Final Report

NASA Far West Regional Technology Transfer Center

NASA's Electronic Procurement System and the Impact on Small Business

Submitted by:
Ken Dozier
Principal Investigator

Date:
June 10, 1998

Contract:
NAG4-137

Contact information:
University of Southern California
3716 South Hope Street, Suite 200
Los Angeles, CA 90007
800 642-2872
http://www.usc.edu/go/TTC
Dryden Procurement Workshop
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Introduction
## Dryden Team

**Dryden Workshops**

**Principal Investigator—Lynn Ramsey**

Research Report prepared by Vanessa Ting

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kathleen</td>
<td>Allen</td>
<td>California Electronic Commerce Resource Center</td>
</tr>
<tr>
<td>Joan</td>
<td>Carvell</td>
<td>California Manufacturing and Technology Center</td>
</tr>
<tr>
<td>Sharon</td>
<td>Cash</td>
<td>Los Angeles Regional Technology Alliance</td>
</tr>
<tr>
<td>Rob</td>
<td>Dabney</td>
<td>NASA Far West Regional Technology Transfer Center</td>
</tr>
<tr>
<td>Ed</td>
<td>Doyle</td>
<td>Orange County Business Council</td>
</tr>
<tr>
<td>Ken</td>
<td>Dozier</td>
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</tr>
<tr>
<td>Lee</td>
<td>Duke</td>
<td>NASA Dryden</td>
</tr>
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<td>Efrain</td>
<td>Gonzalez</td>
<td>USC Business Expansion Network</td>
</tr>
<tr>
<td>Anne Maria</td>
<td>Hardeman</td>
<td>California Electronic Commerce Resource Center</td>
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<tr>
<td>Vladimir</td>
<td>Jefferson</td>
<td>Business Assistance Center</td>
</tr>
<tr>
<td>Yvonne</td>
<td>Kellogg</td>
<td>NASA Dryden</td>
</tr>
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<td>Thomas</td>
<td>Kolis</td>
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</tr>
<tr>
<td>Dina</td>
<td>Lane</td>
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<tr>
<td>Robert</td>
<td>Medina</td>
<td>NASA Dryden</td>
</tr>
<tr>
<td>Charles</td>
<td>Miles</td>
<td>Office of Small Business, Los Angeles County</td>
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<td>Charles</td>
<td>Oaks</td>
<td>Orange County Business Council</td>
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<tr>
<td>Domenic</td>
<td>Pilato</td>
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<td>Pinon</td>
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<tr>
<td>Bill</td>
<td>Powers</td>
<td>Center for Applied Competitive Technology</td>
</tr>
<tr>
<td>Lynn</td>
<td>Ramsey</td>
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</tr>
<tr>
<td>Rohit</td>
<td>Shukla</td>
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<tr>
<td>Krishna</td>
<td>Tabor</td>
<td>City of Compton, Televillage Center</td>
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<tr>
<td>Marie</td>
<td>Talnack</td>
<td>Talnack &amp; Associates</td>
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<tr>
<td>Vanessa</td>
<td>Ting</td>
<td>NASA Far West Regional Technology Transfer Center</td>
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<tr>
<td>Jeff</td>
<td>Veselenak</td>
<td>Air Force Research Laboratory, Propulsion Directorate</td>
</tr>
<tr>
<td>Jim</td>
<td>York</td>
<td>Lancaster Economic Development Corporation</td>
</tr>
</tbody>
</table>
Executive Summary
June 4, 1998

Yvonne Kellogg
NASA Dryden
PO Box 273
Edwards, CA 93523

Dear Yvonne:

Attached is the final report for the Dryden workshops generated by the Far West Regional Technology Transfer Center (FWRTTC) and the Los Angeles Regional Technology Alliance (LARTA). This report was originated to familiarize you with the objectives and results of the workshops. Our priority was to share NASA procurement opportunities with local businesses and organizations in hopes of creating greater awareness of business opportunities with NASA and to stimulate local economies.

This report summarizes the three Dryden workshops in Lancaster, Orange County, and Compton. It incorporates the results of various surveys and feedback from participants, how these findings compare to the objective of these workshops, samples of papers distributed during the workshops, and the contract.

As you will find in Results (Section V), the number of participants further investigating NASA procurement resources, grew from a meager 30% at the first month from the start of the project, to a notable 100% at the fifth month of the project. Additionally, 100% of the participants have circulated the information presented at the workshops to others with an interest in NASA procurement opportunities. From the statistics just mentioned, it is clear that the project was able to achieve its objectives.

The success of these workshops are credited to the participating speakers from various economic and business development organizations and NASA Dryden. The Orange County Business Council, the City of Compton Tele­village Center, and the Lancaster Economic Development Corporation also deserve acknowledgment for hosting the Orange County, Compton, and Lancaster workshops, respectively.

Thank you for allowing us, at FWRTTC and LARTA, the opportunity to work on this project. We hope that you share the same sentiment of accomplishment that we experienced.

Regards,

Lynn Ramsey
Director of Operations
Los Angeles Regional Technology Alliance

Ken Dozier
Executive Director
Far West RTTC
Executive Summary

Three workshops, held in Lancaster, Orange County and Compton, were produced by the Los Angeles Regional Technology Alliance (LARTA) and NASA Far West Technology Transfer Center (FWRTTC). The workshops were held on December 12, 1997, February 5, 1998, and March 30, 1998, respectively. The purpose behind these workshops was to spread information regarding NASA procurement opportunities to small businesses in the region. This was accomplished by inviting economic and business development organizations to the three workshops, presenting NASA procurement resources to them, and asking them to distribute this information to the small businesses in their communities.

With the assistance of LARTA, marketing and publicity in the form of direct mail, telemarketing, and promotion via a web site was implemented to publicize the workshops. These methods were remarkably effective because they enabled the workshops to attain its full capacity. Further publicity was provided by Wendy Reed of Valley Focus Magazine, an Antelope Valley Magazine aimed at business people. Her article entitled, “Doing Business with the Government” recapped the Lancaster workshop that she had attended and made references to several presentations. In the article, she discussed selling to the government via electronic commerce, and specifically mentioned Robert Medina, the NASA Dryden Small Business Specialist, as a contact person for those interested in pursuing procurement opportunities.

The feedback provided by the participants is illustrated by the enclosed graphs and charts. These figures represent the number of participants who have frequented web sites presented at workshops, specifically the NASA procurement resources, and how extensive information dissemination was.

Input from participants was favorable and encouraged more NASA Dryden workshops directly to the small business communities. There was an overwhelming response to the benefit of the NASA procurement opportunities presented at the workshops. Ninety-nine percent of participants who responded to surveys expressed that the NASA procurement information was beneficial. By the fifth month after the start of the workshops, NASA procurement resource inquiries peaked at 100%. Also during this time, 100% of respondents to a survey mentioned that they had passed along information from workshops to other small businesses or organizations that could benefit from it.

These results indicate successful implementation of the Dryden workshops. The objective of spreading NASA procurement opportunities throughout small businesses in the region was achieved through the three workshops. In conclusion, we recommend that further NASA procurement workshops be funded to continue the education and outreach that has been started. We also feel that in addition to targeting economic development service providers, Dryden procurement should also be provided directly to small business communities.
Research Plan
Scope of Work

A wide range of small businesses can be reached at minimal costs by inviting economic and business development organizations to attend workshops on NASA's procurement opportunities. Once these organizations learn about NASA's procurement system, they will be encouraged to present and distribute this information to the small businesses in their local communities.

The Los Angeles Regional Technology Alliance (LARTA) will utilize their database of economic and business development organizations to invite appropriate attendees. LARTA will also provide the necessary logistical support, i.e., invitations, facilities, etc.

There will be three workshops planned for the Lancaster, Orange County, and Compton regions. These three locations have been carefully chosen as integral sites in which NASA procurement information can be effectively dispersed.

The procurement workshops will be used for the following functions:

- Workshop participants will act as a focus group, which can be used to gather statistical data
- Participants will be given information about the NASA procurement system
- Participants will be given before and after questions to determine the effectiveness of the workshops in providing information
- Economic and business development agents will receive presentation materials, which they can use to educate small business in their local communities

The above workshops will be promoted through direct mail and telemarketing to economic and business development organizations.

After all workshops have been performed, an evaluation stage will follow, to determine the effectiveness of the program. A sample from the workshop participants will be contacted three months after attendance to track how well information was retained and if the information was successfully passed on to small businesses. Small businesses that were provided information from economic development organizations will also be contacted to determine whether they were presented with the information in an effective manner. These phone calls will also provide the FWRTTC with the opportunity to collect statistical data on the number of new users of the system as a result of the outreach program. Evaluations will be performed in conjunction with LARTA.
Marketing & Publicity
Marketing and Publicity

The three workshops were promoted through direct mail, telemarketing, and a web site created for the workshops. Data concerning invitees was provided by various economic development organizations assisting the workshops. Their client database includes numerous names of developing local businesses, as well as economic and business development organizations.

The direct mailings consisted of a flyer, which detailed the workshop objectives, location and date. Also included were an agenda and a personal invitation to the workshop. Through telemarketing, personal invitations were extended and questions were answered simultaneously.

The direct mail approach was effective, although some recipients ignored the mailings. Approximately eighty percent of those who did RSVP, made their reservations subsequent to the initial mailings. The telemarketing strategy was an effective “follow up” method in support of the mailings, upon which additional reservations were made.

The web site for the procurement workshops (http://www.usc.edu/dept/NASA/procurement) allowed guests to view the workshop agenda, view links to NASA Procurement sites and areas of interest, register for the workshop, and view the presentations. The web site was updated periodically to publicize each workshop.
Results
Results

Lancaster

The first of the three workshops took place on December 12, 1997 in Lancaster from 10:00 AM to 2:00 PM. The Essex House hosted the event. Robert Medina, from NASA Dryden, was the keynote speaker. The guest speakers provided the invitee list of small business owners and economic development consultants. Of the 32 that were invited, 17 responded to our marketing efforts and made reservations. At the day of the event, there were 18 participants and 7 speakers for an attendance totaling 25 people. Our maximum attendance was set at 30; therefore attendance was sufficient.

The beginning of the workshop was delayed because of technical difficulties with the set up of the computer to its Internet access. The workshop was delayed until 11:30 AM and did not conclude until 3:30 PM.

The participant’s response to the effectiveness of the workshop was favorable. The majority of the participants who provided feedback found the contents of the workshop useful and applicable to their business. However, many were disappointed with the technical difficulties and time delay.

Lunch was served.

Orange County

The second workshop took place on February 5, 1998 in Orange County from 7:30 AM to 12:30 PM. The Orange County Business Council hosted the event. Robert Medina, from NASA Dryden, was the keynote speaker. One hundred and sixty-five small business owners, nominated by the Orange County Business Council, were invited. Twenty-three reservations were made upon which 27 attended the event, allowing us to keep within the maximum capacity of 35.

Response to the workshop was mixed. Although some topics were unrelated to the participants’ business, the majority of them found the workshop to be advantageous. Many of the comments and suggestions that were conveyed to us, assisted in planning the next workshop.

Breakfast was served.

Compton

The last workshop took place on March 30, 1998 from 8:00 AM to 1:00 PM. The event was hosted by the City of Compton, Martin Luther King Jr. Transit Center. Yvonne Kellogg, from NASA Dryden, was the keynote speaker. Over 900 invitations were sent to small business owners, economic and business development organizations. MBOC and RBAN databases provided the list of invitees. In response to the mailing, 57 reservations were made and total attendance at the workshop was 50.
The participants found this workshop beneficial to their businesses. The majority found the presentations on doing business with NASA, electronic commerce, and funding opportunities very useful. There was an overwhelming response of interest in future workshops similar to "Enhance Your Business in the New Millennium".

Breakfast was served.
Feedback
Feedback

As for the Lancaster workshop, 11 participants evaluated the benefits and usefulness of the workshop. In Orange County, of the participants who responded that it was beneficial, 70% found the NASA procurement presentation “very useful”, and 30% found it to be “useful”. At the Compton workshop, 68% found the NASA procurement presentations “very useful”, and 32% found it “useful”.

<table>
<thead>
<tr>
<th>Table 1: Was the Workshop Beneficial?</th>
<th>Percentage of those who agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lancaster</td>
<td>Orange County</td>
</tr>
<tr>
<td>Overall Workshop</td>
<td>91%</td>
</tr>
<tr>
<td>NASA Procurement Not Available</td>
<td>100%</td>
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</table>

For the Lancaster workshop, not enough information was available to assess the usefulness of the NASA procurement presentations. The survey for the Lancaster workshop participants was a preliminary survey that did not specifically ask questions regarding the benefit of NASA procurement opportunities. However, the survey was adjusted to reflect this inquiry for the Orange County and Compton workshops.

The following graphs represent data compiled at the fifth month from the start of the project:
Percentage that have shared information from Dryden Workshops with others

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>100%</td>
<td>100%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Yes No

**Growth of Information Dissemination**

- *Month 3 figures show a decline due to a smaller number of respondents to the survey, compared to Month 1 and 5.

**Percentage of Participants Surveyed**

<table>
<thead>
<tr>
<th></th>
<th>Lancaster</th>
<th>Orange County</th>
<th>Compton</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Responses</td>
<td>11</td>
<td>11</td>
<td>21</td>
</tr>
<tr>
<td>Percentage of Participants</td>
<td>44%</td>
<td>41%</td>
<td>42%</td>
</tr>
</tbody>
</table>
February 9, 1998

Los Angeles Regional Technology Alliance
746 West Adams Boulevard
Los Angeles, CA 90089-7727

ATTENTION: Lynn T. Ramsey
Director of Operations

SUBJECT: Subcontract Purchase Order No. 025442

Dear Ms. Ramsey:

We are pleased to forward two copies of the subject document which have been signed on behalf of the University by Lloyd Armstrong, Jr., Provost and Senior Vice President for Academic Affairs.

Please have both copies signed by an authorized official and return the acknowledgment copy for our files.

Should you have any questions, please feel free to contact me at the address below or call (213) 740-6061.

Sincerely,

Barbara A. Lewis
Sr. Contract and Grant Administrator

Enclosures

cc: Principal Investigator
    File #1220
SUBCONTRACT
between
UNIVERSITY OF SOUTHERN CALIFORNIA
and
SUBCONTRACTOR

This is a fixed-price Subcontract between the University of Southern California (hereinafter, University) and the Los Angeles Regional Technology Alliance (hereinafter, Subcontractor) for the purchase of services as defined in Article IA, Statement of Work, and in accordance with the terms and conditions set forth herein. This Subcontract is awarded under the authority of Grant Number NAG4-137 issued by the NASA-Dryden Flight Research Center.

KEY PERSONNEL

The key personnel representing the University and the Subcontractor shall be as follows:

University:
Kenneth E. Dozier, Jr.
Principal Investigator

Subcontractor:
Lynn Ramsey
Key Investigator

In the event the change in Key Investigator is necessary, the University shall be notified within thirty (30) days after the Subcontractor reasonably knows the change is necessary.

SUBCONTRACT SCHEDULE

ARTICLE I

PERFORMANCE AND DELIVERY

A. STATEMENT OF WORK (SOW) - The detailed SOW is contained in Exhibit A, which is incorporated herein and made a part of this Subcontract.

B. PERIOD OF PERFORMANCE - The period of performance of this Subcontract shall be 07/01/97 through 03/31/98 unless extended by mutual agreement or terminated in accordance with the terms of this Subcontract.

C. DELIVERY - All materials and services called for under this Subcontract shall be completed and delivered to the University on or before 03/31/98 unless extended by prior written authorization.
ARTICLE II

FIXED PRICE AND PAYMENT

A. MAXIMUM PRICE - For the performance of work hereunder, the University shall pay the Subcontractor for deliverables at the specified rates with a ceiling price for all deliverables not to exceed $20,000.00. Such payments shall be made upon acceptance of deliverables in accordance with Articles I.A. Statement of Work.

B. PAYMENT - The University shall pay the Subcontractor, upon the submission of proper invoices, the prices stipulated in this Subcontract for services rendered and accepted. Unless otherwise specified in this Subcontract, payment shall be made on partial deliveries accepted by the University if the amount due on the deliverables warrants it. The University shall not pay any invoice where total payments would result in a cumulative payment in excess of the limitations imposed by Article II.A. and II.C. or where rates used to determine prices vary from those in Article I.A.

Invoices shall be submitted as follows:

1. Referencing the Subcontract number and the numerical sequence of the invoices;
2. Providing details of expenditures in accordance with the negotiated prices; and
3. Addressed to: University of Southern California
   NASA Far West Regional Technology Transfer Center
   3716 South Hope Street, Suite 200
   Los Angeles, CA 90007
   ATTN. Ms. Brenda Reid, Marketing Manager

C. LIMITATION OF FUNDS - The total allotted to this Subcontract, $20,000.00, is sufficient to cover the following deliverables:


<table>
<thead>
<tr>
<th>Workshop</th>
<th>Date</th>
<th>Amount</th>
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<tr>
<td>Antelope/Lancaster Region</td>
<td>October/November 1997</td>
<td>$12,000.00</td>
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<tr>
<td>Los Angeles Region</td>
<td>November 1997</td>
<td>6,000.00</td>
</tr>
<tr>
<td>Orange County Region</td>
<td>December 1997</td>
<td>2,000.00</td>
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ARTICLE III

INSPECTION, ACCEPTANCE, AND FOB POINT

All work performed under this Subcontract is subject to inspection and acceptance by the University or its authorized representative. Inspection shall be conducted in a manner as to not unduly delay the progress of the work and University shall give Subcontractor notice prior to conducting any such inspections. Inspection, acceptance, and FOB point for all reports and documents called for under this Subcontract shall be at the following address:
University of Southern California  
NASA Far West Regional Technology Transfer Center  
3716 South Hope Street, Suite 200  
Los Angeles, CA 90007

ATTN: Kenneth E. Dozier, Jr.

ARTICLE IV
TERMINATION

Either party may terminate this Subcontract by giving the other party at least thirty (30) days written notice except that the termination of the Prime Contract concurrently terminates this Subcontract. If either party terminates this Subcontract, the University shall pay the Subcontractor for the deliverables completed at the appropriate rates to the date of termination.

ARTICLE V
NOTICES

Any notices given under this Subcontract shall be in writing and delivered to the following addresses by return receipt mail, postage prepaid, by overnight courier service, or by facsimile transmission. Such notices shall be effective upon the third business day following mailing, if by mail; upon receipt, if by courier; and upon confirmed transmission, if by facsimile.

For Subcontractor:

Los Angeles Regional Technology Alliance  
746 West Adams Boulevard  
Los Angeles, CA 90089-7727

For University:

University of Southern California  
Department of Contracts and Grants  
University Park, MC 1147  
Los Angeles, CA 90089-1147

Copy to: Kenneth E. Dozier, Jr.
ARTICLE VI

CONTENTS AND ORDER OF PRECEDENCE

Annexed to this Subcontract are the Purchase Order and Exhibit A, Statement of Work.

Insofar as these instruments apply to this Subcontract together with the instruments previously enumerated and those listed below, they constitute the entire agreement and understanding between the University and the Subcontractor. Moreover, the contents of each instrument below are incorporated within this Subcontract as fully as though set forth herein in their entirety. In the event of a conflict between the provisions of each instrument, the following order of precedence shall govern the rights and obligations of the parties:

1. Subcontract Schedule
2. Statement of Work

ARTICLE VII

ENTIRE AGREEMENT, WAIVER, AND AMENDMENTS

This Subcontract contains the full and complete agreement between the two parties. All modifications must be in writing and signed by the University's Contracting Officer and countersigned by the Subcontractor's Contracting Officer. No verbal agreements or conversation with any officer or employee of either party shall affect or modify any of the terms and conditions of this Subcontract.

GENERAL PROVISIONS

The following clauses are applicable to this Subcontract and are subject to the following definitions:

- Contractor means Subcontractor except in the term prime contractor.
- Subcontractor means Subcontractor's second tier Subcontractor(s).
- Contract means this Subcontract except in the term prime contract.

Furthermore, the following clauses are to be modified and interpreted so as to indicate the appropriate meanings to and relationships between the Government, Contractor, Contracting Officer, and Subcontractor. Unless otherwise indicated, the clauses are incorporated in the Subcontract document by reference with the same force and effect as if they were given in full text:
# A. FEDERAL ACQUISITION REGULATION (FAR) (48 CFR CHAPTER 1) CLAUSES

<table>
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<tr>
<th>Clause No</th>
<th>Title and Date</th>
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<tr>
<td>52.203-3</td>
<td>Gratuities (April 1984)</td>
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<td>52.203-5</td>
<td>Covenant Against Contingent Fees (April 1984)</td>
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<tr>
<td>52.203-6</td>
<td>Restrictions on Subcontractor Sales to the Government (October 1995)</td>
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<td>52.203-7</td>
<td>Anti-Kickback Procedures (July 1995)</td>
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<td>52.203-10</td>
<td>Price or Fee Adjustment for Illegal or Improper Activity (September 1990)</td>
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<td>52.203-12</td>
<td>Limitation on Payments to Influence Certain Federal Transactions (Over $100,000) (January 1990)</td>
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<td>52.209-6</td>
<td>Protecting the Government’s Interests when Subcontracting with Contractors Debarred, Suspended, or Proposed for Debarment (July 1995)</td>
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<td>Audit and Records - Negotiation (October 1995)</td>
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<td>Price Reduction for Defective Cost or Pricing Data (Over $100,000) (October 1995)</td>
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<td>Subcontractor Cost or Pricing Data (Over $100,000) (October 1995)</td>
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<td>52.215-26</td>
<td>Integrity of Unit Prices (October 1995)</td>
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<td>Termination of Defined Benefit Pension Plan (Over $100,000) (March 1996)</td>
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<td>52.215-33</td>
<td>Order of Precedence (January 1986)</td>
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<td>Reversion or Adjustment of Plans for Post Retirement Benefits other than Pensions (PRB) (Over $100,000) (March 1996)</td>
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<td>52.219-8</td>
<td>Utilization of Small, Small Disadvantaged and Women-Owned Small Business Concerns (October 1995)</td>
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<td>52.219-9</td>
<td>Small, Small Disadvantaged and Women-Owned small business Subcontracting Plan (August 1996)</td>
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<td>Liquidated Damages - Subcontracting Plan (October 1995)</td>
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<td>52.222-3</td>
<td>Convict Labor (April 1984)</td>
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<td>52.222-26</td>
<td>Equal Opportunity (April 1984)</td>
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<td>Affirmative Action for Special Disabled and Vietnam Era Veterans (April 1984)</td>
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<td>52.222-36</td>
<td>Affirmative Action for Handicapped Workers (April 1984)</td>
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<td>52.222-37</td>
<td>Employment Reports on Special Disabled Veterans and Veterans of the Vietnam Era (January 1988)</td>
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<td>52.223-2</td>
<td>Clean Air and Water (Over $100,000) (April 1984)</td>
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<td>Drug Free Workplace (July 1990)</td>
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<td>52.225-11</td>
<td>Restrictions on Certain Foreign Purchases (May 1992)</td>
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<td>52.227-1</td>
<td>Authorization and Consent (April 1984) - Alternate I (July 1995)</td>
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<td>52.227-2</td>
<td>Notice and Assistance Regarding Patent and Copyright Infringement (April 1984)</td>
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</tbody>
</table>
Patent Rights - Retention by the Contractor (Short Form) (June 1989)

Note: In accordance with FAR 27.303 (a) (2), paragraph (f) is modified to include the requirements in FAR 27.303 (a) (2) (I) thru (iv). The frequency of reporting in (I) is annual.

Federal, State, and Local Taxes (January 1991)

Taxes - Contracts Performed in U.S. Possessions or Puerto Rico (April 1984)

Payments Under Fixed-Price Research and Development Contracts (April 1984)

Limitation on Withholding of Payments (April 1984)

Interest (June 1996)

Assignment of Claims (January 1986)

Prompt Payment (March 1994)

Electronic Funds Transfer Payment Methods (April 1989)

Disputes (Oct 1995)

Protest After Award (Oct 1995)

Bankruptcy (July 1995)


Subcontracts (Fixed-Price Contracts) (Feb 1995)

Competition in Subcontracting (Jan 1996)

Responsibility for Supplies (April 1984)

Limitation of Liability (April 1984)

Termination for Convenience of the Government (Fixed-Price) (April 1984)

Default (Fixed-Price Research and Development) (April 1984)

Computer Generated Forms (January 1991)
IN WITNESS WHEREOF, the parties have executed this Subcontract in two or more counterparts, each as an original and all together as one instrument as indicated below.

UNIVERSITY OF SOUTHERN CALIFORNIA

By:  
Name: LLOYD ARMSTRONG, JR. 
Title: PROVOST AND SENIOR VICE PRESIDENT FOR ACADEMIC AFFAIRS 
Date: 3-9-98

SUBCONTRACTOR

By: 
Name: PRESIDENT'S CEO 
Title: 
Date: 2/15/98

LLOYD ARMSTRONG, JR.

PROVOST AND SENIOR VICE PRESIDENT FOR ACADEMIC AFFAIRS
EXHIBIT A

Statement of Work
Procurement Workshops:

A wide range of small businesses can be reached at minimal costs by inviting economic and business development organizations to attend workshops on NASA's procurement opportunities. Once these organizations have learned of NASA's procurement system, they will be asked to present and distribute this information to the small businesses in their local communities.

The Los Angeles Regional Technical Alliance will utilize their database of economic and business development organizations to invite appropriate attendees. LARTA will also provide the necessary logistical support, i.e., invitations, facilities, etc.

The procurement workshops will be used for the following functions:

- Workshops participants will act as a focus group which can be used to gather statistical data.
- Participants will be given information about the NASA procurement system.
- Participants will be given before and after questions to determine the effectiveness of the workshops in providing information.
- Economic and Business development agents will receive presentation materials which they can use to educate small businesses in their local communities.

The above workshops will be promoted through direct mail and telemarketing to economic and business development organizations.

Evaluation Stage:

After all workshops have been performed, an evaluation stage will follow to determine the effectiveness of the program. A sample from the workshop participants will be contacted three months after attendance to track how well information was retained and if the information was successfully passed on to small businesses. Small businesses who were provided information from economic development organizations will also be contacted to determine whether they were presented with the information in an effective manner. These phone calls will also provide the FWRTTC with the opportunity to collect statistical data on the number of new users of the system as a result of the outreach program. Evaluations will be performed in conjunction with LARTA.
To: Far West Regional Technology Transfer Center  
Attn: Ms. Brenda Reid, Marketing Manager  
3716 S. Hope Street #200  
Los Angeles, CA 90007

<table>
<thead>
<tr>
<th>ITEM DESCRIPTION</th>
<th>AMOUNT</th>
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<tr>
<td>Labor</td>
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<tr>
<td>Direct</td>
<td>$12,500.00</td>
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<tr>
<td>Benefits</td>
<td>$2,400.00</td>
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<tr>
<td>Other Direct Costs</td>
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<td>Miscellaneous Exp.</td>
<td>$398.00</td>
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<tr>
<td>Equipment</td>
<td>$362.00</td>
</tr>
</tbody>
</table>

Total Direct Costs: $5,100.00

Indirect Costs

TOTAL COST: $20,000.00

APPROVED:

Lynn T. Ramsey  
Director of Operations
This is a fixed-price Subcontract between the University of Southern California (hereinafter, University) and the Los Angeles Regional Technology Alliance (hereinafter, Subcontractor) for the purchase of services as defined in Article IA, Statement of Work, and in accordance with the terms and conditions set forth herein. This Subcontract is awarded under the authority of Grant Number NAG4-137 issued by the NASA-Dryden Flight Research Center.

KEY PERSONNEL

The key personnel representing the University and the Subcontractor shall be as follows:

University:
Kenneth E. Dozier, Jr.
Principal Investigator

Subcontractor:
Lynn Ramsey
Key Investigator

In the event the change in Key Investigator is necessary, the University shall be notified within thirty (30) days after the Subcontractor reasonably knows the change is necessary.

SUBCONTRACT SCHEDULE

ARTICLE I

PERFORMANCE AND DELIVERY

A. **STATEMENT OF WORK (SOW)** - The detailed SOW is contained in Exhibit A, which is incorporated herein and made a part of this Subcontract.

B. **PERIOD OF PERFORMANCE** - The period of performance of this Subcontract shall be 07/01/97 through 03/31/98 unless extended by mutual agreement or terminated in accordance with the terms of this Subcontract.

C. **DELIVERY** - All materials and services called for under this Subcontract shall be completed and delivered to the University on or before 03/31/98 unless extended by prior written authorization.
ARTICLE II
FIXED PRICE AND PAYMENT

A. **MAXIMUM PRICE** - For the performance of work hereunder, the University shall pay the Subcontractor for deliverables at the specified rates with a ceiling price for all deliverables not to exceed $20,000.00. Such payments shall be made upon acceptance of deliverables in accordance with Articles I.A. Statement of Work.

B. **PAYMENT** - The University shall pay the Subcontractor, upon the submission of proper invoices, the prices stipulated in this Subcontract for services rendered and accepted. Unless otherwise specified in this Subcontract, payment shall be made on partial deliveries accepted by the University if the amount due on the deliverables warrants it. The University shall not pay any invoice where total payments would result in a cumulative payment in excess of the limitations imposed by Article II.A. and II.C. or where rates used to determine prices vary from those in Article I.A.

Invoices shall be submitted as follows:

1. Referencing the Subcontract number and the numerical sequence of the invoices;
2. Providing details of expenditures in accordance with the negotiated prices; and
3. Addressed to: University of Southern California
   NASA Far West Regional Technology Transfer Center
   3716 South Hope Street, Suite 200
   Los Angeles, CA 90007
   ATTN Ms. Brenda Reid, Marketing Manager

C. **LIMITATION OF FUNDS** - The total allotted to this Subcontract, $20,000.00, is sufficient to cover the following deliverables.


<table>
<thead>
<tr>
<th>Workshop</th>
<th>Location</th>
<th>Dates</th>
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<td>2.0</td>
<td>Los Angeles Region</td>
<td>November 1997</td>
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<tr>
<td>3.0</td>
<td>Orange County Region</td>
<td>December 1997</td>
<td>2,000.00</td>
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</table>

ARTICLE III
INSPECTION, ACCEPTANCE, AND FOB POINT

All work performed under this Subcontract is subject to inspection and acceptance by the University or its authorized representative. Inspection shall be conducted in a manner as to not unduly delay the progress of the work and University shall give Subcontractor notice prior to conducting any such inspections. Inspection, acceptance, and FOB point for all reports and documents called for under this Subcontract shall be at the following address:
ARTICLE IV

TERMINATION

Either party may terminate this Subcontract by giving the other party at least thirty (30) days written notice except that the termination of the Prime Contract concurrently terminates this Subcontract. If either party terminates this Subcontract, the University shall pay the Subcontractor for the deliverables completed at the appropriate rates to the date of termination.

ARTICLE V

NOTICES

Any notices given under this Subcontract shall be in writing and delivered to the following addresses by return receipt mail, postage prepaid, by overnight courier service, or by facsimile transmission. Such notices shall be effective upon the third business day following mailing, if by mail, upon receipt, if by courier; and upon confirmed transmission, if by facsimile.

For Subcontractor:

Los Angeles Regional Technology Alliance
746 West Adams Boulevard
Los Angeles, CA 90089-7727

For University:

University of Southern California
Department of Contracts and Grants
University Park, MC 1147
Los Angeles, CA 90089-1147

Copy to: Kenneth E. Dozier, Jr.
ARTICLE VI

CONTENTS AND ORDER OF PRECEDENCE

Annexed to this Subcontract are the Purchase Order and Exhibit A, Statement of Work.

Insofar as these instruments apply to this Subcontract together with the instruments previously enumerated and those listed below, they constitute the entire agreement and understanding between the University and the Subcontractor. Moreover, the contents of each instrument below are incorporated within this Subcontract as fully as though set forth herein in their entirety. In the event of a conflict between the provisions of each instrument, the following order of precedence shall govern the rights and obligations of the parties:

1. Subcontract Schedule
2. Statement of Work

ARTICLE VII

ENTIRE AGREEMENT, WAIVER, AND AMENDMENTS

This Subcontract contains the full and complete agreement between the two parties. All modifications must be in writing and signed by the University’s Contracting Officer and countersigned by the Subcontractor’s Contracting Officer. No verbal agreements or conversation with any officer or employee of either party shall affect or modify any of the terms and conditions of this Subcontract.

GENERAL PROVISIONS

The following clauses are applicable to this Subcontract and are subject to the following definitions:

- Contractor means Subcontractor except in the term prime contractor.
- Subcontractor means Subcontractor’s second tier Subcontractor(s).
- Contract means this Subcontract except in the term prime contract.

Furthermore, the following clauses are to be modified and interpreted so as to indicate the appropriate meanings to and relationships between the Government, Contractor, Contracting Officer, and Subcontractor. Unless otherwise indicated, the clauses are incorporated in the Subcontract document by reference with the same force and effect as if they were given in full text:
### A. FEDERAL ACQUISITION REGULATION (FAR) (48 CFR CHAPTER 1) CLAUSES

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<th>Clause No</th>
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<tr>
<td>52.203-3</td>
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<td>52.203-5</td>
<td>Covenant Against Contingent Fees (April 1984)</td>
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<td>52.203-6</td>
<td>Restrictions on Subcontractor Sales to the Government (Oct 1995)</td>
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<td>52.203-7</td>
<td>Anti-Kickback Procedures (July 1995)</td>
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<td>52.203-10</td>
<td>Price or Fee Adjustment for Illegal or Improper Activity (September 1990)</td>
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<td>52.203-12</td>
<td>Limitation on Payments to Influence Certain Federal Transactions (Over $100,000) (January 1990)</td>
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<td>Protecting the Government’s Interests when Subcontracting with Contractors Debarred, Suspended, or Proposed for Debarment (July 1995)</td>
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<td>52.215-2</td>
<td>Audit and Records - Negotiation (Oct 1995)</td>
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<td>Price Reduction for Defective Cost or Pricing Data (Over $100,000) (October 1995)</td>
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<td>Subcontractor Cost or Pricing Data (Over $100,000) (October 1995)</td>
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<td>52.215-26</td>
<td>Integrity of Unit Prices (October 1995)</td>
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<td>Termination of Defined Benefit Pension Plan (Over $100,000) (March 1996)</td>
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<td>Order of Precedence (January 1986)</td>
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<td>Reversion or Adjustment of Plans for Post Retirement Benefits other than Pensions (PRB) (Over $100,000) (March 1996)</td>
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<td>52.219-8</td>
<td>Utilization of Small, Small Disadvantaged and Women-Owned Small Business Concerns (Oct 1995)</td>
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<td>52.219-9</td>
<td>Small, Small Disadvantaged and Women-Owned small business Subcontracting Plan (Aug 1996)</td>
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<td>52.219-16</td>
<td>Liquidated Damages - Subcontracting Plan (Oct 1995)</td>
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<td>52.222-3</td>
<td>Convict Labor (April 1984)</td>
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<td>52.222-26</td>
<td>Equal Opportunity (April 1984)</td>
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<td>Equal Opportunity Preaward Clearance of Subcontracts (Over $1,000,000) (April 1984)</td>
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<td>52.222-35</td>
<td>Affirmative Action for Special Disabled and Vietnam Era Veterans (April 1984)</td>
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<td>Affirmative Action for Handicapped Workers (April 1984)</td>
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<td>Employment Reports on Special Disabled Veterans and Veterans of the Vietnam Era (January 1988)</td>
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<td>Authorization and Consent (April 1984) - Alternate I (July 1995)</td>
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52.227-11 Patent Rights - Retention by the Contractor (Short Form) (June 1989)
Note: In accordance with FAR 27.303 (a) (2), paragraph (f) is modified to include the requirements in FAR 27.303 (a) (2) (I) thru (iv). The frequency of reporting in (I) is annual.

52.229-3 Federal, State, and Local Taxes (January 1991)
52.229-5 Taxes - Contracts Performed in U S. Possessions or Puerto Rico (April 1984)

52.232-2 Payments Under Fixed-Price Research and Development Contracts (April 1984)

52.232-9 Limitation on Withholding of Payments (April 1984)
52.232-17 Interest (June 1996)
52.232-23 Assignment of Claims (January 1986)
52.232-25 Prompt Payment (March 1994)
52.232-28 Electronic Funds Transfer Payment Methods (April 1989)
52.233-1 Disputes (Oct 1995)
52.233-3 Protest After Award (Oct 1995)
52.242-13 Bankruptcy (July 1995)
52.244-1 Subcontracts (Fixed-Price Contracts) (Feb 1995)
52.244-5 Competition in Subcontracting (Jan 1996)
52.246-16 Responsibility for Supplies (April 1984)
52.246-23 Limitation of Liability (April 1984)
52.249-2 Termination for Convenience of the Government (Fixed-Price) (April 1984)
52.249-9 Default (Fixed-Price Research and Development) (April 1984)
52.253-1 Computer Generated Forms (January 1991)
IN WITNESS WHEREOF, the parties have executed this Subcontract in two or more counterparts, each as an original and all together as one instrument as indicated below.

UNIVERSITY OF SOUTHERN CALIFORNIA

By: ____________________________
Name: LLOYD ARMSTRONG, JR.
Title: PROVOST AND SENIOR VICE PRESIDENT FOR ACADEMIC AFFAIRS
Date: 2-9-63

SUBCONTRACTOR

By: ____________________________
Name: ROHIT K. SHUKLA
Title: PRESIDENT & CEO
Date: 2-18-93
Appendix B
Contents

Lancaster

A. Agenda
B. Flyer
C. Speakers
D. Invites
E. Invitations
F. RSVP
G. Attendance
H. Evaluations
   1. Master copy
   2. Internal Evaluation
   3. Summary of Evaluations
I. Working papers
J. Essex House
AGENDA (Draft)
Enhance Your Business in the New Millenium
Electronic Commerce Technologies, Commercialization and Leveraging Regional Economic Development Resources

ESSEX HOUSE---NINA'S GARDEN ROOM
LANCASTER, CALIFORNIA
Friday, December 12, 1997
10:00 AM---2:00 PM

I. Introductions .............. Lynn Ramsey, LARTA

II. Topics

A. "Target Markets using On-line Systems"

1. How To Do Business with NASA
   - Robert Medina, NASA Procurement, NASA Dryden

2. What Services Far West Provides For Your Business
   - Rob Dabney, Technology Transfer Online, Far West RTTC

3. Technical Assistance for Small Business
   - Bill Powers, Center for Applied Competitive Technology

4. How TechTracS Can Assist Your Business As A Gateway To NASA Technology
   - Yvonne Kellogg, NASA TechTracS, NASA Dryden

B. "Leveraging Economic Development Resources"

1. Antelope Valley Regional Partnerships, Entrepreneurial Partnership Program
   - Jim York, Lancaster Economic Development Corporation

2. Working Together: The Western Mojave Technology Consortium
   - Jeff Veselenak, Air Force Research Laboratory, Propulsion Directorate

3. LARTA's Resource and Funding Opportunities with CALTIP
   - Rohit Shukla, Los Angeles Regional Technology Alliance

4. CMTC's Services and How It Benefits Your Business
   - Joan Carvell, California Manufacturing and Technology Center

5. Developing an Effective Business Plan and BEN Services
   - Efrian Gonzalez, USC Business Expansion Network Program

Los Angeles Regional Technology Alliance
745 West Adams Boulevard Los Angeles, California 90007
Enhance Your Business in the New Millenium
Electronic Commerce Technologies, Commercialization and Leveraging Regional Economic Development Resources

Featuring
"How to Do Business with NASA"

Workshop Location

LANCASTER*
Friday, December 12, 1997
10:00 AM – 2:00 PM

*There are other workshops planned for the Los Angeles and Orange County Regions

OBJECTIVE

To directly assist economic developing companies in the creation of business networks, the identification of funding opportunities and the retention and expansion of the overall technology base for the region through online resources.

What “Enhance Your Business in the New Millenium” Offers

This workshop was created out of the need for greater awareness of online opportunities as “Electronic Commerce” spreads throughout the business world. This workshop can help you realize the potential for expanding business through the use of electronic commerce and economic development resources. Further, in attending this workshop you can.

- Develop your markets with NASA Procurement opportunities
- Learn about thousands of business opportunities that are accessible through the Internet
- Inquire about how to find funding through SBIR, SBA programs and California Technology Investment Partnership Program
- Learn mechanisms to develop an effective business plan
- Create custom-tailored searches of business opportunities in nearly every branch of government
- Discover on-line business communities that can link you to a wealth of resources and business opportunities
- Obtain the technical assistance/resources available from government and educational organizations and economic development service providers in your region

Participating Sponsors

NASA DRYDEN Flight Research Center
NASA Far West Regional Technology Transfer Center (Far West RTTC)
Los Angeles Regional Technology Alliance (LARTA)
EC! The Annenberg Incubator Project
Antelope Valley Regional Partnership
Air Force Research and Development Collaboration
California Manufacturing Technology Center
USC Business Expansion Network
Center for Applied Competitive Technology
Orange County Business Council

For more information online: http://www.usc.edu/dept/NASA/procurement

LOS ANGELES REGIONAL TECHNOLOGY ALLIANCE
746 West Adams Boulevard, Los Angeles, California 90007-7727
Telephone 213-743-4157 Fax: 213-743-7426
Locations/Directions

LANCASTER

Friday, December 12, 1997
10:00 AM - 2:00 PM
Essex Convention Center
44916 North 10th Street West
Lancaster, CA 93534
(805) 948-0961

Directions: (From Los Angeles)
Antelope Valley Freeway (14 North)
Exit on Avenue I, make a right turn,
Right turn on 10th Street West (fourth traffic light),
Proceed one block, Essex Convention Center
will be on left side (red and white sign).

Registration Information

PLEASE RSVP BY UTILIZING ONE OF THE FOLLOWING METHODS BY MONDAY,
DECEMBER 1, 1997:

Fax: (213) 747-7307 Email: scash@larta.org
Phone: (213) 743-4267

Please fill out the following information and fax or email to Sharon Cash:

Registration for Enhance Your Business in the New Millenium Workshops

LANCASTER

Name ____________________________________________

Company Name ___________________________________

Address _________________________________________

City ___________________________ State ______ Zip____

Phone Number ______________________ Fax Number ______

Email Address ________________________________

Number Attending ___________________________

Online: http://www.usc.edu/dept/NASA/procurement
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<th>FirstName</th>
<th>LastName</th>
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<th>Address2</th>
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<th>State</th>
<th>PostalCode</th>
<th>WorkPhone</th>
<th>FaxNumber</th>
<th>email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr</td>
<td>Rob</td>
<td>Dabney</td>
<td>Far West RTTC</td>
<td>3716 S. Hope St, Suite 200</td>
<td></td>
<td>Los Angeles CO</td>
<td>90007-4344</td>
<td>213-743-1813</td>
<td>213-746-9043</td>
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</tr>
<tr>
<td>Mr</td>
<td>Bill</td>
<td>Powers</td>
<td>Center for Applied Competitive Technology</td>
<td>4175 Fairmont Blvd</td>
<td>PO Box 273, MS; D-4839A Suite 4-2</td>
<td>Yorba Linda CA</td>
<td>92886</td>
<td></td>
<td>714-695-1501</td>
<td>714-695-1514</td>
<td><a href="mailto:dabney@scf.usc.edu">dabney@scf.usc.edu</a></td>
</tr>
<tr>
<td>Ms</td>
<td>Yvonne</td>
<td>Kellogg</td>
<td>TechTracS, NASA Dryden</td>
<td>Dryden Flight Research Center</td>
<td>PO Box 273, MS; D-4839A Suite 4-2</td>
<td>Edwards CA</td>
<td>93523-0273</td>
<td>805-258-3720</td>
<td>805-258-3088</td>
<td><a href="mailto:yvonne.kellogg@mail.dfrc.nasa.gov">yvonne.kellogg@mail.dfrc.nasa.gov</a></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>Jim</td>
<td>York</td>
<td>Lancaster EDC</td>
<td>104 East Ave K-4</td>
<td></td>
<td>Lancaster CA</td>
<td>93535</td>
<td></td>
<td>805-945-2741</td>
<td>805-945-5086</td>
<td><a href="mailto:jim.vesel2003@lav.com">jim.vesel2003@lav.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>Jeff</td>
<td>Veselenak</td>
<td>Air Force Research Laboratory LARTA</td>
<td>AFRL/PRO I</td>
<td>5 Pollux Drive</td>
<td>Edwards AFB</td>
<td>93524-7013</td>
<td>805-275-5344</td>
<td>805-275-5852</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>Rohit</td>
<td>Shukla</td>
<td>California Manufacturing and Technology Center USC Business Expansion Network</td>
<td>EC2, The Annenberg Incubator Project</td>
<td>746 W. Adams Blvd</td>
<td>Los Angeles CA</td>
<td>90089-7725</td>
<td>(213)743-2344</td>
<td>213-747-7307</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ms</td>
<td>Joan</td>
<td>Carvell</td>
<td>California Manufacturing and Technology Center USC Business Expansion Network</td>
<td>13430 Hawthorne Blvd</td>
<td></td>
<td>Hawthorne CA</td>
<td>90250</td>
<td>310-263-3035</td>
<td>310-676-8630</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>Efrain</td>
<td>Gonzalez</td>
<td>Sunland Blvd</td>
<td>8144 Sunland Blvd</td>
<td>Suite 201</td>
<td>Sun Valley CA</td>
<td>91352</td>
<td>818-394-3111</td>
<td>818-394-3110</td>
<td></td>
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</tbody>
</table>
RSVP List

Enhance Your Business in the New Millenium
LANCASTER
Lancaster One, Essex House
Friday, December 12, 1997

A.

1. Robert Medina, NASA Dryden
2. Rob Dabney, Far West RTTC
   a. Tom Anderson, Spaceage Control, Inc. Yes
   b. Chris Wood, Museum of Flying No
   c. David Simmons, Quoin, Inc. No
3. Bill Powers, Center for Applied Competitive Technology
   a. Rod Collins, Waste Management of Lancaster No
   b. Robert Glasser, Summit Environmental Systems No
   c. Paul Scheibel, City of Palmdale Planning Dept No
4. Yvonne Kellogg, NASA Dryden, TechTracS

B.

1. Jim York, Lancaster Economic Development Corp.
   a. Paul Heindel, SCORE Yes
   b. Harry Brodock, SCORE Yes
   c. Mike Hughes, Hughes Electronic Commerce Yes
2. Jeff Veselenak, Air Force Research Laboratory
   a. Howard Brooks, Antelope Valley Board of Trade No
   b. Steve Robbins, Thiokol Corporations Yes
   c. Lou Hickok, Sverdrup Technology No
3. Lynn Ramsey, LARTA
   a. Mike Metty, IWV 2000 Yes
   b. Daniel Morales, Valley EDC, Inc. Yes
   c. Sharon Merino, Small Business Consulting Agency No
      1. Ann Newman, AKB Enterprises No
   d. Dominic Pilato, Minority Business Opportunity Committee No
      1. Bill Bowman, AKB Enterprises No
   e. Chuck Oaks, Orange County Business Council Yes
   f. Charles Miles, LA Dept. of Public Works No
4. Joan Carvell, CMTC
   a. William Chancy, Revere Metal Fabrications No
   b. Wendy Reed, Advan-Edge Yes
   c. Leonard Watts, Aero Bending Company No
   d. Charles Lim, American Toolcraft No
   e. Bill Bloomer, National Metal Stampings, Inc No
f. Jerry Wolfe, CMTC Supplier Development  
   g. Kathleen Allen, ECRC

5. Efrain Gonzalez, USC BEN
   a. Martin Billips, TBC Engineering, INC  
   b. Inderjit Sabherwal, AER Labs, Inc  
   c. Janak Sabherwal, AER Labs, Inc  
   d. Michael Napal, Globus Inc  
   e. Richard Bang, Good One Inc and guest

6. Judy Vaughn, Edwards Air Force Base
   a.  
   b.  
   c.  
   d.  
   e.  
   f.  
   g.  

   Yes  
   Yes  
   Yes  
   Yes  
   Yes  
   Yes  
   Yes
December 3, 1997

To: «Title», «FirstName» «LastName», «Company»

Re: An Invitation to *Enhance Your Business in the New Millennium*

Congratulations! You and your organization/business have been nominated by «NominatedBy» of «OrgNominatedBy» to take part in an exciting and innovative learning opportunity for small businesses. *Enhance Your Business in the New Millenium*, is the collaboration of many different procurement organizations that have come together to inform you and «Company» of the many online opportunities that exist but are difficult to discover. Our aim is to make you aware of the potential «Company» has to expand through the use of electronic commerce and economic development resources available on the Internet.

We would also like to take this time to inform you of the time and location of the workshop event. Please mark your calendars for **Friday, December 12, 1997** from 10:00 AM to 2:00 PM. You are also invited to lunch immediately following the presentations. The workshop will be held at the **Essex House at 44916 North 10th Street West, Lancaster, CA 93534**. A flyer and an agenda for the workshop are enclosed.

If you have not already, please fill out the registration form on the enclosed flyer and fax it to me at (213) 747-7307 or fill out the registration form located on our web site at [www.usc.edu/dept/NASA/procurement](http://www.usc.edu/dept/NASA/procurement). Please RSVP ASAP for space is limited.

If there are any questions, please contact the **Los Angeles Regional Technology Alliance** by phone at (213) 743-4150 or email me at [ramsey@larta.org](mailto:ramsey@larta.org). We hope to see you in Lancaster on December 12, 1997.

Congratulations again,

**LOS ANGELES REGIONAL TECHNOLOGY ALLIANCE**

Lynn Ramsey
Director of Operations
RSVP Attendees
Lancaster
December 12, 1997
10-2PM, Friday
Lancaster One, Essex House

1. Robert Medina, NASA Dryden

2. Rob Dabney, Far West RTTC
   a. Tom Anderson, SpaceAge Control
   b. Chris Wood, Museum of Flying

3. Bill Powers, Center for Applied Competitive Technology
   a. Rod Collins, Waste Management

4. Yvonne Kellogg, TechTracS, NASA Dryden

5. Jim York, Lancaster Economic Development Center
   a. Harry Brodock, AVScore
   b. Paul Heindel, AVScore
   c. Mike Hughes, Hughes Electronic Commerce

6. Jeff Veselenak, Air Force Research Laboratory
   a. Steve Robbins, Thiokol Corp.

7. Lynn Ramsey, Los Angeles Regional Technology Alliance
   a. Mike Metty, IWV 2000
   b. Daniel Morales, Valley Economic Development Center
   c. Charles Oaks, Orange County Business Council

8. Joan Carvell, California Manufacturing and Technology Center
   a. Wendy Reed, Advant-Edge

   a. Inderjit Sabherwal AER Labs, Inc (2 attending)
   b. Richard Bang, Good One, Inc (2 attending)
   c. Michael Napal, Globus, Inc
   d. Martin Billips, TBC Engineering
Attendance
Enhance Your Business in the New Millenium
LANCASTER
Friday, December 12, 1997

A.

1. Robert Medina, NASA Dryden
2. Rob Dabney, Far West RTTC
   a. Tom Anderson, Spaceage Control, Inc.
   b. Chris Wood, Museum of Flying
   c. David Simmons, Quoin, Inc.
3. Bill Powers, Center for Applied competitive Technology
   a. Rod Collins, Waste Management of Lancaster
   b. Robert Glasser, Summit Environmental Systems
   c. Paul Scheibel, City of Palmdale Planning Dept
4. Yvonne Kellogg, NASA Dryden, TechTracS

B.

1. Jim York, Lancaster Economic Development Corp.
   a. Paul Heindel, SCORE
   b. Harry Brodock, SCORE
   c. Mike Hughes, Hughes Electronic Commerce
2. Jeff Veselenak, Air Force Research Laboratory
   a. Howard Brooks, Antelope Valley Board of Trade
   b. Steve Robbins, Thiokol Corporation
   c. Lou Hickok, Sverdrup Technology
3. Lynn Ramsey, LARTA
   a. Mike Metty, IVW 2000
   b. Daniel Morales, Valley EDC, Inc.
   c. Sharon Merino, small Business Consulting Agency
      1. Ann Newman, AKB Enterprises
   d. Dominic Pilato, Minority Business opportunity Committee
      1. Bill Bowman, AKB Enterprises
   e. Chuck Oaks, Orange County Business Council
   f. Charles Miles, LA Dept of Public Works
   g. Judy Vaughn
4. Joan Carvell
   a. William Chancy, Revere Metal Fabrications
   b. Wendy Reed, Advan-Edge
   c. Leonard Watts, Aero Bending Company
   d. Charles Lim, American Toolcraft
   e. Bill Bloomer, National Metal Stampings, Inc
   f. Jerry Wolfe, CMTC Supplier Development
   g. Kathleen Allen, ECRC
5. Efrain Gonzalez
   a. Martin Billips, TBC Engineering, In
   b. Inderjit Sabherwal, AER Labs, Inc
   c. Janak Sabherwal, AER Labs, Inc
   d. Michael Napal, Globus, Inc
e. Richard Bang, Good One, Inc

Last Minute Attendees:
1. Carey Harrington, Harrington International
2. Michael, Good One, Inc
3. Constantine Pinon, USC BEN
# EVALUATION

ENHANCE YOUR BUSINESS IN THE NEW MILLENIUM
Lancaster, California
December 12, 1997

*Please complete this evaluation form progressively throughout the workshop*

How do you rate the following presentations?

<table>
<thead>
<tr>
<th>Presentation</th>
<th>Not Useful</th>
<th>Somewhat Useful</th>
<th>Very Useful</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. <em>Improving Business Through Technology Transfer</em> - Rob Dabney, NASA Far West Regional Technology Transfer Center</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. <em>Antelope Valley Regional Partnerships, Entrepreneurial Partnership Program</em> - Jim York, Lancaster Economic Development Center</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>5. <em>Working Together: The Western Mojave Technology Consortium</em> - Jeff Veselenak, Air Force Research Laboratory, Propulsion Directorate</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>6. <em>LARTA's Resources &amp; Funding Opportunities with Cal tip</em> - Rohit Shukla, Los Angeles Regional Technology Alliance</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. <em>CMTC's Services and How it Benefits You</em> - Joan Carvell, California Manufacturing and Technology Center</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Questions

1. Would you be interested in attending another seminar? **YES** **NO**
   On what subjects? ____________________________________________________________
2. Please nominate organizations or businesses you think our workshop could benefit:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

3. What presence do you currently have on the Internet? (check all that apply)

____ Email  ____ Business  ____ Buying

____ Research  ____ Leisure  ____ Other (please specify) ____________

4. Do you have a website for the organization or business you represent? YES NO

What is the URL? __________________________________________________________________

5. Do your customers have Internet access and/or email? YES NO

6. How do you feel this workshop will impact your business community?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

7. For additional comments/suggestions, please email lramsey@larta.org or view our ENHANCE YOUR BUSINESS IN THE NEW MILLENIUM website at http://www.usc.edu/dept/ASA/procurement

Thank You
Evaluation  
(Internal)  
Enhance Your Business in the New Millenium  
Lancaster, CA  
Friday, December 12, 1997  

Attendance  
Participants: 18  
Speakers: 7  
Total Attended: 25  

Invitations  
Invited: 32  
RSVP: 17  
Attended: 18  

Time  
Scheduled: 10:00 AM-2:00 PM  
Actual: 11:30 AM-3:30 PM  

Total Cost  
Including lunch, rentals, service, etc...  
(see budget for breakdown of costs)  
Total Cost: $489.95  

Summary:  
Technical problems pushed the start time of the presentations to 11:30am. (Robert Medina had difficulty getting the computer on line due to faulty phone lines at Essex House)  
Each presentation lasted for approx. 15-20 minutes.  
So far, positive feedback from participants. Awaiting formal evaluations from participants and speakers.
Comments and Suggestions
By the Participants
Enhance Your Business in the New Millenium
Lancaster, CA
Friday, December 12, 1997

Questions:
1. What did you find beneficial and/or most impressive?
2. What did you find disappointing or unhelpful?
3. Have you been able to use any of the opportunities presented to you in the workshop?
4. Do you have any suggestions or recommendations for improvement?
5. Can you recommend business owners or organizations you feel will benefit from workshops similar to this one in the Los Angeles and Orange County regions?
6. Additional feedback or comments?

Harry Brodock, SCORE
1. The collaboration of all the different people there and their recommendations was most helpful.
2. The workshop was a “victim of circumstance”. The technical problems that delayed the workshop was disappointing. Also the screen needed to be placed higher for better visibility. There was too much information presented.
3. He has downloaded files that were sent to him by one of the participants/presenters.
4. Next time, send an advance team to check the environment and to make sure the equipment works.
5. Natalie Orta, Los Angeles SCORE (818)552-3291
Wilma Berglend, North LA Small Business Development Center, (818)907-9922

Wendy Reed, Advan-Edge
1. Learning of the capabilities for joint civilian and military collaboration.
2. Technical troubles and the low turnout were disappointing.
3. She has not yet been able to get in touch with others because of the holidays.
4. Next time, schedule as longer event or shorten the presentations so that everyone will be able to stay for the duration. Also, if there was more publicity in the local press about this event, more people would have come and more would have benefited. Let the Chamber of Commerce know so that they can publicize in their newsletters.
5. No nominations.
6. Wendy has a column in the bi-monthly entrepreneurial magazine, Antelope Valley Focus. She will be writing an article about this event because she feels that this is the most significant event that has occurred recently. She feels it will be helpful to her readers.
Charles Miles, LA Dept of Public Works
2. It was too long and too much information. Some of the presenters talked about who they were instead of what they can do for you.

Tom Anderson, Spaceage Control
1. He found USC BEN to be most useful.
2. It was too crowded when he arrived (late) so he left. Tom had sent John Gates in place of him.
6. He would like the literature and handouts sent to him.

Paul Heindel, SCORE
1. He found the information presented to be most useful.
2. He found Robert Medina's presentation to be uninformative and repetitive.
3. USC BEN's presentation was useful to him and has used that information.
   James Charlton, Attorney, Palmdale, CA.
   Wilma Bergland, ESDC (818)907-9922
   Latisha Wilson, Hispanic Chamber of Commerce, Palmdale, (805)538-0295
6. He wants to attend the future workshops.

Mike Hughes, Hughes Electronic Commerce
1. The handouts were useful.
2. The presentations lacked new information. It was not useful. It was common sense stuff.
4. Next time, have the presenters get to the point and be less general. More specific.

Sharon Merino, Small Business Consulting Agency
1. She benefited from meeting with the people there.
2. The location was too far and she had heard these presentations already. Redundant.
3. She has already been using NASA online and finds it good.
5. Richard Mendosa, GSA

Inderjit Sabherwal, AER Labs, Inc.
1. The information was most beneficial. He didn't know access was so easy. He made good contacts. The presentation about the business plans was most helpful to him.
2. He did not find the presentation about NASA useful. It was unrelated and out of place.
3. He is interested in submitting proposals for R&D and establishing relationships with the people there.

Daniel Morales, Valley EDC
1. The speakers were of high caliber.
2. The location was the drawback.
3. He hasn't been able to use the information presented because he and others have been on vacation. But he will.
4. Next time, speakers should be more specific. Have the speakers and participants exchange business cards, emails, etc.

Richard Bang, Good One, Inc.
1. The programs to assist small business entrepreneurs was most useful.
2. Nothing.
3. He plans on using the information about how to get money from the city.
6. He wants to attend the Orange County workshop.

Carey Harrington, Harrington International
1. The presentation on tech transfer was validating and affirming. She was affirmed that the knowledge she knows now is correct. The networking was also beneficial.
2. Nothing
3. He made good contacts with others.
6. She wants to attend more workshops.
Thank you in advance, for participating in LARTA’s Enhance Your Business in the New Millenium workshop in Lancaster. We appreciate the time and effort you have set aside for this exciting and innovative learning opportunity for small businesses. Your knowledge and experience is vital in the success of this program and will greatly benefit the companies in the Lancaster region.

We would also like to take this time to inform you of the time and location of the Economic Development Online workshop event. Please mark your calendars for Friday, December 12, 1997 from 10:00 AM to 2:00 PM. Please note that we have changed the time to allow you more flexibility in your morning commute. You will also be our guest for lunch immediately following the presentations. The workshop will be held at the Essex House at 44916 North 10th Street West, Lancaster, CA 93534. A revised draft of the agenda and flyer are enclosed.

At this time, we ask each of you to nominate 3 organizations or businesses you feel will benefit most from our workshop. Please send us their contact information either to the fax number or email address below.

If you have not done so already, please fax the title of your presentation, a one line description and a short synopsis of your presentation to me at (213) 747-7307. If you have an email and website address, please provide that information as well.

If there are any questions, please contact LARTA by phone at (213) 743-4150 or email me at lramsey@larta.org.

Thank you again,

LOS ANGELES REGIONAL TECHNOLOGY ALLIANCE

Lynn Ramsey
Director of Operations
December 17, 1997

Dear «FirstName»,

**Enhance Your Business in the New Millenium** successfully took place on Friday, December 12, 1997 in Lancaster, CA. This proved to be an excellent opportunity for local organizations and businesses to reinforce regional networking while learning new and innovative ways of enhancing themselves.

For those of you who were able to attend, thank you and we hope you found this event to be beneficial and informative. Your presence in teaming up with other experts in various fields is vital in strengthening your business/organization as well as others. We hope you will consider the many events we are planning in the near future. For those who were unable to attend, you missed an excellent opportunity to gain knowledge that you may not learn elsewhere. However, there will be workshops similar to the one in Lancaster, in the Los Angeles and Orange County regions.

To ensure the future benefits to companies and organizations like yourself, please nominate companies or organizations in the Los Angeles and Orange County regions that you feel will gain from our workshops. Please send us their name, business/organization, address, phone, fax, email address and the location of the workshop they would be interested in receiving information on.

To better prepare for future events, we ask those of you who attended, to please give us your feedback on the **Enhance Your Business in the New Millenium** workshop. It is a way for us to gage whether or not our efforts to help you are on target. You can either fax us your input to (213) 747-7307 or email it to voting@scf.usc.edu. We are open to and appreciate any comments you can provide.

Thank you again for allowing us the opportunity to help you learn more about enhancing your business in the new millenium. We hope that we can work together with you again.

Best regards,

LOS ANGELES REGIONAL TECHNOLOGY ALLIANCE

Lynn Ramsey
Director of Operations
TO:  Enhance Your Business in the New Millenium attendees

FROM:  Lynn Ramsey, Los Angeles Regional Technology Alliance

DATE:  February 5, 1998

SUBJECT:  Evaluation forms

Please take a few minutes to complete this evaluation form about the workshop you attended on December 12, 1997 in Lancaster, California.

Your comments and suggestions will aid us in providing the best service to the business owners and advisors that will be attending our next workshop in Los Angeles on March 30, 1998.

Please return it to us either by mail or fax at (213) 747-7307. This evaluation should take not longer than 5 minutes to complete.

Thank you for your assistance,

Lynn Ramsey
LOS ANGELES REGIONAL TECHNOLOGY ALLIANCE
Enhance Your Business in the New Millennium
Essex House, Lancaster One
Lancaster, CA
December 12, 1997

Banquet Room: Lancaster One
- Classroom setup
- Banquet tables (6 foot x 30 inches)
- Presentation table and podium with microphone
- Screen (no charge)
- Computer access with phone line
- Water station with 2 pots of coffee and 3 dozen assorted cookies

Time Schedule (8:30 AM - 3:00 PM)
- 8:30 AM setup
- 9:30 AM participants arrive
- 10:00 AM presentations begin
- 12:30 PM Lunch
- 2:00 PM workshop concludes
- 3:00 PM room reservation end

Lunch Menu
- Luncheon Buffet, Selection 1
  - One entree-Chicken Teriyaki
  - One potato-Au Gratin Potatoes
  - One vegetable-Glazed Carrots
  - Three salads:
    - Fresh Fruit of the Season
    - Green Salad with House Dressing
    - Pasta Salad
- Coffee, Tea and Iced Tea served with Lunch
- Rolls and Butter served with Lunch
**Enhance Your Business in the New Millennium**

**Essex House, Lancaster One**

**Lancaster, CA**

**12-Dec-97**

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Unit Price</th>
<th>Sub Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luncheon Buffet, Selection 1</td>
<td>30</td>
<td>$10.95</td>
<td>$328.50</td>
</tr>
<tr>
<td>Coffee (pot) -- morning</td>
<td>2</td>
<td>$7.00</td>
<td>$14.00</td>
</tr>
<tr>
<td>Assorted Cookies (dozen)</td>
<td>3</td>
<td>$8.20</td>
<td>$24.60</td>
</tr>
<tr>
<td>Gratuity</td>
<td>x17%</td>
<td></td>
<td>$62.41</td>
</tr>
<tr>
<td>Tax</td>
<td>x8.25%</td>
<td></td>
<td>$35.44</td>
</tr>
<tr>
<td><strong>Sub total</strong></td>
<td></td>
<td></td>
<td><strong>$464.95</strong></td>
</tr>
<tr>
<td>Overhead Projector rental</td>
<td>1</td>
<td>$25.00</td>
<td>$25.00</td>
</tr>
<tr>
<td><strong>Total Cost</strong></td>
<td></td>
<td></td>
<td><strong>$489.95</strong></td>
</tr>
</tbody>
</table>

*No room charge or setup fees*
Enhance Your Business in the New Millennium
Essex House, Lancaster One
Lancaster, CA
December 12, 1997

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Appendix C
Contents
Orange County

A. Agenda
B. Flyer
C. Speakers
D. Invitations
E. Invites/RSVP
F. Evaluations
   1. Master copy
   2. Summary of Evaluations
AGENDA
Enhance Your Business in the New Millenium
Electronic Commerce Technologies, Commercialization and Leveraging
Regional Economic Development Resources
JAMBOREE CONFERENCE CENTER
ORANGE COUNTY, CALIFORNIA
Thursday, February 5, 1998
7:30AM — 12:30 PM

07:30 Breakfast

08:15 Introductions
-Orange County Business Council

08:30 *How to do Business with NASA*
-Robert Medina, NASA Dryden

09:40 *Improving Business Through Technology Transfer*
-Rob Dabney, NASA Far West Regional Technology Transfer Center

10:10 Break

10:35 *California Technology Investment Partnership Program*
-Rohit Shukla, Los Angeles Regional Technology Alliance

11:00 *Small Business Innovative Research (SBIR) Funding Opportunities*
-Marie Talnack, Talnack & Associates

11:30 *Electronic Commerce Tools for Success-A Seven Point Strategy*
-Kathleen Allen, Oakland Electronic Commerce Resource Center

12:05 *Electronic Commerce Resources Network*
- *Small Business Innovative Research (SBIR)*
- *PRISSM*
- *California Manufacturing and Technology Center (CMTC)*
- *Los Angeles, San Diego, Bay Area Regional Technology Alliance*
- *Minority Business Opportunity Committee (MBOC)*
-Lynn Ramsey, Los Angeles Regional Technology Alliance, PRISSM

12:15 *Summary and Evaluations*
-Vanessa Ting, NASA Far West Regional Technology Transfer Center

12:30 Conclusion
Enhance Your Business in the New Millenium

Electronic Commerce Technologies, Commercialization and Leveraging Regional Economic Development Resources

Featuring

“How to Do Business with NASA”

Workshop Location

ORANGE COUNTY*
Thursday, February 5, 1998
7:30 AM – 12:30 PM

Hosted by the Orange County Business Council

*There is also a workshop planned for the Los Angeles Region

OBJECTIVE

To directly assist economic developing companies in the creation of business networks, the identification of funding opportunities and the retention and expansion of the overall technology base for the region through online resources.

What “Enhance Your Business in the New Millenium” Offers

This workshop was created out of the need for greater awareness of online opportunities as "Electronic Commerce" spreads throughout the business world. This workshop can help you realize the potential for expanding business through the use of electronic commerce and economic development resources. Further, in attending this workshop you can:

- Develop your markets with NASA Procurement opportunities
- Learn about thousands of business opportunities that are accessible through the Internet
- Inquire about how to find funding through SBIR, SBA programs and California Technology Investment Partnership Program
- Create custom-tailored searches of business opportunities in nearly every branch of government
- Discover on-line business communities that can link you to a wealth of resources and business opportunities
- Obtain the technical assistance/资源 available from government and educational organizations and economic development service providers in your region

Participating Sponsors

NASA DRYDEN Flight Research Center
Orange County Business Council
NASA Far West Regional Technology Transfer Center (Far West RTTC)
Los Angeles Regional Technology Alliance (LARTA)
EC² The Annenberg Incubator Project
Electronic Commerce Resource Center (ECRC)
Air Force Research Laboratory, Propulsion Directorate

For more information online: http://www.usc.edu/dept/NASA/procurement
Locations/Directions

ORANGE COUNTY

Thursday, February 5, 1998
7:30 AM – 12:30 PM
Orange County Business Council
Jamboree Conference Center
2 Park Plaza Building, Suite 100
Irvine, California
(714) 476-2242

Directions:
Southbound on the San Diego Freeway (405)
Exit on Jamboree and go east,
Right turn on Main Street,
Make the first Right turn into parking structure.
The conference center is through the glass doors
located in the courtyard.

Registration Information

PLEASE RSVP BY UTILIZING ONE OF THE FOLLOWING METHODS IMMEDIATELY
(NO LATER THAN 1/26/98)

Fax: (213) 747-7307
Phone: (213) 743-4267

Please fill out the following information and fax to Sharon Cash:

Registration for Enhance Your Business in the New Millenium Workshops

ORANGE COUNTY

Name______________________________

Company Name_____________________

Address____________________________

City_____________________State______Zip________

Phone Number_____________________Fax Number________________

Email Address_____________________

Number Attending____________________

Online: http://www.usc.edu/dept/NASA/procurement
Speakers

Charles Oaks  
Orange County Business Council  
2 Park Plaza, Suite 100  
Irvine, CA. 92614  
714-476-2242  
714-476-0763 FAX  
805-581-2747 Home/Office  
805-578-9049 Home/FAX  
cwoaks@aol.com

Edward Doyle  
Orange County Business Council  
2 Park Plaza, Suite 100  
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714-476-0763 FAX  
edoyle@aol.com

Lynn Ramsey  
Los Angeles Regional Technology Alliance  
746 West Adams Blvd.  
Los Angeles, CA 90089-7727  
213-743-4164  
213-749-7199 FAX  
lramsey@larta.org

Rob Dabney  
Far West RTTC  
3716 South Hope Street  
Suite 200  
Los Angeles, CA 90007-4344  
213-743-1813  
213-746-9043 FAX  
dabney@usc.edu

Kathleen Allen  
Oakland Electronic Commerce Resource Center  
Los Angeles Area Office  
3601 Empire Ave, Burbank, CA 91505  
Phone: 818.565.5673  
Fax: 818.565.5594  
www.oakland.ecrc.org / allen@nia.org

Rohit Shukla  
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rshukla@larta.org

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lramsey@larta.org

Marie Talnack  
Talnack & Associates  
14211 Yorba Linda Blvd.  
Tustin, CA 92680  
714-731-4146  
714-838-2867 FAX

Marie Talnack  
Talnack & Associates  
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Tustin, CA 92680  
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714-838-2867 FAX

Rohit Shukla  
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213-747-7307 FAX  
rshukla@larta.org

Robert Medina  
NASA Dryden  
PO Box 273  
Edwards, CA 93523-0273  
805-258-2292 FAX  
805-258-3343  
robert.medina@dfrc.nasa.gov
You are cordially invited to attend *Enhance Your Business in the New Millenium*

**TO:** «Title» «FirstName» «LastName», «Company»

**DATE:** Thursday, February 5, 1998

**TIME:** 7:30 AM – 12:30 PM

**PLACE:** Orange County Business Council
Irvine, California

~Breakfast will be served~

Please RSVP immediately (no later than 1/26/98) to Sharon Cash at (213)743-4267

*Space is limited. The first 30 to RSVP will be accepted.*

See Attached Flyer For Directions
RSVP LIST
ENHANCE YOUR BUSINESS IN THE NEW MILLENNIUM
ORANGE COUNTY
FEBRUARY 5, 1998

23 invitees
As of February 4, 1998

1. Natalie Orta Ms., US Law Business Administration - NO
2. Wilma Berglend Ms., North Los Angeles Small Business Development Center - NO
3. Paul Heindel Mr., SCORE - NO
4. Richard Bang Mr., Good One Inc - YES
5. Michael Noh, Good One, Inc. - YES
6. Carey Harrington Ms., Harrington International - NO
7. President, Logic Extension Resources - NO
8. President, Mindrum Precision Products, Inc. - NO
9. President, Satellite Power Corporation - NO
10. President, Sierra Precision, Inc. - NO
11. President, Advanced Management Solutions, Inc. - NO
12. President, Omni Vision - NO
   a. Dennis Cox, A. G. Industry - YES
14. President, Amcast Precision - NO
15. President, Arlon Material for Electronics, Inc - NO
16. President, Atco Technology, Inc - NO
17. President, Chilson's Management Controls, Inc - NO
18. President, Delta Perspective, Inc. - NO
19. President, Dresselhaus Computer Products - NO
20. President, Flanges, Inc - NO
21. President, General Micro Systems, Inc. - NO
22. President, Gentex Corp./Western Operations - NO
23. President, Intertrace Technology, Inc. - NO
24. President, The Jack Daniel Co. - NO
25. President, Micro Controls International - NO
26. President, Monitor Dynamics, Inc. - NO
27. President, Pacer Technology - NO
28. President, Printed Circuits Unlimited Corp. - NO
29. President, Promate Systems, Inc. - NO
30. President, Rancho Technology, Inc. - NO
31. President, Rolock of California - NO
32. President, Substance Abuse Technologies, Inc. - NO
33. President, Surg/Assist, Inc - NO
34. President, US Drug Testing, Inc. - NO
35. President, Climet Instruments Co. - NO
36. President, Compro West - NO
37. President, Computer Accounting Solutions - NO
38. President, Converse Consultants Inland Empire - NO
39. President, Donor Automation, Inc. - NO
40. President, Environmental Systems Research Institute, Inc. - NO
41. President, Young Minds, Inc. - NO
42. President, Astralite Corp. - NO
43. President, COX Recorders - NO
44. President, MACE Products - NO
45. President, New Bedford Panoramex Corp. - NO
46. President, Space Glass, Inc. - NO
47. President, Tedeum - NO
48. President, Test Connections, Inc. - NO
49. President, Tracy Electronics - NO
50. President, UVP, Inc - NO
51. President, Zurn Industries, Inc./Advanco Contractors Division - NO
52. Don Anderson, City of Westminster ED - NO
RSVP LIST
ENHANCE YOUR BUSINESS IN THE NEW MILLENIUM
ORANGE COUNTY
FEBRUARY 5, 1998

53. Mark Asturias, City of Garden Grove ED
   a. John Bushman, City of Garden Grove ED
54. Lou Banas, GTE Calif. Inc.
55. Jeanne Barnes, Brokers Realty
56. Gary Beck, The Beck Company
57. Lydia Beltran, California Trade and Commerce Agency
58. Bonnie Birch, Santa Ana ED
59. Jim Bowling, Ernst & Young
60. John Bushman, Garden Grove ED
61. Joyce Cathcart, Xerox Corporation
62. Victoria Cleary, Orange ED
63. Jeff Cole, Tooley and Company
64. Doug Brown, Benchmark Publishing
65. Tom Fisher, Merrill Lynch
66. Gay Forbes, Anaheim ED
67. Paul Freeman, C.J. Segerstrom and Sons
68. Kim Gilpin, Steelcase
69. Terry Goldfarb-Lee, Deloitte & Touche LLP
70. David Gottlieb, City of Tustin
71. Russ Hall, California Trade and Commerce Agency
72. (Chuck Manley), California Trade and Commerce Agency
73. Danian Hopp, Orange County Permit Assistance Center
74. Jim Lamb, Huntington Beach ED
75. Larry Larsen, Irvine ED
76. Jeanne Malmo, Deloitte & Touche LLP
77. Vicki Mathews, John Wayne Airport
78. Bruce May, Stadling, Yocca, Carlson & Rauth
79. Dick McDowell, Chapman University
80. Don McNutt, The Irvine Company
81. Doug Myers, Coopers & Lybrand
82. Mitch Pratt, The Gas Company
83. Christine Rodriguez, Rockwell
84. Michael Ruane, County of Orange
85. Clint Sherrod, City of Mission Viejo ED
86. David Shiffman, Canon Business Machines
87. Mark Taylor, Southern California Edison
88. Nancy Wheatley, County Sanitation
89. Sharon Wood, Newport Beach ED
90. Deborah Slayton, Small Business Development Center
91. Patty Mostiller, IEEP
92. Steven Anapoel, Drosman, Anapoell, Lapin & Salis, LLP
93. Scott Appel, Hein & Associates
94. Philip Beaudoin, American Electronics Association
95. Gerald Boylan, Boylan Group
96. Michael Brinda, New Horizons
97. Harvey Brody, Delshar Industries
98. Robert Calcaeterra, Arizona Technology Incubator
99. Jack Callahan, The Blue line Agency
100. Edward Carels, MIT, Ltd.
101. Naresh Chadka, Telecom Solutions, Inc.
102. Timothy Cooley, OCBC
103. Martin Cooper
104. Christopher Copps, Hambrecht & Quist, LLC

1 Not invited, yet submitted an RSVP
RSVP LIST
ENHANCE YOUR BUSINESS IN THE NEW MILLENIUM
ORANGE COUNTY
FEBRUARY 5, 1998

105. Mimi Constantinou, Hamilton, Rabinovitz & Alschuler, Inc.
NO
106. Kenneth Deemer, InterVan Partners
NO
107. Jay De Long, OCBC
NO
108. Ed Doyle, Questor-Avante
YES
109. Joseph Freire
NO
110. Jerry Frey, Development Resource Consultants
NO
111. William Gay, McIntyre Borges & Burns, LLP
YES
112. David Gentry
NO
113. Val Giannini, Newcap Partners
NO
114. Bill Griffin
NO
115. George Gustavson
YES
116. Patrick Hansen, St Joseph Health System
NO
117. Bart Hess, Irvine Business Resources, Inc
YES
118. Robert Hovee, RAH Consulting Group, Inc.
NO
119. Ting Hui, VPC Communications
NO
120. Tony Hsu, Tate Technology Investments
NO
121. Bernie Jelterma, Strategic Frameworks, Inc.
NO
122. Charles Johnson, Leven John Consultants
NO
123. Michael Kucha
NO
124. Robert Kyle, Gajek Kyle
NO
125. Martin Lambert, JML Investments
YES
126. Robert Machen, Strategic Management & Marketing Services
NO
127. Anil Malhotra, FC Marketing, Inc.
NO
128. Roger Marcussen, Chapman University
YES
129. Dean McCormick III, McCormick & Company
NO
130. John McNaughton
NO
131. Fritz Mehrtens, Management Enterprises International
YES
132. Patrick Melia, Melia Enterprises
NO
133. Ruth Mijuskovic, Jackson, DeMarco & Peckenpaugh
NO
NO
NO
136. Keith Offel, Money Concepts
NO
137. Ron Peters
NO
138. Howard Potter, Financial Serves
NO
139. Mitchell Pratt, The Gas Company
NO
140. Shirley Quackenbush, Hambrecht & Quist, LLC
NO
141. Mark Ramsaier
NO
142. Michael Ridley, Arter & Hadden
NO
143. Sue Robinson, National Management
NO
144. Robert Ronstadt
NO
145. Joseph Rosener, Jr., VentureLink
NO
146. Del Ross, The Camtec Group
NO
147. Doug Russo
NO
148. Adam Salis, Drosman, Anapoell, Lapin & Salis
NO
149. Michael Sayer, Sayer & Associates
NO
150. Russell Seely, Your Board of Advisors
YES
151. Frank Singer, TRIG II
NO
152. James Sirkin, James C Sirkin & Associates
NO
153. Sam Stone, Lyons & Lyons
NO
154. Steve Sullivan
NO
155. John Taussig
NO
156. Robert Thompson, Cash Flow Enterprises Corp.
NO
157. Luis Villalobos, Consulting Services
NO
158. Christopher Warren-Smith
YES
159. M.L. Warrick, Warrick & Associates
NO
RSVP LIST
ENHANCE YOUR BUSINESS IN THE NEW MILLENIUM
ORANGE COUNTY
FEBRUARY 5, 1998

160. Bert Weinstein, OCBC
161. Norman Wolfe, Select University Technologies, Inc.
162. Nelson Zagalsky,
163. Sol Zechter,
164. Ray Thompson, Coast Community College District
165. Hal Walbrink, Winetix, Inc.

YES
NO
NO
NO
NO
YES
Please complete this evaluation form progressively throughout the workshop.

How do you rate the following presentations?

1. *How to do Business with NASA*
   - Robert Medina, NASA Dryden

2. *Improving Business Through Technology Transfer*
   - Rob Dabney, NASA Far West Regional Technology Transfer Center

3. *California Technology Investment Partnership Program*
   - Rohit Shukla, Los Angeles Regional Technology Alliance

4. *Small Business Innovative Research (SBIR) Funding Opportunities*
   - Marie Talnack, Talnack & Associates

5. *Electronic Commerce Tools for Success - A Seven Point Strategy*
   - Kathleen Allen, Oakland Electronic Commerce Resource Center

6. *Electronic Commerce Resources Network*
   - Small Business Innovative Research (SBIR)
   - California Manufacturing and Technology Center (CMTC)
   - Los Angeles, San Diego, Bay Area Regional Technology Alliance
   - Minority Business Opportunity Committee (MBOC)
   - Lynn Ramsey, Los Angeles Regional Technology Alliance

Questions

1. Would you be interested in attending another seminar? **YES** **NO**
   On what subjects? __________________________

2. Please nominate organizations or businesses you think our workshop could benefit:

   __________________________________________

   __________________________________________

   __________________________________________
3. What presence do you currently have on the Internet? (check all that apply)

___ Email  ___ Business  ___ Buying

___ Research  ___ Leisure  ___ Other (please specify) ________________________

4. Do you have a website for the organization or business you represent?  YES  NO

What is the URL? __________________________________________________________

5. Do your customers have Internet access and/or email?  YES  NO

6. How do you feel this workshop will impact your business community?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

7. For additional comments/suggestions, please email iramsey@larta.org or view our ENHANCE YOUR BUSINESS IN THE NEW MILLENIUM website at http://www.usc.edu/dept/NASA/procurement

Thank You
**Evaluation**
Enhance Your Business in the New Millenium
Orange County, CA
February 5, 1998

**Presentations**

**How to do Business with NASA**  
*Robert Medina, NASA Dryden*

Very Useful—70%  
Useful—30%  
Not Useful—none

**Improving Business through Technology Transfer**  
*Rob Dabney, NASA Far West RTTC*

Very Useful—50%  
Useful—50%  
Not Useful—none

**California Technology Investment Partnership Program**  
*Rohit Shukla, Los Angeles Regional Technology Alliance*

Very Useful—70%  
Useful—20%  
Not Useful—10%

Comments: This presentation needs to be accompanied by a handout.

**Small Business Innovative Research (SBIR) Funding Opportunities**  
*Marie Talnack, Talnack & Associates*

Very Useful—75%  
Useful—12.5%  
Not Useful—12.5%

Comments: The presenter was selling herself too much.

**Electronic Commerce Tools for Success-A Seven Point Strategy**  
*Kathleen Allen, Oakland Electronic Commerce Resource Center*

Very Useful—43%  
Useful—43%  
Not Useful—14%

Comments: The presenter needs to speak louder.

**Electronic Commerce Resources Network**  
*Lynn Ramsey, Los Angeles Regional Technology Alliance*

Very Useful—100%  
Useful—none  
Not Useful—none
Interest

Would you be interested in attending another seminar?
YES-100%

Which subjects?
- Technology Transfer
- CALTIP
- SBIR
- The macro process of doing business with government
- Financing/Investment Partnerships
- Early stage company investment and resources
- Commercialization

Presence on Internet

Email—100%
Research—30%
Business—80%
Leisure—10%
Buying—none
Other—10% World Wide Web information and links

Participants with web sites for their business:
YES—50%
In process of creating a web site—10%
www.mcilaw.com
www.goodone.com
www.ci.garden-grove.gov
www.locate.org
www.rccd.resources.com

Participants with customers who have Internet Access and/or email:
YES—80%

Overall Comments and Suggestions

“Next time start the workshop with Rohit Shukla”

“Good workshop—very helpful to businesses in Orange County”

“Very informative useful pieces of data collected at this seminar”

Foreseeable impact on the business community:
- Increase awareness of the need to do business and have access to the Internet, particularly when doing business with the government.
- It will impact community positively, if leveraged out from the few attendees to the many businesses.
- Enhance the government image of doing business with small businesses, minorities, etc.
Appendix D
Contents

Compton

A. Agenda
B. Flyer
C. Speakers
D. Invitations
E. Invites/RSVP
F. Attendance
G. Evaluations
   1. Master copy
   2. Summary of Evaluations
H. Working papers
AGENDA
Enhance Your Business in the New Millennium
Electronic Commerce Technologies, Commercialization and Leveraging Regional Economic Development Resources
MARTIN LUTHER KING JR. TRANSIT CENTER
CITY OF COMPTON Outreach
Monday, March 30, 1998
8:00 AM — 1:00 PM

08:00 Pancake Breakfast and Networking

08:30 Introductions
Advanced Network Technologies
-Ken Dozier, Executive Director, NASA Far West Regional Technology Transfer Center

08:45 Keynote Speaker
Benefits of Learning Centers Technology and Commercialization Commerce
-Mr. Lee Duke, Chief of Technology and Commercialization Directorate, NASA Dryden

09:00 How to do Business with NASA Buying Centers
-Robert Medina, NASA Dryden

09:45 Improving Business Outcomes Through Technology Transfer
-Rob Dabney, NASA Far West Regional Technology Transfer Center

10:15 California Technology Investment Partnership Program & Next Upcoming CALtip Funding Workshops
-Rohit Shukla, Los Angeles Regional Technology Alliance

10:45 Small Business Innovative Research (SBIR) Funding Mechanisms
-Marie Talnack, Talnack & Associates

11:15 Benefits of Using the Business Assistance Center & Funding and Incentive Program
-Vladmir Jefferson, City of Compton, Business Assistance Center
Televillage Learning Center
-Krishna Tabor, Facilities Director, City of Compton, Televillage Center

11:45 Electronic Commerce Tools for Success-A Seven Point Strategy
-Anne Maria Hardeman, California Electronic Commerce Resource Center

12:15 Online Resources, Procurement and Manufacturing Opportunities
-Dominic Pilato, Marketing Manager, MBOC, City of Los Angeles
-Charles Miles, Office of Small Business, Los Angeles County
-Dina Lane, California Manufacturing Technology Center

12:45 Summary and Evaluations
Networking and Conclusion
-Vanessa Ting, NASA Far West Regional Technology Transfer Center

Workshop Facilitator: Lynn Ramsey, LARTA
Enhance Your Business in the New Millennium

Electronic Commerce Technologies, Commercialization and Leveraging Regional Economic Development Resources

Featuring

"How to Do Business with NASA"

Workshop Location

LOS ANGELES
Monday, March 30, 1998
8:00 AM – 1:00 PM

Hosted by the City of Compton, Business Assistance Center and TeleVillage, Martin Luther King Jr. Transit Center

OBJECTIVE

To directly assist economic developing companies in the creation of business networks, the identification of funding opportunities and the retention and expansion of the overall technology base for the region through online resources.

What “Enhance Your Business in the New Millennium” Offers

This workshop was created out of the need for greater awareness of online opportunities as “Electronic Commerce” spreads throughout the business world. This workshop can help you realize the potential for expanding business through the use of electronic commerce and economic development resources. Further, in attending this workshop you can:

- Develop your markets with NASA Procurement opportunities
- Learn about thousands of business opportunities that are accessible through the Internet
- Inquire about how to find funding through SBIR, SBA programs and California Technology Investment Partnership Program
- Benefit from learning about the Business Assistance Center Funding Program and the TeleVillage Learning Center
- Create custom-tailored searches of business opportunities in nearly every branch of government
- Discover on-line business communities that can link you to a wealth of resources and business opportunities
- Obtain the technical assistance/resources available from government and educational organizations and economic development service providers in your region

Participating Sponsors

NASA DRYDEN Flight Research Center
Martin Luther King Jr. Transit Center
City of Compton, Business Assistance Center
TeleVillage Learning Center
NASA Far West Regional Technology Transfer Center (Far West RTTC)
Los Angeles Regional Technology Alliance (LARTA)
EC? The Annenberg Incubator Project
City of Los Angeles, Minority Business Opportunity Committee
Orange County Business Council
Electronic Commerce Resource Center (ECRC)
County of Los Angeles, Office of Small Business
Los Angeles Economic Development Corporation
California Manufacturing Technology Center
Talnack & Associates

For more information online: http://www.usc.edu/dept/NASA/procurement
Locations/Directions

LOS ANGELES

Monday, March 30, 1998
8:00 AM - 1:00 PM
Martin Luther King Jr. Transit Center
Community Hall
310 Willowbrooks Ave.
Compton, California
(310) 537-7650

Directions: from Harbor Freeway (110)
Exit Rosecrans Blvd., go East,
Right turn on Willowbrooks Ave.,
Martin Luther King Jr. Transit Center will be
on the left hand side.
(The Blue Line, a quick and easy way to commute,
stops directly in front of the center and is available).

Registration Information

PLEASE RSVP BY UTILIZING ONE OF THE FOLLOWING METHODS IMMEDIATELY
(NO LATER THAN 3/16/98)

Fax: (213) 747-7307
Phone: (213) 743-4267

Please fill out the following information and fax to Sharon Cash:

Registration for Enhance Your Business in the New Millennium Workshops

LOS ANGELES

Name: ________________________________
Company Name: _____________________
Address: ______________________________
City __________________ State ______ Zip____
Phone Number __________________ Fax Number __________________
Email Address __________________
Number Attending __________________

Online: http://www.usc.edu/dept/NASA/procurement
Speakers
Enhance Your Business in the New Millennium
Martin Luther King Jr. Transit Center
Los Angeles, CA
Monday, March 30, 1998

Lynn Ramsey
Los Angeles Regional Technology Alliance
746 West Adams Blvd.
Los Angeles, CA 90089-7727
213-743-4164 626-796-1866 Home/FAX
213-749-7199 FAX  lramsey686@aol.com Home
lramsey@larta.org

Rob Dabney
Far West RTTC
3716 South Hope Street
Suite 200
Los Angeles, CA 90007-4344
213-743-1813
213-746-9043 FAX
dabney@usc.edu

Anne Maria Hardeman
California Electronic Commerce Resource Center
475 19th Street #550
Oakland, CA 94612
Phone: 888-OAK-ECRC (toll-free)
www.oakland.ecrc.org / hardeman@nia.org

Rohit Shukla
LARTA
746 W. Adams Blvd
Los Angeles, CA 90089-7725
213-743-2344
213-747-7307 FAX
rshukla@larta.org

Marie Talmack
Talmack & Associates
14211 Yorba Linda Blvd.
Tustin, CA 92680
714-731-4146
714-838-2867 FAX

Robert Medina
NASA Dryden
PO Box 273
Edwards, CA 93523-0273
805-258-2292 FAX
805-258-3343
robert.medina@dfrc.nasa.gov

Ken Dozier
Far West RTTC
3716 South Hope Street
Suite 200
Los Angeles, CA 90007-4344
213-743-2353
213-746-9043 FAX
dozier@usc.edu

Mr. Lee Duke
NASA Dryden Flight Research Center
P. O. Box 273, M/S: D-4839A
Edwards, CA 93523-0273
Phone 805-258-3802
Fax 805-258-3566
lee_duke@mail.dfrc.nasa.gov
Compton, CA
Martin Luther King Jr. Transit Center
30-3 MAR-98
Enhance Your Business in the New Millennium
RSVP List

Number RSVP Total RSVP 70
Name First Name Last Name
D. William
Peter
Betty
Shane
James
H.
Lisa
Lou
Amy
Cherie
Cherie
Bill
Bill
Cherie
Cherie
Dean
Don
Jim
Joe
Joe
Joe

Attend Date Notes
How do you rate the following presentations?

<table>
<thead>
<tr>
<th>Presentation</th>
<th>Not Useful</th>
<th>Somewhat Useful</th>
<th>Very Useful</th>
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<tbody>
<tr>
<td>1. Benefits of Learning Centers, Technology and Commercialization Commerce</td>
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<tr>
<td>- Lee Duke, NASA Dryden</td>
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<td>2. How to do Business with NASA</td>
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<td>- Robert Medina, NASA Dryden</td>
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<td>3. Improving Business through Technology Transfer</td>
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<tr>
<td>- Rob Dabney, NASA Far West Regional Technology Transfer Center</td>
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<td>4. California Technology Investment Partnership Program</td>
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<td>- Rohit Shukla, Los Angeles Regional Technology Alliance</td>
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<td>5. Small Business Innovative Research (SBIR) Funding Opportunities</td>
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<td>- Marie Talnack, Talnack &amp; Associates</td>
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<td>6. Benefits Of Using the Business Assistance Center</td>
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<td>- Vladimir Jefferson, City of Compton, Business Assistance Center</td>
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<td>7. Televillage Learning Center</td>
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<td>- Krishna Tabor, City of Compton, Televillage Center</td>
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<td>8. Electronic Commerce Tools for Success - A Seven Point Strategy</td>
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<td>- Anne Maria Hardeman, Calif. Electronic Commerce Resource Center</td>
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<td>9. Online Resources, Procurement and Manufacturing Opportunities</td>
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<tr>
<td>- Dominic Pilato, City of Los Angeles, MBOC</td>
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<td>- Charles Miles, Office of Small Business, Los Angeles County</td>
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<tr>
<td>- Dina Lane, California Manufacturing Technology Center</td>
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</tbody>
</table>
Questions

1. Would you be interested in attending another seminar?  YES  NO
   On what subjects? ________________________________________________

2. Please nominate organizations or businesses you think our workshop could benefit:
   _______________________________________________________________
   _______________________________________________________________
   _______________________________________________________________

3. What presence do you currently have on the Internet? (check all that apply)
   ____ Email  ____ Business  ____ Buying
   ____ Research  ____ Leisure  ____ Other (please specify) ____________________________________

4. Do you have a website for the organization or business you represent?  YES  NO
   What is the URL? _______________________________________________

5. Do your customers have Internet access and/or email?  YES  NO

6. How do you feel this workshop will impact your business community?
   _____________________________________________________________
   _____________________________________________________________
   _____________________________________________________________
   _____________________________________________________________
   _____________________________________________________________

7. For additional comments/suggestions, please email lramsey@larta.org or view our ENHANCE YOUR BUSINESS IN THE NEW MILLENNIUM website at http://www.usc.edu/dept/NASA procurement

Thank You


**Evaluations**

Enhance Your Business in the New Millennium
Compton, CA
March 30, 1998

**Presentations**

1. Benefits of Learning Centers, Technology and Commercialization Commerce
   Yvonne Kellogg (in place of Lee Duke), NASA Dryden
   
   Very Useful—60%
   Useful—35%
   Not Useful—5%

2. How to do Business with NASA
   Thomas Kolis (in place of Robert Medina), NASA Dryden
   
   Very Useful—76%
   Useful—24%
   Not Useful—none

3. Improving Business through Technology Transfer
   Rob Dabney, NASA Far West Regional Technology Transfer Center
   
   Very Useful—66%
   Useful—29%
   Not Useful—5%

   Comments: One of the attendees found this presentation very useful because the speaker provided examples and interacted with the audience, which was one of the biggest drawbacks of most presenters.

4. California Technology Investment Partnership Program
   Rohit Shukla, Los Angeles Regional Technology Alliance
   
   Very Useful—76%
   Useful—24%
   Not Useful—none

5. Small Business Innovative Research (SBIR) Funding Opportunities
   Marie Talnack, Talnack & Associates
   
   Very Useful—64%
   Useful—29%
   Not Useful—7%

   Comments: This presenter needed to provide more handouts according to feedback from the audience.

6. Benefits of Using the Business Assistance Center
   Vladimir Jefferson, City of Compton, Business Assistance Center
   
   Very Useful—63%
   Useful—26%
   Not Useful—11%
7. Televillage Learning Center  
*Krishna Tabor, City of Compton, Televillage Center*

Very Useful—74%  
Useful—21%  
Not Useful—5%

*Anne Maria Hardeman, California Electronic Commerce Resource Center*

Very Useful—90%  
Useful—10%  
Not Useful—none

*Comments: The handouts the speaker provided were very helpful, especially since the overhead was difficult to read. Although the information was useful, the delivery made it seem less interesting than it was. One attendee suggested that she use more gestures and vary the rate of speaking and intonation.*

9. Online Resources, Procurement and Manufacturing Opportunities  
*Dominec Pilato, City of Los Angeles, MBOC*  
*Charles Miles, Los Angeles County*  
*Dina Lane, California Manufacturing Technology Center*

Very Useful—73%  
Useful—27%  
Not Useful—none

*Interest*

Would you be interested in attending another seminar?  
YES—100%

Which subjects?  
- Tech Transfer (investment)  
- Same as March 30th workshop  
- Segment of Department of Defense  
- Maintenance repair, custodial, labor force  
- Demographics and market research on potential small or home-based businesses in the Southern California County or Region  
- Business awareness/networking to help businesses grow  
- Manufacturing trends in Southern California  
- Most current information for industry clusters in Southern California  
- Partnership with firms for Information Technology development

**Presence on Internet**

The attendees indicated the following:  
Email—62%  
Research—24%  
Business—24%  
Leisure—19%  
Buying—14%  
Other—14% Local government information, resources, government (SBIR)
Participants with web sites for their business:
YES—29%
In process of creating a web site—10%
www.goodone.com
www.1-0.com
www.cmtc.com
www.ci.signal-hill.ca.us
www.occn.org

Participants with customers who have Internet Access and/or email:
YES—71%

Overall Comments and Suggestions

"If it were more of a workshop format, I would attend another seminar. The lecture format is helpful for presenting large amounts of government information, but hands-on practice and questions are necessary for acting on information."

"Speakers should beware of the acronym-overload. Speakers need to ask more questions, give more examples and invite more audience participation. Use larger screens for better visibility. Schedule brief breaks. Provide handouts/initial comments to offer participants an overview at the beginning of the workshop, of what lies ahead."

"Thank you for a wonderful workshop!"

"Need to figure out how to get information about these resources out to the business community."

"It would help the seminar if there were more interaction between the audience and speakers, if there were fewer speakers and, structured breaks."

"Pass information on to the Chamber of Commerce and select businesses for their use and information. I think this information will impact them in a positive manner—the more info, the better!"

"Need to request that speakers keep presentations tight and lively. Also, there needs to be breaks for audience; may want to reconsider feeding attendees, then turning out the lights for several hours (zzzzzz)."

"There is no doubt this seminar was extremely helpful. Thank you for your time."

"The workshop provided a lot of business information, regarding procurement, information technology, assistance for developing products, etc."

"Strive to make session more interactive."

"It has made me aware of things like NASA’s Tech Transfer (free) to small businesses like mine. Perhaps I can take advantage of this (technology, patents) and develop products for economic purposes."

Foreseeable impact on the business community:
-Increase awareness of government funded support, and local resources to get started.
-Help people understand web site concept.
-Information is power.
-Not relevant to my community, but it is good information for Compton.
-Spur thought on electronic commerce.
-Provides excellent information on the current and emerging methods of doing business with the Federal government. Also, provides info on resources for helping them grow and to position themselves for critical changes in how business is conducted electronically.
By creating jobs for people of low income.
For education purpose, to allow the community to know how NASA can help them benefit from job opportunity.
There definitely is an impact.

Nominations for Future Workshops

Los Angeles Urban League
Ron Brown Business Center
South Los Angeles Minority Business Development Center
Mary's Maintenance Company, (562) 408-6801
Long Beach Times Newspaper, Mr. Love
Alameda Group, Inc.
American Dawn, Inc.
CDS Moving, Inc.
Orange County Consultants Networks
Business Development Working Group
Orange County Entrepreneurs Network, Ron Oglevie (714) 526-6642, ronoglevie@aol.com
Independent Writers of Southern California
Society for Technology Communication
Women in Communication
California Metals, Compton, CA 90220, (310) 631-2020
March 6, 1998

FirstName LastName
Company
Address1
Address2
City, State, PostalCode

Los Angeles Dryden Speakers,

The third NASA Dryden workshop, "Enhance Your Business in the New Millennium" will be conducted on March 30th, 1998. Your participation is greatly appreciated and we hope you will be a bit early to set up your part of the agenda.

Please send via fax your (1) Short Bio-Introduction of yourself, (2) A copy of your presentation (this can be your outline) or copies of your charts. Please send them to LARTA, attention Vanessa Ting at 213/747-7307. Your reply is needed by March 15th, 1998. We need to hear from you on this date so we can plan accordingly whatever equipment you may need for the event. Please follow-up with us soon.

LOS ANGELES REGIONAL TECHNOLOGY ALLIANCE

Sincerely,

Lynn Ramsey
April 3, 1998

«First_Name» «Last_Name»
«Company»
«Address»
«City», «St» «Zip»

«First_Name»,

Now that the Los Angeles Dryden Workshop in Compton has been completed, I want to familiarize you with a couple of items. First, let me congratulate you for the excellent efforts and time you put into making this workshop a success. Without your assistance, it could not have been possible.

Secondly, there will be a team of speakers in joint effort, contributing their knowledge and expertise to the final research report for the Dryden projects. We will be sending you a copy of this final research report for your comments. At this time, you will find a summary of the feedback about your presentations for the March 30, 1998 workshop at the City of Compton. Please feel free to comment on them as well as offer your assistance in the designing of the research report.

Congratulations on a job well done!

Best regards,

LOS ANGELES REGIONAL TECHNOLOGY ALLIANCE

Lynn Ramsey
Director of Operations
Appendix E
February 18, 1998

Wendy Reed
Advant-Edge
3734 West K-15 Avenue
Lancaster, CA 93536

Dear Wendy,

Thank you for sending the excerpt of your article as published in the March/April 1998 issue of Valley Focus Magazine. Your account of the Lancaster workshop, "Enhance Your Business in the New Millennium" will surely spark interest in our outreach workshops that we may not have gotten on our own.

Our next workshop, scheduled for Monday, March 30 is expected to be the grandest event and finale of this series of workshops. We are anticipating 200 participants from all over Southern California including the Antelope Valley. I do recall you mentioning that people from the Antelope Valley region would rather run and hide than visit Compton, but I do hope you will reconsider. We are expecting some noteworthy speakers such as Lee Duke, Chief of Technology and Commercialization Directorate of NASA Dryden.

Enclosed you will find the agenda and flyer for the Los Angeles Workshop so that you are informed of our latest event. Once again, thank you for writing such an excellent piece on this workshop and I really do hope you will reconsider attending our next event. This will be something you will not want to miss.

Cordially,
LOS ANGELES REGIONAL TECHNOLOGY ALLIANCE

Vanessa Ting

Enclosures

cc: Lynn Ramsey
TechnoManifesto

The TechnoManifesto is a publication of the Los Angeles Regional Technology Alliance (LARTA). Any opinions, findings, conclusions or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the views of LARTA, the Office of Strategic Technology, the California Trade and Commerce Agency or the State of California. Our mission is to inform, challenge and inspire readers through divergent ideas and by providing an open forum for discussion and exchange of ideas. We welcome your announcements and comments.

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Aerospace & Defense:

Space: The Final Frontier

An industry-driven private-public nonprofit corporation, the California Space and Technology Alliance, received designation in March, 1996 by the California Department of Trade and Commerce. CSTA receives funds from both private industry and public sector entities, and is governed by a statewide board of directors representing diverse sectors of the space and technology community. CSTA’s executive director is former U.S. Congresswoman Andrea Seastrand, who led space support efforts at the federal level with the introduction of the National Spaceport Act of 1995.

CSTA’s mission is to unite and develop the California space and high technology community: linking public and private resources with entrepreneurs, linking space and technology stakeholders with each other, and linking potential customers with the industry.

On January 1, CSTA received designation from the state of California as The California Spaceport Authority. Senator Jack O’Connell and Assemblyman Tom Bordonaro penned legislation which was coauthored by 26 bipartisan legislators. The CSTA is charged with acting as official representative of the state to the federal government, other state governments.

The Transformation Continues

LARTA, in cooperation with the Los Angeles Economic Development Corporation, and with pro bono assistance from A.T. Kearney, has concluded a study of the aerospace & defense industry in Southern California.

The study, titled “Continuing Transformation: A Study of Aerospace & Defense in Southern California,” examines emerging strategies, trends and issues to determine their potential effect and long-term importance on the industry and the region. Study findings are scheduled to be released in June, 1998. For additional information, contact Rohit Shukla, (213) 743-4150.

Found in Space
Enhance Your Business in the New Millennium Workshops

NASA, along with its Dryden Flight Research Center and its Far West Technology Transfer Center (RTTC), has teamed with LARTA to provide information outreach to economic organizations (trainers), small businesses and community leaders. NASA’s recent move to electronic-only access to procurement opportunities has created a need to show how to access opportunities through the new system.

The first workshop was held in November, 1997 in Lancaster in the Antelope Valley. The February workshop in Irvine featured presentations by Robert Medina of NASA Dryden; Rob Dabney of NASA Far West RTTC; Marie Talnack, SBIR consultant; Kathleen Allen of Oakland Electronic Commerce Resource Center, the hosting organization Orange County Business Council; and Lynn Ramsey of LARTA. Rohit Shukla of LARTA gave a presentation on the CalTIP solicitation (see story on page 2).

The next workshop is scheduled for March 30, at the Martin Luther King Jr. Transit Center in Los Angeles, and will include a representative from the City of Los Angeles on minority business. The workshops are offered at no cost to participants.

To register, or for further information, contact Sharon Cash at (213) 743-4267, e-mail scash@larta.org; Lynn Ramsey at (213) 743-4169, e-mail lramsey@larta.org; or go online at http://www.usc.edu/dept/NASAprocurement.
DOING BUSINESS WITH THE GOVERNMENT

by Wendy Reed

Government agencies are increasingly purchasing a wide variety of products and services from private sector businesses, and there are many government programs offering assistance to businesses. In support of developing strong regional economies (economic development), government – from federal to local – is actively supporting public-private partnerships.

In December 1997, the Los Angeles Regional Technology Alliance (LARTA) held a workshop in Lancaster entitled, “Enhance Your Business in the New Millennium”, to inform us of what opportunities exist and how to pursue them. At a time when people gripe that government doesn’t support small business, and complain that government imposes regulations yet offers no assistance to help businesses comply, this workshop was absolutely refreshing.

Offered monthly at various locations, this free workshop is a “must attend” for many businesses and all business counselors and economic development professionals. The next workshop will be held in March in Compton, and more are being scheduled. For schedule and reservations, contact Sharon Cash at LARTA (213-743-4267).

This article provides but a glimpse of the no-cost/low-cost opportunities presented at the workshop – opportunities to have the government as your customer – technical assistance to achieve compliance with regulations – engineering assistance to reduce waste or streamline manufacturing – engineering teamwork and contracts to develop your inventions – testing and modeling resource access – assistance with business planning and funding – and more.

First covered are Business Development Assistance Opportunities, then Business Planning and Financial Assistance, and finally Selling to the Government via Electronic Commerce. Contact information is included.

Business Development Opportunities. The Western Mojave Technology Consortium (WMTC) was established in 1995 for access interface between business, education and government, specifically for our high desert region. The WMTC includes the AV Board of Trade (contact Howard Brooks, 942-9581); the Technology Management Office, Public Affairs, and Air Force Research Laboratory of Edwards Air Force Base; Technology Transfer and Lt. Col. Peter L. Drinkwater of Plant 42; Antelope Valley Community College; NASA; and Air Force FTC/XPST ORTA. Their list of Internet sites includes rcp6.elan.af.mil/~omo, avregion.org/, and avimall.com/aeronet/resource.html.

Speaking for the WMTC, Jeff Veselenak of the Air Force Research Lab enumerated the vast resources of the Research Lab, including carbon research, electron microscope, combustion/plumes, emissions and combustion testing, as well as the resources of Jet Propulsion Laboratory and NASA. These resources are shared with privately-owned businesses in joint development of technology which has defense applications as well as commercial applications, such as the recent development of lightweight, spoolable pipe. Under programs such as CRADA and Cooperative Agreements, resources and intellectual property are shared for mutual benefit. There are contracts – yes, contracts – available to fund the development of such technology.

Several Technology Transfer Center programs are available on the national, state, county, and regional levels, including the Far West RTTC (800-642-2872).

In regard to government regulations, the Center for Applied Competitive Technology (CACT) (contact Bill Powers, 714-695-1501) offers no-cost/low-cost assistance to all kinds of businesses in the areas of identifying and complying with regulations, on-site assessment, ergonomics, energy conservation, bench testing of new products, process flow improvement, hazardous waste management, air quality, recycling, site remediation, implementing new technologies (including TQM, SPC and ISO), compliance with environmental, safety, FDA and OSHA regulations, technology transfer and training, and more.

The California Manufacturing Technology Center (CMTC) (800-300-2682, www.cmtc.com) is a public-private partnership which helps smaller manufacturers to become more competitive and productive, through low-cost assistance in process improvement, modernization, ergonomics, ISO compliance, and other assistance.

Business Planning and Financial Assistance. Although not all of the following agencies presented at the LARTA workshop, they all provide assistance to businesses in research, referrals, regulation compliance, training, planning, and/or funding.

The Los Angeles Regional Technology Alliance (LARTA) (213-743-4150) is an economic development corporation mandated in legislation by the State of...