



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

July 27, 2010

Dear Small Business Owner:

The 28th National Annual Minority Enterprise Development (MED) Week conference is fast approaching. 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, at the Omni Shoreham Hotel in Washington, D.C.

SBA considers training to be a vital component of the MED Week Conference. I invite you to participate in SBA's two, free small business training sessions on 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, the U.S. Small Business Administration 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" (see attached flyer), 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. (registration opens at 7:30 a.m. at the Omni Shoreham Hotel in Washington, D.C.)

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. Please note, if you wish to attend the Mentor Protégé Conference, you must attend the morning workshops in order to participate in the matchmaking component.

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 Sheila D. Thomas
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.