

Education and Outreach Report Fiscal Year 2009



It's been another busy and productive year for the Statewide

HUB Program. A slowing economy presented

challenges for us and for Texas' minority-



and woman-owned businesses. We continued working with state agencies,

higher education institutions, private companies, local governments

and others to share HUB program information at events

throughout the state. We attended 98 events and

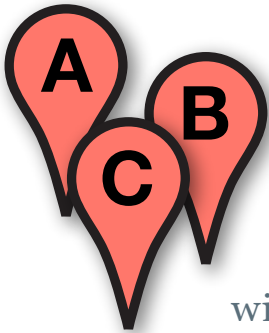
provided 135 outreach activities. Our efforts paid off,

with a 25 percent increase in new HUB certifications over

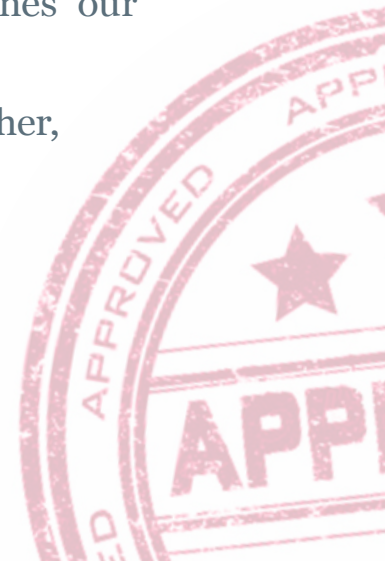
fiscal 2008. This report details those successes and outlines our

vision for fiscal 2010, which promises to be just as busy. Together,

let's continue making Texas your business.



Susan Combs Texas Comptroller of Public Accounts



The Honorable Rick Perry
Governor of Texas
State Capitol
P.O. Box 12428
Austin, Texas 78711

The Honorable David Dewhurst
Lt. Governor of Texas
P.O. Box 12068
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The Honorable Joe Straus
Texas House of Representatives
P.O. Box 2910
Austin, Texas 78768

Gentlemen:

We are pleased to submit the Fiscal 2009 Education and Outreach Report for the Statewide Historically Underutilized Business (HUB) Program, as required by Texas Government Code §2161.126. This report describes educational and outreach activities conducted in the past year to increase HUB certification and educate minority- and woman-owned businesses on the state's purchasing process to create more opportunities for HUBs.

The Statewide HUB Program became part of the Comptroller's Texas Procurement and Support Services Division in September 2007. We followed a successful first year with an impressive second year, publicizing the program, educating businesses about the state procurement process and certifying HUBs across the state.

During the past year, we have registered more than 2,000 businesses for the program, a 25 percent increase from fiscal 2008.

We hosted five Procurement Connection Seminar and EXPOs at venues across the state. These sessions brought the HUB program closer to many rural businesses, allowing them to participate in interactive learning sessions about state purchasing, register for the program and begin marketing themselves to state purchasers.

We attended 98 events, providing 135 outreach activities and extensive networking opportunities with state agencies, colleges and universities, private companies, trade associations, chambers of commerce, local governments and nonprofit organizations.

We revised the program's Web site, www.Texas4HUBs.org, making it easier for businesses to register for the program and find helpful information. Visits to the Web site increased more than 200 percent from fiscal 2008.

We verified the eligibility status of businesses through more than 790 on-site compliance reviews. During these reviews, program staff provided HUBs with one-on-one training on resources for seeking state contracts, such as the state's Centralized Master Bidders List and the Electronic State Business Daily.

We remain committed to increasing awareness of the state's HUB program and expanding contract opportunities for minority- and woman-owned businesses across Texas.

If you have any questions or need additional information about this report, please contact Paul Gibson, Statewide HUB Program manager, by e-mail at paul.gibson@cpa.state.tx.us or by phone at (512) 305-9071. You may also contact me by e-mail at ron.pigott@cpa.state.tx.us or by phone at (512) 463-3337.

Sincerely,


Ron Pigott
Director, Texas Procurement and Support Services
Texas Comptroller of Public Accounts



Table of Contents

Introduction	1
Vision, Mission and Philosophy.....	3
Policies on Education, Outreach and Information Dissemination.....	5
Goals and Objectives Attained in Fiscal 2009.....	7
Future Education and Outreach Initiatives	11
Attachment A – Education and Outreach Events	13
• Education and Outreach Map	
• Detailed List of Education and Outreach Activities	
Attachment B – Marketing Materials	
• PowerPoint of HUB Online Training Module	
• 2009 Procurement Connection Seminar and EXPO	
• Mentor Protégé List Fiscal 2009	



Introduction

Minority- and woman-owned businesses play an increasingly important role in the Texas economy. In fact, 1997 Census data (the most recent available) indicated that nearly 49 percent of Texas businesses are minority- or woman-owned. Until fairly recently, however, they have had relatively little success in winning a portion of the billions Texas state government spends on goods and services each year. The Texas Legislature has made greater involvement in state contracts by these historically underutilized businesses (HUBs) a significant priority.

minority- and woman-owned Texas businesses. Under the direction of the Comptroller’s office, the HUB program has aggressively increased its activities and outreach efforts. In fiscal 2009, the program certified 2,061 new HUBs, a 25 percent increase from fiscal 2008’s certifications. The program’s Web site also experienced a traffic increase of more than 200 percent in fiscal 2009.



*Event Co-hosts
Amarillo Regional Seminar*



*State Agency Representatives
Austin Regional Seminar*

These efforts have met with some success, but more remains to be done. At present, for instance, about 28 percent of the state’s certified HUBs are registered with the state’s Centralized Master Bidders List (3,441 out of 12,537).

In September 2007, the Texas Comptroller of Public Accounts assumed responsibility for the Statewide HUB Program, which provides HUB certification and support for

Texas Government Code §2161.126 requires the Statewide HUB Program to report to the governor, lieutenant governor and speaker of the House on its education and outreach efforts at the end of each fiscal year. These efforts include educating businesses about HUB resources; encouraging state certification; and facilitating the use of HUB vendors in the state procurement process.

This report details our education and outreach efforts to minority- and woman-owned businesses throughout the state.



Vision, Mission and Philosophy

The Statewide HUB Program is intended to certify all eligible Texas businesses as HUBs and to increase the share of Texas state government contracts that are awarded to HUBs.

This vision is supported by our mission and philosophy: to encourage and increase the use of HUB vendors in state purchasing and to provide minority- and woman-owned businesses with useful information on the state's procurement processes.

Education and outreach components of the Statewide HUB Program in support of our vision, mission and philosophy include the following:

- providing information to minority- and woman-owned businesses regarding Statewide HUB Program initiatives;
- educating these companies about opportunities to do business with the state;
- assisting state agencies and institutions of higher education with HUB education and outreach efforts;
- developing and administering HUB rules and statutes to ensure full and equal access to state contract opportunities for minority- and woman-owned businesses;
- administering the program's certification and compliance functions; and
- compiling the state's HUB expenditures and contract awards and reporting them to the Legislature semi-annually.



Policies on Education, Outreach and Information Dissemination

The Statewide HUB Program's education, outreach and information dissemination policy is to promote full and equal opportunities for all businesses involved in state contracting, in accordance with the goals specified in the State of Texas Disparity Study. The program works closely with Texas HUBs, partner organizations and state agencies and institutions of higher education to increase HUB participation in and opportunities for state contracts.

The Statewide HUB Program employs a variety of marketing strategies and materials designed to provide clear and concise details and instructions based on our targeted audience's needs. We provide this information through general and detailed presentations, mailed materials, electronic materials provided online for 24-hour access, video training, one-on-one assistance over the phone and in person and through staffed booths at outreach events and conferences across the state.

The Comptroller's office has made a concerted effort to provide HUBs with the resources they need to understand the state purchasing process and to improve their opportunities to pursue state contracts. This includes information on how to become certified as a HUB and registered as a state vendor; track state agency purchases from HUBs to identify new opportunities; make contact with agency HUB coordinators; learn about HUB subcontracting opportunities; and search daily bid postings.

Attachment B provides samples of our most recent education and outreach materials.

Fiscal 2009 Marketing Plan

Our marketing plan promotes certification and provides minority- and woman-owned businesses with information about the state's purchasing processes. We work closely with the Comptroller's Public Outreach and Strategies Division to ensure our publications and Web

materials are clear, concise and useful to a broad and diverse readership.

Highlights of our 2009 marketing plan included the following:

Increase awareness of the Statewide HUB Program.

In fiscal 2009, the Comptroller's office reached out to potential HUBs through a series of interactive seminars and workshops. We networked with minority- and woman-owned business trade organizations, small business development centers and other economic development organizations to increase awareness of the Statewide HUB Program and certify new HUBs.

Increase the number of certified HUBs and those registered on the Centralized Master Bidders List.

New HUB certifications increased by 25 percent over fiscal 2008 totals. The majority of HUBs, however, are not on the Centralized Master Bidders List (CMBL). HUB certification and a listing in the online Texas HUB Directory are free; the annual registration for the CMBL is \$70. State agencies are required to work from the CMBL, but not the HUB Directory. Inclusion on the CMBL is very beneficial to HUBs, and the Statewide HUB Program continues encouraging potential HUB vendors to register for the CMBL.

Provide venues for HUB training and education.

To help business owners learn more about HUB certification and the state's procurement process, we coordinated two-day conferences in cities around the state. The conferences also provided business owners with opportunities to learn from experienced HUB members along with question and answer sessions with HUB vendors.

Solicit feedback from HUB members.

Two-way communication with HUBs is key to the Statewide HUB Program's success. In fiscal 2009, we directly surveyed HUB owners at our informational conferences. Survey response collection is ongoing.

Review all current outreach materials and methods.

Today's business world does not stop, and neither do we. We annually review our outreach efforts and materials, ensuring that we meet the needs of our target audience.

Goals and Objectives Attained in Fiscal 2009

The Statewide HUB Program established the following goals and objectives for fiscal 2009:

Goals:

- Increase awareness of the Statewide HUB Program;
- Increase the number of certified HUBs;
- Increase the number of HUBs registered on the state’s Centralized Master Bidders List;
- Streamline the HUB certification registration process; and
- Improve HUB understanding of state purchasing processes and maximizing their award opportunities.

Objectives:

- Network with minority- and woman-owned business trade organizations, small business development centers and other economic development organizations to increase the awareness of the state’s HUB program;
- Refine education and outreach materials and efforts to meet HUB needs by directly surveying HUBs;
- Identify new training opportunities, including events to reach the maximum number of potential HUBs;
- Provide extensive specialized training and education presentations; and
- Work closely with state agencies and institutions of higher education to encourage the use of HUBs in state purchasing.

Results and Assessment

The Statewide HUB Program completed the following tasks to achieve our goals and objectives:

• **Added to the HUB roster.**

In fiscal 2009, the Statewide HUB Program welcomed more than 2,000 newly certified HUBs,

pushing the total to more than 12,500. More than 1,300 were certified directly through the Comptroller’s office; about 700 via certification agreements. Additionally, more than 3,500 HUBs are now registered on the Centralized Master Bidders List.

• **Conducted numerous outreach efforts.**

To provide a detailed overview of our education and outreach efforts, Attachment A lists the events we attended and our efforts at each.

We manage an electronic calendar for vendors, providing information on forums, spot bid fairs, conferences, conventions and other events that target minority- and woman-owned businesses across the state. Program representatives often attend these events to disseminate information related to our program.

Our compliance staff conducts on-site audits of HUB applicants and certified businesses to verify their eligibility for the HUB program. Compliance staff plays a valuable role in public outreach by providing HUBs with one-on-one training on the various program resources available to them.

• **Conducted regional seminars.**

In fiscal 2009, the Statewide HUB Program conducted five regional seminars throughout Texas. “Learn, Market, Grow” was the theme for our five Procurement Connection Seminar and EXPO gatherings. We worked closely with state entities and minority, women and small business organizations as co-hosts to execute the events. Hosted in five Texas cities — Amarillo, Austin, Kingsville, San Angelo and Tyler — the seminars aimed to accomplish the following:

- » Provide in-depth information on the state's procurement process.
- » Provide vendors in rural areas an opportunity to interact with state HUB coordinators and purchasers.
- » Provide vendors with the resources to increase their exposure to peer businesses and state government.

Learn — Various state entities and agencies provided vendors with an in-depth look at the procurement process. Individual workshops within the seminar framework allowed for specialized instruction and panel discussions.

Market — Following a day-and-a-half of workshops, vendors and state entity representatives were able to speak with one another directly. Building rapport with various agencies and entities is an excellent way for HUB vendors to introduce and familiarize state purchasers with their businesses.

Grow — After learning about the state's procurement process and meeting with state purchasing coordinators, it's up to individual HUBs to seize opportunities to grow their business. This is where the "Grow" component comes into play. We received some excellent survey comments from seminar attendees that indicate HUBs are getting involved in the process, including the following:

- » "This was an excellent opportunity for HUB vendors to learn more about state business and meet state purchasers."
- » "The Expo was a fantastic opportunity to learn how to grow our business with the state."

- **Collected feedback through surveys.**

Hearing from HUBs around the state helps us to understand their business needs and better serve them.

Our Procurement Connection Seminars and EX-POs were an excellent forum for collecting feed-

back from attendees. More than 90 percent of our survey respondents agreed that they left the seminar with a better understanding of state contracting and would recommend the event to others. We also received these comments from attendees at our various seminars:

- » "I'm glad to see the HUB program coming out to the various areas of Texas instead of always being in Austin." – Tyler
- » "We definitely walked away knowing that our business will benefit from our attendance at this conference." – San Angelo
- » "I learned and received information that was worth my trip from the Dallas area." – Kingsville
- » "I feel there are a lot of honest, hardworking, committed people that want HUB businesses to succeed." – Austin

- **Worked with state HUB coordinators and purchasers.**

The Statewide HUB Program provided training to update HUB coordinators and agency procurement staff on HUB-related statutes and rules and related issues. We also participated in monthly, bi-monthly and quarterly meetings with HUB coordinator groups for state agencies and institutions of higher education.

In addition, our staff worked closely with the HUB Discussion Workgroup, an organization of state HUB coordinators and purchasers that serves as a liaison between state purchasing personnel and HUBs.

- **Developed online training modules.**

For vendors who cannot attend our educational outreach seminars, we developed online training modules, which are accessible 24 hours a day via the Internet. These online tools are designed to assist existing HUB members, as well as prospective HUBs.

The first module covers the HUB Subcontracting Plan and is online at www.window.state.tx.us/procurement/prog/hub/hub-subcontracting-plan. Additional training modules are anticipated online in fiscal 2010.

- **Clarified the HUB Subcontracting Plan.**

Incorporating HUB feedback and suggestions into our presentations and forms is a priority of ours, and the HUB subcontracting form was targeted for improvement. A prime contractor must notify three HUBs and a minority or woman trade organization of each subcontracting opportunity. A section is being added to the form for the prime contractor to list the minority or woman trade organization, which will make the required listings easily identifiable.

The HUB subcontracting notification form, meanwhile, will give a prime contractor ample space to clearly identify what is required of a HUB before bidding on a subcontracting opportunity.

- **Combined the HUB certification and CMBL application.**

Combining the HUB certification and Centralized Master Bidders List registration forms into one streamlines the application processes and better provides HUBs with state purchasing opportunities. Additionally, the form is now in color, allowing a vendor to easily identify what items are required for his or her business structure. The forms for all business types are online at www.window.state.tx.us/procurement/prog/hub/hub-certification.

- **Distributed HUB education and outreach materials.**

We distributed HUB brochures and resources to vendors and HUBs at the numerous events we attended this year. All vendors who became HUB-certified received a vendor orientation packet,

including a HUB certificate and a booklet describing key resources such as the Centralized Master Bidders List, the Electronic State Business Daily, a HUB coordinator contact list and information about the Mentor/Protégé Program and HUB Subcontracting Plans.

- **Revised and enhanced the Statewide HUB Program Web site.**

An interactive Web presence is crucial to the Statewide HUB Program in today's business world. In fiscal 2009, Web site enhancements, including easier-to-find applications and an online training module, increased visits to the program's Web site, www.Texas4HUBs.org, by more than 200 percent. Significant increases to Web site traffic include the following:

- » more than 326,000 unique page views;
- » almost 85,000 visits to the HUB home page, an increase of more than 215 percent over 2008;
- » more than 81,000 visits to the HUB certification page, almost 300 percent more than in 2008;
- » an increase of more than 170 percent in visits to the HUB application forms page; and
- » an increase of more than 220 percent in visits to the HUB subcontracting plan page.

- **Received recognition and awards.**

In fiscal 2009, the Statewide HUB Program's excellent work was recognized by various organizations:

- » The Travis County HUB Program honored the Statewide HUB Program with its 2009 Diversity Champion Award. The Travis County program is one of only three county-level HUB programs in Texas.
- » The Statewide HUB Program was recognized as a co-sponsor at each of four Texas Department of Transportation "Small Business Briefing" events hosted around the state. The HUB program presented workshops and hosted booths at each.



Future Education and Outreach Initiatives

In fiscal 2010, we plan to expand on our successful efforts to increase the number of certified HUBs, increase state purchasing opportunities for HUBs, provide extensive training to vendors on state purchasing resources, and provide assistance and training to state agencies and institutions of higher education on HUB rules and related statutes, policies and procedures.

We have set these goals:

- increasing awareness of the Statewide HUB Program;
- increasing the number of certified HUBs;
- increasing the number of HUBs registered on the state's Centralized Master Bidders List;
- streamlining the online HUB certification process; and
- improving HUB understanding of state purchasing processes and maximizing their award opportunities.

To achieve these goals, our objectives include the following:

- networking with minority- and woman-owned business trade organizations, small business development centers and other economic development organizations to increase the awareness of the state's HUB program;
- refining education and outreach materials and efforts to meet HUB needs by directly surveying HUBs;
- identifying new training opportunities, including events to reach the maximum number of potential HUBs;
- providing extensive specialized training and education presentations; and
- working closely with state agencies and institutions of higher education to encourage the use of HUBs in state purchasing.

Major initiatives for fiscal 2010 include:

Regional Seminars

We plan to continue hosting the regional seminars throughout Texas. Dates and locations are yet to be determined. We are still evaluating feedback from our 2009 events to ensure the structure meets the needs of minority- and woman-owned businesses. The concept behind our seminars will remain the same — providing workshops for vendors to acquaint them with the state's purchasing process. The seminars also inform HUBs of valuable tools for securing state business. This, in turn, will help those minority- and woman-owned businesses leverage their position when bidding for state contracts.

Also, coordinators of other established events have approached us to play a greater role at their events. Many of these events are hosted in larger cities.

Advertising

The Statewide HUB Program has received funding to purchase advertisements in minority and women trade organization newsletters and magazines. We will partner these ads with articles detailing additional information on HUB certification, the state procurement process and HUB program success stories.

Web-site Development

In response to Web-site traffic increases in 2009, we will continue to add content and functionality to our site to better assist HUBs.

Social Networking

Networking is a key component of business success. Electronic networking is increasingly becoming an important tool for business communication. Social networking

services such as Facebook, Twitter and LinkedIn offer possibilities for the Statewide HUB program to quickly and effectively communicate with HUB program members and prospective HUBs across the state. HUB staff will explore the possibilities of establishing these types of Internet portals in 2010. Seminar and EXPO dates along with helpful links could be shared using these tools.

Online Training Modules

One online training module is currently available, and a second and third are in development. Together, these online tools will detail how to complete the HUB application, how to join the Centralized Master Bidders List and how to complete the HUB Subcontracting Plan.

Ongoing Communication with HUBs

Our continued success relies on meaningful communication with Statewide HUB Program members along with prospective members. We will continue to evaluate additional outreach methods that are cost-effective for the program and will strive to reach new audiences.

HUB Personalized Hour Series

The Personalized Hour Series goal is to tailor a brief informational session to the HUB's needs. Fiscal 2010 possibilities include brown-bag lunches and after-hour workshops that accommodate vendors' schedules.

Mentor-Protégé Program

In business, mentors provide access to countless hours of experience and knowledge. The Statewide HUB Program embraces this philosophy and believes both parties have something to gain; mentors pass along their experiences, while new HUBs gain real-world tips and examples to follow. We will continue studying this program's possibilities for Texas HUBs.

Additional Outreach Efforts

In fiscal 2010, we will evaluate additional outreach methods, including printed and online newsletters; stuffers in correspondence sent to existing business taxpayers; and, if funding becomes available, radio and cable advertising, billboards and public service announcements.

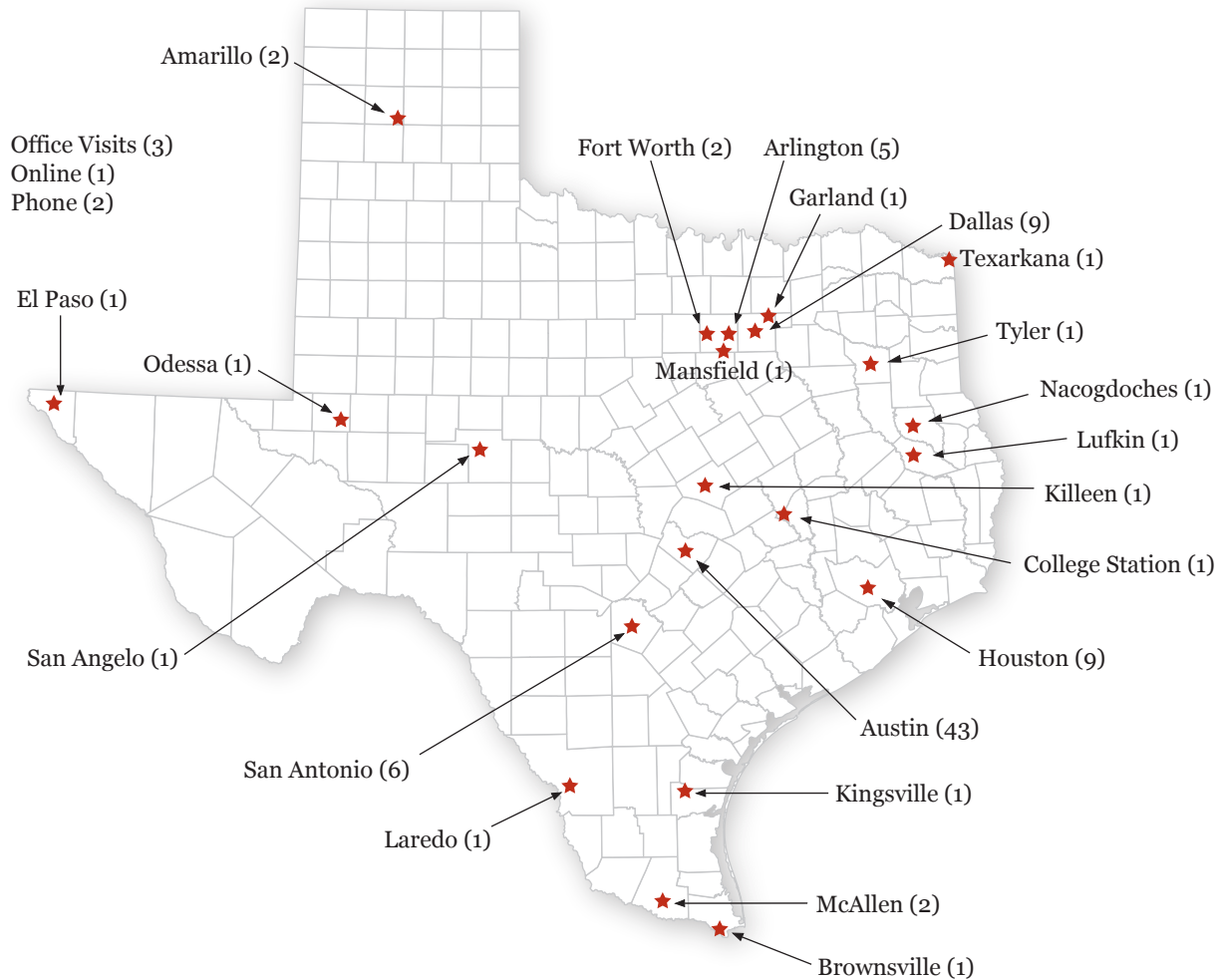
Attachment A

Education and Outreach Events

- Education and Outreach Map
- Detailed List of Education and Outreach Activities

FY 2009 Education and Outreach

Total number of HUB Economic Opportunity Forums Attended



Number of Outreach Activities Conducted – 135

Areas of Outreach	# Conducted
Booth	37
General Overview Presentation	39
CMBL Presentation	2
HUB Report Presentation	4
Certification Presentation	16
Panel	2
Networking	5
Mentor Protégé	1
HUB Subcontracting Plan	2
Other	27

Statewide HUB Program Fiscal 2009 Education and Outreach Efforts

Date	Event	Host/Sponsor	Outreach	Audience	City
9/10-11/2008	EXPO 2008	Houston Minority Business Council	Booth	Minority Business Owners	Houston
9/10/2008	Government Procurement Workshop	Greater Dallas Asian American Chamber of Commerce	General Overview Presentation	Asian American Business Owners	Dallas
9/16/2008	One-on-One	Portico Communications	General Overview Presentation	HUB Vendors	Phone
9/23/2008	HUB Fair	Texas Facilities Commission	Booth, Certification Presentation	Minority and Woman Business Owners	Austin
9/30/2008	Outreach Meeting	HUB Discussion Workgroup	Other	State HUB Coordinators and Purchasers	Austin
9/30/2008	General Meeting	HUB Discussion Workgroup	Other	State HUB Coordinators and Purchasers	Austin
10/8/2008	HUB Forum	Railroad Commission	Booth	Minority and Woman Business Owners	Austin
10/9-11/2008	72nd Annual Convention "NAACP: POWER, JUSTICE, FREEDOM, VOTE!"	Texas State Conference of NAACP Branches	Booth, General Overview Presentation	African American Business Owners	San Antonio
10/10/2008	2008 Renaissance Economic Development Summit	U.S. Representative Michael C. Burgess, M.D.	Panel	General Vendor Community	Forth Worth
10/10/2008	Planning Meeting for the 2009 Small, Minority and Woman Business Owners Conference	Bexar County and City of San Antonio	Other	Minority and Woman Business Owners	San Antonio
10/16-17/2008	South TX Border Business Contracting EXPO	McAllen Mexican Chamber of Commerce, HUB Discussion Workgroup	Booth, HUB Subcontracting Presentation, General Overview Presentation	Minority and Woman Business Owners	McAllen
10/17/2008	Partner for A Better Texas	Health and Human Services Commission System	Booth	Minority and Woman Business Owners	Austin
10/22/2008	HUB Coordinator Training	Statewide HUB Program	Certification Presentation, Centralized Master Bidders List Presentation	State HUB Coordinators and Purchasers	Austin
10/24/2008	82nd Anniversary Banquet	Dallas Black Chamber of Commerce	Other	African American Business Owners	Dallas
10/25/2008	"Marketing and Serious Business Growth" Real Help for Black Businesses	Black Contractors and Business Owners	General Overview Presentation	African American Business Owners	Houston
10/29/2008	2008 Seminar Series	Houston Minority Business Council	General Overview Presentation	Minority Business Owners	Houston
10/31/2008	Planning Meeting for - 8th Annual Small, Minority, Women and Veteran Business Owners Conference	Bexar County and City of San Antonio	Other		San Antonio

Statewide HUB Program (cont.) Fiscal 2009 Education and Outreach Efforts

Date	Event	Host/Sponsor	Outreach	Audience	City
11/7/2008	3rd Annual DFW African American Professionals Conference and Luncheon	Tarrant County College-South Campus and Dallas County Community College District	Booth	African American Business Owners	Arlington
11/10/2008	Legislative Conference	Texas Association of HUBs	Other	Minority and Woman Business Owners	Austin
11/14/2008	Construction and Commodities Vendor Orientation	University of North Texas	Booth, General Overview Presentation	Minority and Woman Business Owners	Dallas
11/17/2008	Outreach Committee Meeting	HUB Discussion Workgroup	General Overview Presentation	State HUB Coordinators and Purchasers	Austin
11/17/2008	General Meeting	HUB Discussion Workgroup	Other	State HUB Coordinators and Purchasers	Austin
11/18-19/2008	Small Business Briefings	Texas Department of Transportation	Booth, Two Certification Presentations, General Overview Presentation	Small and Minority-owned Business Communities	Austin
11/20/2008	TxOnline Networking Forum	Department of Information Resources	Networking		Austin
11/24/2008	22nd Annual Professional Development Conference	Executive Women in Texas Government Conference	Booth	Women Business Owners	Austin
11/24/2008	Strategic Planning Initiatives and Mentor Protégé Program	The University of Texas	Other	Minority and Woman Business Owners	Austin
12/4/2008	Selling Your Professional and Other Services to the State of Texas	Texas Association of African American Chambers of Commerce	Booth, Centralized Master Bidders List Presentation	African American Business Owners	Dallas
12/4/2008	Deep East Texas Contracting Opportunities Exposition	Angelina College Procurement Assistance Center	Booth, General Overview Presentation	Small, Minority, Woman-owned Business Communities	Lufkin
12/10/2008	Small, Minority and Woman Business Owners Conference	Bexar County and City of San Antonio	Booth, Two Certification Presentations, Two General Overview Presentations	Small, Minority, Woman-owned Business Communities	San Antonio
1/6/2009	Vendor Advisory Committee	Texas Comptroller of Public Accounts	Other	General Vendor Community	Austin
1/7-8/2009	MOA Training	El Paso Hispanic Chamber of Commerce	Other	Minority and Woman Business Owners	El Paso
1/14/2009	One-on-One	Marco Cameron - New York Life Insurance Company	General Overview Presentation		Office
1/20-21/2009	2009 Procurement Connection Seminar & EXPO - Learn, Market, Grow	Statewide HUB Program	Other	Minority and Woman Business Owners	Amarillo
1/28/2009	Certification Workshop	Capital City African American Chamber of Commerce	Certification Presentation	African American Business Owners	Austin

Statewide HUB Program (cont.) Fiscal 2009 Education and Outreach Efforts

Date	Event	Host/Sponsor	Outreach	Audience	City
1/28/2009	One-on-One	J. Morman Insurance Agency	General Overview Presentation		Austin
1/29/2009	One-on-One Vendor Meeting with Collaboration with the Office of the Governor	Ramon Manning - Partners Energy Group, Feliz Chevalier - Chevalier Helms, PLLC	General Overview Presentation		Austin
1/29/2009	Government Technology Conference	Government Technology	General Overview Presentation	State HUB Coordinators and Purchasers	Austin
2/4/2009	Forth Hood Region Government Vendor Conference and EXPO	Central Texas Business Resource Center	Booth, General Overview Presentation	Disadvantaged Businesses such as Woman-owned, Minority-owned, and Veteran and Disabled Veteran-owned, as well as Small Business	Killeen
2/5/2009	One-on-One	Johnny Ellis - Shade Tree Transport	Certification Presentation		Office
2/5/2009	Contractor Subcontracting Compliance Workshop	Texas Commission on Environmental Quality	Mentor Protégé Presentation	Minority and Woman Business Owners	Austin
2/9/2009	9th Annual Procurement and HUB Connection Forum	Texas Workforce Commission and the Teacher Retirement System of Texas	Booth	Minority and Woman Business Owners	Austin
2/10-11/2009	2009 Procurement Connection Seminar & EXPO - Learn, Market, Grow	Statewide HUB Program	Other	Minority and Woman Business Owners	Tyler
2/13/2009	Procurement/Certification Subcommittee Meeting	Greater Austin Hispanic Chamber of Commerce	Other	Hispanic American Business Owners	Austin
2/16/2009	Government Procurement Connection Planning Meeting	City of Houston	Other	Small, Minority, Woman-owned Business Owners	Phone
2/17/2009	Outreach Committee Meeting	HUB Discussion Workgroup	Other	State HUB Coordinators and Purchasers	Austin
2/17/2009	General Meeting	HUB Discussion Workgroup	Other	State HUB Coordinators and Purchasers	Austin
2/18-19/2009	Small Business Briefings	Texas Department of Transportation	Booth, Two Certification Presentations, General Overview Presentation	Small and Minority-owned Business Communities	Laredo
2/19-20/2009	Procurement Card HUB Reporting Training (4)	JPMorgan Chase and Statewide HUB Program	Four HUB Report Presentations	State HUB Coordinators and Purchasers	Online
2/20/2009	2009 ACCESS Planning Meeting	The University of Texas	Other	Minority Business Owners	Austin
2/23/2009	Public Policy Day	Dallas/Fort Worth Minority Business Council and Houston Minority Business Council	Other	Minority Business Owners	Austin

Statewide HUB Program (cont.) Fiscal 2009 Education and Outreach Efforts

Date	Event	Host/Sponsor	Outreach	Audience	City
2/25/2009	Construction HUB Forum	University of Texas at Austin, Project Management and Construction Services	Booth	Minority and Woman Business Owners	Austin
2/26/2009	HUB Vendor Fair	Pearson, Texas Education Agency	Booth, General Overview Presentation	HUB Vendors	Austin
3/4/2009	Tri-State Procurement Conference	The Center for Government Contracting-SBDC	Booth, Panel	Small Business	Texarkana
3/10/2009	15th Annual Buyer/Vendor Mixer	City of Garland	Booth, General Overview Presentation	Minority and Woman Business Owners	Garland
3/10/2009	2009 Hard Hat EXPO	Dallas/Fort Worth Minority Business Council	Other	Minority Business Owners	Dallas
3/17-18/2009	2009 Procurement Connection Seminar & EXPO - Learn, Market, Grow	Statewide HUB Program	Other	Minority and Woman Business Owners	San Angelo
3/26-27/2009	Small Business Briefings	Texas Department of Transportation	Booth, Two Certification Presentations, General Overview Presentation	Small and Minority-owned Business Communities	Houston
4/15-16/2009	Small Business Briefings	Texas Department of Transportation	Booth, Two Certification Presentations, General Overview Presentation	Small and Minority-owned Business Communities	Odessa
4/22/2009	Entrepreneur Expo	Lockheed Martin and Chase	Booth	Entrepreneurs	Forth Worth
4/23/2009	Government Procurement Connections 2009	City of Houston	Booth, General Overview Presentation	Small, Minority, Woman-owned Business Owners	Houston
4/23/2009	2009 Construction, Architecture and Engineering Forum	Greater Dallas Asian American Chamber of Commerce	Booth	Asian American Business Owners	Dallas
4/29/2009	HUB Advisory Board	Department of Information Resources	Other		Austin
4/29/2009	HUB Vendor Fair	UT Austin and UT System	Networking	Minority and Woman Business Owners	Austin
4/29/2009	General Meeting	HUB Discussion Workgroup	Other	State HUB Coordinators and Purchasers	Austin
5/5/2009	Vendor Advisory Committee	Texas Comptroller of Public Accounts	General Overview Presentation	General Vendor Community	Austin
5/7/2009	2009 Small Business Academy	Alamo Colleges	General Overview Presentation	Minority and Woman Business Owners	San Antonio
5/10-11/2009	Access 2009	Dallas/Forth Worth Minority Business Council	Booth	Minority Business Owners	Arlington
5/13/2009	General Meeting	Texas Association of HUBS	Networking	Minority and Woman Business Owners	Austin
5/19-20/2009	2009 Procurement Connection Seminar & EXPO - Learn, Market, Grow	Statewide HUB Program	Other	Minority and Woman Business Owners	Kingsville
5/21/2009	2009 Connections EXPO	Women Business Enterprise Alliance	Booth	Women Business Owners	Houston

Statewide HUB Program (cont.) Fiscal 2009 Education and Outreach Efforts

Date	Event	Host/Sponsor	Outreach	Audience	City
5/21/2009	Deep East Texas Contracting Opportunities Conference 2009	Stephen F. Austin State University and Angelina College Procurement Assistance Center	Booth, General Overview Presentation	General Vendor Community	Nacogdoches
5/26/2009	One-on-One	TrewMarketing - Wendy Covey	General Overview Presentation		Office
5/29/2009	HUB Certification Workshop	University of Texas at Arlington	Certification Presentation	Minority and Woman Business Owners	Arlington
6/4/2009	2009 HUB Forum	Texas A&M University System	Booth, General Overview Presentation	Minority and Woman Business Owners	College Station
6/23-24/2009	2009 Procurement Connection Seminar & EXPO - Learn, Market, Grow	Statewide HUB Program	Other	Minority and Woman Business Owners	Austin
7/7/2009	Greater Austin Hispanic Chamber of Commerce	Procurement/Certification Subcommittee Meeting	Other	Hispanic American Business Owners	Austin
7/8/2009	LINC Program	Texas Department of Transportation	General Overview Presentation	Minority and Woman Business Owners	Houston
7/9/2009	General Meeting	National Association of Women Business Owners - Austin Chapter	General Overview Presentation	Women Business Owners	Austin
7/16/2009	How to Acquire Federal, State, and Commercial Contracting Workshop	The University of Texas at Brownsville and Texas Southmost College	General Overview Presentation	Minority and Woman Business Owners	Brownsville
7/20/2009	Texas Department of Insurance	Annual HUB Forum	Booth, General Overview Presentation	Minority and Woman Business Owners	Austin
7/21/2009	General Meeting	HUB Discussion Workgroup	Other	State HUB Coordinators and Purchasers	Austin
7/23/2009	LINC Program	Texas Department of Transportation	Booth, HUB Subcontracting Plan Presentation	Minority and Woman Business Owners	Houston
7/29/2009	2009 Asian American Pacific Islander Texas Regional Conference	U.S. Department of Commerce Minority Business Development Agency and Texas Federation of Asian American Chambers of Commerce	Booth, General Overview Presentation	Asian American Business Owners	Dallas
8/1/2009	34th Annual Convention Business and Consumer Expo	Texas Association of Mexican American Chambers of Commerce	Booth	Hispanic American Business Owners	McAllen
8/5/2009	Brown Bag	TPASS Training and Certification Program	General Overview Presentation	State HUB Coordinators and Purchasers	Austin
8/5/2009	Planning Meeting	The Office of the Governor, Economic Development and Tourism	Other	Minority and Woman Business Owners	Austin

**Statewide HUB Program (cont.)
Fiscal 2009 Education and Outreach Efforts**

Date	Event	Host/Sponsor	Outreach	Audience	City
8/6/2009	Texas AgriLife Extension Service - Potter County	4th Annual Make the Connection	Booth, General Overview Presentation	Minority and Woman Business Owners	Amarillo
8/11/2009	Doing Business with the State	Mansfield Chamber of Commerce	General Overview Presentation	Minority and Woman Business Owners	Mansfield
8/11/2009	Emerging Business Overview	North Texas Super Bowl XLV Host Committee	Other	Minority and Woman Business Owners	Dallas
8/12/2009	13th Annual Government Procurement Conference	The University of Texas at Arlington and Cross Timbers Procurement Center	Booth, General Overview Presentation	Disadvantaged Businesses such as Woman-owned, Minority-owned, and Veteran and Disabled Veteran-owned, as well as Small Business	Arlington
8/17/2009	HUB Affair: How to Do Business with the State of Texas	Women's Business Enterprise Alliance	General Overview Presentation	Women Business Owners	Houston
8/18/2009	Greater Austin Hispanic Chamber of Commerce	Procurement/Certification Subcommittee Meeting	Other	Hispanic American Business Owners	Austin
8/19/2009	LINC Program (Mentor-Protégé Training Program)	Texas Department of Transportation	General Overview Presentation	Minority and Woman Business Owners	Austin
8/21/2009	Emerging Business Media Luncheon	Texas Super Bowl XLV Host Committee	Networking	Minority and Woman Business Owners	Dallas
8/21/2009	South Texas Black Business EXPO	The Alamo Black Chamber of Commerce	Booth	African American Business Owners	San Antonio
8/25/2009	Improving Austin's Infrastructure - Creating Jobs and Opportunities for Small Business Growth	Capital Metropolitan Transportation Authority and Greater Austin Hispanic Chamber of Commerce	Networking	Minority Business Owners	Austin
8/27/2009	LINC Program (Mentor-Protégé Training Program)	Texas Department of Transportation	Booth	Minority and Woman Business Owners	Austin
8/27/2009	Certification Workshop	Meeting Professional International	Certification Presentation	Minority and Woman Business Owners	Arlington

Attachment B

Marketing Materials

- PowerPoint of HUB Online Training Module
- 2009 Procurement Connection Seminar and EXPO
- Mentor Protégé List Fiscal 2009

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Publication #96-1343, August 2009