



U.S. SMALL BUSINESS ADMINISTRATION
WASHINGTON, D.C. 20416

July 27, 2010

Dear Potential Mentor:

The 28th National Annual Minority Enterprise Development (MED) Week conference is fast approaching. The U.S. Small Business Administration (SBA) is pleased to participate in the MED Week Conference, an event sponsored by the U.S. Department of Commerce's Minority Business Development Agency. MED Week is a celebration of the contributions made by minority enterprises and provides the opportunity to recognize and honor accomplished minority business owners and advocates throughout the country. The 2010 National MED Week Conference will be held August 25-27, 2010 at the Omni Shoreham Hotel in Washington, D.C.

SBA considers training to be a vital component of MED Week. I invite you to participate in SBA's two, **free** small business training activities August 25th and 26th (see attached flyer) focusing on how small businesses can take advantage of government contracting opportunities and the benefits of marketing yourself to the Federal government.


As part of its celebration of MED Week, SBA will also host a Mentor-Protégé Conference on August 23, 2010. The Mentor-Protégé Conference is designed to assist 8(a) firms in their efforts to learn more about SBA's Mentor-Protégé Program, joint ventures and meeting potential mentors. The Conference will include training and one-on-one and virtual matchmaking sessions. A workshop entitled "**Succeeding in a Tough Construction Market**" will also be held for attendees in the construction industry. This Conference will be held on August 23, 2010 from 8:30 a.m.–5:00 p.m. at the Omni Shoreham Hotel in Washington, D.C.

There are many benefits to being a mentor in the SBA Mentor-Protégé Program. They include: allowing the Mentor and the Protégé to joint venture as a small business for any government contract; the expertise, resources and capabilities of the Mentor are made available to the 8(a) Participant Protégé; and the Mentor may aid the Protégé in its efforts to raise capital. {e.g., Mentors may own an equity interest up to 40% in the Protégé firm.}

You must register to be able to participate in either the Mentor-Protégé Conference, at sba.mybusinessmatches.com, or the MED Week workshops at www.medweek2010.gov.

Thank you in advance for your participation and I look forward to seeing you at the Mentor-Protégé Conference and the MED Week Conference.

Sincerely,


for LeAnn Delaney
Acting Associate Administrator
Office of Business Development



Construction Contracting

Monday, Aug. 23, 2010, 2:00 p.m. – 4:00 p.m.

"Succeeding in a Tough Construction Market"

Mr. Jack Fuller (Stover & Associates, Inc.) will present a seminar covering the most relevant topics of concern to small construction contractors in today's economy including but not limited to: (1) Protecting yourself during lean times; (2) Assessing and addressing risk for green building; (3) Ethical Conduct and (4) Education and Training and the need to develop new potential industry leaders. This seminar will provide information which will help participants in positioning themselves to succeed in a tough market. *This workshop will be held concurrent with the one-on-one sessions at the Mentor-Protégé Conference.*

Small Business Contracting Opportunities

Wednesday, Aug. 25, 2010, 2:30 p.m. – 4:30 p.m.

"Win Government Contracts for Your Small Business - Part II"

John DiGiacomo, author of "*Win Government Contracts for Your Small Business*", will show you how to make more money for your small business by making the government your best customer, how to use the internet to get government contracts, where to find government buyers, the best sources of leads for you and your company and how to write and submit winning proposals.

Thursday, Aug. 26, 2010 1:45 p.m. – 5:05 p.m.

"Marketing your Small Business to the Federal Government"

Mr. Frank Lane (Stover & Associates, Inc.) will provide a marketing template for use by small businesses to enhance/improve/augment their efforts in marketing to the federal government. The seminar will address questions that small businesses wrestle with as they struggle to develop/grow their niche area, market their business and ultimately win a federal contract. Some of the questions that will be addressed are: how do I initiate a business relationship with the Federal Government; is there a special process available that gets me an award; what are the legal (and illegal) options available for promoting my company; I can't get a return call from the Contracting Officer, what should I do; does the Government buy what I have to sell; I'm frustrated with the outcome of my Fed Biz Opps search, are there alternatives available and is there a roadmap for marketing my business?

Small businesses will be introduced to marketing methods, tools/technologies available for presenting company capabilities, and techniques tailored to assist the business owner in recognizing and capitalizing on opportunities to market to the federal government.