



# IL PTAC NEWSLETTER

## August-September 2007



124 S.W. ADAMS  
SUITE 300  
PEORIA, IL  
61602

Director's  
Letter Page 1

At Last, a Women-  
Owned Business  
Federal Contracting  
Set-Aside Program

Page 2

James J. Hill  
Reference Library  
Business

Page 3

Upcoming Events

Page 4-5

Resources of the  
Month

Page 5

Proposed State of  
Illinois Rules Affecting  
Small Business

Page 6

PTAC Team

Page 7

Dear Clients:

Thanks to each of you who have reported your government contracts and subcontracts related to government jobs! During the time period July 1, 2006 – June 30, 2007, 24 businesses reported 214 government contracts totaling \$169,825,761 creating 68 new jobs and retaining 357. Congratulations to all of you! Since July 1, 2007, the beginning of our new fiscal year, five businesses have reported 16 government contracts totaling \$1,934,889 and retaining 43 jobs.

Plan to attend our upcoming informative fee-based IL PTAC monthly training events which will include the following topics: “Transportation Certification, Pre-Qualification and Logistics” workshop to be presented by the Illinois Department of Transportation and Caterpillar on September 19<sup>th</sup>; “UNICOR Federal Prisons, Inc. – Doing Business with UNICOR” on October 17<sup>th</sup>; and “How to Do Business with Caterpillar” workshop on November 14<sup>th</sup>. Please see events section for workshop details. The attendee fee for each workshop is \$35 per person.

Our most recent IL PTAC workshop held on July 12<sup>th</sup>, featured the process of 8(a) Business Development/Small Disadvantaged Business (SDB) Certification, and attendees have asked, “What’s Next?” after being approved for certification. Visit this website for more details on the following ten ways to maximize your 8(a)SDB certifications: <http://www.ezcertify.com/certificationfacts/general-aftercertification.asp>:

1. Survey the top ten agencies with the largest procurement budgets and determine whether they have bought and will buy your products and services.
2. Build your marketing tools which should include a brief capability statement, brochure, and a sample of your work.
3. Begin exploring contracting opportunities by accessing your agencies’ annual forecasts.
4. Register your company on Central Contractor Registration and Dynamic Small Business Search (formerly Pro-Net) and GSA’s Electronic Posting System.
5. Visit Small & Disadvantaged Business Utilization Specialists (SADBUS) at your targeted agencies and Small Business Liaison Officers at key prime contractor locations.
6. Establish a network of companies and people who can help you leverage your certifications; visit your competitors; establish legal partnering initiatives.
7. Visit your targeted prospects and ask SADBUS to help you set up the 1<sup>st</sup> meeting to talk about how you can help them accomplish their mission. Listen a lot and don’t try to sell on your first visit.
8. Avoid writing competitive or unsolicited proposals unless you have inquired whether your customer has a current opportunity and is really interested.
9. Learn the agency’s procurement process by asking the targeted prospect to explain it to you.
10. Follow up!! Once you have bid on an opportunity with the agency, track your procurements every step of the way! The best way to do this is to call and visit every office where your paperwork will stop. The goal of this extensive communication is to convince your potential customer that there is little or no risk in doing business with you.

Best regards,

Susan Gorman  
Director



# At Last, a Women-Owned Business Federal Contracting Set-Aside Program (<http://www.ezcertify.com/resources/article1a.asp>)

---

In the midst of a sea of millions of words dealing with every type of Federal government appropriation imaginable, there appeared recently an almost unseen, unheard of and to-date unthinkable new opportunity for woman-owned businesses. For the first time in Federal contracting history, there now exists a set-aside program for woman-owned small businesses. [CLICK HERE](#) to see the new section of the Small Business Act that establishes this new program. This means that certified woman-owned businesses can compete against other woman-owned businesses, and be awarded their fair share of the \$200 billion in annual contracting dollars.

That's right, selected contracts of up to \$5M for manufacturing and \$3M for all other services or products will be limited to competitions between or among two or more woman-owned businesses, ... but only if they meet a few simple conditions.

1. The business must be at least 51% owned by one or more women.
2. The qualifying women must be considered to be economically disadvantaged (i.e. 99.9% of all woman-owned business owners can easily pass this test).
3. The business must be determined to be a small business (i.e. 99.9% of all woman-owned businesses are also characterized as small businesses).

The new law even provides for a waiver of the 51% and economic disadvantage provisions, if the SBA determines that woman-owned businesses are materially underrepresented in any industry (again, its hard to think of an industry where women are not severely underrepresented).

What's the catch? There may not be one, except that the participating businesses must be certified by a Federal Agency or other certifying body that the SBA Administrator approves and finds appropriate. Today, in the Federal government, there are only two certifications that would qualify you for the new woman-set-aside program. These are the SDB and 8(a) BD certifications.

EZCertify.com is your source for software and associated advisory services that makes entree to either of these two programs a breeze... and when you're SDB or 8(a) BD certified, guess what? You're now also qualified to be at the head of the line to get contracts under the new woman-owned business set-aside program. Why? Because most other woman-owned businesses have yet to discover this new opportunity.



# James J. Hill Reference Library Business

IL PTAC has searching capabilities for many resources on behalf of small business – i.e. the two examples of new databases given in the message below.

## **Demographics Now:**

Use this resource to uncover consumer and business demographic data on any U.S. geography of your choice. View summary data, or compare and rank geographies by selected demographic criteria. Questions you can answer include:

- Where should I locate my business?
- How much do the local customers earn? How much do they spend?
- Where do my best customers live?
- Where are my competitors located?
- What is the local population like?

Types of geographies you can report on include:

- U.S.
- States
- Metro Areas
- Designated Market Areas
- Counties
- Cities
- ZIP Codes
- Census Tracts
- Census Block Groups
- Radius around Address/ZIP Code

## **Gale Small Business Resource Center:**

Use this resource to learn how to start, finance or manage your small business. Resources include sample business plans, how-to guides, and articles. Explore by business topic (budgeting, outsourcing, market strategy, etc.), by business type (bakeries, health clubs, restaurants, etc.), or by full-text keyword search. Use the tabs at the top of the results list to navigate between business plan samples, articles, overviews, directories, or Web sites as appropriate. Some of the resources available here include:

- The Portable MBA Series
- Encyclopedia of Business and Finance
- Encyclopedia of Major Marketing Campaigns
- Encyclopedia of Management
- Encyclopedia of Small Business
- Business Plans Handbooks



# Upcoming Events

## **August 7-9 in Chicago, Illinois**

The SBA and GSA wish to notify all federal agencies and prime contractors in the states of Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin about “**Service Disabled Veteran Owned Small Businesses (SDVOSD) Vendor — Meet the Government User/Buyer**” event.

The Ralph Metcalf Building—Third Floor  
77 W. Jackson Avenue  
Chicago, IL 60661

For more information, or to ask questions, contact Pamela Coleman at (312) 353-7442 or Pamela at [Coleman@sba.gov](mailto:Coleman@sba.gov)

## **Business Matchmaking Regional Face-to-Face Event — Tuesday, August 28—Chicago**

Business Matchmaking face-to-face procurement events bring together over 1,000 small business owners and managers with procurement representatives from federal, state and local governments as well as major corporations. The event is free for both buyers and sellers. The Midwestern Event will be held, August 28 at McCormick Place Convention Complex in Chicago. For more information or to register, go to: <http://www.businessmatchmaking.com/>

## **Hispanic Business Expo—August 16, Navy Pier, Chicago**

The Make the Connection Hispanic Business Expo is the premier Hispanic Business Event in the entire Midwest and one of the largest events for Hispanic businesses in the country. This one-day event is intended to help expose existing Hispanic businesses to decision-makers in the public and private sector. Workshops will be conducted in both English and Spanish and will focus on:

- How to start business
- Access to Capital
- Doing Business with Government
- Financial Literacy—Understanding Credit
- Human Resources
- How to sell to Fortune 500 Companies
- Sales and Marketing
- ITIN — a path to business independence
- Hispanic Consumer Market



# More Upcoming Events

## Central IL Supplier Development Council Quarterly Meeting—August 22nd

Caterpillar, Inc. , has graciously consented to host the next regularly scheduled quarterly meeting of the Central Illinois Supplier Development Council on Wednesday, 22 August, 2007 at The Gateway Building (200 NE Water Street, Peoria, Illinois 61602 — #309-689-3018).

Networking opportunities will begin at 9:00 a.m., and a continental breakfast will be served at 9:30 a.m.

The meeting will run from 10:00 a.m., to 12:00 noon.

If your business is minority or women-owned, register and join us for this upcoming event.

Register on-line using the following link: <http://www.eventbrite.com/event/44296492>

## IL PTAC Workshops

**IL PTAC Workshop—Wednesday, September 19th**—“Transportation Certification, Pre-Qualification and Logistics” workshop to be presented by the Illinois Department of Transportation and Caterpillar.

**IL PTAC Workshop—Wednesday, October 17th**—“UNICOR Federal Prison Industries, Inc. – Doing Business with UNICOR.” Presented by: Sharon Carter, Program Manager, UNICOR Federal Prison Industries, Inc.

**IL PTAC Workshop—Wednesday, November 14th**—“How To do Business With Caterpillar” Hosted and sponsored by Caterpillar.

All IL PTAC Workshop Attendee Fees are **\$35.00 (per workshop)**

For more information, please contact: Deanna Denny, (309) 495-5972 or

[ddenny@icc.edu](mailto:ddenny@icc.edu)

## Resources of the Month

<http://www.ccr.gov/FAQ.aspx#q11>—Central Contractor Registration FAQs

The Illinois Onsite Safety and Health Consultation Program was established in 1977 to help small businesses meet federal health and safety regulations. They help you identify potential hazards in your business before they become dangerous problems. This service is delivered by the Department of Commerce and Economic Opportunity. Program staff are trained and approved by OSHA, which means we have reliable, first-hand knowledge of federal rules. But despite these close ties, they do not share information about your company with OSHA. To learn more or to request their free service, please visit their website at: [www.illinoisosha.com](http://www.illinoisosha.com) or call toll free: 1-800-972-4216.



## PROPOSED STATE OF ILLINOIS RULES AFFECTING SMALL BUSINESS

Following are proposed rules of possible interest to small businesses published in the June 29, 2007 **Illinois Register**. During the 45-day comment period, individuals have an opportunity to express their support or opposition to the rule. To submit comments or to learn more about the proposed rules, contact Katy Khayyat at the Department of Commerce and Economic Opportunity Entrepreneurship Network Information Center via e-mail at [Katy.Khayyat@Illinois.gov](mailto:Katy.Khayyat@Illinois.gov) or call (800) 252-2923 or (217) 785-8020.

To see an online version of **Regulatory Alert**, go to [www.ienconnect.com/regalert](http://www.ienconnect.com/regalert).

### **The following proposed regulation will impact currency exchanges:**

The Department of Financial and Professional Regulation proposed an amendment to “Schedules of Maximum Rates to be Charged for Checks Cashing and Writing of Money Orders by Community and Ambulatory Currency Exchanges” (38 ILL. Adm. Code 130;31 Ill. Reg. 8891) to permit currency exchanges to charge higher fees for cashing checks. For checks less than \$100 (currently \$500), the customer will be charged the current fee of 1.14% of the check’s face values plus a one dollar service charge (currently 90 cents). Checks more than \$100 (currently \$500) will have an increased fee of 2.25% of the check’s face value (currently 1.85%).

**Bottom Line:** The Community Currency Exchange Association and non-member currency exchanges petitioned the Department of Financial and Professional Regulation, Division of Financial Institutions to increase the maximum rate that Illinois currency exchanges are allowed to charge for cashing checks. After hearing and review of the evidence presented by all interested parties, the Department decided to increase the rate to 2.25% (up from 1.85%) for all checks \$100.01 or greater (previously \$500.01). For all checks \$100.00 or less (previously \$500.00) the amount remains 1.4% but the service charge increased up to \$1.00 (up from 90 cents). For more information contact Craig Cellini, at (217) 785-0813.



## IL PTAC Team

Susan Gorman, Director  
[sgorman@icc.edu](mailto:sgorman@icc.edu)  
(309) 495-5970

Program Specialist Position  
(See information below)

Deanna Denny, Admin. Assistant  
[ddenny@icc.edu](mailto:ddenny@icc.edu)  
(309) 495-5972



Labor Day  
September 3, 2007

**Position Available: IL PTAC Program Specialist**

(Part-Time, Externally Funded) Department – PTAC (Procurement Technical Assistance Center) Supervisor – Susan Gorman

Hours: Monday - Friday 8:30 a.m. – 1:30 p.m. – 25 Hours per Week

IL PTAC Program Specialist Position Being Advertised — Please see Job Description below:

The part-time Program Assistant is supervised by the Director of the Procurement Technical Assistance Center/EDC and responsibilities will include, but are not limited to the following responsibilities: entering client profiles; entering contract award reports and other information into the Softshare Database Management System and generating multiple reports; conducting extensive internet research to identify specific company codes and keywords, government and prime contractor markets; providing resources and information to PTAC clients; providing one-on-one counseling to PTAC small businesses to assist them with certification paperwork, solicitations, and other specialized paperwork; reporting at monthly PTAC board meetings; and performing related duties as required.

**NECESSARY QUALIFICATIONS** Bachelor's degree in business administration or related area or the equivalent combination of education and experience working with business and industry. **DESIRABLE QUALIFICATIONS** Government Contracting experience and proficiency in utilizing databases, desktop publishing, spreadsheet software, preferably Microsoft Access, PowerPoint and Excel.

**APPLICATION PROCEDURES::** Qualified individuals interested in this position must submit the following:

- ICC professional application
- Cover letter
- Current resume
- College transcripts

**INITIAL SCREENING will begin immediately** and continue until a successful candidate is selected. Send application materials to: Employee Services, Room 339G, attn. Lee Ann Potts, Illinois Central College, One College Drive, East Peoria, IL 61635-0001. A professional application can be downloaded from [www.icc.edu/jobs](http://www.icc.edu/jobs).