



California Indian Manpower Consortium, Inc.
**2018 LEADERSHIP TRAINING FOR ENTREPRENEURIAL /
SMALL BUSINESS / ECONOMIC DEVELOPMENT**



SESSION III AGENDA

MARCH 20-22, 2018: FEATHER FALLS CASINO & LODGE
MOORETOWN RANCHERIA OF MAIDU INDIANS - OROVILLE, CALIFORNIA

Day One: Tuesday – March 20, 2018

- 7:30 a.m. Registration/Continental Breakfast
- 8:00 a.m. **Opening Prayer**
- 8:10 a.m. **Welcome** – *The Honorable Benjamin Clark, Chairman, Mooretown Rancheria (invited)*
- 8:15 a.m. **Module 16: Preparing for Federal and State Government Contracting Opportunities (Part I)** – *Venessa Gleich, Program Manager, American Indian Chamber Education Fund PTAC Center (AICEF-PTAC)*
- Value of Using Government Contracting Opportunities, such as Obtaining U.S. Small Business Administration (SBA) 8-A Certification
 - Firm Identity Documents-Certifications: 9-Digit DUNS Number (www.dnd.com); Employer Identification Number (EIN) from IRS or use Social Security Number if Sole Proprietor; Register with www.Grants.gov; Register with System for Award Management (www.SAM.gov)
 - Create 'User-Name.' E-Biz Point of Contact (POC); use 'Help Desk' during Process (www.fsd.gov)
 - Other Federal Certifications: Women-owned Business, Veteran-owned Business, Disabled Veteran-owned Business (a Category for Both Federal SBA and State Department of General Services); once Firm is Eligible, Check Contracting Opportunities with www.FedBizOpps.gov.
 - State of California Contracting Opportunities: State of California Required to Purchase 25 Percent of Goods and Services from Small Businesses with Less than 100 Employees and Receipts Less than \$14 Million. Apply for Small Business (SB) with State Department of General Services (www.eprocure.dgs.ca.gov and also Register to Receive the Regular Contract Register that Lists State Contracting Opportunities.
 - Apply Separately for Disadvantaged Business Entity (DBE) with Caltrans (Office of Business & Economic Opportunity – 916-324-1700). Other States offer this Program - Authorized by Federal Law via U.S. Department of Transportation.
- 10:15 a.m. BREAK
- 10:30 a.m. **Module 17: Review of the Federal Requirements for Government Contracting Opportunities, through www.SAM.gov and Related** – *Venessa Gleich*
- The Certification Process - 'step-by-step'
 - Help is Available FREE from the AICEF-PTAC or through SBA SCORE (Retired Executives)
 - SBA 8-A Eligibility Requirements: a. Business Located in a HUB Zone; b. Business is Disadvantaged Small Business; Other

- Preparing the SBA 8-A Application
- Identifying the Business/Industrial Categories; Use the tables of the North American Industrial Classification System (NAICS) and possibly the Standard Industrial Classification (SIC Codes)
- After SBA 8-A Certification, Follow-up is needed.
- You must Re-register your Business with www.SAM.gov EACH YEAR.
- Take Advantage of Other FREE PTAC and Government Trade Fairs including Those Offered by the American Indian Chamber of Commerce of California.
- Available for Follow-up Questions and for More Assistance

12:00 p.m. LUNCH BREAK (On Own)

1:30 p.m. **Module 18: Building a Strong Credit Profile for You and Your Business** – *Diana Blair, President, Sage Capital Advisors, LLC specializing in Private Financing/Fundraising, Portfolio Management; CIMC California Native Entrepreneurs Opportunity Fund Advisory Board Member*

- How I got Started in the Finance Industry
- How Your Credit Score is used by Employers, Landlords, Law Enforcement, Others
- Steps to Building Personal and Business Credit
- Strategies for Improving Credit Scores; Credit Reporting Agencies
- The Growing Importance of a Good Credit Profile
- How to Access Your Credit from the Credit Reporting Agencies
- In addition to Credit, begin a Savings Strategy Now (It may also help with your Credit Profile)
- Investment Suggestions and Ideas for Setting Aside Regular Savings for Unexpected Needs, Retirement and Other Advantages
- Questions and Answers

3:00 p.m. BREAK

3:15 p.m. **Module 19: Crowd Funding for Your Business including Kickstarter** – *Billee Willson, MBA - CEO, Willson Lane Management & Consulting (Yurok)*

- How a Third-Party Business Model such as a 'Crowd-Funding' Might Help Your Business
- Presentation: www.kickstarter.com www.redigogo.com; Other Programs
- How Kickstarter and other Crowd-Funding can Help Define your Market/Trade Area and your Targeted Market Segments for Products and Services
- Kickstarter Tools and Techniques
- Kickstarter as a Tool for Preparing a Business Plan
- Kickstarter is a 'no obligation' System
- Other Creative Financing Options; Crowd-Funding and Other Resources
- Questions and Answers

5:00 p.m. **Announcements / Adjournment for Day One**

Day Two: Wednesday, March 21, 2018

7:30 a.m. Continental Breakfast/Networking

8:00 a.m. **Module 20: Preparing for Retirement as a Native Entrepreneur** – Marea Flores, Financial Consultant (Wilton Miwok)

- The Importance of Investing in Your Future
- My Purpose for Starting the Financial Services Business
- Why and How My Products are Absolutely Unique
- How I Market My Financial Services
- How I Set Up My Business Credentials with Appropriate Licensing
- Some Products Native Entrepreneurs Might Consider:
 - Solo 401 (K)
 - SIMPLE, as defined by Internal Revenue Service (IRS)
 - SEP if Entrepreneur has Employees
 - Chapter S Corporation as defined by IRA
 - Other
- Questions and Answers

10:00 a.m. BREAK

10:15 a.m. **Module 21: A Native Entrepreneur as a 'Jack of All Trades'** – Julian Lang, Founder of The INK (Institute of Native Knowledge) People, Karuk Cultural/ Language Teacher, Musician, Artist, Cultural Preservation Activist (Karuk)

- From the 'No-Go Road' Movement to Many Forms of Native Entrepreneurship – When One Business Model is Not Sufficient and for Other Reasons: My Story
- The Story of the Ink People, Humboldt County
- Marketing Multiple Services: Challenges and Opportunities
- Accounting and Management Challenges and Techniques for Keeping Everything Straight and Accountable
- Keeping Entrepreneurship Fun: My Experience with Tribal Youth
- Other Advice I Offer New Native Entrepreneurs
- Musical Rendition or Closing Advice to Native Entrepreneurs

12:00 noon LUNCH (ON OWN)

1:30 p.m. **Module 22: Building a Successful Food-Based Business** – Marcia Hoaglen, Experienced Mobile Food Operator (Round Valley)

- The Elements of a Successful Mobile Food Business, for Setting up at Pow-Wows, Special events, etc.
- Current and Future Opportunities for Prepared Food Sales
- Suggestions for Marketing Prepared Food Sales; My Experience from the Pow-Wow Circuit
- Estimated Start-Up Costs for Mobile Unit, Equipment and Food Inventory; How I Financed My Food Business
- How to Manage Cash Effectively

- Management, Record-Keeping Challenges and Advice to Account for Mobile Food Operations
- How I Manage Family Members in My Business
- Questions and Answers

3:00 p.m. BREAK

3:15 p.m. **Module 23: Social Networking for Growing a Native Business** – Hai-Na-Nu Saulque, Owner, Nooligan Productions, www.nooligan.com (Benton Paiute)

- The Mobile Business Life-Style, the Reality
- What is Social Media?
- What are Social Media Pathways: Facebook, Twitter, Tumblr, YouTube, Instagram, Google+, LinkedIn, Pinterest, Snapchat, DeviantArt, Etsy; Others
- Profiles, User Names, Passwords, and their Uses and Abuses
- How ‘apps’ can be used to Promote and Manage your Business, such as Quickbooks Self-Employed
- Examples of Using Social Media for Research, Networking and Business Promotion
- Getting Paid for Product or Service: Square, Google Wallet, PayPal, Others
- Social Media to Leverage Funding: Square Finance; Other Crowd Funding
- Importance of Privacy Settings; Examples
- Questions and Answers

5:00 p.m. **Announcements / Adjournment for Day**

Day Three: Thursday, March 22, 2018

7:30 a.m. Continental Breakfast / Networking

8:00 a.m. **Module 24: Business Ethics/Values from a Native American/Indigenous Perspective** – Christopher Peters, Executive Director of the Seventh Generation Fund for Indigenous People (Yurok)

- Interactive Presentation Utilizing and Comparing/Contrasting Capitalistic Motivation and Methods with Traditional Indigenous Practices
- Lessons Learned
- Questions and Answers
- Statement About the Seventh Generation Fund for Indigenous People

11:45 a.m. **On-Time Prize Drawing**

12:00 p.m. **Announcements / Adjournment of Session III**

Have A Safe Trip Home!