



**Bridging**  
**PARTNERSHIPS**  
**Small Business Symposium**

*April 15-16, 2015*

TRAC- 6600 Burden Blvd., Pasco, WA 99301- Tri-Cities, WA

## **Resources Available Through PTAC, SBDC and SCORE**

**Ashley Coronado, Washington PTAC**  
**Bruce Davis, Washington SBDC**  
**P. Simon Mahler, SCORE**

## Washington PTAC Program

The Procurement Technical Assistance Center assists Washington State businesses in selling to federal, state and local governments.

- Finding opportunities to bid
- Interpreting solicitations and regulations
- Certifications & registrations
- Marketing to government buyers
- ...and much more!

We provide these services through:

- Workshops
- One-on-one Counseling Sessions
- Matchmaking events
- Optional Bid Match service (*fee-for-service*)

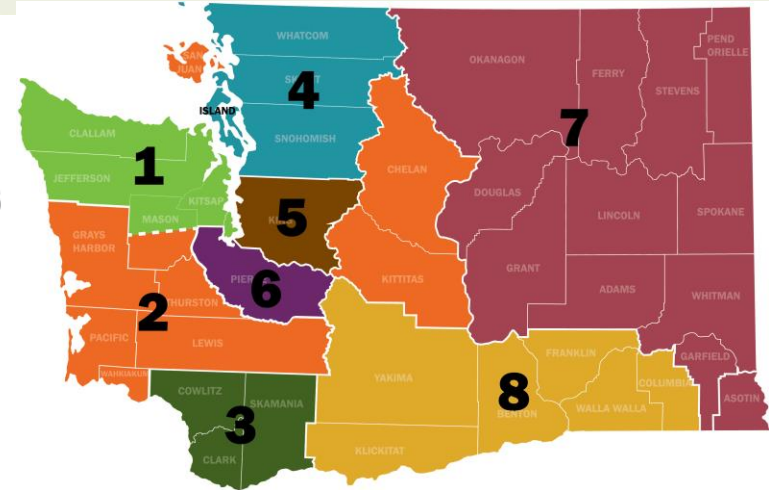
## Washington PTAC Program

- PTAC funds are discretionary and allocated each year by Congress in the Defense Appropriations Bill.
- The Department of Defense, Defense Logistics Agency enters into cooperative agreements with PTACs across the United States.
- Matching funds are provided by the Tri-City Regional Chamber and the other sub-centers.
- There are 98 PTACs in U.S. employing over 500 counselors.
- 12 Counselors in Washington State

# WASHINGTON PTAC

Serving Washington State Businesses

A program of Thurston Economic Development Council  
665 Woodland Sq. Lp. SE, Suite 201 | Lacey WA 98503  
P 360.754.6320 | F 360.407.3980  
Contact: Tiffany Scroggs | tscroggs@thurstonedc.com



## Serving businesses throughout Washington State

Contact a Washington PTAC counselor near you today.



### 1: Kitsap Economic Development Alliance

Mary Jo Juarez, Kathy Cocus,  
Theresa Mangrum, Mona Carlson  
360.377.9499 | kitsap@washingtonptac.org



### 2: Thurston Economic Development Council

Stephanie Scott, Traci Hansen  
360.754.6320 | thurston@washingtonptac.org



### 3: Greater Vancouver Chamber of Commerce

Carroll Bernard | 360.567.1092  
swwa@washingtonptac.org



### 4: Economic Alliance Snohomish County

Eugene Keam | 425.248.4223  
snohomish@washingtonptac.org



### 5: Green River Community College

Darrell Sundell | 253.520.6267  
king@washingtonptac.org



### 6: Bates Technical College

Tom Westerlund | 253.680.7054  
pierce@washingtonptac.org



### 7: Greater Spokane Incorporated

Leslie Miller | 509.321.3641  
spokane@washingtonptac.org



### 8: Tri-City Regional Chamber of Commerce

Ashley Coronado | 509.491.3231  
tricity@washingtonptac.org



## What If I'm Not a Washington-Based Business?

Association of Procurement Technical Assistance Centers (APTAC)

[www.aptac-us.org](http://www.aptac-us.org)

For Native and  
Tribally-Owned Firms



Find a PTAC

Find a Procurement Technical Assistance Center  
Click on the map below or select your state above to  
find the Procurement Technical Assistance Center  
nearest you.

[Find American Indian PTACs »](#)



## Assisting Agencies & Prime Contractors

- Your partner to connect with quality small and diverse business
- Can market your contracting and subcontracting opportunities, outreach events and subcontractor registration information
- Can provide helpful tips in searching for businesses to meet your needs



## What Can I Find on [WashingtonPTAC.org](http://WashingtonPTAC.org)?

- Enrollment form to become a PTAC client
- Resources! Such as our 4-part webinar for Veteran-Owned Businesses to assist with the Department of Veterans Affairs' Center for Verification and Evaluation (CVE) process.
- A statewide calendar of events and workshops taught by PTAC counselors, plus partner events (like Bridging Partnerships)
- A blog with government contracting news
- Contracting opportunities sent to us by prime contractors and agencies looking for small businesses like you
- Link to subscribe to Washington PTAC newsletters and emails

## Washington PTAC Successes

- With the help of PTAC, Washington State companies have reported winning more than \$630 million in government contracts since 2009.
- From 2012 to Present:
  - \$179 million in prime contract awards
  - \$40.8 million in subcontract awards
  - 4399 jobs created or retained
  - 400 events and workshops with over 32,000 attendees
  - 3800 clients have been provided 8800 hours of counseling



## Top 5 Government Contracting Tips

1. The federal government cannot procure using Wholesale (42) or Retail (44-45) NAICS codes – use Manufacturing codes (31-33) instead
2. Develop a concise and professional Capability Statement prior to introducing your company to prime contractors and agencies – and have it reviewed by your PTAC Counselor!
3. Make sure your Dynamic Small Business Search (DSBS) profile is complete for maximum chance of being found – visit the PTAC booth for a one-pager on how to update it through the System for Award Management (SAM)
4. If you're an unsuccessful bidder, ask for a debriefing!
5. Keep up-to-date with government contracting news by reading [smallgovcon.com](http://smallgovcon.com)

## Upcoming Tri-Cities PTAC Workshops

### Understanding Government Contracting Solicitations

April 28, 2015 | 9 – 10:30am

### Government Contracting Essentials (Yakima)

May 6, 2015 | 9:30 – 11:30am

### Meet the Buyer: Doing Business with the School Districts

May 19, 2015 | 1 – 2:30pm

### Market Research for Government Contracting

May 20, 2015 | 9 – 10:30am

### Marketing to the Federal Government

June 9, 2015 | 9 – 10:30am



**Ashley Coronado**

PTAC Business Counselor

509.491.3231

[ashley.coronado@tricityregionalchamber.com](mailto:ashley.coronado@tricityregionalchamber.com)



# Bridging Partnerships

*April 16, 2015*

Bruce Davis, MA, CGBP  
Certified Business Advisor  
Washington Small Business Development Center  
Tri-Cities SBDC







The Washington SBDC is a partnership with the:

- U.S. Small Business Administration,
- Washington State University,
- Other Washington Institutions of higher education
- and economic development organizations.

Funded in part through a cooperative agreement with the U.S. Small Business Administration.



# Tri-Cities SBDC

Hosted by Columbia Basin College

Located at TRIDEC



# Washington SBDC Centers

## SBDC locations in Washington



Mission: To promote economic vitality within Washington communities by providing expert advising, demand-driven training and secondary research to existing businesses and entrepreneurs.



# What is a CBA?

## Certified Business Advisor

- Employed by SBDC or Associated Organization
- Successfully completed WSBDC Certification
- Ongoing Professional Improvement Requirements
- Business Ownership Experience
- Supported by the entire WSBDC Network







# SBDC State Results - 2014

***\$40.9+ Million***

**2,732** Clients Served

**\$40,952,849** in Capital Formation

**1,127** Jobs Created or Saved

**225** Businesses Assisted with Exporting (2013)

**\$6.9 million** Est. Tax Revenue Impact (2013)





# Tri-Cities SBDC Results

100+ Clients Served

\$1,417,000 in Capital Formation

51 Jobs Created or Saved



# Services Provided



1. Advising
2. Group Training
3. Market and other Research

# Advising

- ▶ Financial and Cost Analysis
- ▶ Business Valuation
- ▶ Buying or Selling a Business
- ▶ Loan Packages
- ▶ Marketing
- ▶ Personnel and Management Issues
- ▶ Business Plan Review
- ▶ Strategic Planning
- ▶ Government Contracting
- ▶ Leasing
- ▶ Ecommerce
- ▶ Exporting







# Advising

## Client Example: Contractor

- Formatting Business Financial Statements
- Cash Flow Projections for Lender
- Personal Financial Statements



# Group Training

## Profit Mastery

Knowledge

Driven

Financial

Performance



# Group Training

## Profit Mastery

“What gets measured gets managed”



# Group Training

## Profit Mastery

- Understand and Use your Financial Statements
- Tools to Use Managing your Business
- 16 Hours of Hands-on Training
- Video, Workbook, Facilitated Training
- 1 year Subscription to Profit Mastery University



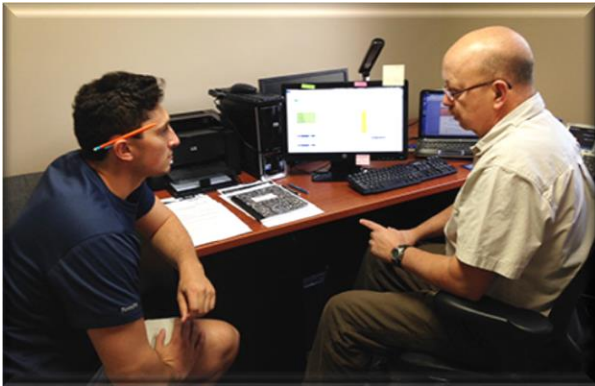
# Group Training

## Client Example: Service Industry

- Using Financial Statements to Measure Business Stability
- Ratios to Measure Labor Productivity
- Cash Flow Projections



# Market and Other Research



*Research Coordinator and Research Intern (left)*

1. Market and Marketing Databases
2. Industry Research
3. Export Related
4. Financial Performance





# Market and Other Research

## Client Example: Pharmacy, Starting a Business

- Location Analysis
- Financial Projections
- Business Plan

# Resources



## Resources



**NOT!**

# Client Example: Sell an existing business

- Financial Analysis
- Business Valuation





# Common Issues

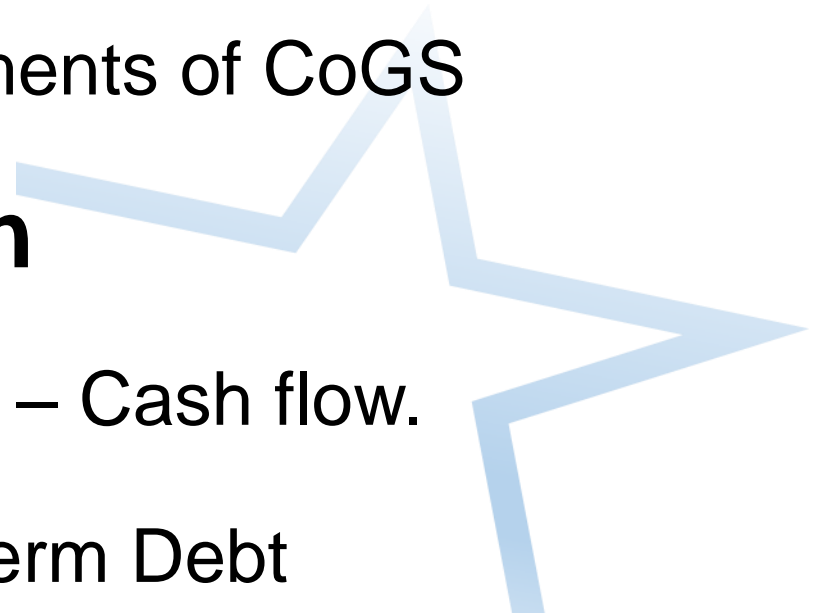
## Accounting

Correctly Identify Elements of CoGS

## Match Asset to Loan

LOC - Paid Off yearly – Cash flow.

Fixed Assets – Long term Debt





# Common Issues

## Marketing

Need you meet / Problem you solve

## Target Customer

Who are they

What are their needs







## Common Issues (3)

### The E Myth Revisited by Gerber

Technicians start businesses

Manager

Entrepreneur





Bruce Davis, MA, CGBP  
Certified Business Advisor  
Small Business Development  
Center  
Tri-Cities SBDC

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FOR THE LIFE OF YOUR BUSINESS

Mid-Columbia Tri-Cities

Who is this guy talking?



I'm **Simon**.

I'm all in on helping  
anyone launch a  
business.



# WHO CAN TELL ME...

What does **84** mean in the small business world today in America?

# What is SCORE?



- **SCORE** is a federally funded national non-profit that turns 50 years old this year.
- **SCORE** for the past 50 years has been credited with helping 10 MILLION business leaders like yourselves take a new idea and turn it into a business or take a struggling business and turn it into a viable sustaining business of success.
- **SCORE** has 11,000 volunteers nationwide in 321 chapters across the country.
- **SCORE** is a great resource for small business needs.





# What is SCORE Tri-Cities All About?

sprouting HOPE.



# Where SCORE TC Stands Today...

1994-June 2013



July 2013-2014



3 States & 15 Counties

TODAY



**2800** Mentored in **6** months



## How SCORE TC is Impacting the region

- We have launched 11 successful businesses that have employed an additional 37 individuals.
- #1 in the State of WA for client mentoring, follow through, and in person consultation.
- We have the youngest core group of mentors and volunteers in the country, average age 36.

# SCORE TC Process...



- **Bring us your idea and be willing to listen.**
- **You will meet with a variety of different SCORE mentors throughout your mentoring process.**
- **So long as you continue to work on the homework, you get to see us as often as you like!**



# Mid-Columbia Tri-Cities SCORE

**509-735-1000 EXT 235**

Inside TRIDEC Office