



Governor's Office of
Minority Affairs

**Small
Business
Bulletin**
May 2016

A Message from Deputy Secretary Jordan

Small business owners have to wear many hats, so they are always looking for some insightful understanding that just might make their life easier. Want to start a new business? There's a website for that. Ready to move your business to the next level? There's a book for that. Want to open a new location, create a succession plan, launch a new product or bring on a partner? Well, there are thousands of resources to help. As a former small business owner, I found tapping into these resources to be invaluable at all stages of my business' growth and development. Here are a few of my favorites:



The E-Myth Revisited by Michael Gerber - A practical pragmatic view into what it means to be an entrepreneur told through a light and entertaining story. A must-read for those just starting out or for those looking to go to the next level.

The Lean Start-Up by Eric Ries - Business is all about getting your product or service into the hands of your customers ASAP, then using their experiences to drive business success. This book focuses on creating a successful path to a sustainable business.

Business Model Canvas - Google this term for a plethora of resources on a truly innovative business model. Follow this model and, in about one hour, you can have a truly useful one-page business plan built on the pillars of business success,

Happy reading!

Herb Jordan
Deputy Secretary

Policy Highlights

Governor Larry Hogan signed [House Bill 788](#) into law a few weeks ago, officially repealing the termination date of the state's small business set-aside program, the **Small Business Reserve (SBR)**

Program, and making it a permanent component of Maryland's state procurement program. It also designates full oversight of the SBR Program with the Governor's Office of Minority Affairs (which had previously been shared with the Department of General Services). When the legislation takes effect on July 1st, we will be responsible for establishing program guidelines, maintaining the list of qualified SBR vendors, ensuring agency compliance, providing training and technical assistance to agency personnel and collecting data regarding utilization of SBR vendors. Stay tuned for updates!



Prime and subcontractors doing business with the State of Maryland should check out [House Bill 403](#). It prohibits a State agency from requiring a prime contractor to begin work on a **change order** under until the State procurement officer issues a written change order that specifies whether the work is to proceed in compliance with the contract terms as written or on some other basis such as "time and materials" or mutually "agreed-to-price," to name a few. Similarly, a prime contractor cannot force a subcontractor to begin work on a change order unless the same conditions are met. This law takes effect on July 1st.



For Your Business

Maryland is open for business and we want to see more small businesses doing business with the state. If you're still working on getting your first contract, consider going after small procurements - the **"low-hanging fruit"** of state contracting. We spend over \$220 million annually on credit card purchases and small acquisitions that are not posted on eMaryland Marketplace. Connect with our panel of agency experts and learn the best practices for going after these opportunities. Join the Governor's Office of Minority Affairs and First Lady Yumi Hogan on Tuesday, May 17th, near BWI Airport for this unique event. [Click here for complete details and to register online today.](#)



How good is your **capabilities statement**? It's a critical marketing piece for any firm that wants to do business in the federal, state or local government arena. You only get one page to show off your talents and differentiate yourself from the competition, so your capability statement **MUST** be on point. And while most capability statements show proof of qualification and past performance, a successful one serves as an opportunity to share your business' story in a unique way. Click here for [valuable tips on creating a capabilities statement](#) that will make you stand out from the crowd.



Maryland's official certification unit is the Office of Minority Business Enterprise, housed within the Maryland Department of Transportation. They certify economically- and socially-disadvantaged firms for several different programs, including the Minority Business Enterprise (MBE) Program. They are now accepting certification applications online. In

addition, the annual renewal process can be completed online as well. This should generate a big round of applause, as the small business community has been asking for this for many years. Congratulations to our colleagues for making it happen. Visit [OMBE's web page](#) for details.



Resource Spotlight

Business incubators nurture the development of entrepreneurial companies, helping them survive and grow during the start-up period when they are most vulnerable. These programs provide their client companies with business support services and resources tailored to young firms. The [Maryland Business Incubation Association \(MBIA\)](#) supports nearly 550 companies across the state in both urban and rural areas. These incubators reflect the diversity of industry in the state, from biotechnology to IT and have evolved to respond to the needs of our companies and the demands of the marketplace. Click here to [find a Maryland incubator](#).



The **Maryland Department of Commerce** has a number of small business loan vehicles, one of which is the [Maryland Small Business Development Financing Authority \(MSBDFA\)](#). This unique loan program promotes the viability and expansion of businesses owned by economically and socially disadvantaged entrepreneurs. Funds can be used for things such as supplies and materials, machinery and equipment, payment bonds, and working capital -- just to name a few. If you haven't been able to obtain adequate business financing on reasonable terms through normal financing channels, [check out MSBDFA today](#).



Mark Your Calendar

Most business development takes place outside of the office. Check out the [calendar of events](#) on our website. Here are a few upcoming events.

[Small Procurements: The "Low-Hanging Fruit" of State Contracting - May 17, 2016](#)

[6th Annual Women's Conference - May 19, 2016](#)

[Federal Contracting - Capture & Execution - May 27, 2016](#)

[Record Keeping and Accounting - June 8, 2016](#)



The [Governor's Office of Minority Affairs](#) empowers small, minority- and women-owned businesses. As a

coordinating office, we connect all small businesses to resources that help them compete with confidence in the public and private sectors. Visit our website at www.goma.maryland.gov to learn more.



Larry Hogan
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