



Southwest Michigan PTAC 2020 Class Schedule

Government Contracting: Orientation

Is your company considering government contracting? Learn how to sell your products and services to the federal, state, and local government. This free seminar will give you the direction you need.

Online pre-registration is required.

| Location | Date | Time |
|---|--------------|-------------------|
| Kalamazoo: Catalyst Center | February 21 | 2:00 – 4:00 p.m. |
| Online Webinar | April 28 | 9:00 - 11:00 a.m. |
| Online Webinar (Register) | May 12 | 1:00 – 3:00 p.m. |
| Online Webinar (Register) | June 9 | 2:00 – 4:00 p.m. |
| Online Webinar (Register) | June 11 | 2:00 – 4:00 p.m. |
| Online Webinar (Register) | July 21 | 2:00 – 4:00 p.m. |
| South Haven (Register) | September 3 | 2:00 – 4:00 p.m. |
| Kalamazoo (Register): W.E. Upjohn Institute | September 16 | 2:00 – 4:00 p.m. |
| Battle Creek (Register) | October 7 | 2:00 – 4:00 p.m. |

Marketing & Research: Mining for Opportunities

Learn how to market your business to government agencies and prime contractors. Research the agencies and prime contractors that buy what you sell. Research your competitors' sales and customers.

Pre-requisites: Orientation Class and a current client of PTAC. Online pre-registration is required.

*Guest: DLA Disposition Services, if available

| Location | Date | Time |
|---|--------------|-------------------|
| Online Webinar (Register) | May 13 | 9:00 - 11:00 a.m. |
| Online Webinar (Register) | June 2 | 1:00 – 3:00 p.m. |
| Online Webinar (Register) | June 18 | 2:00 – 4:00 p.m. |
| Online Webinar (Register) | June 23 | 2:00 – 4:00 p.m. |
| Dowagiac (Register) | August 12 | 2:00 – 4:00 p.m. |
| South Haven (Register) | September 17 | 2:00 – 4:00 p.m. |
| Kalamazoo (Register): W.E. Upjohn Institute | September 30 | 2:00 – 4:00 p.m. |
| Battle Creek (Register) | October 21 | 2:00 – 4:00 p.m. |

Website: <http://bit.ly/swmptac>



This procurement technical assistance center is funded in part through a cooperative agreement with the Defense Logistics Agency. The Southwest Michigan PTAC is funded in part by the Michigan Economic Development Corporation (MEDC) and the W. E. Upjohn Institute.

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Revised: May 5, 2020

One-Time Govology Training (All Classes are 2 Hours)

Govology is a collaborative community raising the competency level of small business to excel in government contracting. These are pre-recorded sessions that we will watch together. Topics are subject to change.

| Topic | Location | Date/Time |
|---|---|------------------|
| Getting Started in the Government Marketplace | Webinar (Register) | 5/14 @ 2:00 p.m. |
| Understand, Obtain, & Leverage Small Business Certifications | Webinar (Register) | 5/20 @ 9:00 a.m. |
| To Bid or Not to Bid | Webinar (Register) | 5/28 @ 9 a.m. |
| Is GSA Right for You? | Webinar (Register) | 6/16 @ 1:00 p.m. |
| Understanding & Obtaining HUBZone Certification | Webinar (Register) | 7/7 @ 2:00 p.m. |
| Fundamentals of the FAR | Webinar (Register) | 7/8 @ 2:00 p.m. |
| Mighty Micro-Purchase | Dowagiac (Register) | 8/27 @ 2:00 p.m. |
| How the SBIR & STTR Programs Can Benefit Small Innovative Companies | South Haven (Register) | 10/1 @ 2:00 p.m. |
| Engage & Position for Government Prospecting | Kalamazoo (Register): W.E. Upjohn Institute | 10/15, 2:00 p.m. |
| Marketing to Government & Prime Contractors | Battle Creek (Register) | 11/5 @ 2:00 p.m. |

Other Events

| Topic | Location | Date/Time |
|---|------------------|-------------------------------|
| Capability Statement Preparation (Register) | Online | June 3, 2:00 – 4:00 p.m. |
| Capability Statement Preparation (Register) | To Be Determined | To Be Determined |
| Meet the Buyer Event (Register) | Kalamazoo | October 27, 12:30 – 4:30 p.m. |
| Meet the Buyer Event | To Be Determined | To Be Determined |

Class Locations

- Battle Creek:** Battle Creek Chamber, One Riverwalk Centre, Suite 3A, 34 W. Jackson St., Battle Creek, MI 49017
- Benton Harbor:** Cornerstone Alliance, 80 West Main Street, Benton Harbor, MI 49022
- Coldwater:** KCC Grahl Center, 125 Seeley St., Coldwater, MI 49036
- Dowagiac:** Snow Building Community Room, 302 South Front Street, Dowagiac, MI 49047
- Kalamazoo (3 Locals):** [W.E. Upjohn Institute](#), 300 S. Westnedge Avenue, Kalamazoo, MI 49007
*(Classes are **not** held at the PTAC office at 222 S. Westnedge Avenue)*
[Catalyst Center at Southwest Michigan First](#), 261 E. Kalamazoo Ave., Suite 100, Kalamazoo, MI 49007
[Fetzer Center](#), 2251 Business Court, Kalamazoo, MI 49008
- Marshall:** MAEDA Classroom, 323 West Michigan Avenue, Marshall, MI 49068
- South Haven:** Lake Michigan College, 125 Veterans Drive, South Haven, MI 49090
- Three Rivers:** Three Rivers Area Chamber of Commerce, 57 N. Main Street, Three Rivers, MI 49093

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|------------------------|--|----------------|
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