



Taking Your Business to the Next Level

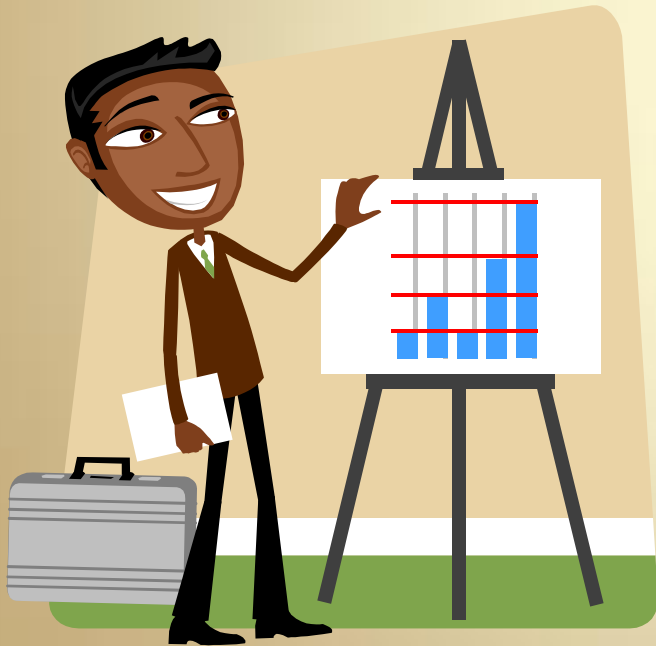
*Prince George's County
Compliance Manager,
Mirinda Jackson*



Agenda

- Introductions
- Market Research
- Preparing Your Business to Go to the Next Level
- Standing Out among Your Peers
- Your Business is Prepared, Now What? Tips for the Business Owner
- Where to Look for Opportunities (Public, Private, Local Sources)
- Important Reminders
- Q&A

Market Research



Getting the Information You Need

- Websites
- Annual Reports
- Local Newspapers
- Budgets (Federal, State and Local Governments)
- Elected Officials
- Freedom of Information Act
- Federal, State and Local Officials (Hearings, Briefings, etc)
- Publications (Read and Subscribe to Right Publications)
- Trade Associations, Professional Organizations
- Federal Government (www.FedSpending.gov)

Contracting Opportunities

- Prime Contracting—YOU hold the contract!
- Subcontracting—a larger company holds the contract and YOU get to work on a portion of the contract.
- Grant(s) – Public or Private Sector
- **Other Options for “Getting Your Foot in the Door”**— Partner, Joint Venture or Team with a competitor!

Are You Ready to Take Your Business to the Next Level?

- Internet presence (website)
- Business Plan
- Business Insurance
- Corporate Materials
- Standard Industry Classification Code (SIC)
- Electronic Data Interchange (EDI)
- Electronic Funds Transfer (EFT)
- Financially Sound
- Resources

Are You Ready to Take Your Business to the Next Level?

- Register in Central Contractors Registration (CCR)
 - www.ccr.gov
- Complete Online Representations and Certifications Application (ORCA)
 - www.bpn.gov/orca
- Acquire Commercial and Government Entity (CAGE) Code
- Determine Correct North American Industry Classification System (NAICS) Code(s)
- Accept Purchase Card for Payments

Are You Ready to Take Your Business to the Next Level?

- Obtain Taxpayers Identification Number (TIN)
- Obtain Data Universal Numbering System (DUNS)
 - Telephone Number: (866) 472-7362
 - sbsSupport@dnb.com
- Obtain Appropriate Certifications and Licenses
- Register in Prince George's County Vendor/MBE Online Application <http://egov.co.pg.md.us.Mbeapp>

Standing Out Among Your Peers

- Website should consist of your company name as the domain name (e.g., www.microsoft.com, not www.sites.google.com/microsoft)
- Website should include:
 - Client list/portfolio
 - Photo gallery
 - Key personnel
 - Mission and Vision statement
 - Contact information
- E-mail address should include company name (e.g., mdjackson@microsoft.com, not mdjackson@aol.com). Purchased domains usually include customizable e-mail addresses.

Standing Out Among Your Peers

- Business Card, Brochure, Capability Statement should:
 - Represent your company
 - Clearly state products/services offered
 - List certifications and Contracting Vehicles
 - Include all pertinent information (i.e., name, phone number(s), e-mail address, business address, website)

Standing Out Among Your Peers

- Offering 'Best in Class' customer service should be your goal (be proactive rather than reactive)
- Marketing Materials should include, at a minimum:
 - Business Card (use both sides)
 - Brochure
 - Capability Statement
 - Letterhead with matching envelopes
 - Website



Tips for Taking Your Business to the “Next Level”

- Respect “other folks” time
- Bring the appropriate materials to meetings and outreach events
- Dress for the occasion
- Be pleasant
- Verify your references
- Diversify your client base
- Focus your marketing efforts

Tips for Taking Your Business to the “Next Level”

- Be assessible
- Respond to inquiries promptly
- Meet deadlines
- Voice Mail Message
- Be aware of your standing in the business community
- Publicize your successes and get your name in print
- Have the right contracting vehicles in place

Tips for Taking Your Business to the “Next Level”

- Know your industry
- Consider contracts at ALL levels (\$\$\$)
- Develop relationships with competitors
- Request written referrals
- Hire the right staff

Where to Look for Opportunities



Follow the
Money

What You Need to Know

- Annual Procurement Budget
- Types of products and services purchased
- Where procurement opportunities are posted
- Dollar threshold level for requiring competition
- What is considered a small purchase for the organization you are seeking to do business
- How do you get on the mailing list for small purchases
- Do they pay by Purchase (Credit) Card

Doing Business with the U. S. Federal Government

ADVANTAGES

- Steady Customer
- Pay on time
- Largest buyer of goods and services
- Competitive bidding system
- Procurement Preference Programs

CHALLENGES

- Red Tape
- Federal Regulations
- Must understand acquisition process
- Often difficult to establish relationships
- Must have right contracting vehicles

Contracting with the Private Sector

- Flooded with “requests”
- Refer potential clients to database
- Less Red Tape
- Difficult to obtain initial contract
- Limited time to respond to RFP, RFQ and RFI
- Must be invited to submit proposal
- Must understand the process
- Know what is expected of potential suppliers
- No Regulations
- Relationships are “key”
- Payment is normally 45-60 days or longer

Where to Look for Prime/Subcontracting Opportunities

- Federal State and Local Government Agencies
- Churches
- Forecasts
- Agencies Websites
- Procurement Notices
- Base Realignment and Closing (BRAC)
- Funeral Homes
- Hospitality Industry
- Military Installations
- Hospitals
- Utility Companies
- Educational Institutions
- Prime Contractors
- Small Businesses
- Local Newspapers
- Red Cross
- Nonprofits
- Match Making Events

Where to Look for Prime/Subcontracting Opportunities (Cont'd)

- Annual Conferences
- Chambers of Commerce
- Sources Sought Notices
- Industry Day
- Procurement Technical Assistance Centers (PTAC's)
- Small Business Development Centers (SBDC's)
- Veteran Business Centers (VBC's)
- Women Business Centers (WBC's)
- Small Business Advocates
- Pre-Solicitation /Pre-Proposal Conferences
- Referrals

Know Where County Agencies Post Contracting Opportunities

- Office of Central Services
- Minority Business Development Division

Visit: www.princegeorgecounty.gov

- **Look for the following documents:**
 - Procurement Forecast-FY 20112Current Contracting Opportunities
 - Listing of Major Development Projects with Points of Contact

Local Contracting Opportunities

Monica Johnson, Director

Office of Central Services

Prince George's County

1400 McCormick Drive - Suite 336

Largo, MD 20774

Website: <http://princegeorgescountymd.gov/>

Local Contracting Opportunities

Roland Jones

Acting Executive Director

Minority Business Development Division

1400 McCormick Drive

Largo, MD 20774

Telephone Number: 301-883-6480

Website: <http://princegeorgescountymd.gov/>
Click on MBDD

Other Local Contracting Opportunities (Cont'd)

Maryland National-Capital Park and Planning Commission
6611 Kenilworth Avenue
Riverdale, MD 20737
Telephone Number: 301-454-1601
Website: www.mncppc.org/

Department of Housing & Community Development
9400 Peppercorn Place
Largo, MD 20774
Telephone Number: 301-883-5591
Website: www.dhcd.co.pg.md.us

Washington Suburban Sanitary Commission (WSSC)

- Ms. Towanda R. Livingston, Director
Small, Local and Minority Business Enterprise
Washington Suburban Sanitary Commission (WSSC)
14501 Sweitzer Lane
Laurel, MD 20707
Telephone Number: 301-206-8800
E-mail: tlivings@wsscwater.com
Website: www.wsscwater.com

Other Local Contracting Opportunities (Cont'd)

Yvette Williams

MBE Coordinator

Prince George's County Public Schools

13300 Old Marlboro Pike

Upper Marlboro, MD 20772

Telephone Number: 301-780-5830

Other Local Contracting Opportunities (Cont'd)

Washington Metropolitan Area Transit Authority
(WMATA)

600 Fifth Street, NW

Washington, DC 20001

Telephone Number: 202-962-1082

Website: www.wmata.com

City of Baltimore

Ms. Carla A. Nelson, Director
Mayor's Office of Minority & Women Owned Business
Development
100 N. Holiday Street - Suite 331
Baltimore, MD 21202
Telephone Number: 410-396-3818
E-mail: Carla.A.Nelson@baltimorecity.gov

Montgomery County Government

De Vance Walker, Jr.

Manager, Small Business Services

111 Rockville Pike

Rockville, MD 20850

Telephone Number: 240-777-2032

E-mail: devance.walker@montgomerycountymd.gov

Anne Arundel County Government

Joanne Jackson

Minority Business Enterprise Program

Heritage Office Complex

2660 Riva Road

P. O. Box 6675

Annapolis, MD

Telephone Number: 410-222-7667

E-mail: phjackson20@aacounty.org



VIRGINIA DEPARTMENT OF BUSINESS ASSISTANCE

Connecting Businesses with Resources

Home

Contact Us |

- About Us
- Our Programs
- Starting a Business
- Expanding a Business
- Financing a Business
- Workforce Development Incentives
- Library
- News Center

The Virginia Department of Business Assistance is the Commonwealth's economic development agency for entrepreneurs, existing businesses, financing programs, and workforce incentives.

Welcome to our website--look around and if you can't find what you need, contact us via "Ask Live Online" or

The Virginia Business Information Center
1-866-248-8814 or vbic@vdba.virginia.gov

Read our latest [testimonial](#)

Live Help



[What kinds of questions do we answer?](#)

Top Events

[Complete VDBA Calendar Workshops, Training, and Networking around VA](#)



Doing Business in DC

Find business services, applications, and resources.

- > Main
- ≡ Licenses & Permits
- ≡ Development & Incentives
- ≡ Tax Services
- ≡ Business Planning
- ≡ Nonprofit Planning
- ≡ Business Resources



Business eServices

- Online Services
- Online Forms
- Searchable Databases

[More eServices](#)

What Can We Help You Find?

Example: "Register to Vote"

GO [Advanced Search](#)
[Search Tips](#)

Business in DC

- 03.24.10 [Marketing for Business Success](#)
- 03.25.10 [Business Formation](#)
- 03.27.10 [Money Management 101, The Capital Area Asset Building Corporation](#)
- 03.29.10 [NEED TO FILE A SCHEDULE C?](#)
- 03.30.10 [Social Media 1-on-1 Classes \(Twitter\)](#)
- 03.30.10 [Starting a Home-Based Business, Learn about tax and licensing requirements for running a home-based business](#)
- 03.30.10 [SOCIAL MEDIA 101 CLASSES \(Twitter\)](#)
- 03.31.10 [Seminario sobre el planemiento de su negocio](#)
- 04.01.10 [Tivoli North Business Association Meeting with Mayor Fenty: Reunion con el Alcalde Fenty, Mayor Fenty visits Tivoli North commercial corridor](#)
- 04.01.10 [CBE Pre-Certification Orientation](#)



[More Calendar Events](#)

What Do You Want to Do?

- [Start a Business in DC](#)
Follow these steps to set up your new business.
- [Start a Nonprofit in DC](#)
Use this checklist to create a successful organization.
- [Finance a Business in DC](#)
Explore resources and learn about the loan process.
- [Do Business with DC Government](#)
Get the scoop on DC contracting opportunities.
- [Contact the Business Resource Center](#)
Find out who to call for your business needs.
- [Apply for a Business License](#)
Certain District businesses must have a Basic Business License.
- [Fulfill Annual Business Requirements](#)
Track key events to keep your business in good standing with the District.
- [Learn about Business Improvement Districts](#)
Business owners organize BIDs to enhance the economic vitality of commercial areas.
- [Get Answers to Frequently Asked Questions](#)
Learn about licenses, grants and business relocation.

Market Information

- [Business Improvement Districts](#)
- [Community Development](#)
- [DC Economic Partnership](#)
- [DC Maps](#)
- [District of Columbia Code](#)
- [Local Lending Institutions](#)
- [Local Business Development](#)
- [Market Facts & Statistics](#)
- [Planning & Economic Development](#)
- [reSTORE DC Commercial Revitalization Center](#)



DC Business Newsletter

- [Current Issue](#)
- [Past Issues](#)
- [Subscribe](#)



The Enhanced Business Information Center (e-BIC) provides DC entrepreneurs with training, cutting edge computer software and other small business resources.

Important Reminders

**Don't
FORGET!**



Always Remember...

- You **MUST** prepare for success
 - Do your homework (industry, competitors, market research)
- You **MUST** know and believe in your product or service
- You **MUST** represent your company well
 - Marketing materials (business card, brochure, Capability Statement, letterhead)
 - Proposals (well thought out, organized, well written and edited, responds to the RFP/RFI/RFQ, delivered **ON TIME**)

...and Do Not Forget

- You **MUST** network to build relationships (subcontracting opportunities may abound)
- You **MUST** use all of the resources available to you—that's why they are there!
- You **MUST** be patient—you may have to build slowly, or wait for government response, or wait for the best opportunity for your business, etc.



Questions & Answers

Contact Information

Mirinda Jackson

Compliance Manager

Prince George's County Council

14741 Governor Oden Bowie Drive

County Administration Building

First Floor - Room 1177

Upper Marlboro, MD 20772

Telephone Number: 301-952-4919

Fax Number: 301-780-2097

E-mail: MDJackson1@co.pg.md.us

Information to Prosper By

Get Connected



Networking Opportunities

- Business Networking Sessions
- Trade Shows
- Webinars
- Forums, Workshops
- Conferences
- Training Sessions
- Pre-Proposal/
Pre-Solicitation
Conferences
- Pre-Bid Conference



Trade Associations/ Professional Organizations

- MD/DC Minority Supplier Development Council
Telephone Number: 301-592-6700
Website: www.mddccouncil.org
- South County Economic Development Association
Telephone Number: 301-292-7808
Website: <http://scedainc.org/off>
- U. S. Hispanic Chamber of Commerce
Telephone Number: 202-842-1212
Website: www.usbcc.com

Trade Associations/ Professional Organizations

- Prince George's County Chamber of Commerce
Telephone Number: 301-731-5000
Website: www.pgcoc.org
- Prince George's County Black Chamber of Commerce
Website: www.pgblackchamber.org
- Minority Builders Industry Association (MBIA)
Telephone Number: 301-627-5417
E-mail: info@mbiaonline.com
Website: www.mbiaonline.com

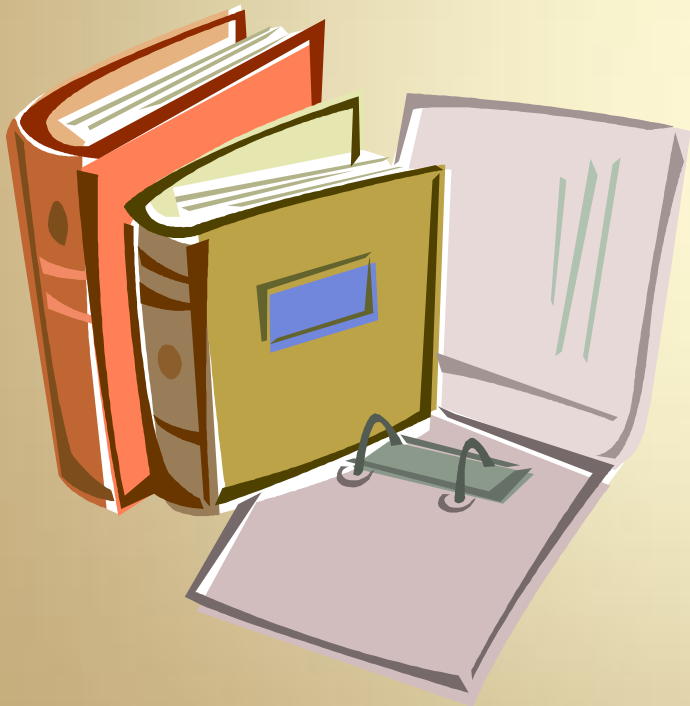
Trade Associations/ Professional Organizations

- National Association of State Procurement Officials
Website: www.naspo.org
- The Directory of Professional, Business,
and Trade Associations
Website: www.marketingsource.com
- Airport Minority Advisory Council (AMAC)
Telephone Number: 703-414-2622
Website: www.amac-org.com

Trade Associations/ Professional Organizations

- U.S. Pan Asian American Chamber of Commerce
Telephone Number: 1-800-696-7818 or 202-296-5221
Website: www.uspaacc.com
- Coalition for Government Procurement
Website: www.coalgovpro.org/
- The American Small Business Coalition
Website: www.theasbc.org/

Resources



County Resources (Cont'd)

Office of Central Services

Minority Business Development Division

1400 McCormick Drive-Second Floor

Largo, MD 20774

Telephone Number: 301-883-6450

Prince George's County Public Schools

14201 School Lane

Upper Marlboro, MD 20772

Telephone Number: 301-952-6008

Website: www.pgcps.org/pgboard.html

County Resources

Prince George's County Economic Development Corporation

1100 Mercantile Lane, Suite 111A

Largo, MD 20774

Telephone Number: 301-583-4650

Website: www.pgcedc.com

Small Business Initiative

Charlotte Ducksworth, Director

1100 Mercantile Lane, Suite 111A

Largo, MD 20774

Telephone Number: 301-583-4650

Website: www.pgcedc.com

County Resources (Cont'd)

Prince George's Financial Services Corporation
(FSC)

1100 Mercantile Lane, Suite 115A

Largo, MD 20774

Telephone Number: 301-883-6900

Website: www.pgfsc.com

Economic Development & Training Institute

5625 Allentown Road, Suite 107

Camp Springs, MD 20746

Telephone Number: 301-423-0524

E-mail: edti-tmh@yahoo.com

County Resources (Cont'd)

Licensing Department

14741 Governor Oden Bowie Drive - Room L15

Upper Marlboro, MD 20772

Telephone Number: 301-952-3330

Center for Minority Business Development (CMBD)

301 Largo Road

Largo, MD 20774

Telephone Number: 301-322-0400

Website: www.pgcc.edu

State (Maryland) Resources

Governor's Office of Minority Affairs (OMA)

Suite 1502

6 Saint Paul Street

Baltimore, MD 21202

Local Telephone Number: 410-767-8232

Toll Free Telephone Number: 1-877-558-0998

E-mail: info@mdminoritybusiness.com

Maryland's Recovery and Reinvestment

<http://statestat.maryland.gov/recovery.asp>

State (Maryland) Resources (Cont'd)

Maryland Department of Business and Economic
Development (DBED)

Capital Region

1100 Mercantile Lane, Suite 115-A

Largo, Maryland 20774

Telephone Number: 301-762-3858

Website: www.choosemaryland.org

Maryland Department of Transportation (MDOT)

Telephone Number: 1-800-544-6056

Website: www.mdot.state.md.us

State (Maryland) Resources (Cont'd)

Maryland Procurement Technical Assistant Program
(PTAP)

7100 Baltimore Avenue, Suite 402

College Park, MD 20740

Telephone Number: 301-403-2740

Website: www.mdptap.umd.edu

Maryland Capitol Region- Small Business Development
Center (SBDC)

7100 Baltimore Avenue, Suite 400

College Park, MD 20740

Telephone Number: 301-403-0501, Ext 19

Website: www.capitalsbdc.umd.edu

U. S. Small Business Administration (SBA)

Washington DC District Office
740 15th Street, NW - Suite 300
Washington, DC 20005
Website: www.sba.gov

U. S. Small Business Administration (SBA)

SBA Answer Desk

6302 Fairview Road, Suite 300

Charlotte, NC 28210

1-800-U-ASK-SBA (1-800-827-5722)

E-mail: answerdesk@sba.gov

Answer Desk TTY: **(704) 344-6640**

TTY directory (Text) or (PDF) Spanish

Federal Resources for Vets

Veteran Entrepreneurs

Center for Veteran Entrepreneurs

Washington DC Metropolitan Area

Local Telephone Number: 202-303-3260

Toll Free Number: 866-584-2344

E-mail : VACVE@va.gov

Website: <http://www.vetbiz.gov>

Mailing Address

U. S. Department of Veterans Affairs

Center for Veterans Enterprise (OOVE)

810 Vermont Avenue, N.W.

Washington, DC 20420

Note: SBA has an Office of Veterans Affairs and Veteran Business Development Officers in each of its District Offices.

Federal Resources

- SBA – Locate your local SBA Office
 - <http://www.sba.gov>
- Procurement Technical Assistance Centers
 - <http://www.sellingtothegovernment.net>
- Office of Small & Disadvantaged Business Utilization
 - <http://www.osdbu.gov>
- Small Business Development Centers
 - <http://www.sba.gov/sbdc>
- Minority Business Development Centers
 - <http://www.mbda.gov/mbdc>

Federal Resources (Cont'd)

- Federal Business Opportunities
www.FBO.gov
- SUB-Net U.S. Small Business Administration
Subcontracting Network
<http://web.sba.gov/subnet>
- Selling to the U.S. Federal Government
www.sellingtothegovernment.net

Federal Resources (Cont'd)

- The Federal Marketplace
 - www.fedmarket.com
- Business.Gov
 - www.business.gov
- Federal Access
 - www.fedaccess.com
- Women Biz
 - www.womenbiz.gov

Federal Resources (Cont'd)

- SCORE “Counselors to America’s Small Business”
Score Counselor in Prince George’s County, Norma Odoms

Telephone Number: 301-583-4603

Website: www.score.org

- Department of Defense Mentor-Protégé Program

Website: www.acq.osd.mil/sadbu/mentor_protege

Prince George's County Vendor Database



- Prince George's County Vendor/MBE On Line Application- <http://egov.co.pg.md.us/Mbeapp>

Walk Up Locations to Register: *

1400 McCormick Drive (1)

1100 Mercantile Lane (2)

***Both located in Largo, Maryland**

Other Vendor Databases



- Central Contractor Registration
Website: www.ccr.gov Register on Dynamic Small Business Search
- MBDA Phoenix-Opportunity Database
Website: www.mbda.gov
- SBA's Subcontracting Opportunities Directory
Website: http://www.sba.gov/services/contracting_opportunities/basics/subcontracting/index.html

NETWORK
Relationships
Access
MARKET
Past Performance

Publications

Business Resource Guide

Issued by:

**Department of Business & Economic
Development**

217 East Redwood Street, 10th Floor

Baltimore, MD

Telephone Number: 410-767-0095

Website: www.emaryland.gov

Resource Directory

- **The U. S. Government Manual**

U. S. Government Printing Office

Cost \$29.00

Stock# 069-000-00168-8

Website: <http://bookstore.gpo.gov>