

Thank you for waiting – our webinar will begin shortly

The Essential Ingredient of All – Relationships!

Special Guest Instructor:

Connie Davis

Vice President Operations

English El Enterprises



Before we begin ... just a few notes:

- During the presentation lines will be muted so only presenters can be heard.
- While you are listening please also put your phone on mute
- Do NOT put your phone on hold – please hang up and call back
- If having trouble viewing the presentation – please close out and log in using a different browser
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- If you have any questions during the presentation, please feel free to enter them into the discussion box on the bottom left of your screen





Women Impacting Public Policy (WIPP) is a nonprofit, membership organization working to increase the economic power and public policy clout of women entrepreneurs by providing essential business skills education, leadership opportunities for business and personal growth, and a seat at the table among policymakers in Washington, D.C.

WIPP was founded in 2001 and is recognized as a national, nonpartisan voice for women business owners, advocating on behalf of its coalition of 4.7 million businesswomen including 78 business organizations. WIPP identifies important trends and opportunities and provides a collaborative model for the public and private sectors to advance the economic empowerment of women.

www.WIPP.org



Give Me 5

- National program from WIPP & American Express OPEN designed to educate women business owners on how to apply for and secure federal procurement opportunities.
- Give Me 5 works to increase the representation of Women Business Owners that win government contracts. We provide accessible business education tools to assist both new and experienced federal contractors.
- Women Business Owners could gain more than \$4 billion in annual revenues if the 5% contracting goal set by Congress was reached.



Give Me 5

The Essential Ingredient of All –
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English solutions



Course Instructor



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Vice President Operations
English EI Enterprises

31 W. Adams Street
Suite 102
Jacksonville, FL 32202
904.755.2554



Objective

Build Strong Business Relationships



Relationships

Why are business relationships important?

- The majority of federal contracts are won based on relationships with other vendors and federal buyers.
- People will think of you first, given the great relationships you have built.
- Those who leverage relationships build exceptional teams and successful companies



Relationships That Work

- Mentor
- Teaming
- Joint Venture
- Prime Contractor/Sub Contractor
- Small Business Administration (SBA)
- Professional Venues



Mentors

- Search for a mentor in your NAICS Code
- Identify a mentor on the Top 10 Vendors on fpds.gov
 - Use the **EZ Search** box to type in NAICS Code
 - A list of the Top 10 Vendor Full Name will display in bottom left
- Look for 8(a) firms graduating http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm



What are the benefits of a Mentor Protégé Relationship?

1. An increase in annual profits
2. Opportunities to joint venture with prime contractors
3. Increased working capital
4. Technical and managerial training opportunities
5. Increased personnel to manage projects
6. Larger working facilities
7. Additional and/or state of the art equipment

In addition, protégés may enjoy the benefits of financial assistance in the form of equity investments and/or loans.



Teaming

An arrangement between two companies that pool resources to obtain and perform on a contract.

Agreement:

- Exclusively between two companies
- Roles of each company
- Contributions, responsibilities and compensation of each company



Teaming Benefits

Opportunities to:

1. Build capacity (realize advancements in management and technical skills)
2. Increase annual profits
3. Work on large government procurements
4. Increase working capital
5. Gain experience with a diverse workforce
6. Expand and/or diversify products
7. Network to develop strong business relationships
8. Increase contract awards



Why Team with an 8a?

- Improve capability to perform contract
- Enhance financial resources
- Combine personnel resources
- Lack of certification required
- Spread the risks
- Meet socio-economic requirements



Joint Venture

Two or more companies form a partnership to act as one company to seek contracting opportunities.

Overview:

- Both partners share the profits and losses
- Shared control
- Terminating the JV can be more complicated



Prime Contractor/Subcontractor

The prime contractor agrees to use a company as a subcontractor on a contract.

Overview:

- Prime controls the contract
- No legal bind for the prime contractor to use the subcontractor
- No sharing of profits and losses



Build Relationships with SBA

Build strong relationships with at least 3 PCR's

Overview:

- Contact your area representatives
- Be to know the areas they cover
- Get to know the activities covered



Where To Locate PCR's (sba.gov)

AREA III: Includes the states of Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina and Tennessee

AREA DIRECTOR

MITCHELL MORAND

Office of Government Contracting
U.S. Small Business Administration
233 Peachtree St., NE, Suite 1900
Atlanta, GA 30303
Tel: (404) 331-7587 x202
Fax: (404) 331-2956
Email: mitchell.morand@sba.gov



STEWART KALLAM, INDUSTRIAL SPECIALIST (FORESTRY) & COC SPECIALIST

Atlanta Natural Resources Sales Assistance Office
U.S. Small Business Administration
233 Peachtree St., NE, Suite 1900
Atlanta, GA 30303
Tel: (404) 331-7587 x206 Fax: (404) 331-2956 Email: Stewart.Kallam@sba.gov

ACTIVITIES COVERED

Forest Service Region 8 (AL, AR, FL, GA, KY, LA, MS, NC, OK, PR, SC, TN, TX, VA, VI) and 33 market areas
ALABAMA, MISSISSIPPI, TENNESSEE



WOSB and EDWOSB set Asides

Contracting officers may set aside contracts for WOSBs and EDWOSBs if they meet the following requirements:

	WOSB Set Aside	EDWOSB Set Aside
Owner(s)	<ul style="list-style-type: none"> Firm must be at least 51% owned, managed and controlled by one or more women Owner(s) must be a U.S. citizen Firm must be considered “small” in primary NAICS code based on SBA’s size standards 	Firm must meet all requirements of WOSB and: <ul style="list-style-type: none"> Owner’s personal net worth must be less than \$750,000 Adjusted gross income average over three years must be \$350,000 or less Owner’s assets must be \$6M or less
Industries	NAICS code assigned to solicitation, IFB or quote is in an industry in which WOSBs are substantially underrepresented	NAICS code assigned to solicitation, IFB or quote is in an industry in which WOSBs are underrepresented
Rule of two	Contracting officer has reasonable expectation that 2 or more WOSBs will submit an offer * Note: All EDWOSBs are WOSBs	Contracting officer has reasonable expectation that 2 or more EDWOSBs will submit an offer * Note: Not all WOSBs are EDWOSBs
Award price	<ul style="list-style-type: none"> Anticipated award price <u>including options</u> does not exceed the statutory thresholds of \$6.5M for manufacturing or \$4M for other contracts Contract can be awarded at fair market price 	

A complete list of applicable NAICS codes can be found at www.sba.gov/wosb



Professional Venues

Know the Best Venues for Building Relationships

Examples:

NCMA (www.ncmahq.org)

World Congress July 26–29, 2015, Dallas, TX

NCMA Local Chapters

National 8(a) Association (www.national8aassociation.org)

Summer Conference – June 2015, Anchorage, AK



Searching the Market

Increases Your Success Rate

Overview:

- Do Extensive Market Research via FPDS.GOV
- Gives You a Systematic Approach to Entering the Federal Marketplace
- Uses Your Business Development Time More Efficiently and Effectively



Key Ingredients

7 Relationship-Building Strategies:

1. Communicate frequently and vary the types of messages you send.
2. Offer customer incentives with added value.
3. Hold special events with customers and staff.
4. Build two-way relationships. Listen and seek to support others.
5. Having superior customer service generates repeat business.
6. Include multicultural or multilingual components in your marketing
7. Visit the trenches, spend face-time with your customer.



Beware!!



GIVE ME FIVE
5%

Successful Relationships!!



Coming together is a beginning. Keeping together is progress. Working together is success!



Questions??



Connie Davis

Vice President Operations

English EI Enterprises

cd@eeenterprises.biz

www.benglishsolutions.com

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Suite 102

Jacksonville, FL 32202

904.755.2554



Thank You For Participating

Following this call you will receive links to the podcast of this session.

For questions, please contact Lin Stuart at

Lstuart@wipp.org





Get Involved!

- Join a policy issue committee and learn how policy can impact your business growth
- Make your voice heard - become a member of our national Instant Impact Advocacy Team
- Participate in our educational series – unlimited opportunities for you and your staff
- Receive weekly policy updates and briefings

1-888-488-WIPP

www.wipp.org

Questions? Contact WIPP Staff

Program & Education Coordinator: Lin Stuart ▪ LStuart@wipp.org ▪ (415) 434-4314

Membership Coordinator: Lynn Bunim ▪ LBunim@wipp.org ▪ (415) 434-4314

