



**INSTRUCTIONS:** All training webinars are free and held online at [www.readytalk.com](http://www.readytalk.com). To participate, simply log in to the website to view the presentations and dial in to the toll-free number 1-866-740-1260 to hear the presenters. The individual access code will be required for the website and the dial in number. Recordings of the workshops will be posted to the event website for those unable to participate at the time of the presentation.

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### *Opening Doors to Federal Procurement Opportunities*

August 10<sup>th</sup> - 10:00 a.m.

1-866-740-1260, Access Code: 3024802

The U.S. Government is the world's largest buyer of goods and services.

- Discover how federal contracting can help your business grow.
- Explore the features of the SBA 8(a) Business Development, HUBZone, SDVOSB, WOSB, and EDWOSB procurement set aside programs.
- Learn how to find federal subcontracting opportunities.

Presenters: James Quackenbush, SBA Business Development Specialist  
Joyce Spears, SBA Procurement Analyst

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### *Making the Matchmaker Work for You!*

August 12<sup>th</sup> - 10:00 a.m.

1-866-740-1260, Access Code: 3024802

With only one chance to make a first impression, learn these "tried and true" tips.

- Discover the importance of your "elevator speech".
- Create the ideal 10-minute buyer appointment.
- Know your customer.

Presenter: Cathy Pokines, SBA Director of Marketing and Communications

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### *Are You Eligible for WOSB certification?*

August 17<sup>th</sup> - 10:00 a.m.

1-866-740-1260, Access Code: 3024802

This year SBA announced a new Women Owned Small Business Federal Contracting (WOSB).

- Learn if your woman-owned business is eligible
- Find out the steps to take to certify as a Women Owned Small Business
- Learn about the WOSB Repository

Presenter: Roxanne K. Mutchler, SBDC Government Contracting Coordinator

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## ***Government Marketing Strategies: Your Map to Government Sales***

**August 24<sup>th</sup> - 10:00 a.m.**  
**1-866-740-1260, Access Code: 3625753**

The information you need to develop a government marketing plan.

- **What's First - recommended preparations.**
- **Marketing Mix – consider your target.**
- **Market Research – who's buying, who's selling?**
- **Making Contact with Government Agencies.**
- **Alternatives to selling directly to the Government.**

Presenters: Joyce Spears, SBA Procurement Analyst  
Paulette Birch, Rochester Procurement Technical Assistance Center Program Director

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## ***Doing Business With NYS: Your Business Is Our Business***

**August 31<sup>st</sup> - 10:00 a.m.**  
**1-866-740-1260, Access Code: 3024802**

The NYS Office of General Services establishes and administers over 2500 statewide contracts valued at more than \$5 billion annually.

- **Learn how New York purchases goods & services.**
- **Find out about centralized contracts (state contracts).**
- **What is the NYS Contract Reporter, and why should my business be registered?**

Presenters: Nancy Fisher, ESD Small Business Division, Deputy Director  
Anne Samson, NYS OGS Procurement Services Group, Purchasing Officer

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## ***Understanding Bonding: Your Guide To Surety Bonds***

**September 7<sup>th</sup> - 10:00 a.m.**  
**1-866-740-1260, Access Code: 3024802**

When doing business with the government, many contracts, particularly construction projects, require that contractors obtain surety bonds to protect the government from financial losses.

- **Learn about different types of bonds.**
- **Learn how to obtain bonds.**

Presenters: Roxanne K. Mutchler, SBDC Government Contracting Coordinator  
Dave Mallen, Mohawk Valley SBDC Director

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