



**This training is provided at  
NO CHARGE BUT  
REGISTRATION IS  
REQUIRED.**

**Updated information and  
registration is available at**  
<https://www.wispro.org/events/iron-county-economic-development-corporation-hubzone-event/>

**Questions – please contact  
Patty Sullivan at**  
**920.840.3771 or**  
[patricias@wispro.org](mailto:patricias@wispro.org)

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

**March 14, 2017 – 11:30am – 2:30pm**  
**Iron County Courthouse - Hurley, WI**

The Federal government buys pretty much everything – from military vehicles, tree planting services, office furniture, plumbing services, facility maintenance and IT support. There are over 1,700 Federal contractors in Wisconsin and many, many more subcontractors. Over the last two fiscal years, every county in Wisconsin has recorded sales to the Federal government. Sales have been to a broad range of agencies from the Department of Defense, Department of Veterans Affairs, Smithsonian, Department of Energy, US Forest Service, and many more.

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 encouraged small businesses to locate in and hire employees from economically disadvantaged areas. **The HUBZone goal is 3%.**

**Why is this important – the Federal government is NOT MEETING the 3% CONTRACTING GOAL. Could this be an opportunity for your business?**

## 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).**