



*Contracting  
with  
Fortune 500  
Companies*

*Connecting Women to Power  
Business Conference  
Friday, June 28, 2013*

*2013 Connecting Women to Power*  
Business Conference



Danetta Jackson

*Program Manager*  
Department of General Services,  
Procurement Division



# Doing Business with California State Government Overview

Danetta Jackson  
Small Business Outreach Program Manager  
June 29, 2013

# Every Year



The State awards over billions of dollars in contracts for goods, services and construction

# What the State Buys

## Goods

- Materials and Supplies
- IT Hardware and Software
- Food and Equipment

## Services

- Personal Services
- Consulting Services
- Professional Services
- Technical Services
- Leases and Rentals

## Construction

- Public Works
- Architectural and Engineering Services
- Repairs



Over 200 agencies  
throughout the State

# State's SB/DVBE Goals

- Governor's Executive Order requires state agencies to award at least **25%** of their annual contracting dollars to certified Small Businesses
- MVC Section 999 requires agencies to award at least **3%** to certified Disabled Veteran Business Enterprises (DVBE)

# Benefits of Certification

- Increases opportunities & levels the playing field when competing for state contracts
- 5% Bid Preference for Small Business
- The State may offer up to a 5% incentive to DVBE's in the formal bid process
- Your firm is added to the Department of General Services' certified firm database
- Reciprocity with local government partners

# CAL-Card VISA

- Accept the State's CAL-Card VISA and you can receive payment in two to three days
- If your business currently accepts VISA cards for payment, you can accept the CAL-Card VISA
- If not, contact your bank to determine how you can do this

# SB/DVBE Option

- Certified SB *or* DVBE
- Goods, Services, & IT goods and services - \$5,000.01 to \$249,999.99
- Public Works - \$5,000.01 to \$270,000.00
- At least two price quotes (2 SBs or 2 DVBEs)
- Authorized by Govt Code 14838.5

# How to Get Started

- **Get Registered at BidSync**
  - Go to [www.eprocure.dgs.ca.gov](http://www.eprocure.dgs.ca.gov)
  - Choose a user name and password
  - After a confirmation email, return and complete your registration with California
  - Choose your UNSPSC codes and keywords
  - No cost for California Users

# What is the CSCR?

- A one-stop, source for contracting opportunities
- Connected to government bids, listing:
  - Services and construction contracts over \$5,000
  - Commodity contracts over \$50,000
  - IT goods and services contracts over \$100,000

# How the CSCR Works

- State agencies post their solicitations when they go out to bid
- Sub-contractors can find contracting opportunities
- Subs can place ads seeking work with potential primes
- Ads are free

# Thank you!



- o Email us at: [Advocate@dgs.ca.gov](mailto:Advocate@dgs.ca.gov)
- o Call us at: (800) 559-5529

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Alice Estrada

*Program Manager*

L.A. County Office of Small Business  
Procurement Technical Assistance  
Center

# **Connecting Women to Power Business Conference 2013**

**CSU Dominguez Hills  
Carson, CA  
June 28, 2013**

**Los Angeles County  
Office of Small Business – PTAC  
[osb.lacounty.gov](http://osb.lacounty.gov)**



# osb.lacounty.gov

Helping small businesses research, register & respond to government bids and contract opportunities with:

- LA County
- State of California
- Federal Government, incl. GSA
- Prime Contractors

**Training Course Calendar: [osb.lacounty.gov](http://osb.lacounty.gov)**



## OSB –PTAC offers workshops on:

- ▶ Government Vendor Registrations
- ▶ Purchasing & Contracting Processes
- ▶ Responding to Government Solicitations
- ▶ Marketing Strategies
- ▶ Subcontracting with Prime Contractors
- ▶ Negotiating Contracts
- ▶ Certifications (Local, State & Federal)

**Training Course Calendar: [osb.lacounty.gov](http://osb.lacounty.gov)**



# RESEARCH: Know your customer

- ▶ What levels of government use your product/service
- ▶ Learn the process, how they buy
- ▶ Research agency website – solicitations, registrations, etc.
- ▶ Make contact/network with small business representatives at trade fairs, industry days



# RESEARCH: Know your company

*Self Evaluation – are you ready for a government contract?*

- Responsible
- Financially sound
- On time
- Quality Product/Service
- Certifications – required or optional



# REGISTER: VIP

*(Very Important Profile!)*

- > Identify your customer and register with those you want to sell your products and services:
  - Federal, State, Local
  - Municipalities
  - School Districts
- > List product-service codes and keywords for your business



# RESPOND: Responsive bid wins

- Search “open bid” websites
- Read and review the solicitation carefully
- Attend bid meetings, walk-thru, training classes
- Be competitive, punctual, patient and thorough
- *Follow-up is just as important.* Ask for debrief!  
*How to do better next time?*



# Los Angeles County Bid & Contract Opportunities

[doingbusiness.lacounty.gov](http://doingbusiness.lacounty.gov)

Centralized website provides a single location to obtain information about doing business with Los Angeles County:

- Process for bidding on commodities, service contracting
- Terms & Conditions
- Vendor Registration
- Open bids, RFPs, contract opportunities



# Federal Agency Bid & Contract Opportunities

- > Over \$25K -----[www.fbo.gov](http://www.fbo.gov)
- > Under \$25K -----Various websites; ask  
Small Business Specialists
- > Under \$3000 (micro purchase); credit card  
purchase

\*\*\*\*\*

- > **GSA Schedule:**      [www.gsa.gov](http://www.gsa.gov)



# Subcontracting

- ▶ Find out and contact Primes you want to work with
- ▶ Large primes have their own registration process
- ▶ Check which certifications they utilize and accept
- ▶ Performance counts

Federal Primes – [sba.gov/subnet](https://sba.gov/subnet)

Los Angeles County – [doingbusiness.lacounty.gov](https://doingbusiness.lacounty.gov)



# Small Business Certification

Federal – [www.sam.gov](http://www.sam.gov)

CA State – [www.dgs.ca.gov](http://www.dgs.ca.gov)

Cities & Counties

- *Check with each if there is an application.  
Many have reciprocity with the State of CA*



# Federal Certifications

- ▶ Small Business – self certify – sam.gov
- ▶ Woman Owned Business (WOB) – self certify – sam.gov
- ▶ WOSB – [www.sba.gov/wosb](http://www.sba.gov/wosb)
- ▶ EDWOSB – [www.sba.gov/wosb](http://www.sba.gov/wosb)
- ▶ Service Disabled Vet – self certify – sam.gov
- ▶ ***8(a) – on line SBA application***  
*(Page by Page Workshops offered. See Events & Training Calendar at [osb.lacounty.gov](http://osb.lacounty.gov))*
- ▶ ***HUBZone – on line application***



# Local Small Business Certification

Los Angeles County has two Certification programs:

## **LSBE – Local Small Business Enterprise**

- 8% price preference, State of CA certification prerequisite

## **CBE – Community Business Enterprise**

- County accepts government & public agency certification for minority, women, disadvantaged and disabled veteran business



RESOURCE:

Office of Small Business – PTAC

**Connecting Small Business With  
Government Opportunities!**

**Events & Training Calendar: [osb.lacounty.gov](http://osb.lacounty.gov)**

OSB Hotline/ General Line: 855-230-6430

Certification Hotline: 877-669-2237

OSB/PTAC Email: [osb@isd.lacounty.gov](mailto:osb@isd.lacounty.gov)

Address: 100 N. Eastern Avenue  
Los Angeles, CA 90063



**For Technical Assistance and 1-1 Counseling Contact the Office of Small Business/PTAC.**

**OSB/PTAC Website:** [osb.lacounty.gov](http://osb.lacounty.gov)  
**OSB/PTAC Email:** [osb@isd.lacounty.gov](mailto:osb@isd.lacounty.gov)

**OSB Hotline/ General Line:** 855-230-6430  
**Certification Hotline:** 877-669-2237  
**Address:** 100 N. Eastern Avenue  
Los Angeles, CA 90063

**Additional Links:**

Doing Business with the Government Agencies: [osb.lacounty.gov](http://osb.lacounty.gov)

LA County Bid Opportunities: <http://doingbusiness.lacounty.gov/>

County Vendor Registration (WebVen): <http://camisvr.co.la.ca.us/webven/>  
WebVen Registration Customer Service: 323-267-2725

Local Small Business Enterprise (LSBE) &  
Community Based Enterprise (CBE) : [http://osb.lacounty.gov/Government\\_Certifications.htm](http://osb.lacounty.gov/Government_Certifications.htm)



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David Wiehagen

*Vice President of Strategic  
Procurement*  
Time Warner Cable

# Supplier Diversity at Time Warner Cable



# About Us

## Time Warner Cable at A Glance



- Time Warner Cable Inc. (NYSE: TWC) is among the largest providers of video, high-speed data and voice services in the U.S., connecting more than 15 million customers to entertainment, information and each other with digital technology and a range of entertainment and information choices.
- Time Warner Cable Business Class offers data, video and voice services to businesses of all sizes, cell tower backhaul services to wireless carriers and managed and outsourced information technology solutions and cloud services.
- Time Warner Cable Media, the advertising arm of Time Warner Cable, offers national, regional and local companies innovative advertising solutions.

# About Us

## Time Warner Cable at A Glance



- Time Warner Cable serves more than 15 million customers around the nation, covering 29 states – including Hawaii, Texas, New York, the Carolinas, Maine, New Hampshire, a large portion of the Midwest and Southern California.
- Time Warner Cable is a \$20B+ Company.
- Our more than 50,000 employees are grounded in a mission and set of values that guide the decisions we make every day for the good of our business and the customers we serve.



## Workplace Excellence

# Noted Awards

- Best Company for Women by Women in Cable & Telecommunications (WICT)
- National Association for Multi-Ethnicity in Communications (NAMIC) Awards (nine awards received)
- NY1 – Cool New York Companies by Time Out New York
- TWC Business Class – Company with Highest Loyalty Award by business consulting firm Frost & Sullivan
- Top 10 Places to Work in Cable
- Top Places to Work, Human Rights Campaign, Corporate Equality Index
- Workplace Safety Awards from the Society of Cable and Telecommunications Engineers (SCTE)

# Major Markets

## Time Warner Cable Locations



- TWC has 5 Major Metropolitan Markets:
  - New York City
  - Columbus, OH
  - Charlotte, NC
  - Dallas, Texas
  - Los Angeles, CA
- TWC has over 600 offices across the U.S.



*Darker shades represents Time Warner Cable presence.*



## Source Opportunities

Category	Local	National	Category	Local	National
Accounting		X	Office Equipment		X
Audit Services		X	Payroll		X
Collections	X	X	Plant Materials		X
Construction Contractor	X		Premium Items	X	X
Consulting Services	X	X	Printing Services	X	X
Customer Care	X	X	Public Relations		X
Facilities Management	X		Purchasing	X	X
Fleet Management	X	X	Recycling Services	X	X
Freight		X	Remote Controls		X
Human Resources		X	Sales	X	X
Installation Contractor	X		Set Top Box Repair	X	X
IT Services	X	X	Temporary Staffing		X
Legal	X	X	Training		X
Marketing	X	X	Uniforms		X

# The Strategy



- To Initiate Strategy Development:
  - Identify the Need:
    - Do they purchase the product / services now?
    - Why do they purchase the product / service?
  - Learn about the Organization
    - Who are the decision makers?
    - What are the barriers?
  - Identify the Competitors
    - Who are the incumbents?
    - Can you compete? What advantages do you offer?
- The Strategy
  - Act on the “No”
  - Get to the Point & Make Every Conversation Valuable
  - Take the Next Action to Build the Network
  - Develop a Business Case
  - Learn How to stay connected & be tenacious

# Building Relationships

## Approaching Time Warner Cable



- Participate in our free webinar: HOW TO BECOME A TWC VENDOR/SUPPLIER
  - Every third Thursday of each month
- Complete your company profile online at our Supplier Diversity Portal: [www.twcablesupplierdiversity.com](http://www.twcablesupplierdiversity.com)
- Reach out to our Supplier Diversity Manager:  
Orzoria Watson  
[Orzoria.Watson@twcable.com](mailto:Orzoria.Watson@twcable.com)



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Angela Gibson

*Director of External Affairs*  
AT&T

# Connecting Women to Power

Angela Gibson, Director of External Affairs, AT&T

June 28<sup>th</sup>, 2013

# Our Goal Is Simple

**To connect certified diverse businesses with opportunities to provide products and services to AT&T around the world.**

- We are always looking for innovative diverse suppliers in emerging areas of our business that can help take AT&T to the next level.
- To get there, we seek diverse suppliers that react quickly to change, can sustain exceptional performance, and have the ability to interface with Fortune 500 companies.
- The AT&T Supplier Diversity organization connects certified diverse businesses with opportunities to provide products and services to AT&T around the world.



# Business Opportunities

- Advertising
- Finance
- Government Solutions
- Indirect Service, General & Administrative (SGA)
- Legal
- Logistics
- Marketing Programs
- Mobility
- Network
- Network (Non-OSP)
- Network Hardware
- OSP Services/Materials
- Real Estate Design & Construction
- Real Estate Property Management
- Real Estate- Building Construction
- Real Estate-Mechanical
- Real Estate- Property Management
- Regulatory/External Affairs
- Small Business
- Supply Chain
- Wireless
- Wireless: DAS (Distributed Antenna Systems)

**More information visit:** <http://www.attsuppliers.com/sd/opportunity.aspx>



# Prospective Supplier 6 Step Process:

AT&T strongly encourages diverse suppliers to attain and maintain their diversity certification.

- After reviewing our [basic standards for suppliers](#), if you determine your company has a compelling value proposition and business solution, register your company on our [Supplier Database](#).



# Contact

**[www.attsuppliers.com](http://www.attsuppliers.com)**  
**[Angela.Gibson.1@att.com](mailto:Angela.Gibson.1@att.com)**

