



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)*

- The value of using government contracting opportunities, such as getting U.S. Small Business Administration (SBA) 8-A certification
- Starting by obtaining 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 include Women-owned Business, Veteran-owned Business, Disabled Veteran-owned Business (a category for both federal SBA and State Department of General Services); once firms are eligible, check contracting opportunities with www.FedBizOpps.gov for your goods and services that you are marketing
- State of California contracting opportunities: 25 percent of goods and services purchased by the State must come 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
- Also, separately apply for Disadvantaged Business Entity (DBE) with Caltrans (Office of Business & Economic Opportunity; {916} 324-1700) Other states offer this program as it is 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 either 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 for which you desire certification for your business, which could be several. 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 the offered by the American Indian Chamber of Commerce, each Summer; also attend the PTAC Trade Fair March 7th in Sacramento if possible, sponsored by the NorCAL PTAC and Caltrans (see hand-out)
- Write down Ms. Gleich's Contact info for follow-up questions, and for more assistance

LUNCH BREAK (On Own)

1:30 p.m. **Module 18: Building a Strong Credit Profile for You and Your Business** – *Diana Blair, Chief Executive Officer (CEO), Sage Capital Advisors, LLC - La Jolla, California specializing in Private Financing/Fundraising, Portfolio Management; also a Board Member, California Native Entrepreneurs Opportunity Fund*

- 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

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 Service, 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

- 8:15 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 Indian Tribes)*
- 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 Tribe)*

- The Mobile Business Life-Style, the Reality
- What is Social Media?
- What are Social Media Pathways: Facebook, Twitter, Tumblr, You Tube, 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
- Privacy Settings; their importance. 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*

- 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!