



Exploring Government Opportunities for YOUR Business

Tuesday, November 12, 2019

11:30 AM to 1:00 PM

Date & Time:

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Location:

Ionia City Hall
Council Chambers
114 N. Kidd Street
Ionia, MI 48846

Brown Bag Workshop.
Drinks and light snacks
provided.

Cost: FREE

There is no charge to attend,
but registration is required.

Registration:

<https://www.center-gateway.com/101000/index.php?EVT=55054>

Hosted By:



PTAC (Procurement Technical Assistance Center) provides procurement advice and counseling to Michigan companies interested in doing business with local, state, and federal governments.

In this interactive workshop, PTAC will help you explore whether the government can be YOUR business client.

What we will cover:

Muskegon PTAC (Procurement Technical Assistance Center) will help you explore government opportunities for YOUR small business. Specifically, Sheila Kreason, CFCM, GWCCM, PTAC Procurement Counselor, will cover:

- What PTAC is and how it can help YOU!
- The difference between government and commercial contracts
- How YOU, as a small business owner, can explore whether the government market offers YOU opportunity
- Top Tips on basic readiness, factors to accelerate growth in the government market, things NOT to do, and your next steps

This workshop will introduce government and institutional markets and include the Michigan State Department of Corrections with a purchasing overview.

It will also cover Federal, State and Local platforms --- and introduce strategies to position your business for success.

About Your Presenter:

Sheila Kreason has more than 25 years of entrepreneurial business and consulting experience spanning public and private sectors. With PTAC since 2014, Sheila has provided technical support for government contracting procedures, policies, proposals, strategies, and market research. Both large and small businesses look to her technical guidance and expertise in data analysis, teaming and joint ventures, proposal preparation, and post-award execution. The PTAC program also supports state, local, and institutional purchasing. Overall, in the last 12-months, the Muskegon PTAC office has supported more than \$220M in contract activity by local businesses.

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Questions: Please contact Shelia Polacco at 231-724-3187 or email her at spolacco@muskegonareafirst.org