

NEWS

- INFO
 - **BIDS**



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Answering Good Faith Effort Phone Calls

by small businesses owned by minorities, women,

By Leslie Ann McMillan

What do you do when someone calls on behalf of a prime contractor bidding or already working on a big public project? I've personally made many thousands of those outreach calls during the past several years, and I'd like to share a few thoughts and examples with you.

If your small business is certified diversity-

owned, you've probably received emails, faxes, ads, letters, or phone calls about specific agency projects that require the participation of eligible small business contractors, suppliers, or service providers. This might happen rarely or much more frequently than you ever imagined possible when you first certified your MWBE or SDVOB or DBE or SBE or other disadvantaged business. You might receive an emailed or faxed bid

invitation from a prime contractor, then one or more follow-up phone calls to see if you've gotten the information and are interested in bidding. This is all part of the careful good faith effort process to assure greater government contract participation

or disadvantaged entrepreneurs. Let me first give you a cringeworthy, real-life,

unforgettable example of what not to do when you receive a follow-up outreach call. If only they had realized then what I'm sharing now. Our company, Small Business Exchange, has

been providing outreach services since 1984 on behalf of small and large clients from coast to coast. In the spring of 2018, we were contacting eligible small businesses to invite them to a meeting and networking event hosted by the prime contractors that had recently won the contract to construct the huge new venue for a major professional sports team. During the actual several days that we were phoning, the team was in the playoffs and about to win its third national championship in four years. How exciting! Many small business people were happy about the opportunity and made the extra effort to attend the event, meet the contractors, and perhaps prepare to bid. But one lost opportunity is so, so memorable as an example *not* to imitate. As always, we were phoning small businesses

that had been selected from specialized databases



because their certified business descriptions matched the specific kinds of goals and trades that were needed for that part of the huge project. They had already received meeting invitations, and we were calling to see if they were planning to attend. Our

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diversity database—SBE sets the professional standard for diversity outreach across the nation. For more than four decades, we have served small businesses, prime contractors, and agencies—with proven results. **Advertisements** Placed in various Small Business Exchange

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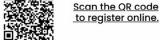
SBTRC

THURSDAY

August 21, 2025

1:00PM EST

New York District Office



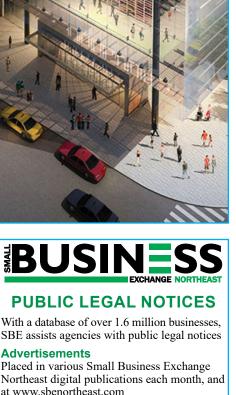




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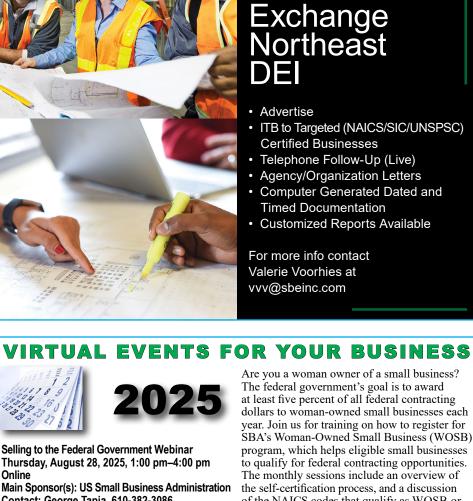
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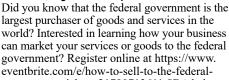






Business Exchange Northeast Advertise ITB to Targeted (NAICS/SIC/UNSPSC) Certified Businesses Telephone Follow-Up (Live) Agency/Organization Letters Computer Generated Dated and **Timed Documentation** Customized Reports Available For more info contact Valerie Voorhies at

the self-certification process, and a discussion Contact: George Tapia, 610-382-3086, of the NAICS codes that qualify as WOSB or george.tapia@sba.gov Fee: Free; registration required EDWOSB. Register at https://www.eventbrite. com/e/woman-owned-small-business-wosb-



Your Firm, Federal Supply Schedules, Getting Paid, Tips to Prepare Your Offer, How to Seek Additional Assistance. All training sessions are held via Microsoft Teams Meeting.

Federal Contracting: Woman-Owned Small **Business (WOSB) Certification Program Webinar**

Tuesday, September 16, 2025, 2:00 pm-4:00 pm Main Sponsor(s): US Small Business Administration

Contact: Patrice Dozier, patrice.dozier@sba.gov Fee: Free; registration required SBA is creating a space for Woman-Owned Small Businesses, via WOSB certification!

government-tickets-21790713611 SBA helps to ensure small businesses get fair opportunities to share federal government prime contracts. Topics will include: How to Register, Small Business Certifications, Finding Opportunities, Marketing

Wednesday, September 17, 2025, 10:30 am-12:00 pm Online Main Sponsor(s): US Small Business Administration Contact: SBA Illinois District Office, 312-353-4528, illinois.do@sba.gov Fee: Free: registration required Join the Small Business Administration (SBA) Illinois District Office for a virtual workshop providing an overview of the 8(a) Business Development program, eligibility requirements, and program benefits. Also learn how to increase your potential for federal contract opportunities registration, including information that you

certification-program-tickets-1123668515779

8(a) Orientation and SAM Registration Webinar

through System for Award Management (SAM) need for the registration process. SBA presenters will offer addional tips, address FAQs, give directions on where to get further assistance, and answer your other questions. For this and

other events, one goal is to better address the needs of attending current and soon-to-be business owners. To register for this free webinar, visit https://www.sba.gov/event/65214



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