

EVENT RECAP

SDSDC & WBEC-West Presents

OPERATION OPPORTUNITY ROADMAP TO CONTRACTING SUCCESS

Wednesday, May 27, 2015 | 8:30 am - 3:00 PM
Sony Electronics, 16535 Via Esprillo, San Diego 92127

Small Business | \$55
SDSDC Members | \$65
Small Business Exhibitor | \$100
Event to include continental breakfast and lunch.

Register Online |
http://sdsdc.org/Operation_Oppportunity.html

Sponsored By:
SONY

Workshop & Training
3 workshops focused on helping small businesses map out strategies for government and corporate contracting. Including Craig Logan, VP of Procurement of Sony Electronics.
Opportunity for 10 minute one-on-one capabilities review from participating corporate and government agencies.

Strategic Business Connections
Hosted by WBEC-West
One-On-One meetings, over 30 corporate, federal and local government agencies who are currently sourcing for your product or service. *Deadline to complete company profile May 13, 2015 at <http://procurementregistration.com/wbec>*

Small Business Opportunity Fair
Begin and strengthen relationships with other Small Business, Organizations, Corporations & Government Agencies

Special Sponsor Recognition

GENERAL ATOMICS | SAN DIEGO INTERNATIONAL AIRPORT | Unified Port of San Diego | SAN DIEGO UNIFIED SCHOOL DISTRICT

Event: *Operation Opportunity – Roadmap to Contracting Success*

Date: May 27, 2015

Time: 8:30 AM – 3:00 PM

Location: Sony Electronics, 16535 Via Esprillo, San Diego

Attendees: 200

Sponsors: Unified Port of San Diego, San Diego Unified School District, San Diego International Airport, General Atomics and Sony Electronics

Marketing Campaign:

- Event listed on 8+ community partner websites, listed on WBEC-West event site
- Estimated 20+ email campaigns distributed to community partners, vendor database reaching over 20,000 small businesses
- Event posted on WBEC-West social media accounts including Facebook with 5,000+ followers and Twitter with 3,000+ followers
- Three press releases distributed to over 15 media outlets

Event Agenda:

7:30 AM - 8:30 AM
8:30 AM - 9:15 AM
9:30 AM - 11:15 AM

Registration Open
Starting Line: Roadmap to Doing Business with Sony
Workshop Breakouts

11:15 AM – 3:00 PM
11:15 AM – 3:00 PM
11:30 AM – 12:30 PM
1:00 PM – 3:00 PM

Pinpoint Your Best Prospect – Next Steps to Government Contracting
Demonstrating Your Value with Corporations and Government Agencies
Guide to Preparing for a CPSR Audit (Prime/Corporate Only Workshop)
Small Business Opportunity Fair
Community Partner Resource Room
Networking Lunch
Strategic Business Connections



Event Photos

SONY

Roadmap to Doing Business with Sony

Mark Pearson, Director of Corporate Procurement



Directions: Pinpoint Your Best Prospect – Next Steps to Government Contracting

Beverly Kuykendall, American Medical Depot President of Government Business



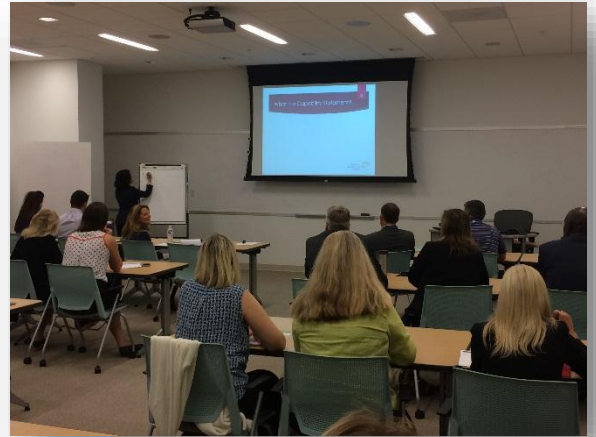
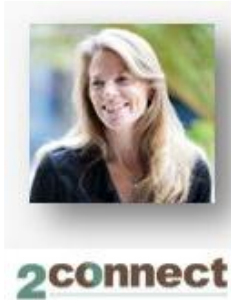
Event Photos

Directions: Demonstrating Your Value with Corporations and Government Agencies

Perfecting Your Pitch - Diane West, President of 2Connect

Developing Your Company's Capability Statement – Kathy David, President of IT Tech Pros

Corporate Perspective – Shawn Ridgwell, Sony Electronics



Guide to Preparing for a CPSR Audit (Prime/Corporate Only Workshop)

Lil Smith, Small Business Liaison Officer of ViaSat



Event Photos



Small Business Opportunity Fair



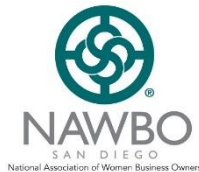
BeyondCurious™



DVBE Supply



Community Partners



Strategic Business Connection Highlights:

- Over 85 suppliers completed their profile on procurementregistration.com/wbec
- 22 tables hosted by corporate and government agencies
- 176 meetings were prescheduled
- WBEC-West created and distributed a Corporate Keyword Resource Guide that was distributed to all Business Matchmaking Participants. This allowed each business to maximize networking with attending corporations/agencies

Strategic Business Connections Participants

ThermoFisher
SCIENTIFIC

HP HENSEL PHELPS
Plan. Build. Manage.

 U.S. Customs and
Border Protection



SONY



NORTHROP GRUMMAN

NAVFAC
Naval Facilities Engineering Command

SDGE ^{connected}
A Sempra Energy utility™

HARPER
CONSTRUCTION COMPANY, INC.

UC San Diego

CUBIC


SAN DIEGO
INTERNATIONAL AIRPORT
LET'S GO.

DGS
Department of General Services
STATE OF CALIFORNIA



**NORTH COUNTY
TRANSIT DISTRICT**

GENERAL ATOMICS
AERONAUTICAL

MCTC



OPERATION OPPORTUNITY
ROADMAP TO CONTRACTING SUCCESS
STRATEGIC BUSINESS CONNECTIONS WEBINAR

May 12, 2015 | 10:00 AM - 11:00 AM | FREE REGISTRATION at <http://wbec-west-events.webex.com>

Learn best practices and expected marketing materials from a corporate perspective.
Webinar will provide detailed instructions to completing your profile and tips to
maximizing your time at Operation Opportunity.



Matchmaker Training

Hosted by Summer Sepulveda, WBEC-West and David Oglesby III of Cubic. The 60 minute webinar had 30 participants. Webinar was recorded and available for viewing [here](#).

Event Feedback

Highlight:

- 89% said YES to participating in future Operation Opportunity Events

Testimonials:

- “I enjoyed the workshop, the presenter was very experienced at her field, and give some excellent points for small businesses. I liked how she was candid and approachable.”
- “It was an excellent experience. I did attend many similar events, but this one has made their marks with an amazing organization, right on the point workshops, the attendees and organizations efficiency and the reaching out to the small businesses. I truly recommend any small business, who would like to network within the community and learn more.”
- “The event was informative and access to companies/agencies was one of the main reasons we attend these events.”
- “An exceptional forum for small businesses to learn the ins and outs of doing business with public agencies and large companies.”
- “Thank you to SDSDC and WBEC for coordinating this event on behalf of the Small Businesses and Entrepreneurs across the South Western Region. Also, "thanks" to SONY for opening the doors of their offices to be used as the venue! To meet the needs of both Buyer and Seller (3) aspects must be met. People, Process, & Planning!”
- “Operation Opportunity is a "Do Not Miss" if you are a small business wanting to succeed in the San Diego area. I wish it was available when I was starting up.” Harold Ray, ACSEAC since 1981.
- “The event at SONY was a terrific gathering that could easily create and/or enhance client-vendor relationships. It was well-run, easy to navigate and just the right amount of time.”
- “A very well coordinated event which exceeded my expectations.”
- “Very Good, Networking was the Best Part, and the speakers were very good.”
- “It has been a few years since I participated in Operation Opportunity so this was a little different and smaller event that I remember. That being said, I really enjoyed the format. It was tough deciding which of the concurrent sessions to attend.”

