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.
PREPARING for the Regional Contracting Forum

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
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
- Sound Transit
- University of Washington
- Washington State Department of Transportation
- Washington State Department of Enterprise Services
# Trade Show Participants (as of 9/25/18)

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<table>
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<tbody>
<tr>
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<td>WA State – Office of Minority and Women’s Business Enterprise</td>
<td>City of Bellevue</td>
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<td>Pierce Transit</td>
<td>Seattle Housing Authority</td>
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<td>Snohomish County</td>
<td>City of Tacoma</td>
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<td>AGC of Washington</td>
<td>Community Transit</td>
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<tr>
<td>Convention Center</td>
<td>Greater Seattle Business Association (GSBA)</td>
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<tr>
<td>Naval Facilities North West</td>
<td>National Association of Minority Contractors</td>
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<td>NW Mountain Minority Supplier Development Council</td>
<td>Washington State Procurement Technical Assistant (PTAC)</td>
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<tr>
<td>Small Business Administration</td>
<td>Tabor100</td>
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<tr>
<td>Veterans Affairs Department – Washington State</td>
<td>Women’s Transportation Seminar (WTS)</td>
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<tr>
<td>Job Order Contractor: Saybr Contractors Inc.</td>
<td>Job Order Contractor: Forma Construction</td>
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<tr>
<td>Job Order Contractor: Centennial</td>
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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
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 a veteran-owned, small business. We are the Midwest’s leading supplier of digital recording solutions for voice, video, and data. Our digital voice recording platform of choice is Mercom’s Audologix, and we are one of only six Mercom Platinum Dealers worldwide. Mercom’s product line also includes Mercom Agent Evaluation Software.

In addition, we are also certified resellers and partners for VIG Solutions (digital courtroom recording) and Concepto Software (contact center performance solutions). Sound Communications also develops and installs our own SCDVR™, a turnkey digital video recording solution. Our systems are recording video, voice, and data in hundreds of facilities throughout the Midwest and beyond.

Executive Bios

Gary Stephenson (Founder, President & CEO) has more than 20 years of experience in digital recording. He holds a bachelor’s degree from Otter University and, is a veteran of the United States Navy. Gary 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 alumnus of Bowling Green State University and the University of Cincinnati, having attended the Graduate School of 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 SAE Engineer of the Year by Mercom in 2005.

Client References/Performance History

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<td>Enterprise-level courtroom recording systems in Dayton and Cincinnati.</td>
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<td>Multi-site installation in states and includes VoIP recording.</td>
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ALA Glance:

- Cage Code: UXH92
- DUNS: 621140361
- Tax ID: 31-1393121
- Organization: S Corp

Capacity Statement

Celina Enterprises is an Ohio-based small business. The manufacturing plant and offices are located in facilities as a small woman-owned, veteran-owned business located in the state of Ohio on February 1, 1999.

President, has more than 17 years of management experience. He has 16 years of experience in business and fiscal management.

Finance, holds a degree in finance from the University of Cincinnati, having attended the Graduate School of Business Administration at both institutions.

Executive Bios

Gayle Knoke is a veteran of the United States Navy. Gayle 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 alumnus of Bowling Green State University and the University of Cincinnati, having attended the Graduate School of Business Administration at both institutions.

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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
   swva@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