



HUD'S SMALL BUSINESS AGENDA

NEWSLETTER

The Office of Small and Disadvantaged Business Utilization

HUD's Secretary Is Recognized

U.S. Department of Housing and Urban Development Secretary, Alphonso Jackson, received the Minority Business Development Agency's prestigious Ronald H. Brown Leadership Award on September 9 at a ceremony in the Omni Shoreham Hotel in Washington, D.C. Ms. A. Jo Baylor, HUD's chief procurement officer, accepted the award on his behalf. The award recognizes exceptional leaders who are willing to take risks to enhance the development of diversity in the domestic and world-wide economies.

Jackson earned the distinction by literally opening HUD's doors to small and minority businesses. Since Jackson has been at HUD, businesses owned by African Americans have received 15% of HUD's contract dollars, or \$131 million. Taken in its entirety, 26% of HUD contract dollars, or \$800 million, have been awarded to firms owned by minorities.

"I am honored to receive this award, but this tribute really belongs to the people throughout the agency in recognition of their commitment to small and minority businesses," said Jackson.

HUD's recent small and minority business efforts have outpaced every other federal agency. Last fiscal year, 54% of the agency's contracting dollars were awarded to small businesses and 33% were awarded to small businesses owned by women. Nearly 1,500 small businesses received \$549 million of the nearly \$1 billion in contracts HUD awarded in FY 2003. In FY 2004, HUD has already awarded 66% of its contracts to small businesses.

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The President's Small Business Agenda

Remarks On The Economy - July 2, 2004



This administration is confident in America, because we're confident in Americans. We know we're really good. We're really good at building things and growing things and selling things. And I

intend to make sure that they have a good chance to do so, for the sake of American workers.

This economy of ours is steady and strong...It's steady and strong, which means people are going back to work: 1.5 million jobs since last August; that is steady growth. It's steady and strong because the American entrepreneur is strong and capable and willing to take risk. The entrepreneur is employing more people. The entrepreneur is investing.

...The other thing about the entrepreneurial spirit that is so wonderful about our country is it doesn't matter whether you're the fourth generation to own your business or you're a first-generation American: Either way, you've got the opportunity to say, "This is my business. I own it. I'm going to nurture it and grow it, and therefore help others to find work."

That's the cornerstone of the Bush economic policy and it's working.



Important Small Business Websites:

Access these websites periodically to keep informed about the latest regulations, requirements, initiatives and opportunities for small businesses desiring to do business with the federal government:

- www.bankrate.com
- www.fambiz.com
- www.bplans.com
- www.findlaw.com



Small Businesses at a Glance

Name:	First Financial Network	Tom Sawyer Company	Virtual Team Works
Website:	www.firstfinancialnet.com	www.tomsawyercompany.com	www.vtw.com
Contact:	Bliss Morris	Carolyn Sawyer Glover	Sam Clawson
Business Type:	Woman-Owned Small Business	Minority and Woman-Owned Small Business	HUBZone and Service-Disabled Veteran-Owned Firm
GSA Schedule:	520	738	n/a
NAICS Codes Include:	522320, 523920, 523999	541613, 541820	541512, 541611, 541613, 541910
Services Include:	Portfolio Analysis and Valuation Strategic Advice Due Diligence Management Transaction Negotiation and Execution	Advertising Public Relations Event Planning Website Design and Promotion Surveys Seminars Public Outreach	Management Consulting Business Analysis and Improvement Systems Development Application Development Technical Writing
Clients Include:	Board of Governors of the Federal Reserve System FDIC Federal Communications Commission Resolution Trust Corp	U.S. Dept. of Commerce National League of Cities National Foundation of Women Legislators American Airlines	USDA EPA National Institutes of Health U.S. Army
Years in Business:	14	8	3
Location(s):	Oklahoma City, OK	Washington, DC Columbia, SC	Chantilly, VA Manhattan, KS

Helpful Hint



Your website is an important marketing tool – so make sure your website is orderly, informative and accurate. People spend on an average of 8 to 9 seconds deciding if they will stay on your website. If they do not see what they are looking for in that time frame, they will leave. Make sure your website is easy to read – group it into logical sections to make it easier to scan. List your core competencies, NAICS codes, GSA Schedules and certifications, on the homepage. Your website should list current and past clients (private sector and government) and include a brief description of the work performed. Finally, keep your content up to date and date your pages so viewers know how current the content is.

SBA Goals vs. HUD Results as of 9/28/2004

Small Business Categories	SBA Goals	HUD Results
Small Business	38%	68%
SDB	13%	35%
8(a)	6%	17%
Women-Owned	15%	22%
HUBZone	3%	3%
Service-Disabled Veteran-Owned	3%	1%

Hints About Obtaining Government Contracts

- Make sure your firm's information contained in CCR is up to date.
- Review the Forecast of Contracting Opportunities on a weekly basis and respond immediately if you see something of interest.
- By way of introduction, send capability statements in advance of scheduled marketing meetings. Make sure they are up to date and identify area of expertise clearly.
- Cite recent HUD experience when speaking to points of contact.
- Arrive early for your marketing meetings and keep them focused.
- Do your homework. Become familiar with HUD and its program offices by visiting www.hud.gov.
- Do not get discouraged. Continue to follow-up with program offices.
- On your capability statements and business cards, make sure you highlight if you are 8 (a) or SDB certified, a HUBZone or service-disabled veteran-owned firm and identify your GSA Schedules.
- Inquire early about obtaining 8 (a), SDB and HUBZone certifications; do not wait until you see a contracting opportunity that has these certifications as acquisition strategies.
- Make resumes available as requested.
- Talk with Program Directors when uncertainties, such as continuation of funding, arise.
- Meet with other small business contractors that are doing business with HUD to discuss partnership opportunities.



Recent Small Business Awards

NATIONAL TECHNOLOGIES INC., an 8 (a) minority-owned business, shall translate HUD's Internet content into Spanish for the national Hispanic/Latino community.

MRD CONSULTING, INC. is assisting Policy Development and Research with conference and exhibit planning. MRD is an 8 (a), woman and Hispanic-owned business.

JANET PAGANELLI, PC, a woman-owned small business, is assisting the Office of Housing with closing agent services for Albany and northeastern NY.

KEMA ADVISORS, INC., an 8 (a) firm, shall act as Transaction Specialist for the Multi-Family Asset Sales Group in the Office of Housing.

FY 2005 OUTREACH CALENDAR

October 6-8 Eighth National Booker T. Washington Economic Development Summit
Tuskegee, AL
Visit: www.tuskegee.edu/btws Summit

October 7 16th National Training and Small Business Expo
Bethesda, MD
Visit: www.napaw.org

October 7-8 Hispanic Business Conference
Annapolis, MD
Contact: Roberto Allen at (410) 332-8855

October 10-12 Opportunities Conference 2004
Washington, DC
Visit: www.opportunitiesconference.gov

October 12-13 Latino Business Expo
Los Angeles, CA
Visit: www.lbausea.com

October 17-20 Business Opportunity Fair
Washington, DC
Visit: www.nmsdc.org

For a complete list of upcoming outreach events visit [Outreach Events on www.hud.gov/smallbusiness](http://www.hud.gov/smallbusiness).

Thank You OSDBU

Kirk Michel, President, KEMA Advisors, Inc.

On behalf of KEMA Advisors, Inc., I would like to thank you and your staff for your commitment to, and exceptional efforts in, promoting small businesses.

....During my visit to the OSDBU last November, I was equally impressed by the energy and sense of urgency displayed by both Ms. Valerie Hayes and Ms. Arnette McGill-Moore. They provided me with advice and guidance and immediately began to contact program managers and contract specialists on our behalf. They offered more than just leads; they provided strong introductions as well...Recently, largely due to the efforts of OSDBU, KEMA Advisors, Inc. was awarded an 8 (a) contract to act as Transaction Specialists for the Multi-Family Asset Sales Group....I wanted to take a moment to recognize your efforts and the efforts of your staff and to thank you all for the extraordinary opportunity which has been provided our firm.

Best Practices

Levelle Myles of Percon Computer Corp., an 8 (a) firm located in Rockville Centre, NY, participated in a HUD OSDBU orientation session. He says that the information technology session has given his company "an important chance to succeed in attaining federal contracts. Specifically the training we received has directly resulted in our first signed contract with the Department of Defense (DOD)." Percon will help provide the full range of Information Assurance (IA) solutions to DOD and other federal agencies.

Mr. Myles believes that this opportunity will allow his firm "to participate towards bridging the gap in the creation of new jobs and help ensure a robust economy for our nation going forward."



11th Annual Diversity and Women Leadership Summit & Gala at the Marriott Wardman Park Hotel in Washington, D.C. on October 25-26, 2004. Two full days of networking and shared learning; focusing on some of the unique issues corporations, entrepreneurs and organizations are facing in America today!

Small Business in the Sunshine at the Sandestin Beach Hilton in Destin, FL on November 17, 2004. Small businesses will have an opportunity to talk with representatives from over 50 government agencies (Federal, state & local) and prime contractors. There will be training seminars on topics such as IRS Hints for Small Business, The Government Formal Source Selection Process, What's New for Service-Disabled Veteran Small Business, and more.



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“Secretary Jackson is a passionate executive with an unwavering commitment, that tends to be infectious,” said A. Jo Baylor, HUD’s chief procurement officer. “He set a lofty goal of awarding 50% of HUD’s prime contracts to deserving small businesses and he personally reviewed the results to ensure we would meet and surpass that goal.”

Jackson implemented a number of changes to improve access for small and minority-owned businesses. The changes that helped his department move from worst to first among federal agencies included:

- A complete revamping of “The Forecast of Contracting Opportunities” to create a friendlier forum for small business. The new Forecast provides e-mail addresses, phone numbers and other detailed

information for each procurement.

- An aggressive increase in the number of outreach activities across the country so that every small business has the same opportunity to take advantage of HUD’s procurement opportunities. Last year alone, HUD participated in nearly 100 small business conferences and training sessions nationwide.
- Ensuring that all bid solicitation documents contain the required federal acquisition language for subcontracting requirements, along with HUD’s increased policy goals.
- An increase in size of the Small Business staff by 140%. This size increase was designed to deal with the increasing participation of small business in HUD contracting opportunities, to monitor subcontracting compliance and to provide

greater oversight towards mitigating the impact of contract bundling.

- Implementing “Small Business Review Procedures” for all contract requests over \$25,000 in order to ensure that small and small disadvantaged businesses are provided with maximum practical opportunities to participate.
- A contract bundling review requirement for all task and delivery orders under multiple award contract vehicles.

“President Bush continually reinforces that providing equal access to small and minority businesses is good for the country,” said Jackson. “We have taken that to heart at HUD and we know that a good bottom line with small and minority businesses helps to build a stronger America.”

Director’s Message

As the new Acting Director of the OSDBU, I would like to welcome you to our vast array of opportunities designed for small and small disadvantaged businesses.

HUD takes great pride in its oversight and delivery of small business activities and looks forward to your participation as a partner. While I have met many of you over the past year, I am eager to meet those of you that wish to share your business capabilities that are aligned with HUD’s contracting needs.

My door is open and you are invited to engage me as a partner as you pursue your contracting goals.

I reserve Thursdays for meetings with small businesses. All day Thursday, I meet with businesses to learn about their products and services. If you are interested, call (202) 708-1428 to schedule an appointment for a Small Business Open House meeting.



Valerie T. Hayes
Acting Director