

Virginia SBDC
Management Training Report

Event Information

		Center & Event #:		70-2023-17
Event Title		Start Date	Start Time	Program
Selling to State Agencies		10/20/2023	10:00:00 AM	SBDC
Site		End Date	End Time	Sub-Program
LRCC		10/20/2023	11:00:00 AM	Not Set
City, State & Zip		Sessions	Total Hours	Entry Person & Date
Middletown, VA 22645		1	1	ckriz on 12/6/2023 9:21:13 PM
Event Topic		Program Format		Language
Government Contracting				English

Number of Attendees

Total Attendees	In Business	2	Active Duty	0	Asian	0	Native Amer.	0
	Disabled	0	Veterans	0	Black	0	Pacific IsInd.	0
Underserved	Women	2	Service Disabled Vet.	0	North African	0	White	2
2	LGBTQ	0	Reserve/Nat. Guard	0	Middle Eastern	0	Hispanic	0
			Spouse of Military Member	0				

Resources Participating

<input checked="" type="checkbox"/> SBDC	<input checked="" type="checkbox"/> Educational Institution	<input type="checkbox"/> Online Training Resource	SBA Office: None
<input type="checkbox"/> SCORE	<input checked="" type="checkbox"/> Chamber of Commerce	<input type="checkbox"/> SBA District Office	Other Govt. Agency: Other
<input type="checkbox"/> WBC	<input type="checkbox"/> Trade or Professional Assoc.	<input type="checkbox"/> Native American Center	Other: None
<input type="checkbox"/> VBOC	<input type="checkbox"/> For-Profit Organization		

Attendee Fees

Fee Distribution

Attendee Count:	Full Fee #	Discount Fee #	No Show #	No Fee #	SBDC	SCORE
	0	0	0	2	\$0.00	\$0.00
Fee Income \$	Full Fee \$	Discount Fee \$	No Show \$		WBC	SBA
	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00
Other Income \$	Other \$		Total Fees Collected		Co-Sponsor	Total Distribution
	\$0.00		\$ 0		\$0.00	\$ 0

Event Notes

Public Information

Standard Fee \$	Web Info: Address, Directions, URL, etc.	Misc. Public Information
\$0.00		
Alternate Fee \$		
\$0.00		

Power Up Your Business Conference

Selling to State Agencies Breakout Session

Friday, October 20, 2023

	<u>Print Name</u>	<u>Company</u>	<u>Signature</u>
1	Becky Stickley	Becky Stickley Coaching	RUMA
2	Travis Clover	FNB Bank	Travis Clover
3	Dave Kent	Sigrest Marketing	Dave Kent
4			
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Chris Tran Ley

Ms. Ley has worked with small businesses since 2007 when she joined a small, women-owned marketing company, Asian Marketing Services, as their Director of Business Development. She started two new successful small business training programs at Northern Virginia Community College: the SWaM program and the Entrepreneur Roadmap program. In the SWaM program, she helped 32 companies become SWaM certified. Those companies won over \$1.7million in new state and federal contracts. In the Entrepreneur Roadmap program, she helped 30 entrepreneurs start new businesses.

She was a marketing consultant at the Business Development Assistance Group, a non-profit organization dedicated to helping minority business owners. She helped aspiring entrepreneurs and small business owners realize their small business dream by providing assistance with marketing research, strategies and collateral.

In June 2016, she joined the Virginia Department of Small Business and Supplier Diversity as a Business Services Manager covering the Northern Virginia region. She continues to work with aspiring entrepreneurs and small business owners to get them ready and into the Commonwealth of Virginia's procurement system by providing training, workshops, and one-on-one counseling sessions.

Ms. Ley received her undergraduate degree in Accounting from University of Maryland, College Park and her Master's in International Marketing from University of Maryland University College.



Intro to State Government Contracting Workshop

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SBSD Agency Mission

The mission of the Virginia Department of Small Business and Supplier Diversity (SBSD) is to provide education and assistance; economic opportunity; and access to capital to generate employment and economic growth for small businesses.

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SBSD Agency Overview

ACCESS TO FINANCING	• Virginia Small Business Financing Authority (VSBFA)
MARKET STRATEGIC PARTNERSHIPS	• Supporting economic development through workshops/training, access to resources and one-on-one business counseling sessions
CERTIFICATIONS	• Micro, Small, Women and Minority Owned (SWaM) and Disadvantaged Business Enterprise (DBE)
STRATEGIC COMMERCIAL	• Strategic sourcing support of SWaM participation

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Large Purchases

SBSD

Purchases over \$100,000

Invitation For Bid – IFB	Request for Proposal – RFP
<ul style="list-style-type: none"> > Competitive Sealed Bidding > Specific terms > Detailed specifications > Awarded based on price 	<ul style="list-style-type: none"> > Competitive Negotiation > Vendor proposes solution > Two (or more) offers are selected for negotiation > Award is made to best overall proposal

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SBSD

What you need to register...

- > **Federal Employer Identification Number (EIN)**
- > **Virginia Substitute W-9 form**
- > **Commodity Codes**

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www.eva.virginia.gov

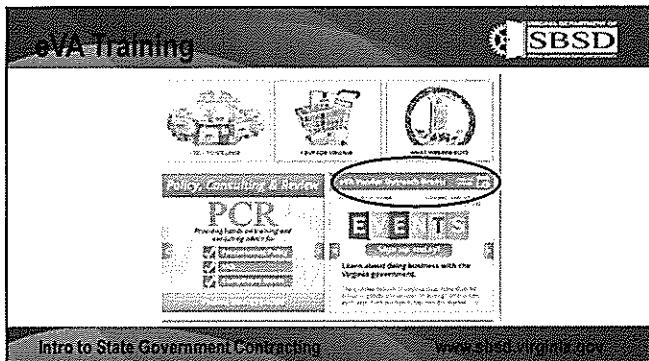
SBSD

Emergency Procurement Information Related to COVID-19

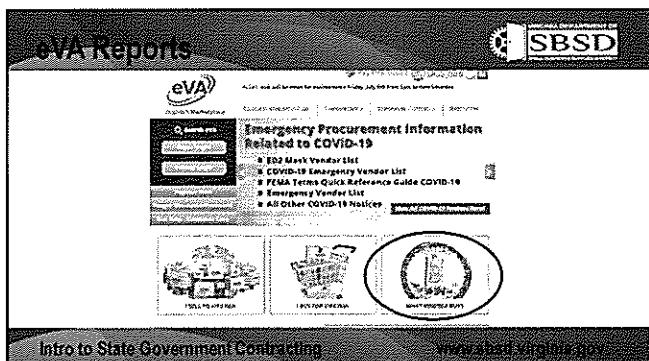
- SDD Mask Vendor List
- COVID-19 Emergency Vendor List
- FEMA Terms Quick Reference Guide COVID-19
- Emergency Vendor List
- All Other COVID-19 Notices

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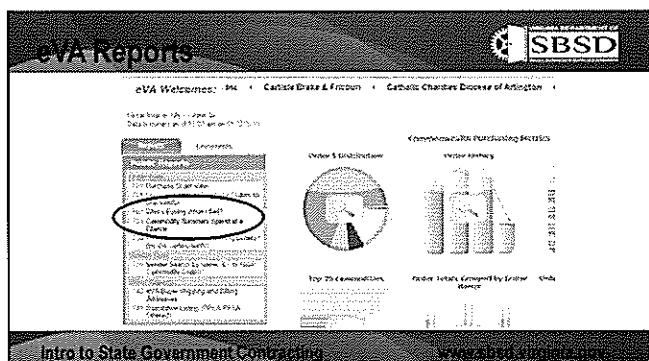
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SWaM Designations

 **SBSD**

➤ **Small Business:** *No more than 250 employees OR No more than \$10 Million in gross receipts averaged over the 3-year period prior to certification application.*

➤ **Women-Owned Business:** *At least 51% owned and controlled by one or more women who are U.S. citizens or legal resident aliens.*

➤ **Minority-Owned Business:** *At least 51% owned and controlled by one or more minorities who are U.S. citizens or legal resident aliens.*

➤ **Micro Business Certification:** *No more than 25 employees AND no more than \$3 Million in average annual revenue over the 3-year period prior to certification application.*

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 **SBSD**

➤ *SWaM certification is now done online through our Certification application portal.*

➤ *Paper applications will no longer be accepted.*

➤ *Standard processing time is 60 business days from receipt of a COMPLETE application.*

➤ *SWaM certification approval is good for five years.*

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SWaM Supporting Documents

 **SBSD**

1. Proof of identification – DMV License

2. Proof of U.S. citizenship or Permanent Residency

U.S. Passport, Birth Certificate, Permanent Resident Card, or Certificate of Naturalization

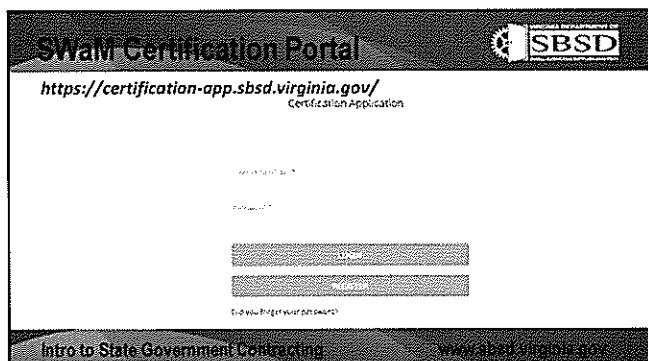
3. Documented proof of owner's contributions to the business

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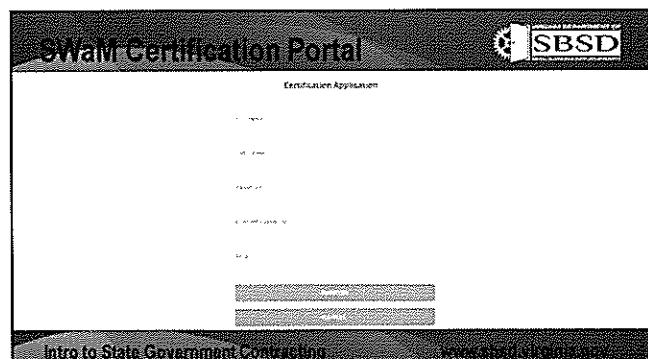
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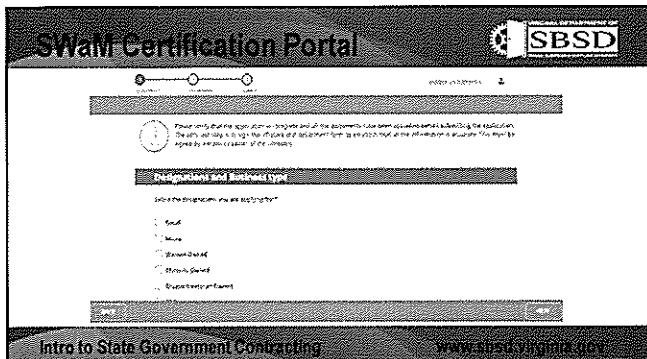
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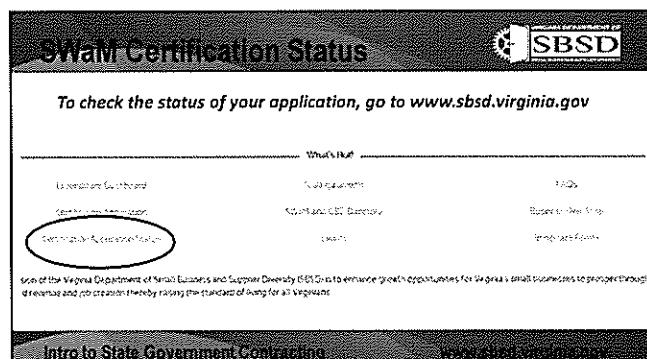
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SBDC
Summary of Training Evaluations
(Attach to Form 888)

Title of Training:

Selling to State Agencies

Date Offered:

10/20/2023

Location:

Middletown

Analysis of Responses to Question #5: "Overall, the training was worth my time and investment."

From ALL Evaluation Forms:

Number of check marks in Column 1 (Strongly Agree)

2 X 5 = 10

Number of check marks in Column 2 (Agree)

1 X 4 = 4

Number of check marks in Column 3 (Undecided)

0 X 3 = 0

Number of check marks in Column 4 (Disagree)

 X 2 =

Number of check marks in Column 5 (Strongly Disagree)

 X 1 =

TOTAL SCORE 14 (a)

Total Number of Forms Received

3

Total Number of Attendees

3

Percentage of Response

100%

Total Number of Forms Received

3 (b) X 5 = 15 Maximum Score (c)

Divide (a) by (c) = 93% Level of Satisfaction

Divide (a) by (b) = 4.67 Average Score



SBDC Training Course Evaluation

Name of Training Class **Selling to State Agencies**

Date **10/20/23**

Location **Middletown, VA**

Your response to this form is very important to us as we strive to bring you the highest quality training available. The information you provide is anonymous and confidential and will be used collectively to evaluate our training program.

Please indicate one response on each line.

		Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
1. The seminar gave me a good working knowledge of the subject matter.		✓				
2. The seminar environment was conducive to my learning.		✓				
3. The handouts were helpful.		✓				
4. The presenter was knowledgeable on the subject matter.	Chris Ley	✓				
5. Overall, the training was worth my time and investment.		✓				

Additional comments:

Enjoyed learning how to navigate ^{EVA} ~~the~~ Site and the importance of setting everything up correctly the first time. Thank you.

What other topics you would like to see offered? _____



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3. The handouts were helpful.			✓			
4. The presenter was knowledgeable on the subject matter.	Chris Ley	✓				
5. Overall, the training was worth my time and investment.		✓				

Additional comments:

What other topics you would like to see offered? _____



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3. The handouts were helpful.		✓				
4. The presenter was knowledgeable on the subject matter.	Chris Ley		✓			
5. Overall, the training was worth my time and investment.			✓			

Additional comments:

What other topics you would like to see offered? _____