



BROOKLYN
ECONOMIC
DEVELOPMENT
CORPORATION



Expanding Sales Through Government & Private Sector Procurement

Brooklyn Economic Development Corporation (BEDC), in conjunction with *ODA Community Development* and the *Staten Island Small Business Development Center (SBDC)*, and the *Brooklyn Hispanic Chamber of Commerce* presents an informative *FREE*, 3-part workshop series for businesses seeking to expand their sales through procurement opportunities in the government and private sectors.

Over 3 workshops, learn about:

- How to get certified as a minority or woman-owned enterprise for federal, state and NYC government purchasing
- Free technical assistance and resources available to you for procurement and financing
- Accessing relevant procurement opportunities
- Writing a winning bid proposal
- Finding bid opportunities with private sector construction and development companies

Who Should Attend?

Legally established Woman or Minority-owned businesses that have been in operation and generating revenue for at least 12 months.

Dates: Tuesday, February 21st; Tuesday, March 6th; Wednesday, March 21st

Time: 6 p.m. - 8 p.m.

Location: All workshops will take place at ODA at 12 Heyward Street, Brooklyn, NY 11211. See map below.

RSVP: mwbe@bedc.org or (718) 368-6790. Please leave phone and email contact information.

Pre-registration is required, as seating is limited. **Please indicate what dates you will attend.**

This event is FREE and open to the public

Brooklyn Economic Development Corporation (BEDC)

2001 Oriental Blvd, Room T-4162

Brooklyn, NY 11235-2333

Phone (718) 368-6790 ■ Fax (718) 368-6788 ■ mwbe@bedc.org ■ www.bedc.org



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Workshop 1 – February 21, 2012 – The Process and Advantages of Selling to Government

- Identify key steps that business owners will take when contemplating doing business with the government
- Develop and understand your “Capability Statement”
- Common purchase methods – RFPs, Sealed Bids, Competitive Bids, etc.

Main Presenter: Kevin Howell, Anchor Business Consultancy
Invited Speaker: Walter Maxwell, Director of External Affairs, NYC Department of Small Business Services
Consultations Available: NYC Housing Authority and Brooklyn Navy Yard Development Corporation

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Workshop 2 – March 6, 2012 – Technical Session; Doing Business With The Government

- **Overview of the benefits of MWBE Certification; differences between federal and local certification**
- **Managing contract**
- **Review of Federal, City & State bidding Platforms and how to access them**
- **How to get Bonded and Manage Cash Flow– new State and City programs**

Main Presenter: Kevin Howell, Anchor Business Consultancy
Other Speakers: Representative from Empire State Development Corporation
Representative from US General Services Administration
Consultation Available: NYC Department of Education

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Dates: Tuesday, March 6th

Time: 6 p.m. - 8 p.m.

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Workshop 3 – March 21st -- Techniques in Proposal Writing/Bid Submission

- Introduction to Proposal Writing Fundamentals
- Preparing a bid
- Private sector business opportunities

Main Presenter: Kevin Howell, Anchor Business Consultancy
Consultations Available: To be announced

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Dates: Wednesday, March 21st

Time: 6 p.m. - 8 p.m.

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