



CENTER FOR ECONOMIC DEVELOPMENT

NewsWire

February 16, 2010

HELPING ENTREPRENEURS AND BUSINESSES GROW AND SUCCEED

A joint program of the Labovitz School of Business and Economics, Natural Resources Research Institute, and Swenson College of Science and Engineering.

REMINDERS



2nd Annual Building Green Conference

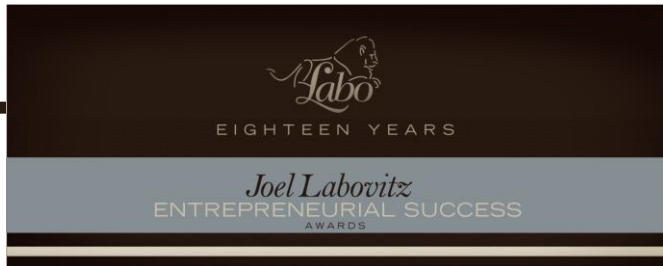
February 25, 2010
7:00 am – 5:30 pm
Holiday Inn, Duluth, MN
Great Lakes Ballroom

General Registration (\$79) has been extended.

Student Registration \$50

For more information:

http://www.buildinggreenduluth.com/Home_Page.html



You are invited to attend the
18th Annual

Joel Labovitz Entrepreneurial Success Awards Luncheon

April 21, 2010
11:30 am – 1:30 pm
DECC Harborside Rm.
\$25.00

Reserve online: www.umdced.com/labov

This celebration honors entrepreneurs throughout our region and is presented by the UMD Center for Economic Development.



ADMIT ONE

Saturday, March 6, 2010
9AM - 4PM at the DECC
duluthwomensexpo.com

No Cash Value. Not Valid for DECC parking fees.

exhibits | fashions | seminars | entertainment | samples
pantrying, health screenings, shopping and so much more!

ADMIT ONE



DULUTH WOMEN'S EXPO
Saturday, March 6, 2010
9:00 am – 4:00 pm
DECC

FREE tickets available at the

SPREAD THE WORD WITH WIDGETS

Post these widgets on your Web site or on social media networks such as Facebook. Widgets are portable on-screen tools that you can place almost anywhere online to direct others to IRS.gov for the complete details. For more information: <http://www.marketingexpress.irs.gov/mexpress/widgets/>

UMD Center for Economic
Development Office, 11 E.
Superior St., Suite 210, Duluth.
Tickets also available at:
<http://www.duluthwomensexpo.com/>

INTRODUCTION TO GOVERNMENT CONTRACTING

Presented by **Arlette Abrahamson**,
PTAC Northern MN Area Manager

Are you interested in expanding your market share, increasing revenues, growing your business? Have you considered selling to the government? If not, let Minnesota's Procurement Technical Assistance Center (PTAC) show you why you should.

Find out what the government buys in the \$518+ billion dollar marketplace, who is buying, where they advertise, and how you can become registered, proactive, and a government supplier. Get basic government marketing tips, learn electronic business techniques and methods, and how to locate the "right" people.

Topics to be covered include, but are not limited to: Identifying the government market for your goods and services; basic procurement processes and selling tools; FSS/GSA schedule program; registrations (mandatory/optional); and available resources.

<u>Introduction to Government Contracting</u>	03/08/2010 (10:00am- 12:00pm)	\$30.00
--	-------------------------------------	---------

<u>Completing the Central Contractor Registration</u>	03/08/2010 (1:00pm- 3:00pm)	
--	-----------------------------------	--

Attend this workshop for a presentation of the Central Contractor Registration (CCR) application and a hands-on review/completion of a registration application. You cannot receive a government contract or apply for any government websites or certification without this registration being completed. This workshop will guide you through one of the most important requirements for selling to the government as you learn the first steps in completing CCR, SBA Dynamic Small Business Search (DSBS) and Online Representations and Certifications (ORCA).

<u>Doing Business with MN Department of Transportation</u>	03/09/2010 (9:00am- 12:00pm)	\$30.00
---	------------------------------------	---------

This workshop will cover the DBE program, electronic-plans, how to bid information, and pre-letting and post-letting information on highway construction and maintenance projects for contractors and suppliers.

<u>Doing Business with the Corps of Engineers</u>	03/09/2010 (1:00pm- 4:00pm)	\$30.00
--	-----------------------------------	---------

This workshop is an introduction to doing business with the U.S. Army Corps of Engineers. You will gain information on the Electronic Bid System; plan holders lists; awards and abstracts; upcoming projects; government registrations and certifications; and general and technical specifications. Also learn about pre-bid conferences, how to prepare cost proposals and negotiations; performance and payment bonds; what takes place in pre-construction/pre-performance meetings and who should attend; quality management, submittals, modifications and who has authority to sign; working with subcontractors; and emergency work.

<u>Understanding Government Contracting Programs & Policies</u>	03/10/2010 (1:00pm-4:00pm)	\$30.00
--	-------------------------------	---------

Responding to Solicitations – Every type of request has a certain “expectation” for the required response, both on the part of the agency and the offeror. How best to respond to any of these proposals? How best to spend your time weeding out these opportunities? Join us to learn the different types of requests and the expected responses from the perspective of the agency and the offeror. From RFPs and RFQs to BAAs and Unsolicited Proposals, this workshop will review six types of requests, two types of proposals, and discuss the resulting four types of awards. Tips for writing proposals and meeting evaluation criteria will also be discussed.

<u>Develop Winning Government Marketing Materials</u>	03/11/2010 (9:00am-11:30am)	\$30.00
--	--------------------------------	---------

Ever wonder why you never hear back from government contacts that you handed a card or gave a brochure? This is an interactive class and participants will be networking as well as developing government marketing materials. Attendees should bring their current business cards, brochures, and other marketing materials for review, as well as a print out of their CCR registration. Examination and evaluation of existing material will result in re-designed materials that are appropriate for the Government Market. Materials to be developed will include business cards, brochures, letterhead, line cards, quad charts, and websites. Capabilities statements and past performance narratives will also be discussed. Registration 8:30 Workshop 9-11:30 \$30.00
Presenter: Pat Dotter, PTAC Southwestern Area Manager

<u>Selling Your Products and/or Services to the State of MN</u>	03/11/2010 (1:00pm-3:30pm)	\$30.00
--	-------------------------------	---------

This workshop will provide an overview and details about contracting with the state of Minnesota. Topics to be covered include an overview of the state’s purchasing practices; where the dollars come from; how the dollars can be spent; how to get registered as a vendor; how to find business opportunities; cooperative purchasing with cities; counties; and schools; as well as state expectations of contractors.

<u>Governmental Cooperative Contracting with WSCA & NASPO</u>	03/12/2010 (9:00am-12:00pm)	\$30.00
--	--------------------------------	---------

TO REGISTER : CLICK ON THE INTERACTIVE LINKS, CALL 218-726-7298, OR VISIT: WWW.UMDCED.COM/WORKSHOPS

BUSINESS WORKSHOPS

<u>Good News for Business</u>	02/22/2010 (11:30am-1:30pm)	\$25.00
--------------------------------------	--------------------------------	---------

There are reasons to be optimistic about the future, your business plans, your competitors, your employees, and your vendors. Hear about real world examples and share best practices and success stories. Attendees will leave with new ideas on how to adjust their business plan to encourage and reward progress. This workshop is presented by the UMD Center for Economic Development in partnership with the Better Business Bureau. Lunch is included.

Writing a Business Plan

02/23/2010 \$25.00
(2:00pm-4:00pm)

Don't know how or where to begin writing a business plan? This workshop covers the components needed to write an effective business plan.

COMPUTER WORKSHOPS

All Things Google I

02/23/2010 \$60.00
(9:00am-12:00pm)

Google has free tools for personal and business use. If you have considered using these free tools but haven't taken the time to figure them out, this is the perfect opportunity. This workshop will show you how to use Google Docs, Google Calendar, Books, Picasa, Sketchup, Google Earth, Maps and Directions, and Google's Browser Chrome. Find out how to create your own personal Google page that has its own custom look and the most current information from the sites you frequent.

FLASH - Basics of Website Animation

02/23/2010 \$60.00
(1:00pm-4:00pm)

Make attention grabbing animations for your website. Also make vectored graphics on multiple layers and use them with motion and shape tweens to make some eye catching effects. Use the built in effects to take a lot of the work out of making simple effects. Make a splash with Flash!

Word Press I

02/25/2010 \$60.00
(9:00am-12:00pm)

Create a professional looking website using the free software Word Press. This workshop will include getting a theme, adding pages, adding pictures and movies, and the ability to add text to your websites. Learn to add "widgets" to the site to make your site active such as having an up-to-date events calendar.

Word Press II

02/25/2010 \$60.00
(1:00pm-4:00pm)

Once you have created your website in Word Press, this workshop will walk you through how to install a test Word Press site on your computer (whether Mac or PC). This is a great way to test ideas before actually doing them on an internet site. Then learn about 10 widget that help organize your work on the website and with other people.

QUICKBOOKS

QuickBooks

03/09/2010 \$99.00
(9:00am-4:00pm)

Covers the basic functions of this number one selling small business accounting program. In addition to this day-long workshop, receive the QuickBooks learning guide.

The mission of the University of Minnesota Duluth Center for Economic Development is to assist entrepreneurs and businesses to grow and succeed.

The University of Minnesota Duluth Center for Economic Development offers numerous workshops to help entrepreneurs and employees operate more efficiently. **All workshops are held at the Duluth Technology Village, 11 E. Superior Street, Suite 210, unless otherwise noted.** To register call: 218-726-7298, 888-387-4594 or register online: www.umdced.com/workshops.

Funded in part through a cooperative agreement with the U.S. Small Business Administration, Minnesota Department of Employment and Economic Development and sponsoring centers. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. For arrangements, contact: UMD Center for Economic Development, 11 E. Superior Street, Suite 210, 218-726-7298

1986 – 2009 Celebrating 23 years of excellence and also recognizing UMD's 25 year partnership with the Minnesota Small Business Development Centers

The University of Minnesota shall provide equal access to and opportunity in its programs, facilities, and employment without regard to race, color, creed, religion, national origin, gender, age, marital status, disability, public assistance status, veteran status, sexual orientation, gender identity, or gender expression.

To subscribe or unsubscribe to this electronic newsletter please email ced@umdced.com