



# *Small Business and Procurement* DEVELOPMENT CONFERENCE

## Agenda

Friday, March 28<sup>th</sup>, 2008

7:45 a.m. to 8:15 a.m. Sign in

8:15 a.m. to 8:40 a.m. Welcome

Introduction of the Program

Ms. Stephanie Watkins, SBA Regional Administrator

Congresswoman Thelma Drake, 2<sup>nd</sup> District of Virginia

8:40 a.m. to 9:40 a.m. First Session

*Start-Up Business Development Tract (Folio Room)*

“Business Planning”

by Jim Carroll, Hampton Roads SBDC

This workshop will help you to describe your small business, target your market, clarify descriptions of your products and services, and examine other elements that contribute to writing a successful business plan. You will learn a business plan model that gives you step-by-step guidance in researching and writing your business plan.

*Advanced Business Development Tract (Libris Room)*

“Fundamentals of Marketing: Your Action Plan for Success”

by Delceno C. Miles, The Miles Agency

This workshop will help you determine what marketing means to you and how to use the process to plan and execute your concept, price, and promotion. What is marketing and what does it include? What makes your product and/or service unique? Topics include pricing strategies, market information resources, market “positioning” and communications, and the difference between features and benefits.

*Procurement Opportunities Tract (Auditorium)*

“8 Step Buy- Sell Process of Federal Procurement”

by Doña P. Storey, Quality Technical Services, Inc.

In this simple to understand workshop, you will learn from both sides of the aisle how the government buys products and services and –most importantly– what do you have to do to be awarded contracts.

**9:40 a.m. to 9:50 a.m. Break**

**9:50 a.m. to 10:50 a.m. Second Session**

*Start-Up Business Development Tract (Folio Room)*

“Data Security and Protection”

by Ron Teixeira, National Cyber Security Alliance

Richard Kissel, National Institute of Standards & Technology

This workshop will address the importance of safeguarding sensitive data in your files and on your computers. Is your business taking steps to protect personal information? If yours or your customers' information falls into the wrong hands, it can lead to fraud and identity theft, loss of your customers' trust and business, and perhaps even the possibility of defending yourself against a lawsuit. Safeguarding your data is just good business.

*Advanced Business Development Tract (Libris Room)*

“Financing Your Business”

Panel – Wachovia, Center for Community Development,  
Waterside Capital Corporation, Action Capital Corporation

This panel discussion will address the aspects of both conventional and unconventional methods of financing your business and will reveal secrets and little known facts of the financial world. Various methods of financing your business will be discussed, including Equity Financing, Personal Investment from Self, Friends, and Relatives, Partner Investment, Factoring, Venture Capital, Debt Financing and Business Term Loans (Financing Fixed Assets).

*Procurement Opportunities Tract (Auditorium)*

“Certification Workshop”

by Tammy Proffitt, U.S. Small Business Administration

This workshop deals with the issue of certification in the contracting process. Certification pertains to U.S. Small Business Administration (SBA) Contracting Programs, including Central Contractor Registration (CCR), Dynamic Small Business Search (formerly PRO-Net), SDB certification and HUB-Zone Programs. We will discuss the types of certification programs that are available and what the requirements are for participation.

10:50 a.m. to 11:00 a.m. Break

11:00 a.m. to 12:00 p.m. **Third Session**

*Start-Up Business Development Tract (Folio Room)*

“Legal Issues that Affect Your Business”

by James Wilson, Wilson and Stoyanoff Law Firm

This workshop will provide insightful information regarding the legal environment and how it affects your business. Topics will include the types of legal entities that are available, how to use those entities once they are set up, and how the choice of entity may affect your financing options. Gain a firm understanding of the evolving laws that can impact your business and learn how to proactively reduce your legal exposure and improve your chances of financial success by detecting and correcting problems in the ways you do business.

*Advanced Business Development Tract (Libris Room)*

“Organizational Development and Human Relations”

by Larry Elinskas, Elin Associates, Inc.

This workshop will provide participants with a sound understanding of Human Resource Management and strategies that are particularly useful in small and medium size businesses. Topics will include employee hiring, firing, placement, compensation, motivation, training, leadership, and discipline. You will obtain information that can make an immediate impact and provide your managers, supervisors, and key employees with the tools to develop a system that fits your organizational needs and leads to Human Resource Management success.

*Procurement Opportunities Tract (Auditorium)*

“Bid Preparation”

by Indy Freeman, Teknologix, Inc.

This workshop will teach you the key components and processes inherent in planning, capturing, writing and designing, producing, and ensuring the proper and complete delivery of fully compliant Federal Proposals.

*Thank you for coming!*

*Please complete and return your Exit Survey prior to leaving.*

