

Business MATCHMAKING



A Cooperative Agreement between SBA and HP Small Business Foundation

DP Associates

Arlington, VA

Seeking the proverbial “pot of gold” at the end of the rainbow, DP Associates’ (DPA) Andy Harold didn’t mind traveling across Florida — from his company’s branch office in Jacksonville to Orlando — to attend the Business Matchmaking event.

“I knew my attendance at the Orlando event would increase DPA’s visibility and give us a chance to have appointments with procurement officials that could lead to actual business and give us solid contracts,” said Harold, DPA project manager.

Business Matchmaking, a partnership between the U.S. Small Business Administration and HP, provides opportunities for small businesses to have personal appointments with government and corporate procurement officials regarding potential contracts. The program’s events also include networking and education sessions and provide valuable insight on local financing options, how to apply for the Government Services Administration (GSA) schedule, access to technology resources, international trade and trends in technology and marketing.

DPA Achieves Important Goals

“Getting ideas, building contacts and networking with professionals in various businesses were the most valuable aspects of my participation,” said Harold of the Business Matchmaking event in Orlando, held March 4-5. “It was exciting to meet with literally dozens of small business owners who were willing to share their knowledge and experience.

“Most of the procurement officers we met with could use the products and services offered by DPA,” he added. “The few I met with who weren’t an exact fit for our services directed me to the responsible points of contact within their organizations. That gave me an excellent contact I doubt I would have ever been able to obtain and opened the way for follow-up contacts.”

In addition to meeting with government and corporate procurement officers, Harold said he

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“shared DPA’s product and service information with a large number of small businesses participating in the two-day event. Gathering potential business leads from other small businesses was an unexpected — but very welcome — surprise.”

Harold was proud of the fact he achieved several goals during the event -- including increasing DPA’s visibility by participating in 15 pre-scheduled appointments, especially when the average number of appointments for small business participants is about five. He was also pleased that he was able to obtain information about potential clients and their points of contacts, and to develop “solid leads” for potential business.

Contact Could Lead To Contract

“A very important lead involved a company located in Tampa that specializes in electronics manufacturing and engineering design solutions for the aerospace and defense marketplace,” said Harold.

“Two possible projects might come out of this contact,” Harold added. **“One consists of training the company’s environmental group, and the second involves providing regulatory training to support employees in 30 field offices.”**

Other valuable contacts included a meeting with a producer of electronic systems for the nation’s military aircraft, which expressed strong interest in DPA’s design capabilities; and a military service’s simulation and training unit that requested information about DPA’s training solutions.

Overall, Harold said the most valuable aspects of his participation in the Business Matchmaking event were

“getting ideas, building contacts, networking with professionals in various businesses, and obtaining genuine leads on real opportunities that I’m optimistic will turn into new business for us.”

DP Associates, Inc.

DPA is a Virginia-based technical services organization with a primary focus on leading-edge training systems analysis, design, development and implementation. DPA offers an advanced courseware production capability with an established track record of unmatched cost effectiveness. DPA personnel have made many fundamental contributions to the way the government contracts for advanced interactive multimedia instruction. DPA has established standard practices for designing, developing and implementing web based training, complex

computer based training, electronic classrooms, performance support systems, and interactive technical manual technologies.

Note to Media: Below is contact information to learn more about DP Associates and its experience with Business Matchmaking.



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