



Southwest Michigan PTAC 2020 Class Schedule

Government Contracting: Orientation

Is your company considering government contracting? Learn how to sell your products and services to the federal, state, and local government. This free seminar will give you the direction you need.

Online pre-registration is required.

| Location | Date | Time |
|---|--------------|-------------------|
| Kalamazoo (Register): Catalyst Center | February 21 | 2:00 – 4:00 p.m. |
| Three Rivers (Register) | March 24 | 9:00 - 11:00 a.m. |
| Marshall (Register) | April 9 | 9:00 – 11:00 a.m. |
| Coldwater (Register) | May 12 | 1:00 – 3:00 p.m. |
| Kalamazoo (Register): W.E. Upjohn Institute | June 9 | 2:00 – 4:00 p.m. |
| Benton Harbor | TBD | TBD |
| Dowagiac (Register) | July 21 | 2:00 – 4:00 p.m. |
| South Haven (Register) | September 3 | 2:00 – 4:00 p.m. |
| Kalamazoo (Register): W.E. Upjohn Institute | September 16 | 2:00 – 4:00 p.m. |
| Battle Creek Chamber (Register) | October 7 | 2:00 – 4:00 p.m. |

Marketing & Research: Mining for Opportunities

Learn how to market your business to government agencies and prime contractors. Research the agencies and prime contractors that buy what you sell. Research your competitors' sales and customers.

Pre-requisites: Orientation Class and a current client of PTAC. Online pre-registration is required.

*Guest: DLA Disposition Services

| Location | Date | Time |
|---|--------------|-------------------|
| Kalamazoo (Register): Catalyst Center | March 18 | 2:00 – 4:00 p.m. |
| Marshall (Register) | April 22 | 9:00 – 11:00 a.m. |
| Three Rivers (Register) | April 28 | 9:00 - 11:00 a.m. |
| Coldwater (Register) | June 2 | 1:00 – 3:00 p.m. |
| Kalamazoo (Register): W.E. Upjohn Institute | June 18 | 2:00 – 4:00 p.m. |
| Benton Harbor | TBD | TBD |
| Dowagiac (Register) | August 12 | 2:00 – 4:00 p.m. |
| South Haven (Register) | September 17 | 2:00 – 4:00 p.m. |
| Kalamazoo (Register): W.E. Upjohn Institute | September 30 | 2:00 – 4:00 p.m. |
| Battle Creek Chamber (Register) | October 21 | 2:00 – 4:00 p.m. |

Website: <http://bit.ly/swmptac>



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One-Time Govology Training (All Classes are 2 Hours)

Govology is a collaborative community raising the competency level of small business to excel in government contracting. These are pre-recorded sessions that we will watch together. Topics are subject to change.

| Topic | Location | Date/Time |
|---|---|------------------|
| Getting Started in the Government Marketplace | Kalamazoo (Register): Catalyst Center | 4/1 @ 2:00 p.m. |
| Understand, Obtain, & Leverage Small Business Certifications | Marshall (Register) | 5/20 @ 9:00 a.m. |
| To Bid or Not to Bid | Three Rivers (Register) | 5/28 @ 9 a.m. |
| Is GSA Right for You? | Coldwater (Register) | 6/16 @ 1:00 p.m. |
| Fundamentals of the FAR | Kalamazoo (Register)): W.E. Upjohn Institute | 7/8 @ 2:00 p.m. |
| Understanding & Obtaining HUBZone Certification | Benton Harbor | TBD |
| Mighty Micro-Purchase | Dowagiac (Register) | 8/27 @ 2:00 p.m. |
| How the SBIR & STTR Programs Can Benefit Small Innovative Companies | South Haven (Register) | 10/1 @ 2:00 p.m. |
| How to Engage & Position During Government Prospect Meetings | Kalamazoo (Register)): W.E. Upjohn Institute | 10/15, 2:00 p.m. |
| Marketing to Government & Prime Contractors | Battle Creek Chamber (Register) | 11/5 @ 2:00 p.m. |

Meet the Buyer

| Topic | Location | Date/Time |
|--|----------------------------------|---------------------------|
| Prep for Meet the Buyer | Battle Creek | TBD |
| Meet the Buyer Event | Battle Creek | TBD |
| Prep for Meet the Buyer (Register) | Kalamazoo: W.E. Upjohn Institute | June 3, 2:00 – 4:00 p.m. |
| Meet the Buyer Event (Register) | Kalamazoo: Fetzer Center | June 25, 1:00 – 4:30 p.m. |

Class Locations

- Battle Creek:** Battle Creek Chamber, One Riverwalk Centre, Suite 3A, 34 W. Jackson St., Battle Creek, MI 49017
- Benton Harbor:** Cornerstone Alliance, 80 West Main Street, Benton Harbor, MI 49022
- Coldwater:** KCC Grahl Center, 125 Seeley St., Coldwater, MI 49036
- Dowagiac:** Snow Building Community Room, 302 South Front Street, Dowagiac, MI 49047
- Kalamazoo (3 Locals):** [W.E. Upjohn Institute](#), 300 S. Westnedge Avenue, Kalamazoo, MI 49007
*(Classes are **not** held at the PTAC office at 222 S. Westnedge Avenue)*
[Catalyst Center at Southwest Michigan First](#), 261 E. Kalamazoo Ave., Suite 100, Kalamazoo, MI 49007
[Fetzer Center](#), 2251 Business Court, Kalamazoo, MI 49008
- Marshall:** MAEDA Classroom, 323 West Michigan Avenue, Marshall, MI 49068
- South Haven:** Lake Michigan College, 125 Veterans Drive, South Haven, MI 49090
- Three Rivers:** Three Rivers Area Chamber of Commerce, 57 N. Main Street, Three Rivers, MI 49093

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