

Wind River Business Conference Native American Business Expo

Central Wyoming College - Intertribal Education & Community Center

May 4, 2011

Continental Breakfast & Registration 7:30-8:30 a.m.
Visit Vendor Booths & Government Contractors 7:30 a.m.-3:30 p.m.
Introduction and Welcome 8:30-8:55 a.m.

	General Business Track	Government Contracting Track	Artisan Track
9:00-10:15 AM	Innovation: Practical Tools to Stimulate Innovative Opportunities in Your Business Market Business trainer Lori Ridgway will facilitate this discussion exploring practical strategies to be more innovative with your business products and services. -Lori Ridgway, Central Wyoming College	Roadmap to Government Contracting Success: Part 1 Session is for businesses new to Federal Government contracting and experienced contractors alike. Jeff and Amy will discuss the acquisition process, and how firms can be successful with small dollar sales as well as larger procurements. Also covers the necessary registrations in federal government databases (CCR, DSBS, ORCA) as well as small business certifications that may provide a competitive advantage to firms in the selection process (HUBZone, 8(a), Service-Disabled Veteran Owned, Women-Owned Small Business). -Amy Lea and Jeff Sneddon, Wyoming Entrepreneur PTAC	Art Marketing: Assembling your Portfolio As an artist, a good portfolio will always set you apart from the rest of the crowd - and it's a must-have if you're a self-employed (or even part-time) visual artist. It's a good idea to have both an actual hard-cover artist's portfolio and DVD to display images of your work in. These don't have to be very expensive, but they do make a great first impression. When do you need an artist statement, resume or cover letter? -Chuck Egnaczak, Works of Wyoming
10:30-11:30 AM	The Social Connection: Social Media & Your Business This workshop will provide an overview of key social media tools for business, how to enter the social media fray, and ways to add social media into your overall marketing strategy. -Anya Petersen-Frey, Wyoming Entrepreneur	Roadmap to Government Contracting Success: Part 2 Continued session. Description listed above. -Amy Lea and Jeff Sneddon, Wyoming Entrepreneur PTAC	Art Marketing: Digital Photography/DVD Portfolio When it comes to artist portfolios, photographs of your artwork and publications about your art are usually what make the biggest first impression if the actual "work" is not available. We look at techniques for taking good photos of your work and combining them into an interactive portfolio or DVD. -Chuck Egnaczak, Works of Wyoming
11:45 AM -1:00 PM	Lunch & Learn - Enjoy lunch while listening to a speaker of your choice. Lunch will be provided in the room with corresponding speaker.		
	Panel Discussion: Free Money - Fact or Fiction: Workforce Grants & Trade Show Grants Are there grants to start a business? How about grants for training? Participate in this panel discussion to find out the facts about grants. -Richard Hawley, Senator Enzi's Office; Lynne McAuliffe, Central Wyoming College; Roger Bower, Wyoming Business Council; Kelly Haigler Cornish, SBIR/STTR/WSSI	A Contracting Officers View What do contracting officers really look for in a bid? What are government certifications and how are they useful? -Dutch Van Stockum, DOE, WAPA; Frances Gutierrez, DOE, WAPA	Chessney Sevier: Painter and Printmaker, Cowgirl, Mother (not necessarily in that order) Wyoming artist presents her artwork, discusses creative processes -Chessney Sevier
1:15-2:15 PM	The Basics of Selling on eBay: Part 1 CLASS SIZE LIMITED TO 20 - PRE-REGISTER Hands on workshop allows you to improve your success on eBay by covering the following topics: seller accounts, research, creating and monitoring listings, descriptions, photography, pricing, PayPal and completing transactions. -Lorena Patzer	Proposal Preparation So, you are thinking about submitting a proposal with the goal of acquiring a federal contract. This session will let you know what to look for in a solicitation, key area that are important to good proposal preparation and areas that are not so important -Dutch Van Stockum, DOE, WAPA	Art Marketing: Print and Internet Galleries Foliotwist, ugallery, artspan, native-languages and firstpeople are online art galleries that combine all the tools you'll need for displaying, promoting, and selling art online. If you plan to approach gallery owners yourself, what are the professional tips and strategies you need to know. -Chuck Egnaczak, Works of Wyoming
2:25-3:25 PM	The Basics of Selling on eBay: Part 2 Continued session. Description listed above. -Lorena Patzer	Teaming Agreements Learn about teaming relationships such as prime/subcontractor, joint ventures and mentor protégés used in government contracting and the specific regulations that apply. Discover advantages and pitfalls that you should be aware of when utilizing teaming arrangements under federal procurements. -Brent Owens, Procurement Center Representative, SBA	Art Marketing: Alternative Markets Learn to explore alternative markets for your art and what financial institutions look for if you wish to start an art business. -Chuck Egnaczak, Works of Wyoming
3:30-5:00 PM	Reception - Robert A. Peck Arts Center Gallery, Central Wyoming College		

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Event Code: WRBC2011

Send check (not cash) and registration to:

Central Wyoming College
 Maygen Cassity
 2660 Peck Ave, Riverton WY 82501
 Email: mcassity@cwcc.edu
 Phone: (307) 855-2089

Name _____

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Mailing Address _____

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Registration Fee

- _____ Early Bird Registration by April 24 \$25
 - _____ Registration after April 24 \$40
 - _____ Booth Registration (space limited) \$50
- (Includes one individual registration. Additional booth workers will need an individual registration.)*

I plan on attending this session during the morning:

- _____ General Business Track
- _____ Government Contracting Track
- _____ Artisan Track

I plan on attending the following lunch session:

- _____ Free Money – Fact or Fiction, Workforce and Trade Show Grants
- _____ A Contracting Officers View
- _____ Chessney Sevier: Painter

I plan on attending this session during the afternoon:

- _____ eBay Sessions (note – space is limited to 20)
- _____ Government Contracting Track
- _____ Artisan Track

Includes breakfast, lunch, and reception.

Host Hotel

Hampton Inn
 2500 North Federal Blvd., Riverton WY 82501
 Phone: (307) 856-3500

Request Wind River Business Conference for special rates by **April 20**.

Why you should Attend

- ✓ Throughout the day, businesses can meet one-on-one with federal and state government contracting representatives
- ✓ Make an appointment prior to the conference to do CCR/DSBS registration with Wyoming PTAC
- ✓ Learn about new ways to expand your business as an artist
- ✓ Discover new ways to grow your business through innovation and marketing
- ✓ Explore the wide variety of vendor booths at the event

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11th Annual
 Wind River Business Conference
 Native American Business Expo



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FEATURED TRACKS

• General Business • Government Contracting • Artisan

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