

# Growing New Customers with Government Contracting – THE FEDERAL SMALL BUSINESS HUBZONE PROGRAM

## ***Scheduled throughout the State of Wisconsin:***

- *February 28 – Milwaukee – hosted by the Milwaukee Urban League*
- *March 1 – Madison – hosted by Wisconsin Women's Business Initiative Corporation (WWBIC)*
- *March 2 – La Crosse – hosted by UW La Crosse Small Business Development Center (SBDC)*
- *March 14 – Hurley – hosted by Iron County Economic Development Corporation and Northeast Michigan PTAC*
- *March 20 – Sturgeon Bay – hosted by Door County Manufacturers Association and Sturgeon Bay Utilities*
- *March 21 – Friendship – hosted by Adams County Rural and Industrial Development Commission*
- *March 23 – Siren – hosted by Indianhead Community Action Agency (ICAA)*

Although it may seem like the big companies get all the work, being a small business is actually an advantage when selling to Federal government agencies and their large prime contractors. 23% of this work is directed to small businesses.

The US Small Business Administration (SBA) administers a number of small business programs that give qualifying companies a competitive edge in government sales. One of the programs that support economic development in distressed areas of the country is the Historically Underutilized Business Zones (HUBZone) program. This program helps small businesses in urban and rural communities gain preferential access to federal procurement opportunities. The program encourages small businesses to locate in and hire employees from economically disadvantaged areas.

**The HUBZone goal is 3%.**

### **What you will learn:**

- An overview of Federal contracting
- An overview of Federal Small Business Programs
- Value of the HUBZone program
- Who qualifies for the HUBZone program
- What is the application process
- What benefits can the program provide
- What are your obligations under this program
- Marketing your certification
- Strategies in the marketplace

This session will be presented by representatives from the US Small Business Administration (SBA) and Wisconsin Procurement Institute (WPI).

**Why is this important?**

The Federal government is **NOT MEETING THEIR 3% CONTRACTING GOAL.**

**Could this be an opportunity for your business?**

This training is provided at

**NO CHARGE BUT REGISTRATION IS REQUIRED**

Updated information and registration is available at

[www.wispro.org](http://www.wispro.org)

Questions – please contact

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