

# **Selling to the Federal Government 101**

## **UNDERSTANDING THE BASICS FOR SMALL BUSINESS**



**May 31, 2017**

**11:00 check-in – 11:15am – 12:15pm - Presentation**

**WPI & SBA will be available until 1:00 p.m. for questions**

**Hosted by the**

**Latino Chamber of Commerce – Dane County**

**New Location: 2881 Commerce Park Drive, Suite E, Fitchburg, WI 53719**

The Federal government buys pretty much everything! There are over 1,700 Federal contractors in Wisconsin and many 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, etc. 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. In addition, there are goals for disadvantaged, woman, veteran and HUBZone certified firms. WPI helps you understand the process!

The US Small Business Administration (SBA) helps give qualifying companies a competitive edge in government sales. SBA's mission is to help small businesses start, grow, and succeed through Capital, Contracting and Counseling. SBA participates in a variety of loan programs designed for business owners or for those wanting to start a business. We also have many resource partners that support the training and counseling need of small businesses.

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

- **An overview of Federal contracting & Grants**
- **An overview of Federal Small Business Programs**
- **Marketing your certification**
- **US SBA Lending Programs**

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

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

**Registration is being  
coordinated by the  
Latino Chamber of  
Commerce.**

**Please contact  
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