**



PREPARING for the



Created by:

Washington PTAC

What's a PTAC?

Why use a PTAC?

The Procurement Technical Assistance Center

assists Washington State businesses to FIND, BID, & WIN federal, state, and local governments.

- Finding opportunities to bid
- Interpreting solicitations and regulations
- Certifications & registrations
- Marketing to government buyers
- ...and much more

We provide these services through:

- Workshops
- One-on-one Counseling Sessions
- Prime/Agency Matchmaking events
- Optional Bid Match service (*fee-for service*)



Today's Objectives



- About the Regional Contracting Forum




- Who you will meet



- Prepare your marketing materials



- Going to the event and afterwards



✓ About the Event

Title of the Event: Regional Contracting Forum

When: October 9, 2018

Where: McCaw Hall - Seattle Center,
321 Mercer St, Seattle

It is recommended that you register: type in
Eventbrite Regional Contracting Forum in your
internet search bar

MARION OLIVER
McCaw HALL
AT SEATTLE CENTER

RCF Regional Contracting Forum

Who will you meet?

2018 Major Sponsors Include:



City of Seattle



King County



Port of Seattle



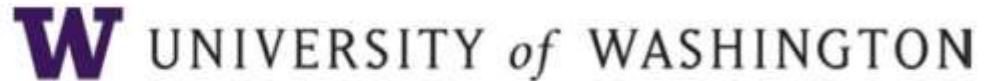
Port of Tacoma



Washington State Office of
**MINORITY &
WOMEN'S**
Business Enterprises



SOUNDTRANSIT



W UNIVERSITY of WASHINGTON



Washington State
Department of Transportation



Washington State Department of
Enterprise Services



WASHINGTON
PTAC

Trade Show Participants (as of 9/25/18)

City of Seattle	King County
Washington State Department of Enterprise Services	Sound Transit
Port of Tacoma	Port of Seattle
University of Washington	Washington State Department of Transportation
WA State – Office of Minority and Women’s Business Enterprise	City of Bellevue
Pierce Transit	Seattle Housing Authority
Snohomish County	City of Tacoma
AGC of Washington	Community Transit
Convention Center	Greater Seattle Business Association (GSBA)
Naval Facilities North West	National Association of Minority Contractors
NW Mountain Minority Supplier Development Council	Washington State Procurement Technical Assistant (PTAC)
Small Business Administration	Tabor100
Veterans Affairs Department – Washington State	Women’s Transportation Seminar (WTS)
Job Order Contractor: Saybr Contractors Inc.	Job Order Contractor: Forma Construction
Job Order Contractor: Centennial	

Getting Prepared

Create a target list of who you want to meet with

Create a strong Capability Statement & business cards

Matchmaking sessions: Register if you have been notified by the City of Seattle. (<http://www.seattle.gov/city-purchasing-and-contracting/rcf#matchmaking>)

Bring enough company representatives for your goals



✓ You should also expect to meet

Small business liaisons

Contracting officers

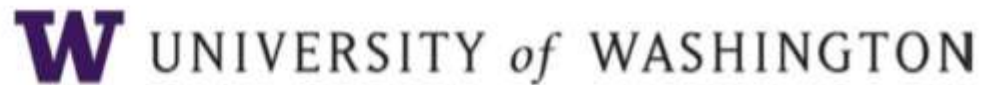
Project Managers

Other small business owners

Resource partners

Identifying Target Customers

Visit the websites of your target agencies and primes



Market Research

- Which agencies/offices buy what you sell?
- Who are they buying from now?
- How do they buy? Contracting vehicles used?
- When do they buy?
- Who are your competitors? How do you compare?
- Why will customers buy from you?

✓ Preparing Your Marketing Materials



Capability Statement

- Contact Info
- Pertinent Business Identifier
 - City Business License, WA state UBI,
 - Federal IRS EIN, DUNS #, CAGE and NAICS Codes and/or Commodity Codes
- Geographical Coverage
- Areas of Expertise/Core Competencies
- Any current acquisition vehicles (Blanket contracts, GSA Schedule, Government P Card) , Bonding
- Past Performance or Customers
- Small Business Certifications (socioeconomic status)
 - WMBE or small business and certification number
 - County/Local certifications
 - 8a, HUBZone, DBE, WOSB, Veteran Business



Leading Supplier of Digital Recording Solutions for Video, Voice & Data
The Jackson Building
 3440 Park St.
 Groves City, OH 43123
 P. 614-876-8500 or 800-556-8588
 F. 614-878-8179
 Web www.soundcommunications.com
 Email sales@soundcommunications.com

At A Glance:
 Cage Code 1XH20
 DUNS# 621369381
 Set-Asides Small Business
 Vietnam-Era Veteran Owned
 EIN 31-1331321
 Organization S Corp

Capabilities Statement

Capabilities

- Digital Audio Recording
- Call Center Support
- Digital Video Surveillance/Recording

- Call Center Performance Optimization
- Agent Evaluation Systems
- Digital Court & Commission Recording

Company

Established in 1983, Sound Communications is Vietnam-era veteran-owned, small business. We are the Midwest's leading supplier of digital recording solutions for video, voice and data. Our digital voice recording platform of choice is Mercom's Audiolog, and we are one of only six Mercom Platinum Dealers worldwide. Mercom's product line also includes MIQ Agent Evaluation Software.

In addition, we are also certified resellers and partners for VIQ Solutions (digital courtroom recording) and Concerto Software (contact center performance solutions). Sound Communications also develops and installs our own **SCI-DVR**, turnkey digital video recording solutions. Our systems are recording video, voice and data in hundreds of facilities throughout the Midwest and beyond.

Executive Bios

Garry Stephenson (Founder, President & CEO) has more than 20 years of experience in digital recording. He holds a bachelor's degree from Ohio University, and is a Vietnam-era veteran of the U.S. Navy. Garry serves on the Mercom Systems Advisory Board for Value Added Resellers.

Toni VanHorn (Vice President & CFO) has more than 25 years of experience in business and fiscal management. She is an alumna of Bowling Green State University and the University of Cincinnati, having studied Business Administration at both institutions.

Darin Cooper (Systems Engineer & CTO) has more than eight years of experience in both mid-level business management and digital recording. He is a graduate of the University of South Florida, and was designated Sales Engineer of the Year by Mercom in 2003.

Client References/Performance History

American Electric Power Multi-site installation spanning six states and incorporating call recording and agent evaluation packages.	United States District Court, Southern District of Ohio Enterprise-level courtroom recording systems in Dayton and Cincinnati.	Union County (OH) Court of Common Pleas Enterprise-level courtroom recording systems in Probate and Juvenile courts.
Cinergy Corporation Call recording with integrated screen capture encompassing two sites and more than 1000 channels.	United Parcel Service Multi-site installation incorporates call recording with network-attached storage (NAS) and centralized archiving.	Hewlett Packard This outsourced Procter & Gamble installation includes call recording at multiple sites with both traditional and home-based agents.
Bureau of Public Safety Multi-site call recording installation upgraded in 2005.	The Berry Company Multi-site installation spans 10 states and includes VoIP recording.	Fairfield County Sheriff 16-camera digital video recording and surveillance system.



Home - Markets - Products - Company - Contact Us - Equipment For Sale

Capability Statement

CELINA Enterprises, Celina Industries, Celina Enterprises is an Ohio based manufacturing plant and offices are located in various states as a small woman owned, hub zone located in the state of Ohio February 1, 1998.

President, has more than 17 years experience in business management.

Finance, holds a degree in finance from Ohio State University, has 13 years experience in business management.

Engineering, holds engineering degrees in mechanical, electrical, and civil, and concrete has 10 years experience in management.

Operations, holds a degree in Organizational Management and an Assoc. Degree in Business Administration from Ohio State University, she has 22 years experience in manufacturing, and

COMPANY DESIGNATIONS
 CAGE Code: 1UJZ5
 DUNS Number: 982650016
 EIN: 34-1884249
 GSA Contract #: GS-07F-5874P
 Corporate Structure: Woman Owned
 Small Business - Customer ID P0241287
 HUBZone Certified - Certificate #6263
 ORCA Registration - Complete
 EDGE Certified buy Ohio DAS Expires 8/5/2010

NISH (WOOD) AFFILIATION
 Celina Tent, Inc outsources component parts to CA INDUSTRIES, Celina, Ohio
 NISH Registered, ID# 3654, Status-Associated

NAICS CODES
 314912 Canvas & Related Products Mills
 314911 Textile Bags Mills
 624221 Temporary Shelters
 624230 Emergency and Other Relief Services
 339999 All other Miscellaneous Manufacturing

SIC CODES
 2394 Canvas & Related Products

...oints, tarps and tent
 ...are used throughout the
 ...ducts such as the Rapid
 ...used in relief efforts

...hostile and industrial
 ...ction of items that may

30 second speech

- Your name
- Your company name
- What are your Areas of Expertise/
Core Competencies BRIEFLY!!
- What you want them to do next (answer a question, pass on your information, etc)



✓ Your Checklist

- ✓ Prepare by reading the agenda
 - What agencies & prime contractors will be there?
 - Learn about upcoming projects you want to bid on
- ✓ Make sure all your online profiles (city, county & federal sites, your website) are consistent and up-to-date
- ✓ Get your capability statement reviewed and create an effective intro speech

✓ After the event follow-up



Q & A

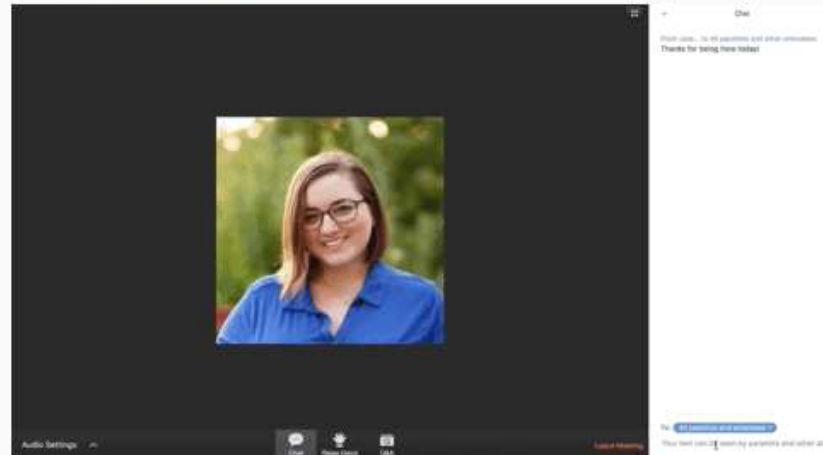
Questions – please post

If you have a question, type it in the chat box

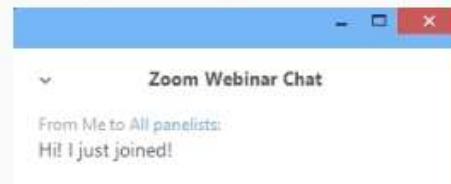
1. As an attendee, **Chat** will be in the controls at the bottom of your screen.



2. When you click on chat, the chat window will appear. It will be on the right if you are not in full screen. If you are in full screen, it will appear in a window that you can move around your screen.



3. Type your message and press **Enter** to send it.
 - You can also select who you would like to send the message to by clicking on the drop down next to **To:**.



THANK YOU &
Make it your great



Questions, Comments & Discussion



Contact Your Local WA PTAC Counselor:



1: Kitsap Economic Development Alliance

Mary Jo Juarez, Kathy Cocus
360.377.9499 | kitsap@washingtonptac.org



2: Thurston Economic Development Council

Kate Hoy, Dale Colbert
360.754.6320 | thurston@washingtonptac.org



3: Greater Vancouver Chamber of Commerce

Jeannet Santiago | 360.567.1051
swwa@washingtonptac.org



4: Economic Alliance Snohomish County

Lisa Lagerstrom | 425.248.4223
snohomish@washingtonptac.org



5: Green River Community College

Darrell Sundell | 253.520.6267
king@washingtonptac.org



6: Bates Technical College

Tom Westerlund | 253.680.7054
pierce@washingtonptac.org



7: Greater Spokane Incorporated

Ryan Rodin | 509.321.3617
spokane@washingtonptac.org



8: Tri-City Regional Chamber of Commerce

Ashley Coronado | 509.491.3231
tricity@washingtonptac.org



9: Seattle

Kylene Peters | 206.684.8594
seattle@washingtonptac.org

Washington PTAC @ City of Seattle

Kylene Peters

Seattle@WashingtonPTAC.org

206-684-8594



Washington firms:
www.washingtonptac.org



Native/Tribally Owned:
<http://ptac.ncaied.org/>



Outside WA State?
Association for PTACs:
<http://aptac-us.org>

