

State of California 2018 Winter Business Showcase Report



Showcase Agency Partners



Event sponsored by the Department of General Services' Business Development Program and agency partners.

Table of Contents

2018 Winter Business Showcase Activities	3
2018 Winter Business Showcase Summary	4
The Panels	4
The Fair	4
Entrepreneur Interviews	5
Survey Responses	5
Small Business Responses	5
Q1. Overall, how would you rate the quality of the event?	5
Q2a. How helpful were the speaker presentations?	5
Q2b. How helpful were the matchmaking sessions?	6
Q2c. How helpful was the agency fair?	6
Q3. How likely is it that you would recommend this event to a friend or colleague?	6
Q4. How did you hear about this event?	7
Q5. Where is your business located?	7
Q6. What is your gender?	7
Q7. Which race/ethnicity best describes you?	8
Q8. Do you have any other comments or suggestions to improve future events?	8
Public/Private Responses:	9
Q1. Overall, how would you rate the quality of the event?	9
Q2a. How helpful were the speaker presentations?	9
Q2b. How helpful were the matchmaking sessions?	9
Q2c. How helpful was the agency fair?	9
Q3. How likely are you to attend a similar event in the future?	10
Q4. How likely is it that you would recommend this event to a friend or colleague?	11
Q5. Do you have any comments or suggestions to improve future events?	11

2018 Winter Business Showcase Activities

2018 WINTER BUSINESS SHOWCASE
WEDNESDAY, FEBRUARY 21, 2018

TIME		LOCATION	ACTIVITY
8:30 a.m.	2:00 p.m.	Atrium	Registration
9:00 a.m.	2:00 p.m.	Atrium	<p>Exhibit Hall</p> <p>Governor's Office of Business and Economic Development, Department of Forestry and Fire Protection, Public Employees' Retirement System, Department of Resources Recycling and Recovery, Department of Technology, Department of Transportation, Department of Veterans Affairs, Department of Consumer Affairs, Financial Information Systems of California, Department of Corrections and Rehabilitation, Public Utilities Commission, Department of General Services, First 5 California, Department of Housing and Community Development, High Speed Rail Authority, Department of Public Health, Department of Rehabilitation, Water Resources Control Board, Department of Water Resources, Sacramento County, Rudolph & Sletten, Turner Construction, Hensel Phelps and Veterans Business Outreach Center.</p>
9:30 a.m.	10:30 a.m.	 Auditorium	<p>Damon Dorn, Statewide Small Business Advocate, Caltrans</p> <p>Meet the Prime – Construction Panel</p> <p>Hensel Phelps, Dragados USA, Inc., Granite Construction, Rudolph & Sletten, Turner Construction, DGS Facilities Management Division & Real Estate Services Division</p>
11:00 a.m.	12:00 p.m.	 Auditorium	<p>Rich Zmuda, Small Business/DVBE Program Manager, Water Resources</p> <p>Step Up to Success Panel</p> <p>Aviate Enterprises, Inc. (SB/DVBE), Procurement Technical Assistance Center, Granite Data Solutions, Inc. (SB/DVBE)</p>
12:00 p.m.	1:00 p.m.	Food Truck: Slightly Skewed	Lunch Break (on your own)/Networking
1:00 p.m.	2:00 p.m.	Auditorium	<p>Gary Renslo, Chief Technology Officer, DGS – Enterprise Technology Solutions</p> <p>Meet the Prime – Information Technology Panel</p> <p>IBM, Inc., Cisco Systems, Dell, Inc., ServiceNow, Inc., Symsoft Solutions, LLC (SB), California Department of Technology</p>
2:00 p.m.	4:00 p.m.	Matchmaking Dining Room	<p>One-on-One Matchmaking Appointments</p> <p>Seven-minute sessions with state agencies and prime contractors Walk-in appointments based on availability</p>

2018 Agency Event Partners



Nina Martinez,
CDCR



Rich Zmuda,
DWR



Tanya Little,
DGS



Damon Dorn,
Caltrans



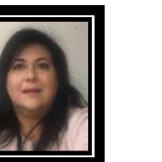
Tracy Bowen,
CHP



Andrea Pina,
DCA



Mc Kensie Pimley,
CAL FIRE



Marta Carrera,
Caltrans

2018 Winter Business Showcase Summary

The Department of General Services' Procurement Division (DGS PD), Business Development Program hosted its third annual Winter Business Showcase on Feb. 21 at DGS' headquarters in West Sacramento. This year, several members of PD's Certification and Outreach Branch and PD Operations aided in event management. Special thanks to Judith Burnett, Clea Gidcumb, Darvin Manuel, April Reding, Bonnie Sauter and Nicole Toal. There were approximately 265 business and state representatives in attendance. The event featured three education session panels, an agency and prime contractor fair, and business matchmaking appointments.

The Panels

- **Meet the Construction Prime Contractor** – Moderated by Caltrans' Damon Dorn. Small business attendees learned how to engage prime contractors and the DGS Real Estate Services Division representatives for government construction opportunities.
- **Step Up to Success** – Moderated by Water Resources' Rich Zmuda. Attendees heard two disabled veteran small business entrepreneurs' stories on how they mobilized their businesses. The Procurement Technical Assistance Center representative spoke about free business support.
- **Meet the Information Technology Prime Contractor** – Moderated by General Services' Gary Renslo. Enterprise technology experts focused entrepreneur discussions about how small businesses should engage prime contractors as customers.



The Fair

- Government, prime construction companies and local assistance staff engaged small business entrepreneurs about how they can take advantage of government contracting opportunities and support services.



Entrepreneur Interviews

- Rudolph & Sletten, Turner Construction and 18 state representatives conducted 252 interviews with small business and disabled veteran business professionals. Since approximately 137 (54 percent) prescheduled appointments were kept, some businesses received more than two meetings.



Survey Responses

A post-event survey was conducted to determine if those in attendance found the structure of the event worthwhile. Opinions of participants were sought to identify event successes and opportunities for improvement. Approximately 70 attendees (26 percent of participants) responded to a post-event survey.

Small Business Responses

Q1. Overall, how would you rate the quality of the event?

Answer Choices	Count	Percentage
EXCELLENT	15	50.0%
VERY GOOD	12	40.0%
GOOD	1	3.3%
FAIR	1	3.3%
POOR	1	3.3%
TOTAL	30	100.0%

Q2a. How helpful were the speaker presentations?

Answer Choices	Count	Percentage
EXTREMELY HELPFUL	8	26.7%
VERY HELPFUL	10	33.3%
SOMEWHAT HELPFUL	1	3.3%
NOT SO HELPFUL	0	0.0%
NOT AT ALL HELPFUL	1	3.3%
DID NOT PARTICIPATE	10	33.3%
TOTAL	30	100.0%

2018 Winter Business Showcase Report

Q2b. How helpful were the matchmaking sessions?

Answer Choices	Count	Percentage
EXTREMELY HELPFUL	6	24.0%
VERY HELPFUL	3	12.0%
SOMEWHAT HELPFUL	5	20.0%
NOT SO HELPFUL	1	4.0%
NOT AT ALL HELPFUL	1	4.0%
DID NOT PARTICIPATE	9	36.0%
TOTAL	25	100.0%

Q2c. How helpful was the agency fair?

Answer Choices	Count	Percentage
EXTREMELY HELPFUL	13	44.8%
VERY HELPFUL	12	41.4%
SOMEWHAT HELPFUL	2	6.9%
NOT SO HELPFUL	0	0.0%
NOT AT ALL HELPFUL	1	3.4%
DID NOT PARTICIPATE	1	3.4%
TOTAL	29	100.0%

Q3. How likely is it that you would recommend this event to a friend or colleague?

Answer Choices	Count	Percentage
EXTREMELY LIKELY (10)	14	45.2%
9	4	12.9%
8	8	25.8%
7	2	6.5%
6	1	3.2%
5	0	0.0%
4	0	0.0%
3	0	0.0%
2	0	0.0%
1	1	3.2%
NOT AT ALL LIKELY (0)	1	3.2%
TOTAL	31	100.0%

2018 Winter Business Showcase Report

Q4. How did you hear about this event?

Summary of Answers	Count	Percentage
Email	20	66.7%
Other	4	13.3%
Small Business Advocate	2	6.7%
DGS	2	6.7%
SBA.gov	1	3.3%
Internet	1	3.3%
TOTAL	30	100.0%

Q5. Where is your business located?

County	Count	Percentage
Sacramento	8	25.8%
San Francisco	3	9.7%
San Diego	2	6.5%
Contra Costa	2	6.5%
Lassen	2	6.5%
El Dorado	2	6.5%
Marin	2	6.5%
San Joaquin	1	3.2%
Sutter	1	3.2%
San Mateo	1	3.2%
Alameda	1	3.2%
Los Angeles	1	3.2%
Sonoma	1	3.2%
Orange	1	3.2%
Yolo	1	3.2%
Placer	1	3.2%
Riverside	1	3.2%
TOTAL	31	100.0%

Q6. What is your gender?

Answer Choices	Count	Percentage
Male	19	61.3%
Female	11	35.5%
Did not disclose	1	3.2%
TOTAL	31	100.0%

2018 Winter Business Showcase Report

Q7. Which race/ethnicity best describes you?

Answer Choices	Count	Percentage
White/Caucasian	22	71.0%
Multiple ethnicity/Other	3	9.7%
Asian/Pacific Islander	2	6.5%
Black or African American	2	6.5%
Hispanic	2	6.5%
American Indian or Alaskan Native	0	0.0%
TOTAL	31	100.0%

Q8. Do you have any other comments or suggestions to improve future events?

Q8. Responses
Liked the small business presentations in the past.
More small business advocates? Other than that I can't think of anything as I learned a lot and spoke with many people! Thank you very much!
Lunch...lol.
More matchmaker sessions.
I was NOT happy to have waited until 2 p.m. for my appointment with Dept. of Fish and Wildlife only to find they were a no show. I should have been notified. I wonder how many other SB/DVBEs were stood up?
Most of the booths asked for a "line card." Most of the people mentioned that they did not have a direct relationship to those that buy and could not say with detail what is purchased or how often. It was helpful when the agency came prepared with information about what is purchased. And it was assuring when advocates said that they help put businesses in touch with the right buyers.
Weird, I couldn't get a cup of coffee all morning.
Some round table sessions to allow attendees to meet one another.
Very good conference.
I would like to have some handouts with each session with the panel representatives' names and contacts.
Food Service truck line was horrible.
I felt this event was well-planned and efficient. Well done! Keep up the good work!
No
I only attended two of the match sessions with both demonstrating the opportunity for follow-up that has value.
Too much "back slapping" for the staff ... yes we get it, they are ALL wonderful. What would help is "meet n greet" time with Prime employers. A list of Prime employers (name, title, company name, industry ... and services needed.
This was VERY good!
Missed half of my most valuable matchmaking session due to poor signage and directions to the event. This was the only area needed for improvement - but for newcomers we had no idea where to go.

Public/Private Responses:¹

Q1. Overall, how would you rate the quality of the event?

Answer Choices	Count	Percentage
EXCELLENT	14	35.9%
VERY GOOD	16	41.0%
GOOD	9	23.1%
FAIR	0	0.0%
POOR	0	0.0%
TOTAL	39	100.0%

Q2a. How helpful were the speaker presentations?

Answer Choices	Count	Percentage
EXTREMELY HELPFUL	7	23.3%
VERY HELPFUL	9	30.0%
SOMEWHAT HELPFUL	3	10.0%
NOT SO HELPFUL	0	0.0%
NOT AT ALL HELPFUL	1	3.3%
DID NOT PARTICIPATE	10	33.3%
TOTAL	30	100.0%

Q2b. How helpful were the matchmaking sessions?

Answer Choices	Count	Percentage
EXTREMELY HELPFUL	3	11.1%
VERY HELPFUL	6	22.2%
SOMEWHAT HELPFUL	5	18.5%
NOT SO HELPFUL	1	3.7%
NOT AT ALL HELPFUL	1	3.7%
DID NOT PARTICIPATE	11	40.7%
TOTAL	27	100.0%

Q2c. How helpful was the agency fair?

Answer Choices	Count	Percentage
EXTREMELY HELPFUL	8	25.8%
VERY HELPFUL	15	48.4%
SOMEWHAT HELPFUL	5	16.1%
NOT SO HELPFUL	0	0.0%
NOT AT ALL HELPFUL	0	0.0%
DID NOT PARTICIPATE	3	9.7%
TOTAL	31	100.0%

¹ Large business, non-profit advocacy organization and government representatives

2018 Winter Business Showcase Report

Q3. How likely are you to attend a similar event in the future?

Northern CA		
Answer Choices	Count	Percentage
EXTREMELY LIKELY	24	64.9%
VERY LIKELY	7	18.9%
LIKELY	4	10.8%
SOMEWHAT LIKELY	2	5.4%
NOT AT ALL LIKELY	0	0.0%
TOTAL	37	100.0%

Bay Area Region		
Answer Choices	Count	Percentage
EXTREMELY LIKELY	4	16.7%
VERY LIKELY	7	29.2%
LIKELY	8	33.3%
SOMEWHAT LIKELY	4	16.7%
NOT AT ALL LIKELY	1	4.2%
TOTAL	24	100.0%

Central CA		
Answer Choices	Count	Percentage
EXTREMELY LIKELY	4	16.7%
VERY LIKELY	2	8.3%
LIKELY	5	20.8%
SOMEWHAT LIKELY	9	37.5%
NOT AT ALL LIKELY	4	16.7%
TOTAL	24	100.0%

Southern CA		
Answer Choices	Count	Percentage
EXTREMELY LIKELY	3	13.0%
VERY LIKELY	1	4.3%
LIKELY	2	8.7%
SOMEWHAT LIKELY	9	39.1%
NOT AT ALL LIKELY	8	34.8%
TOTAL	23	100.0%

2018 Winter Business Showcase Report

Q4. How likely is it that you would recommend this event to a friend or colleague?

Answer Choices	Count	Percentage
EXTREMELY LIKELY (10)	20	51.3%
9	6	15.4%
8	4	10.3%
7	5	12.8%
6	1	2.6%
5	2	5.1%
4	0	0.0%
3	0	0.0%
2	1	2.6%
1	0	0.0%
NOT AT ALL LIKELY (0)	0	0.0%
TOTAL	39	100.0%

Q5. Do you have any comments or suggestions to improve future events?

Q5. Responses
A great program!!
I think we should have divided the time between the tables and the Matchmaker tables more evenly and given the Matchmaker tables more time with the contractors. Outside of that, I think it is an awesome event and so very important. I hope we can resolve some of the subcontractors' issues and come back next year even greater. Thank you.
The matchmaking setting needs improvement. Use longer tables because the small tables were very close to each other. It was difficult to listen to the other party due to the noise.
Better matchmaking between vendor and state agency might make the matchmaking more successful, i.e., medical goods/services do not fit with our department. Only four of the assigned firms showed up for our matchmaking session.
Need vendors involved in the restaurant and vending industry. Have water/coffee options in the morning or at least for exhibitors who needed to be here from 8 a.m. Travel costs are difficult to approve. Provide outlet surge protectors.
The vendors appeared to have the impression that meeting face to face and establishing a relationship with an agency would place them in an advantageous position of gaining contracts. Perhaps vendors should be advised that contracts are based on low bid and have nothing to do with advantage-based strategies like meeting agencies or developing relationships. Instead, vendors might be better served by providing them with information relevant to putting together a truly competitive bid, which is to say, a smaller profit margin over cost but a long-term strategy of winning more frequent bids, rather than what many may perceive as getting a windfall from one contract or procurement.
Have the sign-in desk to the right of the turnstiles as people are coming through them, instead of on the left. I walked right past & didn't see them because I have been in the building enough that I just walked on into the main area.
Shorten it a bit, make parking free and do not have the fair at the same time as the speaker presentations.

Continue on next page

2018 Winter Business Showcase Report

Q5. Responses (Continued)

I was hoping to meet with the suppliers I was scheduled to meet with, but I made some good contacts with some of the unscheduled suppliers I met with. Overall, I had a great time and think this is definitely a worthwhile event. Thank you.

I enjoyed interacting with the vendors. As an exhibitor I do have some organization suggestions. 1. provide water - especially since the café was closed. Knowing there was a café, I had planned to purchase coffee but turned out it was closed. I ended up walking to the CalSTRS building to their café to purchase water and coffee. 2. add at least one more food truck - especially since the café was closed. Because the café was closed, employees of the DGS building also utilized the food truck. We stood in line for over 30 minutes just to place our order. There were up to 30 people in line. The food selection was great and tasty.

Many vendors said they had a difficult time searching in Cal eProcure. One vendor complained that he saw the same vendor getting the same contracts over & over. Another vendor told me that a dept. told her they use the same vendors/contractors and change them every five years. As a new participant in the Matchmaker session, I wasn't told where to go. I had to check in a second time in the back of the cafeteria area, around the corner.

