



U.S. Small Business
Administration

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Office | 310 W. Wisconsin Ave., Ste. 580 | Milwaukee, WI 53203

DATE: August 26, 2019

FROM: Frank Demarest, Jr.
Deputy District Director and Veteran Service Representative
Wisconsin District

TO: County Veteran Service Officer

SUBJECT: Small Business Administration Materials

I would like to begin by thanking you for taking the time to read this brief letter and review the information I have enclosed with it.

As the SBA Wisconsin Deputy District Director and Veteran Representative, I am sending you this material in case you have veterans or any other individuals/businesses that may benefit from our programs, initiatives, counseling, etc.

My overall goal is to increase awareness about the SBA throughout the state by contacting other entities that may benefit directly or indirectly from what we offer. I am also hoping you will be able to use the information provided to better serve your customers by being able to offer informational on additional resources available to them.

If you have any questions, comments and/or requests, do not hesitate to reach out to me at your convenience.

Thank you again for your time!

Best Regards,

A handwritten signature in black ink that reads "Frank Demarest, Jr." with a stylized flourish at the end.

Frank Demarest, Jr.
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How to Do Business with the Federal Government

FOLLOW THESE THREE EASY STEPS TO GET ON YOUR WAY TO TAPPING INTO THE MULTIBILLION DOLLAR GOVERNMENT CONTRACTING MARKET



1 Identify your NAICS codes and size standards for your industry.

- NAICS codes are used by the government to classify business establishments according to their primary business activities for administrative, contracting, and tax purposes.
- A size standard is usually stated in number of employees or average annual receipts and represents the largest size that a business (including its subsidiaries and affiliates) may be to remain classified as a small business for SBA and federal contracting programs. SBA Size Standards use NAICS as their basis.
- Learn more about NAICS at [census.gov/eos/www/naics](https://www.census.gov/eos/www/naics) and SBA's Size Standards at [sba.gov/size-standards](https://www.sba.gov/size-standards).

2 Register in SAM and create a winning SAM profile.

- To sell your products and services to the federal government, your business must be registered in the System for Award Management (SAM). Registering with SAM is sometimes referred to as “self-certifying” your small business.
- Think of your profile as your business resume. It should help you stand out from other vendors and emphasize the benefits of working with your company. Your SAM profile must be updated at least once every 12 months to remain active.
- Register for SAM at sam.gov.

3 Obtain a free DUNS.

- Before you can bid on government contracts, you must obtain a DUNS number for each physical location of your business.
- You can request your DUNS number at fedgov.dnb.com/webform.

Learn more about doing business with the federal government by visiting your local SBA district office or [SBA.gov](https://www.sba.gov).





Government Contracting

Is it for you?



Government contracting can be a valuable tool to grow your small business, but it isn't for everyone. Complete the following readiness assessment to help you decide whether your company can successfully compete for government contracts.

1 Does the government buy the product or service that you sell?

- Continue to question 2.
- Government contracting may not be for you at this time.
- Start with your local SBA District Office. If you can't identify at least three federal agencies that might buy what you sell, contracting might not be right for you.

2 Are you capable of fulfilling a government contract (e.g., time, staffing, and materials)?

- Continue to question 3.
- Your local SBA District Office can help you gauge ramp-up time and other factors that contribute to government contracting success.

3 Confirm your answer to all of the following:

- Is the majority owner(s) a U.S. citizen?
- Does your company have a place of business in the U.S.? Is your business organized for profit?
- Does your business generate revenue?
- Continue to question 4.
- These are requirements for participation in government contracting programs.

6 Do you have cash on hand to purchase working inventory, if needed?

- Continue to question 7.
- Talk to an SBA Lender about getting a line of credit or a loan to do business with the government.

5 Do you have an accounting system that produces financial statements, such as profit and loss statements, balance sheets, and cash flow projections?

- Continue to question 6.
- Before you get into government contracting, make sure your accounting system is compatible with the government's requirements.

4 Are you credit worthy?

- Continue to question 5.
- Visit an SBA Resource Partner for tips on repairing your credit.
- Talk to an SBA Lender about how to build credit.

7 Do you already have federal/state/local government contracting experience?

- Continue to question 8.
- If you don't have contracting experience, you won't reap the full benefit of opportunities like the 8(a) Business Development Program. You can only participate in the 8(a) program once in a nine-year period, so make sure it's the right time for you.

8 Do you know where to find contracting opportunities?

- Continue to question 9.
- Ask an SBA Business Opportunity Specialist for help.

9 Do you have the following:

- A DUNS number?
- The NAICS codes and size standards for your industry?
- SAM registration?
- Continue below.
- This is a requirement for participation in some government contracting programs.

It sounds like you may be a good fit for government contracting!
Visit your local SBA District Office or sba.gov/contracting for more information.



U.S. Small Business Administration

Gain the Confidence to Move Forward with Help from the SBA's Resource Partner Network

WHETHER YOU NEED TO CREATE A SUCCESSFUL BUSINESS PLAN, GET EXPERT ADVICE ON EXPANDING YOUR BUSINESS, OR TRAIN YOUR TEAM, SBA'S NATIONWIDE NETWORK OF RESOURCE PARTNERS IS HERE TO HELP.

Enter your zip code or click on the map to connect with your local SBA district office and other resources in your area.



Use the interactive map on sba.gov/tools/local-assistance to help you find your local resource partner in the United States and its territories.

These independent organizations funded by the SBA provide high-quality training and counseling designed to meet the specific needs of small business owners—for free or at a low cost. With more than 300 SCORE chapters, 980 Small Business Development Centers, 100 Women's Business Centers, and 20 Veterans Business Outreach Centers across the country, you're never far away from SBA-approved experts who can help your business thrive.

All SBA Programs and services are extended to the public on a nondiscriminatory basis. mcs-0090/2018

SCORE

Join the ranks of other business owners who have experienced higher revenues and increased growth thanks to mentoring they received from SCORE. The nation's largest network of volunteer business mentors harnesses the passion and knowledge of real-world business executives to provide invaluable mentorship in person, via email or over video chat. Visit sba.gov/score to start working on your business goals.

Small Business Development Centers

Small Business Development Center counselors help entrepreneurs to realize their dream of business ownership and then remain competitive in an ever-changing global economy. You have access to free counseling and low-cost training on topics such as marketing, regulatory compliance, technology development, and international trade. Find your local Small Business Development Center at sba.gov/sbdc.

Women's Business Centers

If you are interested in starting a small business, your local Women's Business Center (WBC) is a good place to start. Tap into their national network of community-based centers for counseling, training, mentoring, and referrals. For your nearest Women's Business Center, visit sba.gov/women.

Veterans Business Outreach Centers

Veteran entrepreneurs or small business owners can receive business training, counseling and mentoring, and referrals to other SBA Resource Partners at a Veterans Business Outreach Center, sba.gov/vboc. This is also the place to receive procurement guidance, which can help your business better compete for government contracts.

To find out more about SBA Resource Partners, visit your local SBA District Office or [SBA.gov](https://sba.gov).

Small Businesses are a Big Deal for Communities



Two out of three net new private-sector jobs are created by small businesses.

How SBA's Microlending and Community Advantage Programs Grow Your Community

- ▶ Funds new startups and helps create jobs.
- ▶ Provides financing for women, veterans, minority entrepreneurs and other underserved populations.
- ▶ Provides technical assistance, tools and education to help small businesses survive and thrive.

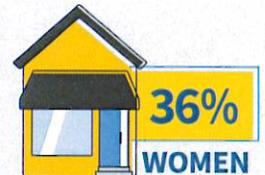
Percentage of small businesses owned by:



2.52 million small businesses are owned by veterans.



3.3 million are owned by Hispanics; 2.6 million by African-Americans; 1.9 million by Asians; and 1.5 million by other groups.



10.4 million are women-owned; 26% of them have been in business less than 5 years.

With that Funding, Small Businesses Contribute to Community Growth by:

- ▶ Creating employment opportunities.
- ▶ Offering unique products and services.
- ▶ Generating tax revenue for the community.
- ▶ Encouraging innovation.
- ▶ Building community relationships and participating in local activities and events.
- ▶ Providing financial independence for community members.

Visit sba.gov/partners/lenders/become-sba-lender for more information.



Funding 101

What you need, when you need it!

1 What do you need funding for?

- ▶ Start or purchase a business
- ▶ Purchase, renovate or expand facilities
- ▶ Purchase inventory, equipment or machinery
- ▶ Revolving credit/working capital for day-to-day expenses
- ▶ Export a product or service



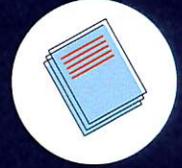
I need investors.

SBA's SBIC Program could be a great option for you.



I need to research and develop a business idea.

You may need the SBIR or STTR Program.



I'm bidding on a contract that requires me to be bonded.

Ask for information on SBA's Surety Bond Program.

2 Do you need help with your business plan or loan package?

- ▶ If so, SBA Resource Partners can help! Ask for a local list.



3 Now that you have your business plan and loan package ready, contact an SBA Lender to see if you qualify! There are two options...

A. Check out sba.gov/lendermatch to search national SBA Lenders who may specialize in your industry or type of project.

B. Ask your nearest SBA District Office for a list of local SBA Lenders.

Be prepared to discuss:

- Size and purpose of your loan
- Size and age of your business
- Your credit history
- Collateral
- Financial projections
- Your technical assistance/mentoring needs



What Kind of Funding is Right For You?

IF YOU NEED ACCESS TO CAPITAL TO HELP YOU ACHIEVE YOUR BUSINESS GOALS, THE SBA OFFERS A VARIETY OF FUNDING PROGRAMS FOR ALL KINDS OF SMALL BUSINESS VENTURES.

Funding to Help You Start or Grow Your Business

While the SBA has many specialty loan lines, our loan programs can be divided into three main categories:

- **The 7(a) Loan:** Can be used for almost any purpose, including buying real estate, equipment, inventory, or for working capital, refinancing business debt, or purchasing a small business.
- **SBA Microloan Program:** Great for helping start-ups launch and grow, or repair credit. Loans from \$500 to \$50K plus free business counseling.
- **504 Certified Development Company Loan Program:** Competitive fixed-rate mortgage financing to purchase land, heavy equipment, or real estate for businesses that do not qualify for traditional financing.

Funding from Private Investors

- To facilitate the flow of long-term capital to America's small businesses, the SBA partners with private investors (**Small Business Investment Companies or SBICs**) to invest in qualifying small businesses with guaranteed capital and private funds.

Funding Programs for Research & Development

The **Small Business Innovation Research (SBIR)** and **Small Business Technology Transfer (STTR)** programs provide more than \$2.5 billion annually in early stage capital through more than 4,000 new awards. Visit sbir.gov to find funding opportunities and helpful program tutorials.

Funding to Make You More Competitive

- Surety bonds are often required to win construction, supply, and service contracts. The **SBA's Surety Bond Program** is for small businesses that lack the financial resources or performance track record needed to secure bonding through traditional commercial channels.



To find out more about funding programs from the SBA, visit your local SBA District Office or SBA.gov.

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FOR BORROWERS



Lender Match

Helps You Find Capital

Having difficulty finding funds for your small business? Lender Match connects small business owners and entrepreneurs with U.S. Small Business Administration (SBA) lenders. The online tool matches you with potential lenders by your industry type, age of business, location and financial need.

How it Works

1. **Visit sba.gov/lendermatch.**
2. **Briefly describe your needs.** In as little as five minutes, you can answer a few questions about your business and funding needs.
3. **Get matched.** Interested lenders will contact you within two days.

If you are not contacted by a lender, you may need additional assistance with your loan application. Contact your local SBA district office to discuss your options.

Need Help?

Visit sba.gov/tools/local-assistance to find your nearest SBA district office or SBA resource partner.

It Pays to Prepare

You stand a much better chance of securing a loan when you have a strong loan package. If you need assistance, meet with a local SBA Resource Partner to help you prepare and receive free local counseling on:

- Writing your business plan.
- Calculating how much you need to borrow.
- Preparing your loan proposal.
- How to best express your industry experience.



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[SBA.gov](https://sba.gov)