



July 14, 2017

Dear Applicant

Entrepreneurs and small business owners in the professional services sector are invited to apply to the **LA Small Business Academy**. Presented by the Los Angeles Department of Water and Power (LADWP), the Department of Public Works (DPW) of the City of Los Angeles, the Port of Los Angeles (POLA), the Los Angeles World Airports (LAWA) and the Minority Business Development Agency (MBDA) Business Center at the University of Southern California (USC), the Academy's goal is to provide opportunities to grow a sustainable business which can participate in contracting opportunities in the greater Los Angeles area. The coursework includes information and insight about doing business with the City, professional services procurement projects and business essentials, contract compliance, and major initiatives under the auspices of LADWP, DPW, POLA, LAWA, and USC.

This year's Academy will include a focus on strategies to specifically address the challenges that professional services small business firms face in the marketplace. Interested small businesses in the (non-engineering) professional services sector such financial services, audit services, IT services, staff development and training, and environmental services are encouraged to apply and participate.

A series of nine classes will commence September 14, 2017 and will be held at USC. Classes will take place every Thursday from 5:00 – 7:30 pm through November 9, 2017, with a commencement event scheduled for Friday, December 1, 2017. During the nine sessions, participants will learn about requirements for projects contemplated by the City of Los Angeles and gain insight into industry practices directly from contractors, senior-level staff members, and their business advocates from the greater Los Angeles Area. Participants will also have the opportunity to discuss current issues and areas of concern through stimulating discussion in a classroom setting.

Accepted applicants must make a commitment to attend and complete **ALL** classes. There is no cost for the course -- only \$12 per day USC parking fees. The classroom location will be provided to accepted applicants. Further logistical details will be provided at the orientation session on September 14, 2017.

Attached you will find an application form and a copy of the Academy's curriculum and schedule. The application deadline is **Friday, August 11, 2017 at 5 pm**. Class size is limited to approximately 38 participants. Due to the large number of qualified applicants, interviews may be conducted as part of the selection process.

Knowledge can mean the difference between failure and success in a small business—especially a new one. The Academy team believes that small business leaders can always learn something new that will benefit their organization. The Academy will provide entrepreneurs and small business owners with key insights, skills, and resources required to launch, manage, and expand their future contracting opportunities. The world is constantly changing, so if a business expects to adapt successfully to such changes, then training is essential. In light of that, the Academy curriculum is designed to engender growth, sustainability and success.

Thank you in advance for your interest!

THE LA SMALL BUSINESS ACADEMY TRAINING TEAM

Academy sponsored by:

USC Civic
Engagement



Los Angeles
World Airports





APPLICATION

Deadline: Applications are due no later than August 11, 2017 and are to be submitted via email to LADWPSupplierRelationsOffice@LADWP.com.

Name of Applicant _____

Title of Applicant _____ Name of Firm _____

Professional Service _____

Years in Business _____ Number of Employees _____ Professional Business License # _____

NAICS Code _____ Description _____

NAICS Code _____ Description _____

NAICS Code _____ Description _____

NAICS Code _____ Description _____

NAICS Code _____ Description _____

Firm's Address Street _____ Ste. _____

City _____ State _____ Zip _____

Email _____ Phone _____ Alt Phone _____

Certification: DBE MBE WBE DVBE SBE Certification Agency: _____
(Please attach a copy of your certification)

Are you a member of a MBE/WBE/Other advocacy organization (eg. AAA/e, ABA,BBA,GLAACC,LALCC, LAGLCC, LBA, NAWBO, etc.)? _____ If yes, please state the organization: _____

Description of Business (What function would your business perform for LADWP, LAWA, POLA or Public Works?)

Reason for interest in attending, and future benefit to your firm

I hereby commit to participate fully and attend all classes.

Applicant Signature

Date

Classroom facilities courtesy of:





SCHEDULE OF CLASSES

1	9/14/17	ACADEMY ORIENTATION
2	9/21/17	Doing Business with the City: An Overview
3	9/28/17	Types of Procurement + Projects/What You Should Know PART I On-call Environmental Projects, Financial Services
4	10/5/17	Types of Procurement + Projects/What You Should Know PART II Training/Staff Development, Information Technology Services
5	10/12/17	Business Essentials PART I Marketing, Financing Your Business, Personnel/Human Resources Management
6	10/19/17	Business Essentials PART II Financial Statements, Proposal Writing, Bank Loans
7	10/26/17	Contract Compliance
8	11/2/17	What's Next After Contract Award
9	11/9/17	Major Initiatives LADWP (TBD), LAWA (TBD), POLA (TBD), Department of Public Works (TBD)
10	12/1/17	Commencement Ceremony (Friday)

Classroom facilities courtesy of:



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