



Success in Government Contracting

What does it take to become a successful government contractor? What services and resources are available to a small business pursuing the government market? If your company has been considering the field of government contracting, these **free** seminars will give you the direction you need. **Pre-registration is required.**

Federal Government Contracting

September 3 from 10 am - noon

- Classifying your Product or Service (NAICS, PSC/FSCs)
- Finding Opportunities
- Getting Registered: CCR and Dynamic Small Business Search
- Laws and Regulations
- PTAC Bid Match service
- Small Business Programs: Set-asides, Small Business, Small Disadvantaged Business, 8(a), Veteran Owned, etc.
- The Bid Process
- Types of Solicitations

Marketing & Keyword Clinic

September 3 from 1 - 3 pm

Prerequisite: Federal Government Contracting (may be taken on the same day)

- Debriefings and Vendor Tuesdays
- Dissecting solicitations
- Fed Biz Opps , TACOM, Defense Supply Center Opps
- Freedom of Information Act (FOIA)
- How to obtain and use Procurement histories
- How to test codes and keywords
- Keyword search engines for NAICS, FSG, and FSC codes
- Learn basic required elements of a solicitation
- Marketing Goods and Services to Primes and Agencies
- Using the State Contracts list

Who Should Attend: Management and key player(s) who will support and facilitate government contracting within your company.

Registration: <http://www.kazoochamber.com/index.php?submenu=events&src=events>
Class titles start with "PTAC Workshop". Contact PTAC for your client number.

Where: **Kalamazoo Regional Chamber of Commerce**
346 W. Michigan Ave, Kalamazoo, MI 49007
Please contact us if you need a map. Parking is available at the Radisson Plaza Hotel for under \$10 per full day.

All attendees must be current clients with PTAC of Southwest Michigan.
Pre-registration is required. Two registrants allowed per company, per class.

For questions, call (269) 381-2977 ext 3245 or email [Andrea Kaye](mailto:Andrea.Kaye@kzoochamber.com).