



9th Annual Volk Field Small Business Conference

CONTRACTING IN TIMES OF
EMERGENCY, DISASTERS AND CRISIS

July 29 – 30, 2015 – Camp Douglas, WI



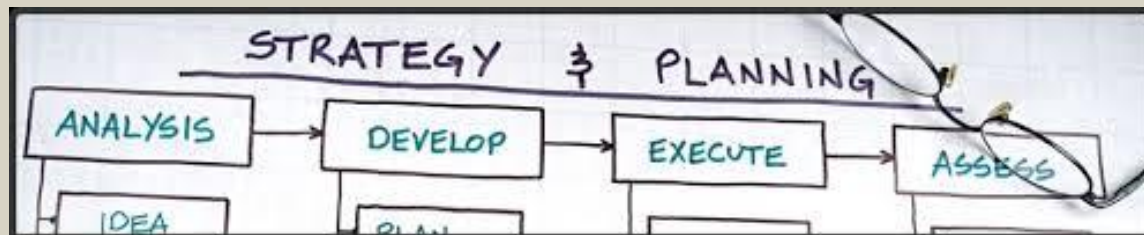
Welcome to Your Business

A startup guide to the mechanics of
owning a small business

Western Dairyland Business Center

(715) 836-7511

www.successfulbusiness.org



Overview

Introductions/About Western Dairyland

Do I have what it takes?

What's in a name (and structure)?

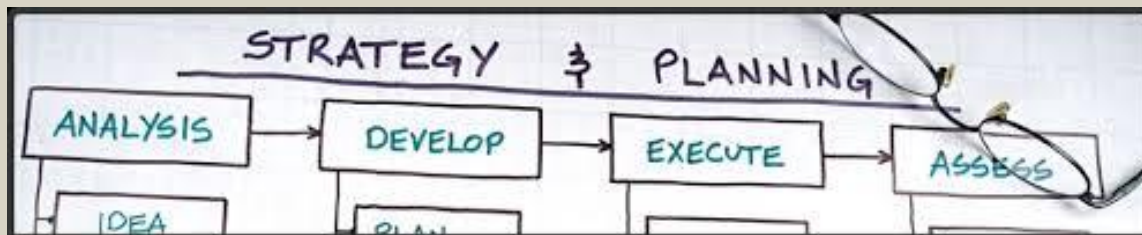
Licensed to do business

Risk and Liability

Takin' it to the bank

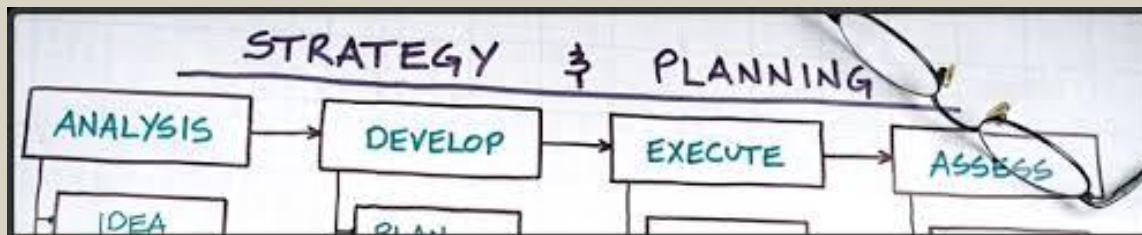
Q & A

Break



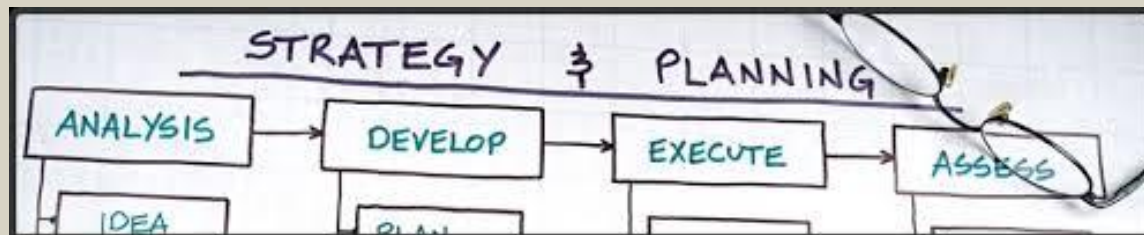
Introductions

- Who are you?
- What is your business idea?
- What do you know about business ownership?
- What are you hoping to get out of this class?



About Western Dairyland EOC

- Community Action Agency with Offices in Independence and Eau Claire
 - Mission: To alleviate poverty-related conditions and provide opportunities which enables people to advance economically and socially.
- Services
 - More than a dozen different programs
 - Primary Service Area: Eau Claire, Jackson, Buffalo and Trempealeau Counties
- Jobs and Business Development
 - Assistance
 - Training



Overview of the Day – Complete Business Plan

Cover Page

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The Marketing Plan

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Marketing Strategies

The Financial Plan

Three Year Projections

Break Even Analysis

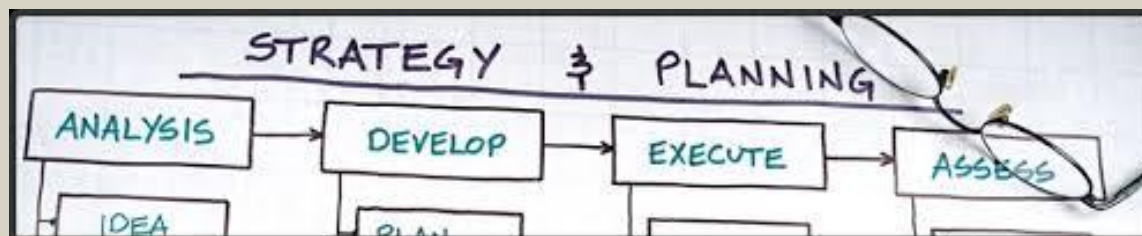
Cash Flow Projections

Additional Financial Information

Appendix Section

Action Log

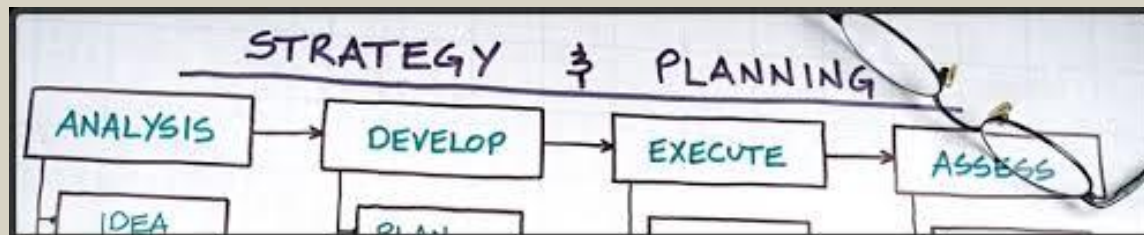
Supporting Documents



Welcome to Business Ownership

Do I have what it takes?

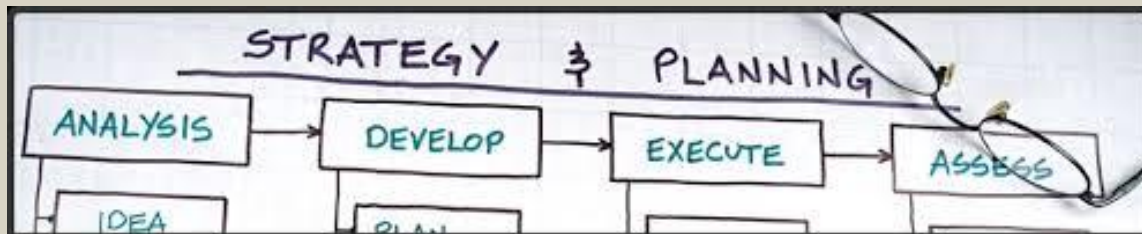
- Passion
- Skill
- Market/Niche



Welcome to Business Ownership

What's in a Name (and Structure)?

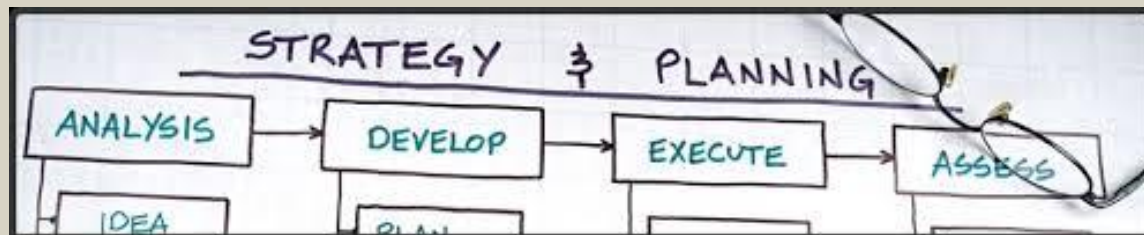
- Choosing a Name
- Legal Entities
 - Sole Proprietors
 - LLC
 - Partnerships
 - Corporations



Welcome to Business Ownership

Licensed to do Business

- Identify license, permit & regulatory requirement
- FEIN
- Sellers Permit



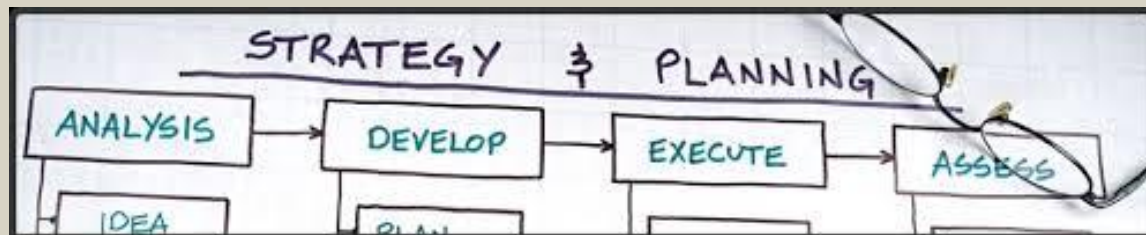
Welcome to Business Ownership

Risk and Liability

- Insurance Needs
- What is Risk/Liability?

Risk is uncertainty.
Risk is opportunity.
Risk is misunderstood.

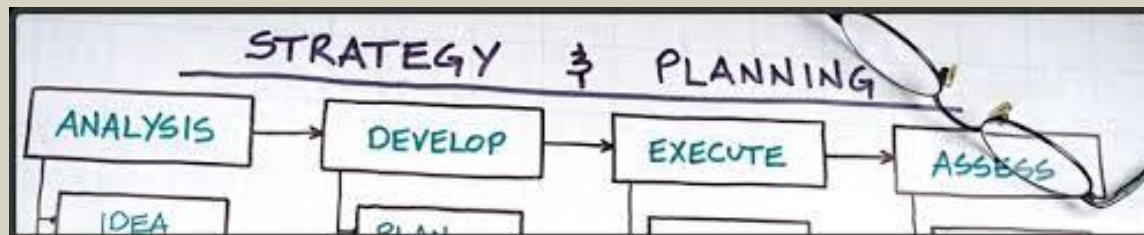
- Public Relations Response



Welcome to Business Ownership

Takin' it to the Bank

- Bank Account
- Accounting/Recordkeeping
- Understanding Expenses

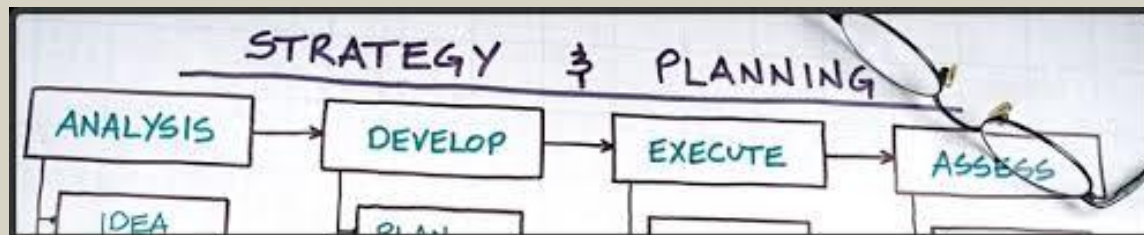


Welcome to Business Ownership

Takin' it to the Bank

Estimating Business Performance

- The “how to” in developing your statements
- Use as many resources as possible to tell the story of your business' expectations
- Use industry, geographical and best estimations (“guesstimates”)
- Translate the data you have into predictions of performance
- A great starting point to help get organized is the 1040 Schedule C Tax Form

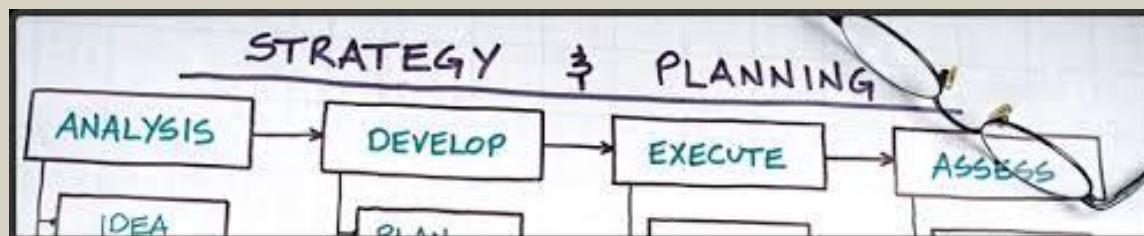


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Takin' it to the Bank

Estimating Business Performance

- Identify key performance indicators
- How you will control the critical issues?
- Determine your Cost of Goods
- Determine your Break Even Analysis
- Determine Sources of Funding

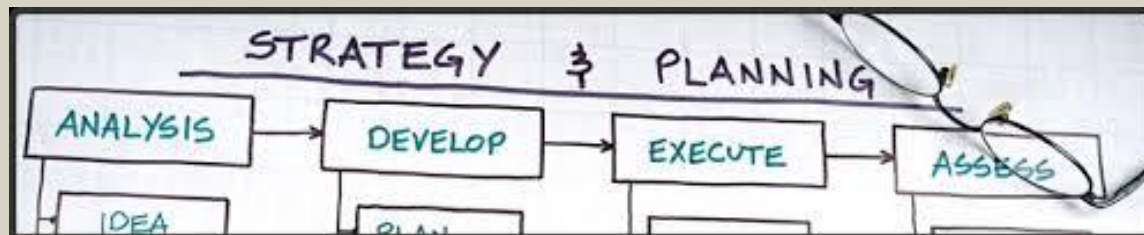


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Cost of Goods Sold

- What is the actual cost of your product?
 - Materials
- What are your expectations for the profit margin?
 - Labor to produce
 - Overhead/Operating expenses

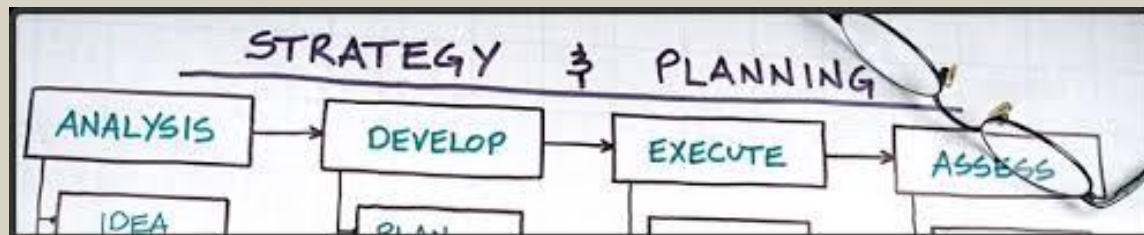


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Break Even Analysis

- How many products/service will you need to sell to break even?
- What additional products or services can you introduce with a low COGS?

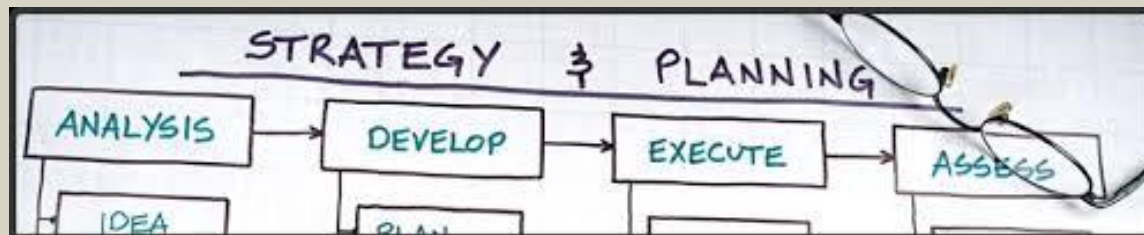


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Takin' it to the Bank

Sources of Funding

- What is the exact start up cost?
- Sources of Collateral and Owners Equity
- Personal Financial Statements
- Angel Network
- Match the funds you have, the funds you need, and show how they will be used
- Identify the exact loan amount
 - Include 3 months worth of operating expenses

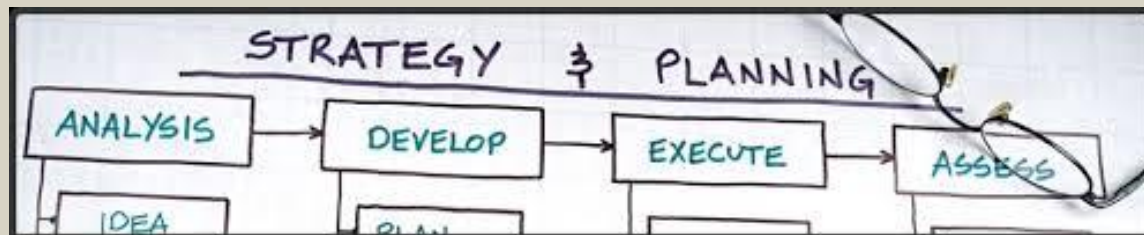


Welcome to Business Ownership

Takin' it to the Bank

Profit and Loss/Income Statement

- Monthly detail of operational income and expense
- Estimating the fluctuations and responsibilities of a business
- Identify monthly, quarterly and annual obligation
- Utilize sources for researching expenses
- Section C of the 1040 is a great resource

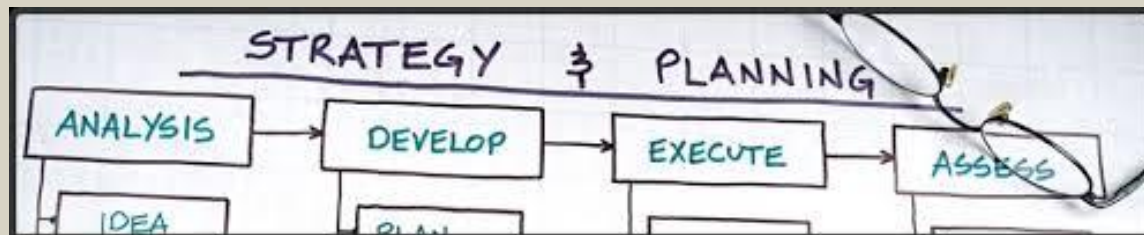


Welcome to Business Ownership

Takin' it to the Bank

Cashflow

- Enables being able to plan for when money is needed to keep your business going
- Budget working capital to accommodate the needs of the business
- Best estimate of cash needed to operate for each month for 1st and 2nd year and annually for year 3
- The owner only gets paid when the money is available

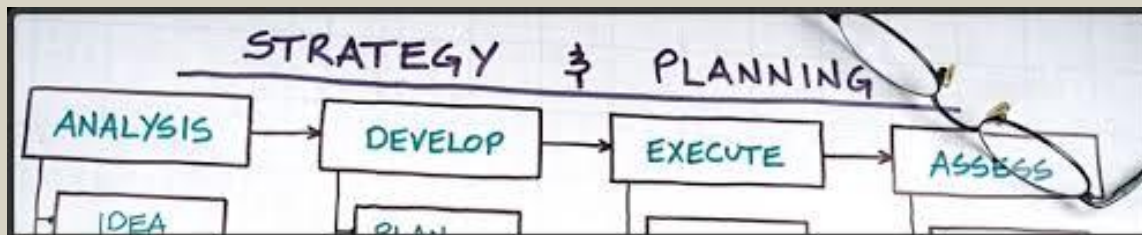


Welcome to:

Creating your Business Plan

A startup guide to planning success

Western Dairyland Business Center
(715) 836-7511 x1171
www.successfulbusiness.org



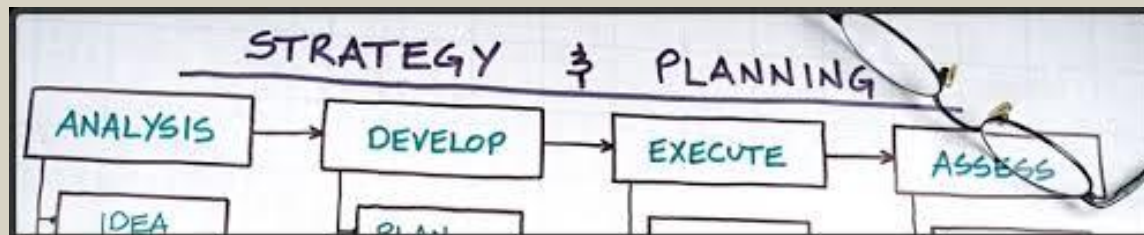
Overview

Business Plan: Exposed

The Flow: Business Description and Financial Narratives

Wrapping it up

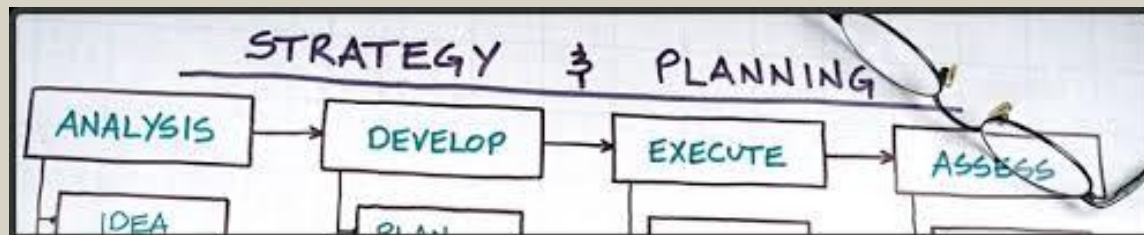
Resources and Business Center Events



Business Plan: Exposed

Why do I need a Business Plan?

- Serves as a roadmap to the future
- Provides direction once operating (Keeps you on track and is an evolving document! Dusty bookshelves do not apply!)
- Forces an owner to look at many different facets of their business
- Allows outside parties to visualize your ideas
 - Loan officers, investors, advisors, family/friends
- Helps identify probability for success



Business Plan: Exposed

Cover Page

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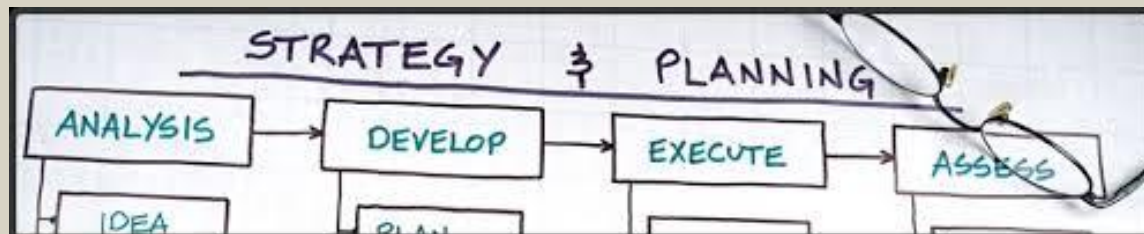
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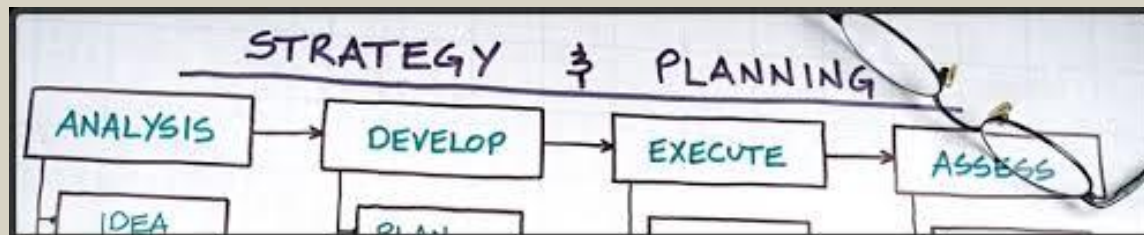
Supporting Documents



Business Plan: Exposed

Don't panic!

This is what the seminar is for!



Business Plan: Exposed

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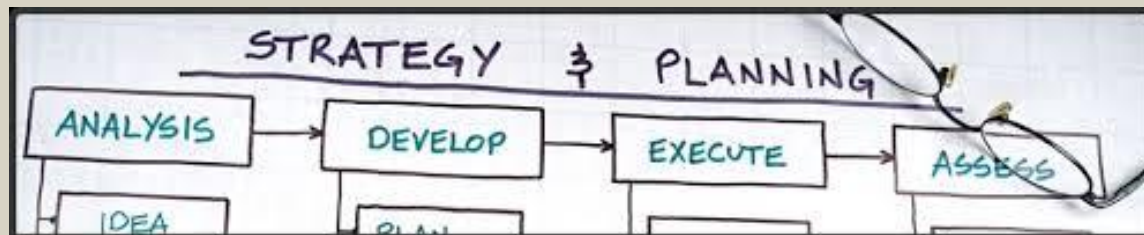
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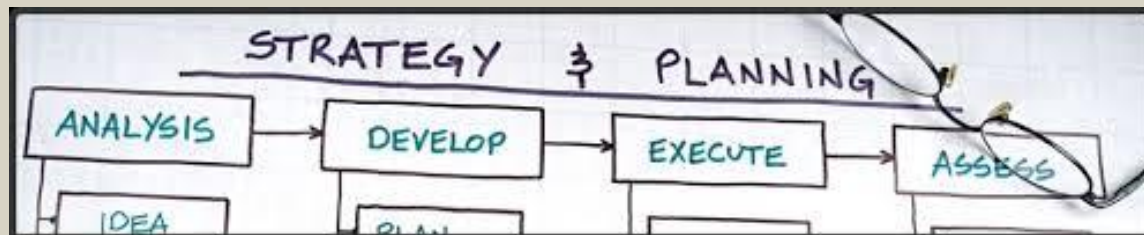
Supporting Documents



The Flow: Elements of the Plan

Elements of a Business Plan—A simple view

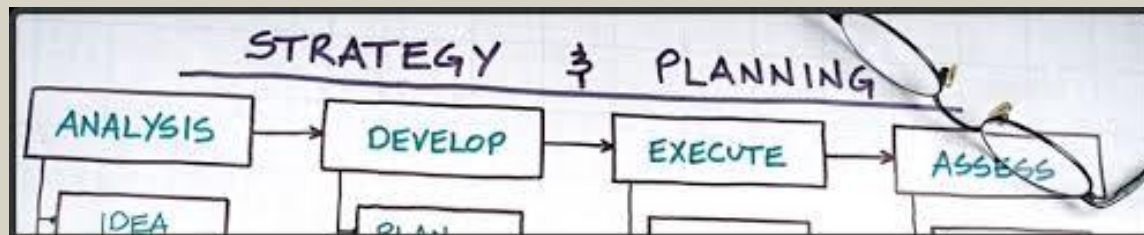
- Narrative
 - Type written (essay format)
 - Covers a multitude of business topics
- Financials
 - Forecasts performance and cash flow
 - Leverages business value to quantitative measures
- Appendix
 - Resume, drawings, blueprints, patents, asset list



The Flow: Elements of the Plan

Narrative Elements

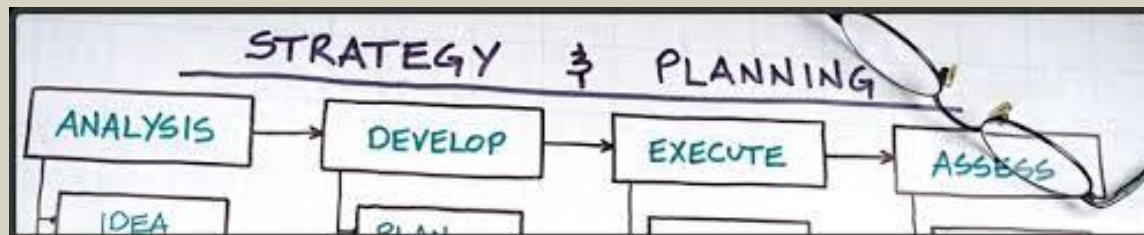
- Mission Statement
- Brief Description
- Business Structure
- Key Individuals
- Growth Plan
- Market Analysis
- Product/Service Description
- Competition
- Customer Analysis
- Marketing
- Risk Analysis



The Flow: Elements of the Plan

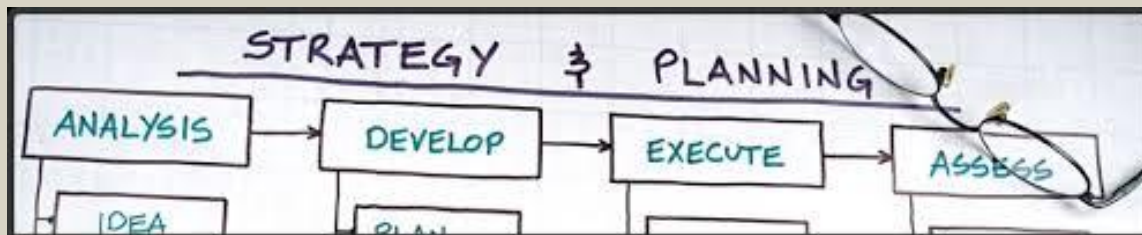
Our Narrative Outline will break it down

- Start with basic company information
- Develop your Business Description
- Explain Business Structure/Management
- Analyze the Market (Next Section)



The Flow: Basic Company Information

- Title Page
 - Company Name
 - Your Name
 - Address
 - Telephone Number



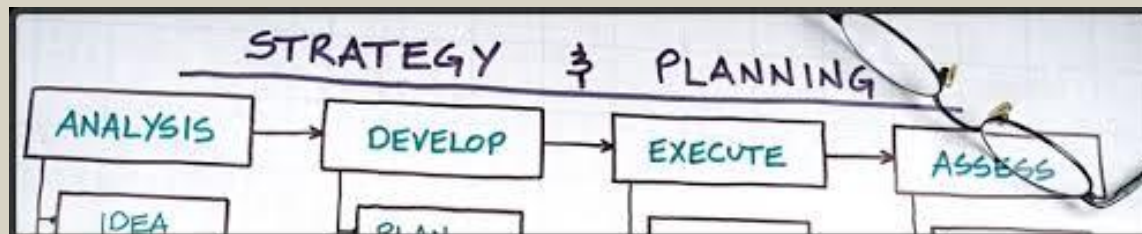
The Flow: Business Description

Opening Remarks

- Mission Statement
- Brief Description of the Business

Business Description

Mission Statement
Brief Description

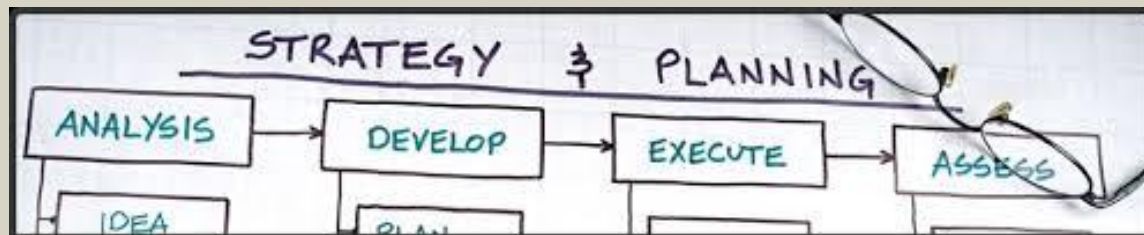
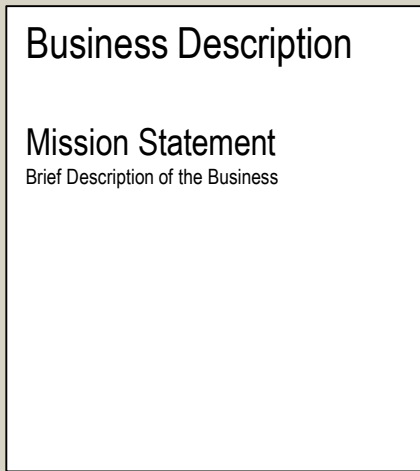


The Flow: Business Description

Mission Statement



- True mission is how do we make a profit?
- Mission Statement: *The precisely defined positioning statement that is the driving force behind your organization*
- Answers the questions:
 - Why do we exist? What is our purpose?
 - It's your passion on paper!



The Flow: Business Description

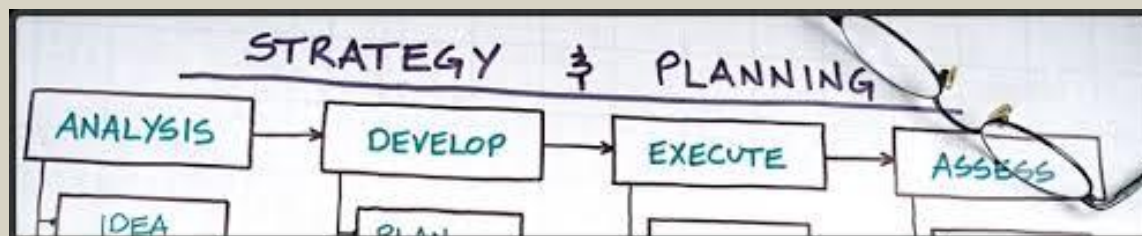
Brief Description of the Business

- Describe the business you want to start
- What products or services are you selling?
- What makes your business unique
 - What is the niche?
- Are there any zoning constraints, licensing, or permits to consider?
- What are your goals and objectives?

Business Description

Mission Statement

Brief Description of the Business



The Flow: Business Structure/Management

How Will Your Business be Organized?

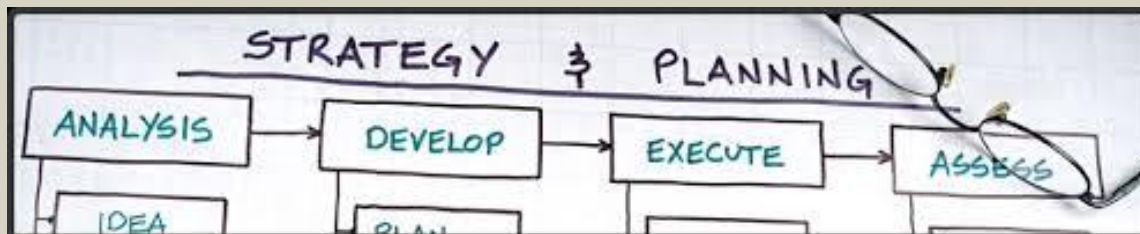
- Identify your business entity*
- Identify Owners (Active and Silent)
- Identify Key Management
- Business Growth Plan
- Exit Strategy/Succession

Business Structure and Management

Business Structure
Owner Background
Key Management
Business Growth Plan
Exit Strategy/Succession

*Western Dairyland dedicates an entire class on the mechanics of starting and structuring a business--

www.successfulbusiness.org



The Flow: Business Structure/Management

Key Management/Advisors

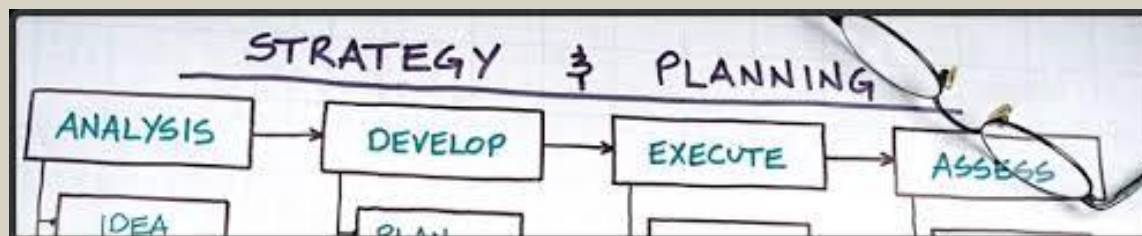
- What positions are critical to business success?
 - Owners, Managers, Supervisors, Staff
- What team of professionals will assist you?
 - Accountants, bankers, investors, attorneys, Western Dairyland Business Centers

Business Structure and Management

Business Structure
Owner Background

Key Management

Business Growth Plan
Exit Strategy/Succession



The Flow: Business Structure/Management

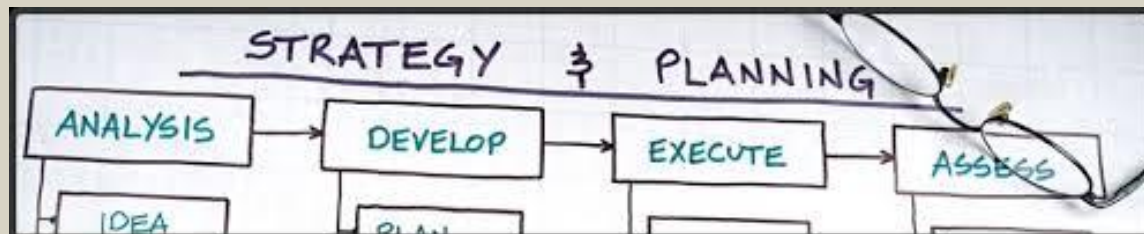
Business Growth Plan/Exit Strategy

- Where do you see your business in 1-3-5 years?
- What is your plan for expansion?
- Is there a timeline you need to satisfy?
- Who would be possible investors?
- What is the purpose of your business?
 - Build and Sell
 - Legacy
 - Specific End Date

Business Structure and Management

Business Structure
Owner Background
Key Management

Business Growth Plan
Exit Strategy/Succession



The Flow: Market Analysis

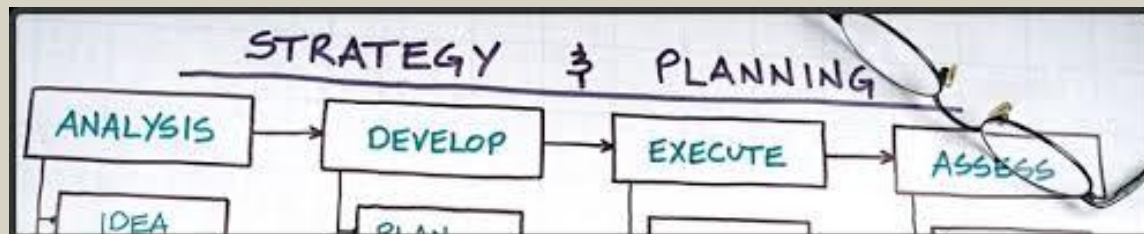
Potential Liability, Risks and Mitigation

- Risks, exposure and responsibilities of a business
 - Financial Liability
 - Legal and Public Relations Liability
- Identify not only the risks, but how you can mitigate them
 - Insurance
 - Business Structure
 - Public Relations Strategy

Market Analysis

Market/Industry
Product/Service Mix
Competition
Customer
Marketing

Potential Liability, Risks and
Mitigation



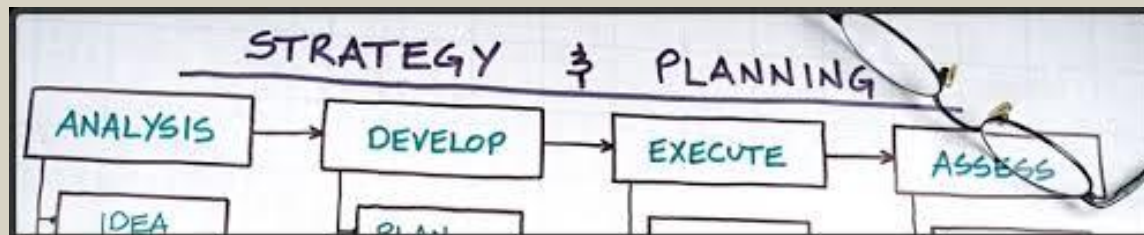
The Flow: Elements of the Plan

Financial Elements (Previous Section)

- Financial Plan
- Estimating business performance
- Profit and Loss/Income Statement
- Cashflow

Financial Outline will break it down

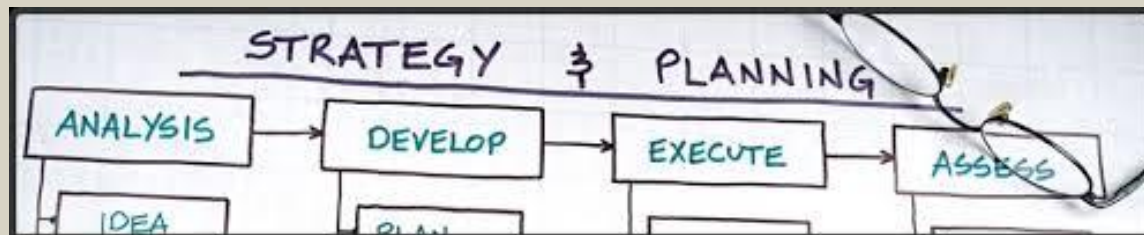
- Forecast performance and cash flow
- Develop the link of business value to quantitative measures



Wrapping it Up

The Executive Summary

- Most lenders will be interested in this part and the financial statements
- A brief summary, 2 pages maximum, 1 page recommended, of the entire business plan
- It highlights your business, your market, ownership, how you plan to succeed, and your financial projections
- You write this section last even though it belongs at the beginning



Wrapping it Up

Table of Contents

- Not required in all business plans, but does add an element of professionalism
- Organizes all sections into a navigable system

Appendix

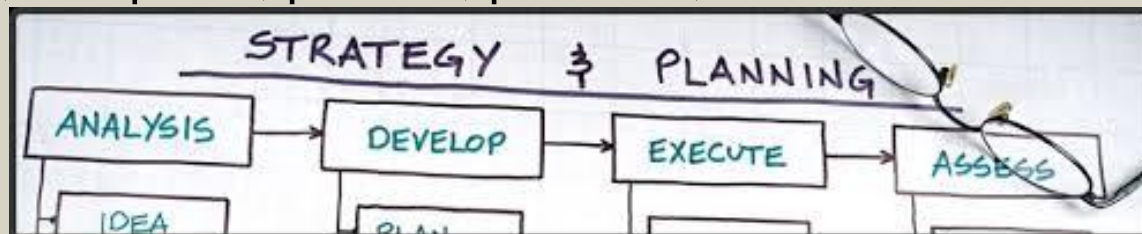
- Resume of owners work experience
- 3 years of personal tax returns
- Business taxes and business history (if purchasing existing business)
- Key Contracts
- Bios on Management/Advisor Team
- Drawings, blueprints, patents, products, menus

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Appendix

Resume
3 Years of Tax Returns
Business Taxes/History
Key Contracts
Bios of Key Players
Drawings, Blueprints
Patents, Products
Menus, Goods/Services



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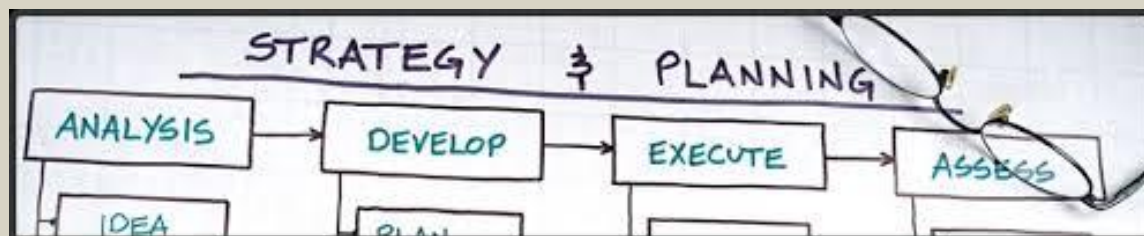
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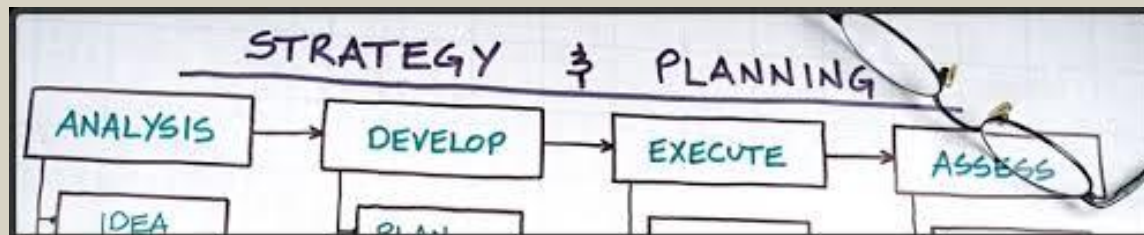
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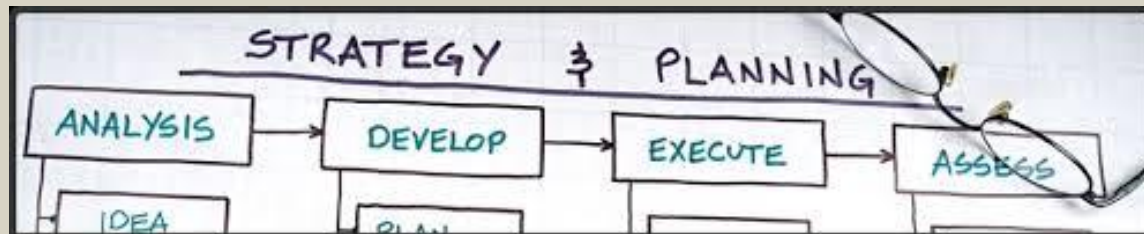
Wrapping it Up

See!!!!!!!!!!!!

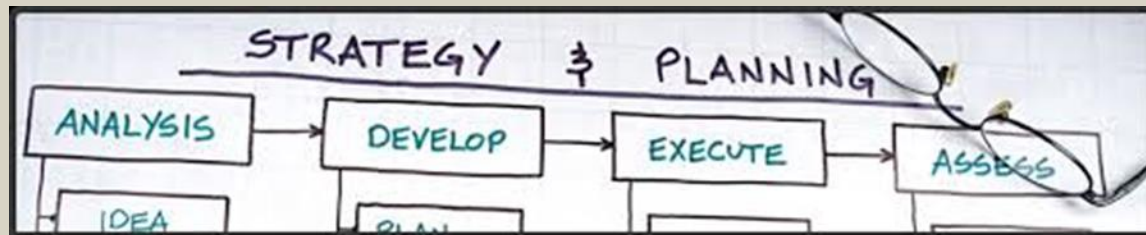
Not as scary now is it?



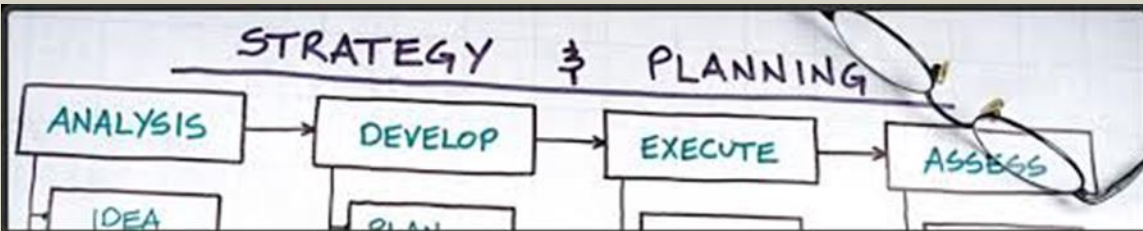
Wrapping it Up



Break Time!

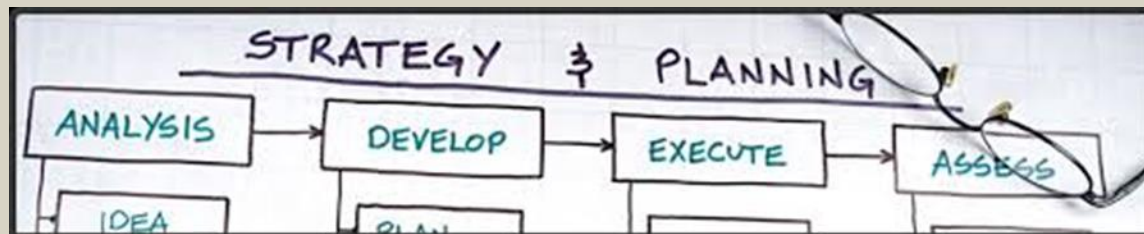


Marketing 360: Lean Marketing for Small Business

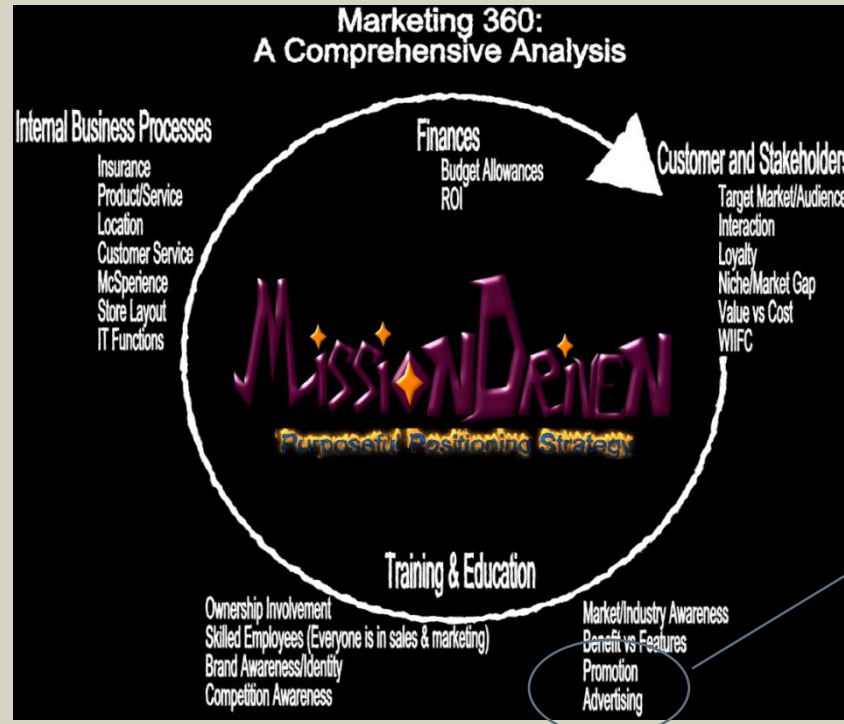


Introductions

- What makes you passionate about your small business?
- How do you view marketing?
- Do you have a marketing plan?
- What are you hoping to get out of this workshop?



M360—Complete Marketing Wraparound

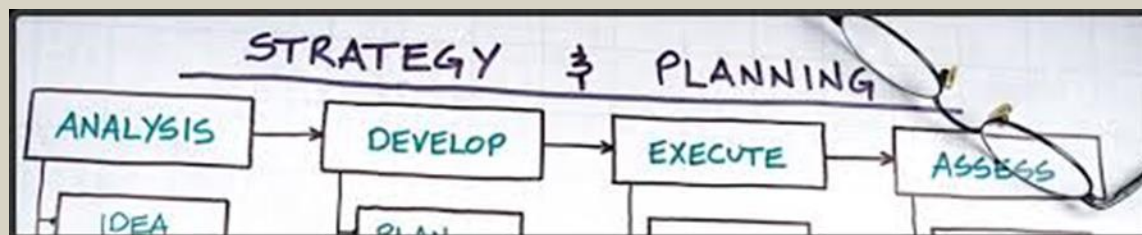


This is the 5% of all marketing activity that takes up 95% of budget!

Why is this workshop and having a plan important?




Shooting Darts Blindfolded vs Being Locked In

- 95% of your marketing activities require 5% of your budget (nontraditional or WOM campaigns)
- It's the 5% of activity that requires 95% of your budget that seeks your highest ROI (traditional media)
- You need to have an integrated and cohesive approach to ALL of your marketing activities.



M360—Beyond the Media: It starts with you!

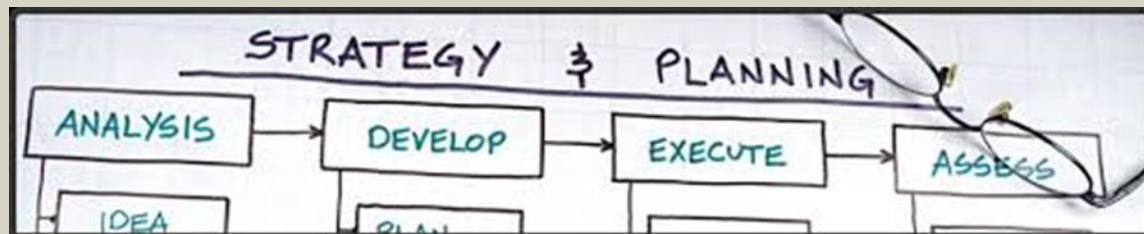
Why Lean* Marketing?

-  Definition: *Simply, **lean means** creating more value for customers with fewer resources.*
-  A **lean** organization understands customer value and focuses its key **processes** to continuously increase it.
-  The ultimate goal is to provide perfect value to the customer through a perfect value creation **process** that has zero waste.

Purpose, Process and People

-  Purpose, Process, People

* Source: <http://www.lean.org/whatslean/>

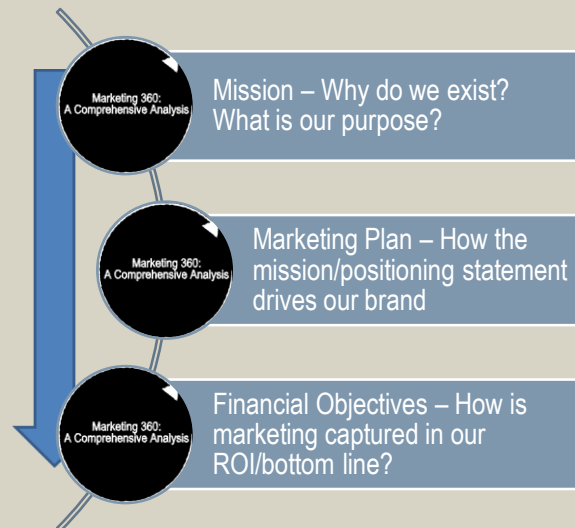


M360—Complete Marketing Wraparound

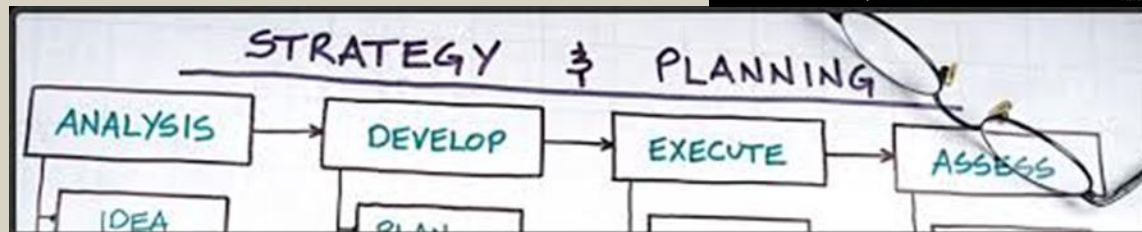


Mission Statements are Important

Internal /Owner's Motivation





External/Market Motivation






M360—Beyond the Media: It starts with you!

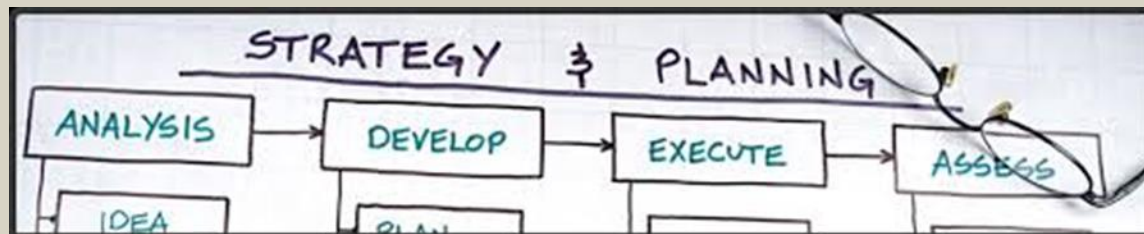
Business Owner Sets the Tone

-  It's your passion and dream of the business
-  You know the SWOT of your company!

Trickles down to Employees/Customers

Well trained Employees and a Smooth Business Processes = Satisfied Customers

-  Improved bottom line
-  Stronger Brand Recognition
-  Better/more referrals, stronger integrated marketing campaigns



M360—Beyond the Media: It starts with you!

SWOT Analysis – The ten thousand foot view



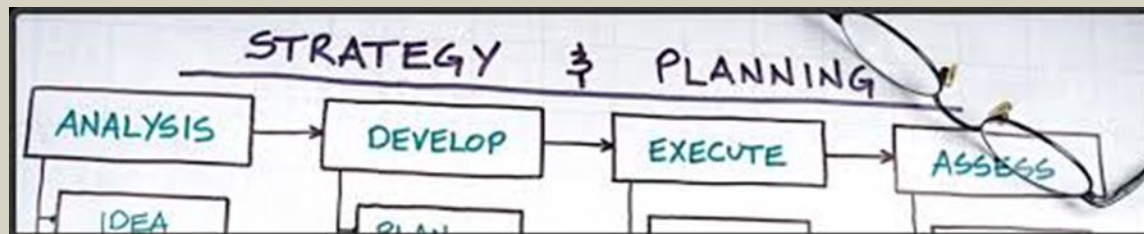
Internal View

- Strengths: What makes you better than the competition?
- Weaknesses: Where are you lacking or susceptible to failures?

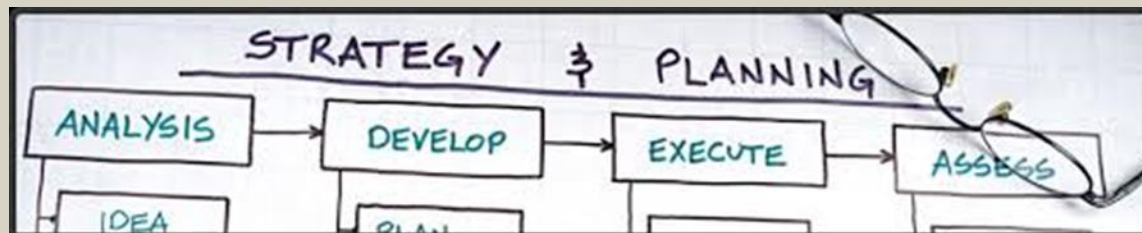


External View

- Opportunities: Where can you excel in the current market? How can you find success and accomplish your goals?
- Threats: What about the competitive marketplace is an obstacle? How can the marketplace prevent you from succeeding?



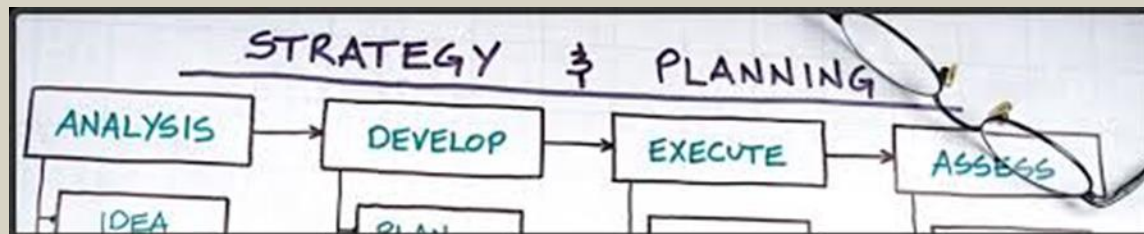
M360—Beyond the Media: It starts with you!



M360—Beyond the Media: It starts with you!

Customers and Stakeholders

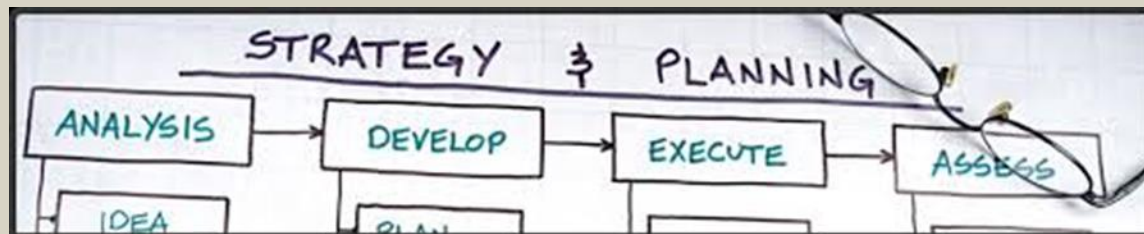
- Who is your Target Market/Audience
- Know/Embrace your Customer
- What is your Value vs Cost
- WIIFC?



M360—Beyond the Media: It starts with you!

Know your Customer

- Who is my Target Market/Audience?
 - Develop your target market
 - HINT: It's NOT everyone (unless you are NIKE, Inc.)
- Develop customer loyalty
 - Value proposition
 - Deliver on promises
- Know/embrace your customer to develop loyalty
 - What are the characteristics/personality of your customer?
 - Survey your customers/clients
 - How are you going to connect to the customer?
 - WIIFC?



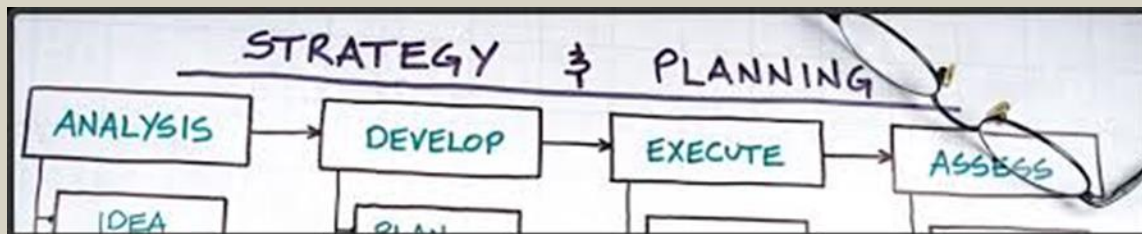
M360—Beyond the Media: It starts with you!

How does your Niche = Customer Need

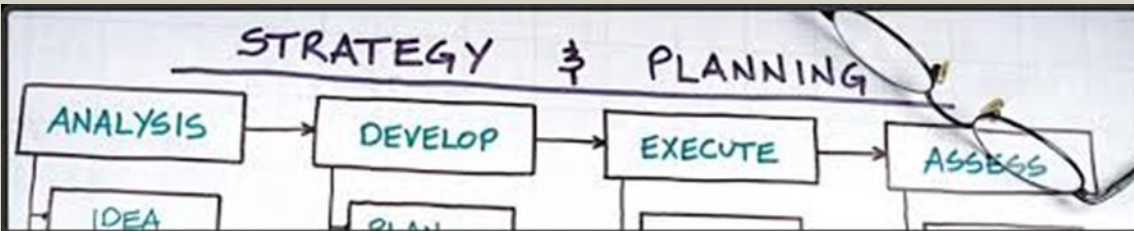
- What are competitive price points (value vs cost)?
 - Frequency of purchases = success ratio
 - Balancing profitability and competitiveness
 - Competing on price alone is not healthy
 - Know your personal value of the service/labor (You are running a business, not a charity*)

- Is there a TRUE NEED for your service or product?
 - What is the perceived gap in the market place?
 - How does your customer respond to the gap?
 - WIIFC
 - Smith Corona Example

**Even “charities/nonprofits” need to make money and rely on positive incomes.*



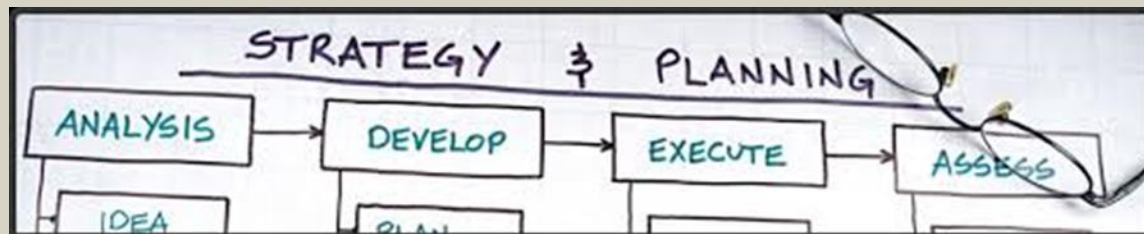
M360—Beyond the Media: It starts with you!



M360—Beyond the Media: It starts with you!

Internal Business Processes

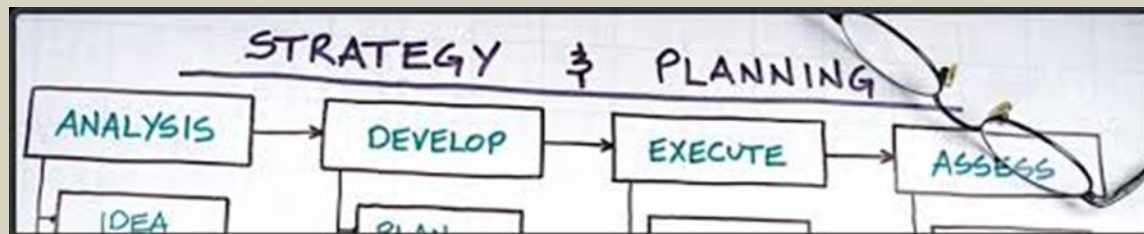
- Potential Liability, Risks and Mitigation
- Know your Product/Service Mix
- Customer Facing Policies
- Business Operations and Visual Appeal



M360—Beyond the Media: It starts with you!

Business Under Pressure: Risk Mitigation

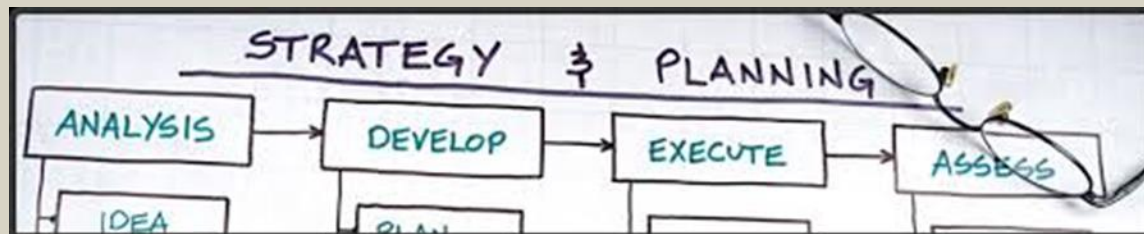
- Risks, exposure and responsibilities of a business
 - Financial Liability
 - Legal Liability
- Identify not only the risks, but how you can mitigate them
 - Insurance
 - Public Relations/Social Media Strategy
 - Business Structure



M360—Beyond the Media: It starts with you!

Know your Product/Service Mix

- What Products/Services will you be selling?
- Is your Product/Service Better than what already Exists?
- How is your product/service meeting the fundamental need of the industry?
 - e Can you sell enough to be successful—is there a true need?
 - e What are the core benefits to the consumer?
 - e Niche, niche, niche!



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Customer Facing Policies



Customer Service

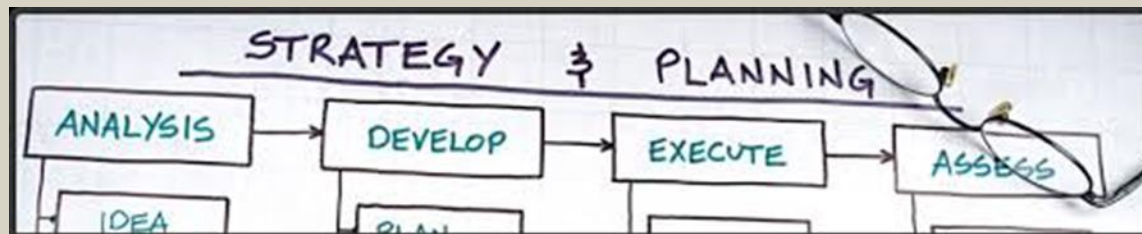
- Are you/staff friendly?
- Honesty = Best Policy
- Customer not always right (opportunists)
- Customer friendly policies

Business Operations and Visual Appeal

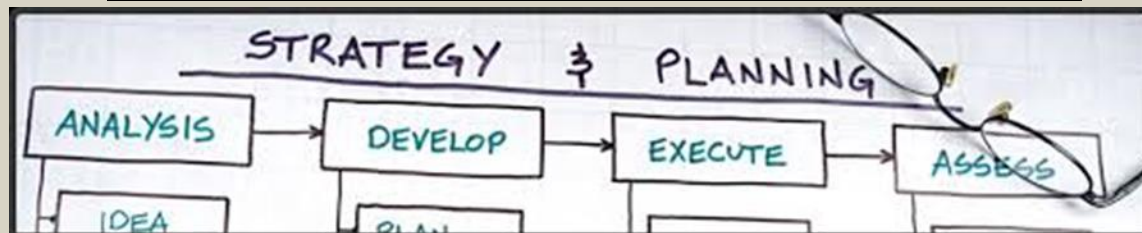


McSperience

- Wayfinding Signage/Facilities Layout/Usage/Appeal
- Same experience every time
- Good IT services [WEBSITE, wireless, technology (voicemail even), communication (email—signature branded?, e-letter, newsletter, fliers, etc.)]
- Convenient payment, shipping and times of operation
- People want to be entertained (retail/leisure)



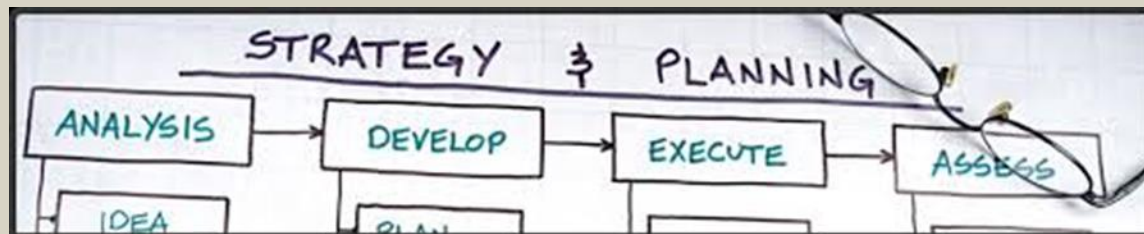
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M360—Beyond the Media: It starts with you!

Training & Education

- Ownership Involvement
- Skilled Employees
- Market/Industry/Competition Awareness
- Brand Awareness/Identity
- Promotion/Advertising



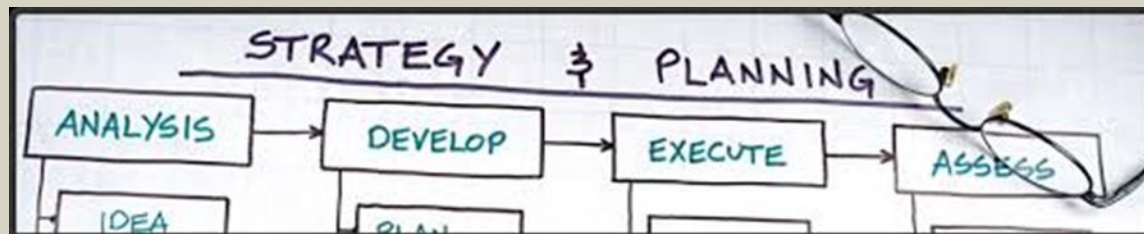
M360—Beyond the Media: It starts with you!

Ownership Involvement

- You are the face/presence of your business!
- Your mission/positioning statement is the cornerstone of your marketing activity – from customer awareness and staff interaction to profitability

Skilled Employees

- You set the pace and expectation and your employees will follow suit
- Everyone is in sales and marketing (from front reception to you)
- Keep your marketing plan visible to all staff
- Use it as part of the performance evaluation process
- Work marketing into Employee Descriptions

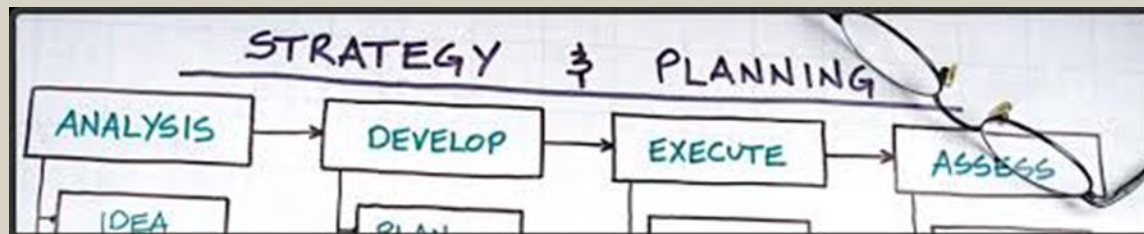


M360—Beyond the Media: It starts with you!

Market/Industry/Competition Awareness

- No one should be more versed than you and staff
- How can you succeed in your market?
- Are there any trends, changes or local issues affecting the market?
- What are some critical components of the industry?
- Don't forget the websites of your competitors and the places where their products/services are sold!

Use your SWOT analysis to help with this part

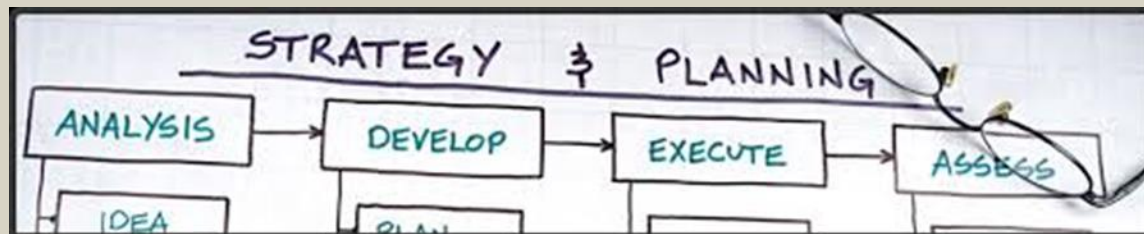


M360—Beyond the Media: It starts with you!

Market/Industry/Competition Awareness

- Are there any regulations that may inhibit success or growth?
- What is the industry forecast?
 - Local, Regional, National, Global
- What is the attrition rate* for your industry?
- What is your niche? Will this be enough to establish guaranteed success?

**Attrition Rate: Percentage rate at which something is lost, or is reduced by, over a period.
Use your SWOT Analysis to help with this part*



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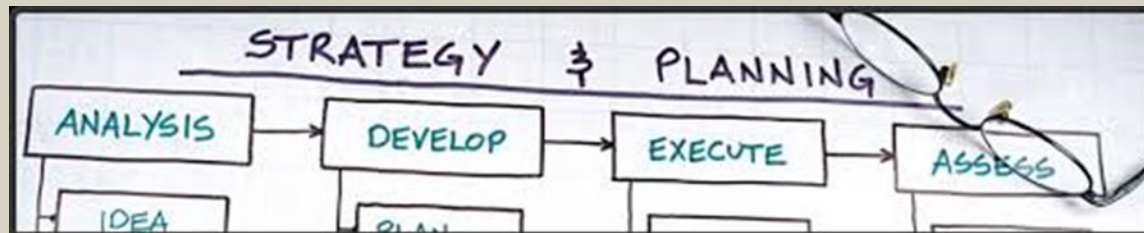
Market/Industry/Competition Awareness



How can you beat your competition?

- Who are they?
- What are they doing wrong (how can I do it better?)
- What am I doing wrong (what are they doing better?)
- Can you capitalize on the niche that they are leaving exposed?

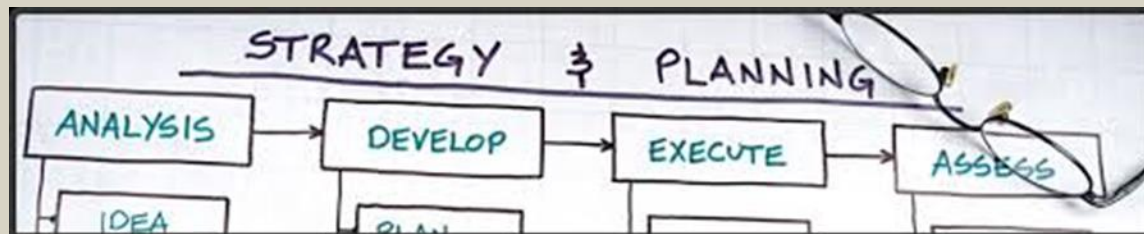
Use your SWOT Analysis to help with this part



M360—Beyond the Media: It starts with you!

Building Your Brand—Content to Concrete

- What is your Brand Identity? Your core message?
 - What is your brand and how do you distribute it?
 - Mission/positioning statement, letterhead, logo, gift cards, business cards, invoices, color, signage, website design, uniforms, check watermarks, community partnerships, event sponsorships, customer service, location, hours available, brochures, collaterals, whitepapers, blogs, social media, Wikipedia, print ads, tv and radio ads—everything ties together.
- How do your competitors build their brand?
 - Fish in the same pond
 - Build your own river

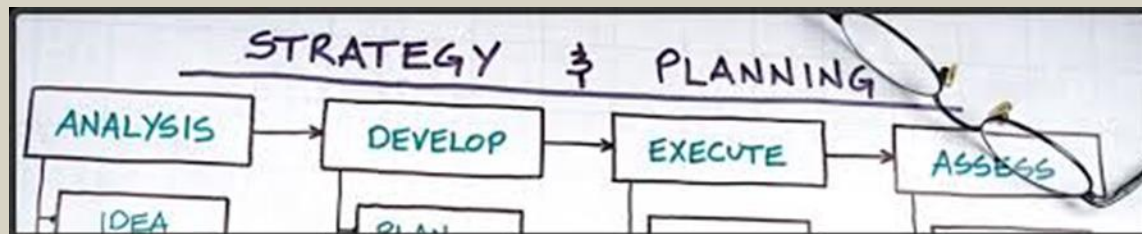


M360—Beyond the Media: It starts with you!

Building your Brand

- What are the Features?
 - Features are what your product or service offers to attain the customer benefit
 - Features explain the physical characteristic of your product or service

Examples of Features	
Location	Size/Volume
Design/Color	Delivery
Value added services	Hours of Operation

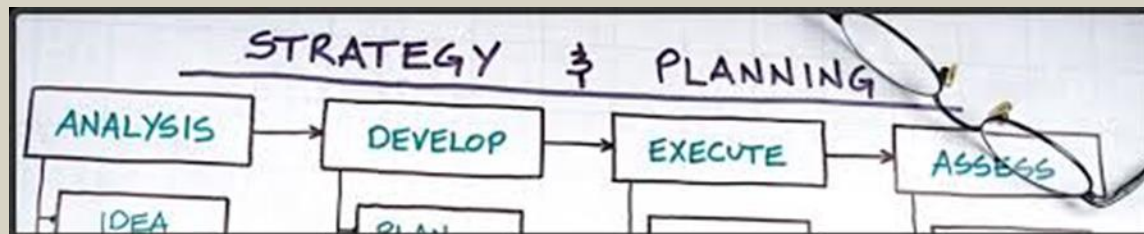


M360—Beyond the Media: It starts with you!

Building your Brand

- The Benefits—Everyone has a story to tell!
 - Benefits are what moves your customer to buy from you
 - Benefits are direct derivatives from your mission/positioning statement (combine the passion to the story)
 - Benefits are emotional expectations and attachments that the customer develops for your business, product or service
 - Benefits tell the story of your business and cohesive marketing campaigns

Core Benefits—What is your Story?	
Convenience	Security
Safety	Peace of Mind
Emotion	Beauty



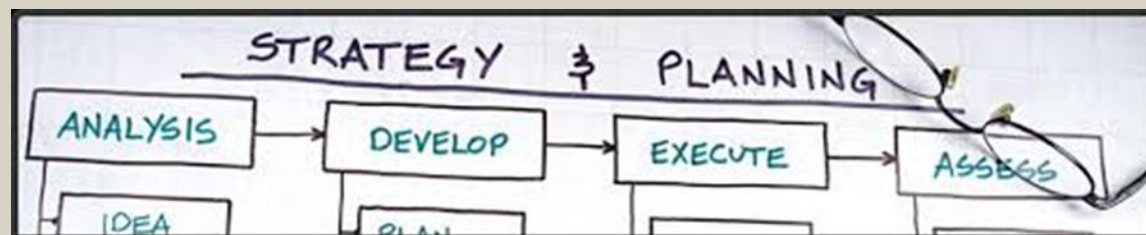
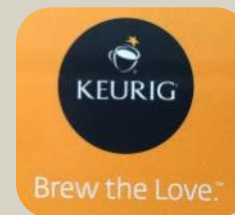
M360—Beyond the Media: It starts with you!

Building your Brand

What is your story?



Features	Benefits
Power Windows	Convenience
Low Carb Beverage	Lifestyle/Wellness
Free Wi-Fi	Staying Connected
Limited Edition	Exclusivity
Lifetime Warranty	Peace of Mind

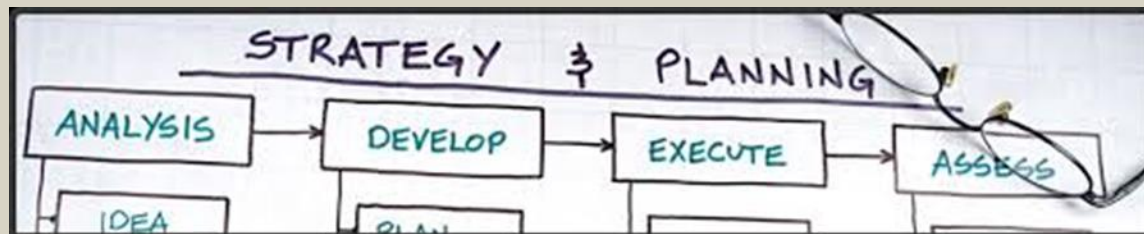


M360—Working with the Media

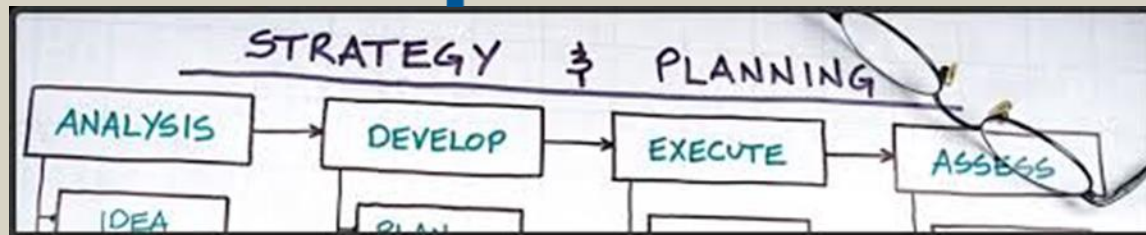
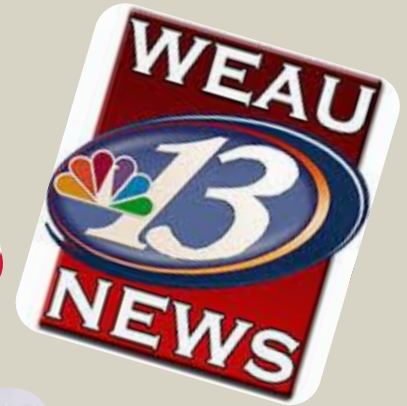
Marketing: Beyond the Media Hype

- The Cost of Advertising (rule of 5/95 = 95/5)
 - Content Creation = Mine your business plan!
 - WOM is the most effective (good and bad) mode
 - Social Networking
 - Reminder Advertising (Email, postcards, fliers, brochures, etc.)
 - Public Relations/Community Connection (Partnerships)
 - **Traditional Media (Radio, TV, Newspaper)—the 5% of your focused effort that costs 95%**
- Guerilla Marketing
 - The most effective marketing is usually unconventional and outside the box.

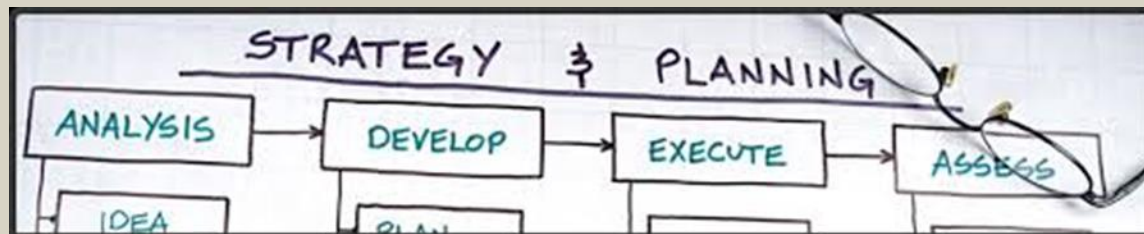
Use your SWOT Analysis to help with this part



M360—Working with the Media



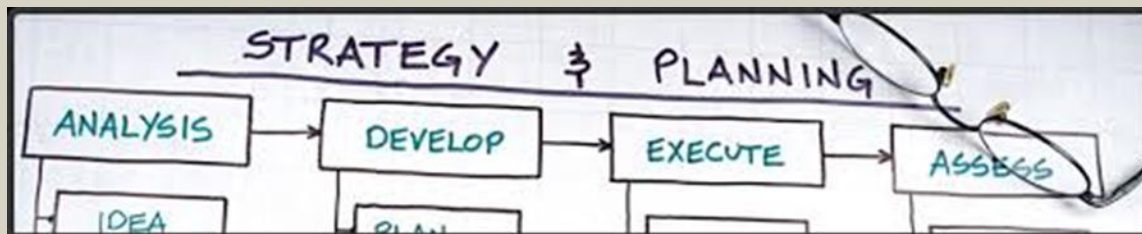
M360—Working with the Media



M360—Working with the Media

Finances

- Budget Allowances
- Marketing/Investment ROI



M360—Working with the Media

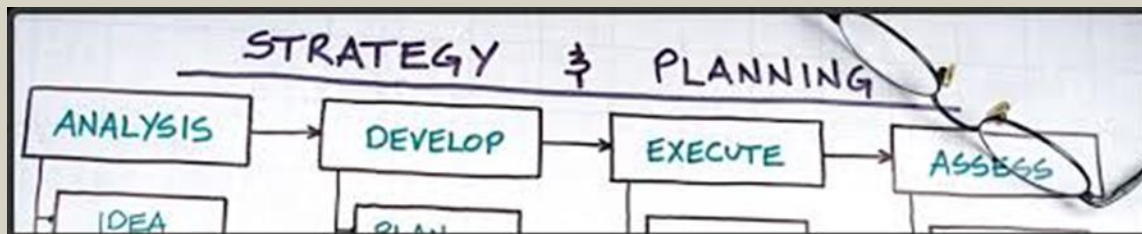
Marketing: What you see is what you get

- Traditional Media is only 5% of your overall marketing efforts but needs 95% of the marketing allocation

- It's the diploma for all the time you've put in previous
- The more you can create your content/cohesive campaign, the more successful your media campaigns will become
- Reach the widest audience in the least effort (for owner)
- Less Owner Effort = Higher Cost = Higher ROI

The dirty secrets?

- How to accurately measure the ROI (I tried _____ once)
- Customers won't tell you where they saw/heard
 - Print/coupons are usually the "most measurable" but are they as effective?
- High volume = higher success (but no one really knows for sure)
- Schedule for Success
- Who is really your "rep"



M360—Putting it to Practice

What does all this mean practically?



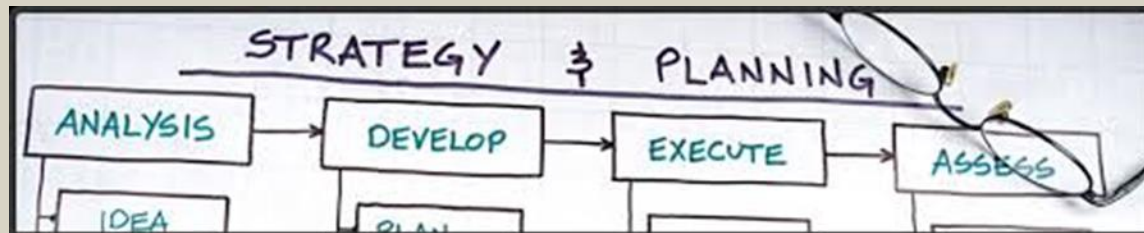
Many ways to create a plan and tie it all together

- What's in your business plan?
- What does your budget allow?



What is your Message?

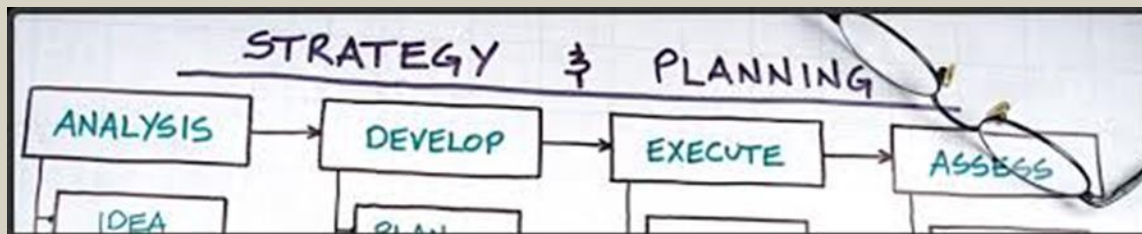
- Content Creation (Mine the Business Plan!)
- Deliverables
- Whitepapers/Collaterals



M360—Putting it to Practice

What does it look like?

- Template
- Flow Chart
- Capabilities Statement

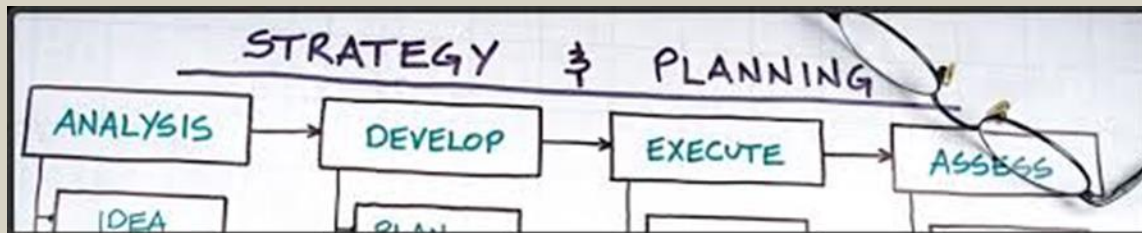


M360—Putting it to Practice

Template

Marketing Plan

Market/Industry
Product/Service Mix
Competition
Customer
Potential Liability, Risks
and Mitigation
Marketing/Promotion



M360—Putting it to Practice

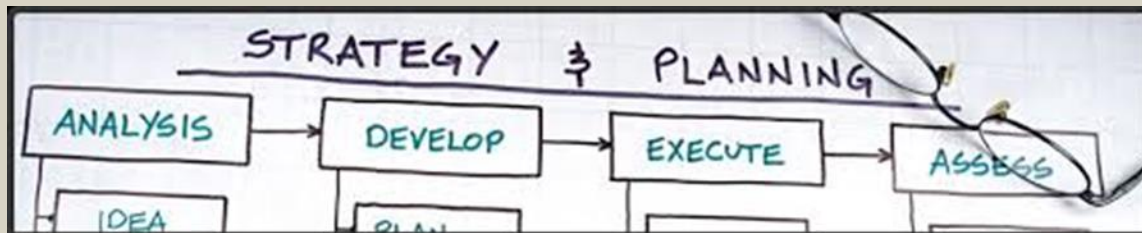
Flow Chart

Campaign
and Media

Goals and
Objectives

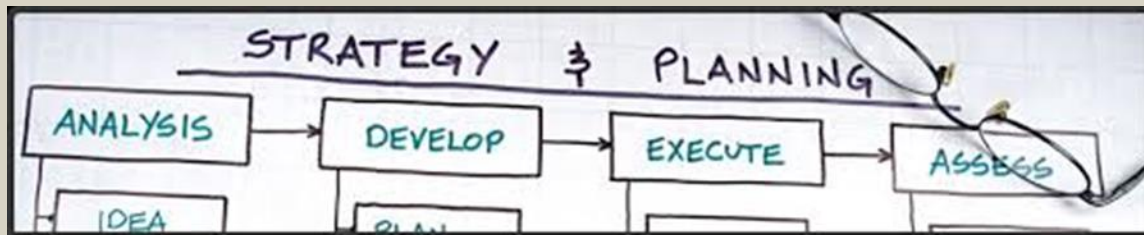
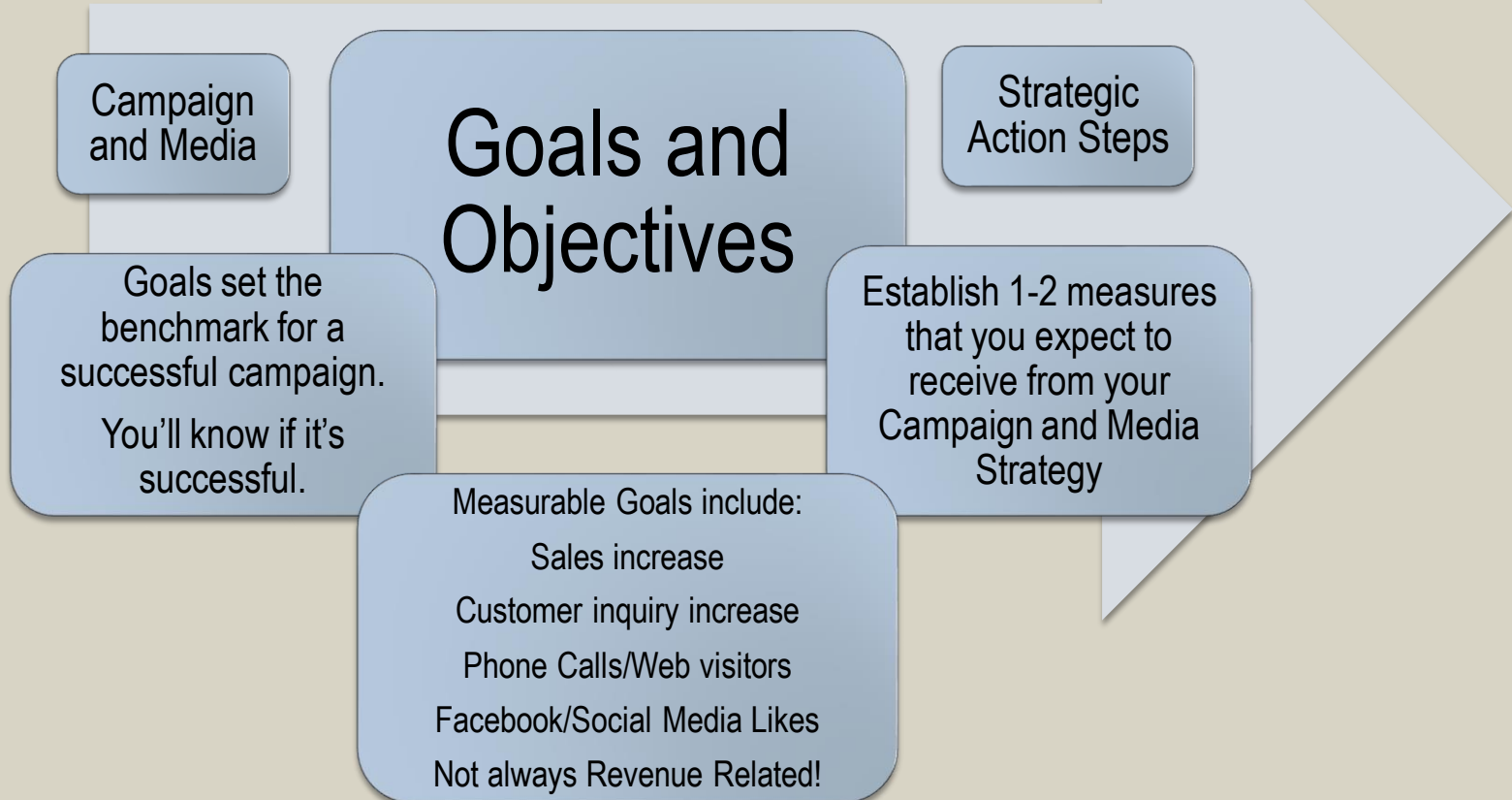
Strategic
Action Steps

Marketing plans are living documents that have quick shelf life but an evolving life span.
Helps answer who and what is this campaign intended and how are they getting the message?



M360—Putting it to Practice

Flow Chart



M360—Putting it to Practice

Flow Chart

Campaign
and Media

Goals and
Objectives

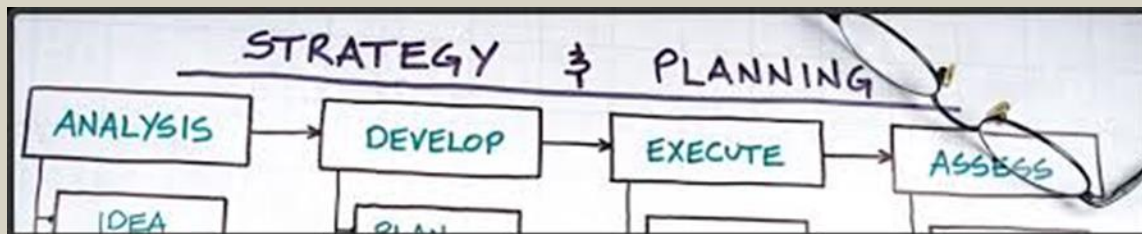
Strategic Action Steps

How will you leverage your
resources to achieve your
goals and objectives?

Establishes what action is
needed and what media is
responsible for each action
to achieve a successful
campaign.

The marketing action steps
will monitor the
measurement standards
set by your objectives.

Keeps you from throwing darts



M360—Putting it to Practice

Mission Statement

Campaign and Media

Goals and Objectives

Strategic Action Steps

Poses the question: What story/branding image do I want to portray to the Target Audience?

Goals set the benchmark for a successful campaign.
You'll know if it's successful.

Establishes what action is needed and what media is responsible for each action to achieve a successful campaign.

Marketing Strategies develop your brand:

- Relationship Building
- Customer Education
- Calendar Event
- Inventory Reduction

Establish 1-2 measures that you expect to receive from your Campaign and Media Strategy

The marketing action steps will monitor the measurement standards set by your objectives.

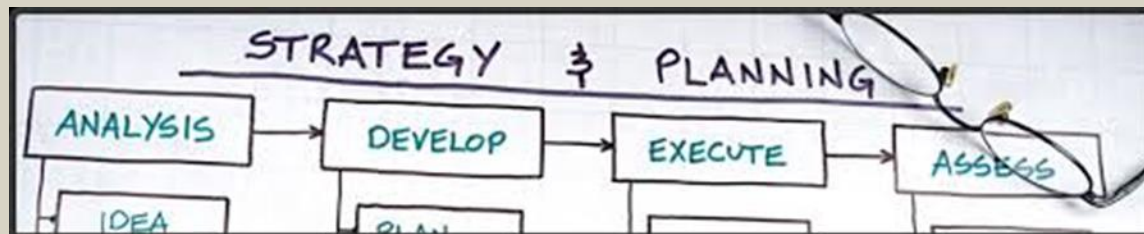
Measurable Goals include:
Sales increase
Customer inquiry increase
Phone Calls/Web visitors
Facebook/Social Media Likes
Not always Revenue Related!



M360—Putting it to Practice

What makes a strong Capabilities Statement

- A living document that addresses individual agency needs
 - Similar to a Resume-customized keywords, match objectives
- Short-1 to 2 pages
- Core Competencies
 - Short introduction (mission statement)
 - Specific to main core specialties
 - Key-word heavy bullet points
- Past Performance
 - Specific Testimonials that match current project need
- Differentiators
 - What is your niche? How are you different?
- Company Data/Contact Info
 - DUNS, Socio-economic certifications, NAICS Code, CAGE Code, GSA Schedule, Payment Options, Contact info of your government contracting agent



M360—Putting it to Practice

Capabilities Statement Examples

design [moves] Hybrid Branding Company
Website, Graphics, & Marketing Services

CAPABILITIES STATEMENT

CONTACT Larissa at (347)905-8057 | EMAIL: larissad@moves.com
WEBSITE: www.moves.com

WEB & GRAPHIC DESIGN / MARKETING SERVICES

MISSION To provide above industry quality and customer service at a price any business and organization can afford.

"Trust only movement. Life happens at the level of events, not of words. Trust movement." - Alfred Adler

ABOUT DESIGN MOVES
design [moves] is naturally different. We blur the line between a design company and a marketing agency, using concepts from both to build a total presence for our clients to thrive. As a full service design company, we offer services that start from website design to printing to offline branding. Serving the United States, we have built a reputation for branding several industries both small and large.

PROFILE
CASE CODE 021F3
DUNS 02039102

GENERAL CONTACT
+1(347) 298-2793
info@moves.com
www.moves.com

OFFICE ADDRESS
9 Ridge Road, #12
North Arlington, NJ 07031

INDUSTRY CODES

NAICS
541800 - Graphic Design Services
541813 - Marketing Consulting Services
541890 - Advertising Agency
541820 - Display Advertising
519100 - Internet Publishing and Broadcasting
541890 - Other Specialized Design Services
541511 - Custom Computer Programming
541890 - Other Services Related to Advertising

PSI
7021 - Print/Publishing - Arts/Graphics
7089 - Photo/Mag/Publishing - Other
R028 - Support - Management: Public Relations
R029 - Support - Management: Advertising
R030 - Support - Professional Communications
R799 - Support - Management: Other

NIJ
541-3 - Web-Based Marketing Services
541-4F - Commercial Art and Graphic Design Services
541-2000 - Other Direct Costs

CORE CAPABILITIES

WEBSITE DESIGN
Website Maintenance
Website Design
CMS Platforms - Blogging
Portfolio Websites
Publication Webdesign
E-commerce
Website Updates
Online Marketing
Digital E-Publications
Website Backups
Social Media Integration

BRANDING
Brand Management
Brand Identity
Social Media Management
Article Branding
Press Release Writing
E-cards
Newsletter Marketing
Print Branding
Web Branding
Corporate Identity
Brand Consultation
Event Branding
Corporate Social Responsibility
Printing

GRAPHIC DESIGN
Logo Design
Print Design
E-cards
Publication Design
Book Design & Layout
Web Branding
Corporate Identity
Creative Direction
Event Branding
Trade Show Design
Illustrations

Before

MUTUAL GLOBAL INVESTMENTS, LLC
CERTIFICATION #: 3AM, VET2BZ
DUNS: 07811362, CASE CODE 09287

ECONOMICALLY DISADVANTAGED VETERAN OWNED
SERVICE DISABLED VETERAN OWNED
MINORITY OWNED SMALL BUSINESS OWNER

MISSION STATEMENT:
Mutual Global Investments, LLC works with all Federal, State, and County agencies including private sectors on contracts and projects and also as prime contractors, subcontractors, or a sub source.

CORPORATION GOALS:
Mutual Global Investments, LLC has over a decade of documented success and continues to grow.

- Continuity and stability and stability through local procurement.
- Full utilization of official resources and vendors on awarded contracts or projects.
- Full recruitment of economically disadvantaged veteran business owners and/or employees.
- Full recruitment of veteran/service disabled veteran business owners and/or employees.

STRENGTHS:
Mutual Global Investments, LLC has over a decade of documented success and continues to grow.

- Government contract management.
- Strategic planning.
- Outlets and performance based measurement and evaluation.
- Quality assurance.
- Creative management.
- Multi-Agency Operation.
- Collaboration.
- Public Relations, Communication and Leadership.
- Marketing.
- Collaboration and Community Development.
- Governmental approval security clearance.
- Effective resource utilization.

PROFESSIONAL SERVICES:

- Construction
- Building and Dwelling Services
- Cleaning and Maintenance Services

NAICS CODES
236210, 236118, 236210, 236220, 561710, 561720, 561730, 561740, 561790

Mutual Global Investments, LLC
Nancy Beaumont, PhD
President, Manager, Owner

Corporate Office: 261 Cervest Gardens Pl, Dallas, TX 75225
Chicago Office: 200 N. LaSalle St, Matteson IL 60443

Telephone: (786) 777-8767
Email: info@mutual-global.com

Mutual Global Investments, LLC provides professional services on a non-exclusive basis.

After

MUTUAL GLOBAL BUSINESS
MGB

SECURITY CLEARANCES:
SECRET CLEARANCE - DEPARTMENT OF DEFENSE
TOP SECRET CLEARANCE - FEDERAL BUREAU OF INVESTIGATION

CERTIFICATION:
SMALL BUSINESS
SERVICE DISABLED VETERAN OWNED
ECONOMICALLY DISADVANTAGED VETERAN OWNED

DUNS: 07811362
CASE CODE: MIGHT7

NAICS CODES
236118, 236210, 236220, 561710, 561720, 561730, 561740, 561790

PROFESSIONAL SERVICES

- CONSTRUCTION MANAGEMENT
- BUILDING AND DWELLING SERVICES
- CLEANING AND MAINTENANCE SERVICES
- PROJECT MANAGEMENT
- STRATEGIC PLANNING
- OUTCOME AND PERFORMANCE BASED MEASUREMENT AND EVALUATION
- QUALITY MANAGEMENT

NANCY BEAUMOUNT, PH.D., MPH, BS
PRESIDENT

CONSTRUCTION/PROPERTY MANAGEMENT EXPERIENCE:

- REAL ESTATE (RESIDENTIAL/COMMERCIAL), PROPERTY MANAGER & INVESTOR.
- FL REAL ESTATE LICENSE, FL REAL ESTATE BOARD, 2001

GOVERNMENT AGENCY EXPERIENCE:

- REGIONAL DIRECTOR, RISK MANAGEMENT AGENCY, USA
- SENIOR SCIENTIST, COMPREHENSIVE, NARA, EDWARDS SPACE CENTER
- PROFESSIONAL LINGUIST, FEDERAL BUREAU OF INVESTIGATION
- PROGRAM ADMINISTRATOR, INTERSTATE DISEASE DEPARTMENT, FLORIDA HEALTH DEPARTMENT
- ENTERIC COORDINATOR, INTERSTATE DISEASE DEPARTMENT, GEORGIA DEPARTMENT OF HEALTH
- CHIEF, PUBLIC HEALTH DIVISION, MOODY AFB, MINOT AFB, PANAMA JOINT TASK FORCE USAF
- COMMUNITY HEALTH MANAGER, HAWAII STATE DEPARTMENT OF PUBLIC HEALTH

MUTUAL GLOBAL BUSINESSES
A DIVISION OF MUTUAL GLOBAL INVESTMENTS, LLC

CORPORATE OFFICE:
361 CERVEST GARDENS PL, DALLAS, TX 75225
CHICAGO OFFICE:
200 N. LASALLE ST, MATTESON, IL 60443

TELEPHONE: (786) 777-8767
EMAIL: NANCY@MUTUAL-GLOBAL.COM

NO JOBS TOO SMALL OR LARGE
PURCHASE AND CREDIT CARDS ACCEPTED

LS DIGITAL SOLUTIONS
CHALLENGES. SOLUTIONS. SUCCESS.
Web Site/Portal - Design - Development - Services - Consulting

Capability Statement

Contact Information

Ludon R. Southard
18 Dawn Drive
Millsboro, PA 17061

CAGE Code: 67CC2
DUNS: 827879334

max@lcsd.com
ludon@lcsd.com@gmail.com
717.319.9622

NAICS: 519130, 641511, 641820, 902120
SIC: 7379, 8748

Summary
LRS Digital Solutions, LLC is a Pennsylvania MBE Certified company. Our primary focus is providing strategic web/portal technology and business technology solutions to State Government, small businesses and organizations.

Capabilities

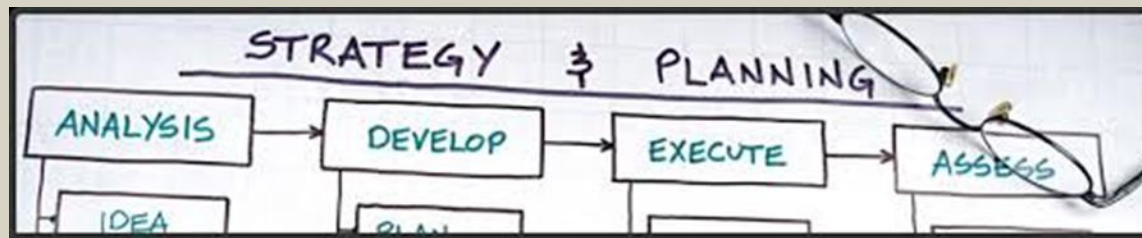
- Web Site and Portal Technology Solutions - Design, Development and Services
- Focus on Web Content Management and Delivery
- Administration and Policy Analysis for Web Site / Portal Governance
- Project Management, Business Analysis and Requirements Gathering
- Graphic and Multi-Media Design - Print, Video and Web
- Online Training
- Program Management
- Change Management
- Public Relations and Communications

Expertise

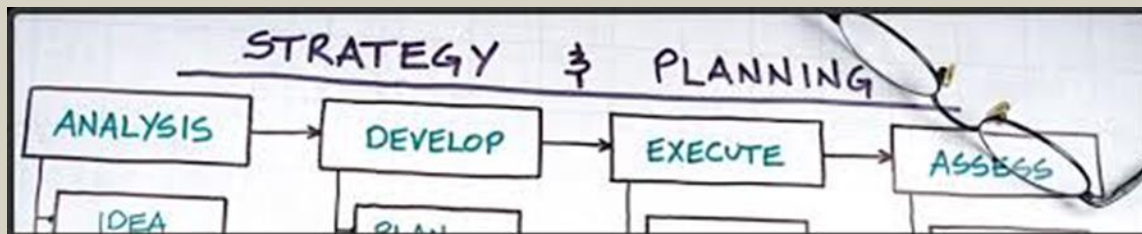
- Over 25 years experience in State Government
- Over 20 years experience focused in Law Enforcement
- Over 10 Years experience in Web Site/Portal Design and Development, various platforms
- Integrated Solutions
- Client Relationship Management
- Focused Results

Certifications

- Certified Minority Owned Business within Commonwealth of Pennsylvania. Certification Number 101130LRS Digi
- Approved Vendor with Computer Aic, Inc. for Commonwealth of PA Staff Augmentation Contracts



M360 – Review!



M360—ADDITIONAL RESOURCES

Western Dairyland Business Development Center—Eau Claire, Independence
www.successfulbusiness.org/



13th Annual Women's Business Conference—April, 2016 Plaza Hotel & Suites #lucky13
www.womensbusinessconference.com/index.html

Upcoming Business Center Events found at www.successfulbusiness.org:

Farmer's Market 101, Tuesday, August 4 – Black River Falls

Business Plan Basics, Tuesday, August 11 – Eau Claire

Start a Small Business in 8 Steps, Tuesday, September 8 – Eau Claire

Business QuickBooks, Tuesday, September 15 & Thursday, September 17 – Eau Claire

Upcoming Business Center Webinars found at www.successfulbusiness.org

MissionDriven Webinar
Tuesday, August 25, 2015 12-1 PM

Marketing Webinar
Tuesday, October 6, 2015, 12-1 PM

Stress Free Recordkeeping Webinar
Tuesday, September 15, 2015 12-1 PM

Website Basics Webinar
Thursday, October 22, 2015, 12-1 PM

My Contact info:

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