



# SBPO Small Business Week Newsletter

A Small Business Programs Office Publication

## A Message From SBPO Director, Meshelle M.V. Howard

In celebration of Small Business Week,

I want to thank you, the Small Business Community for all the work that you do that effects our environment and communities to make them stronger and vibrant in growth. Small Businesses are the backbone of the nation that truly keeps things moving forward in every industry of work.

It is your hard work and dedication that ensures us, as users of your products and services that we can depend on you to provide to us those things we need each day. Please know that you have a team in WMATA that supports you and works behind the scenes for you to ensure we can provide you with the best customer service as well.

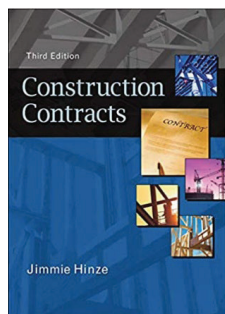
When small businesses come together, they establish a virtuous circle of sharing best practices that set standards of excellence in their industry. They collaborate efforts to foster innovation, promote growth where they all can benefit. Yes, our work is about contracting and improving infrastructure, but mostly it is about the people who make their companies great.

Enjoy this time of celebration, you deserve it and know that we really appreciate you.

*Meshelle M.V. Howard, MCA*

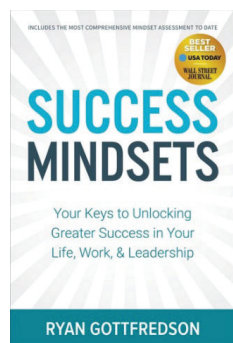
## Book Recommendations from SBPO's Director

These books provide valuable insights and guidance for small business owners. Whether you are just starting out or looking to grow your business, these books offer practical advice and strategies to help you succeed.



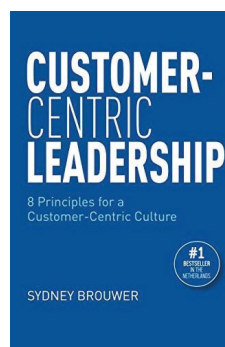
### Construction Contracts 3rd Edition by Jimmie Hinze

This book covers the legal and business aspects of construction contracts, including negotiation, bidding, and contract administration. With its practical approach and real-world examples, this third edition is an essential resource for contractors, owners, and construction professionals alike.



### Success Mindsets by Ryan Gottfredson

This book is a practical guide to developing the mindset necessary for success in business and life. The book presents a framework for understanding and improving your mindset, with practical exercises and strategies to help you overcome limiting beliefs and achieve your goals. With its evidence-based approach and accessible style, "Success Mindsets" is an excellent resource for anyone looking to improve their mindset and achieve greater success in their personal and professional lives.



### Customer-Centric Leadership by Sydney Brouwer

This book is a valuable resource for leaders looking to improve their organization's customer experience. The book provides practical guidance on how to build a customer-centric culture and develop leaders who prioritize customer needs. With real-world examples and actionable advice, "Customer-Centric Leadership" is a must-read for anyone looking to improve customer satisfaction and drive business success.

## Outreaches During Small Business Week

Small Business Week is an excellent opportunity for small business owners and entrepreneurs to connect with resources, network with other professionals, and gain valuable insights to help their businesses succeed. In celebration of Small Business Week, there are several upcoming outreaches and events taking place that you won't want to miss. These outreaches offer a range of resources and support, including workshops, webinars, networking events, and one-on-one consultations with industry experts. By participating in these outreaches, you can gain valuable knowledge and skills to help your business thrive, as well as connect with other like-minded professionals in your community. Be sure to check out these upcoming outreaches and take advantage of this valuable opportunity to grow and develop your business!

PowerUp DC 2023 Small Business Summit  
May 2 | 8 a.m. – 2 p.m.

The (Re)Connect  
May 4 | 6 p.m. – 8 p.m.

2023 DC Business EXPO: Resources for  
Financial Success  
May 3 | 10 a.m. – 6 p.m.

JPMorgan Chase –  
National Small Business Week  
May 1 | 9 am. – 4 p.m.

SBA National Small Business Week  
Virtual Summit  
April 30 – May 6th

Loudoun Virginia Small Business Summit  
May 2 | 8 a.m. – 3 p.m.

## Help Us Help Your Small Business: Share your thoughts on Metro's Small Business Programs Office

As a small business owner, you know how important it is to have access to the right resources and support. Metro's Small Business Programs Office (SBPO) is committed to helping small businesses succeed, and your feedback is essential in shaping the future of our programs and services. By sharing your thoughts and ideas through our SBPO survey, you'll help us better understand what you need and want, from information to webinars and beyond. Together, we can build a stronger and more vibrant small business community in our region. Take our survey [here](#).

### Resources

Check out our FAQs [here](#).

Visit our website [here](#) for more information on what the Small Business Programs Office has to offer!



# Unlock Your Business Potential: Watch the Small Business Success Series on MetroFoward's YouTube Channel!

SBPO's Business Success Series on MetroFoward's YouTube Channel is a must-watch for small business owners and entrepreneurs looking to unlock their full potential. Featuring a range of expert speakers and valuable insights, this series covers everything from networking and pricing to leadership and innovation. With practical advice and real-world examples, the Business Success Series is an excellent resource to help you take your business to the next level. [View here.](#)



## Grow Your Business with Automated Business Operations

Speaker: Mr. Michael Charles, Chief Executive Officer of SolutionsMET

Small business owners can benefit greatly from introducing technology to their business operations, despite the challenges that may arise. This webinar aims to simplify the process of integrating technology and will cover key considerations to help businesses find the right tools for their needs, including appointment scheduling, accounting, collaboration, CRM, and productivity. Attendees will gain clarity on implementing technology, expand their business capabilities, and maximize their resources. [View here.](#)



## Networking to Success

Speaker: Mr. Kevin Shulman of Shulman and Associates / Sandler Training

Networking is a crucial aspect of business success but attending networking events may not always lead to generating additional income. This webinar provides tools to grow your business, whether you're a salesperson or business owner, and covers topics such as recognizing opportunities, effective networking, differentiating yourself from the competition, building an unpaid sales force, and utilizing your elevator pitch. By learning these techniques, you can build strategic alliances and increase your customer base and bottom line. [View here.](#)



## Winning Government Contracts: Know Your Partner

Speaker: Mr. Daniel Covington of Top-Notch Acquisitions, LLC

Having the right connections can often be more valuable than having the right knowledge, which makes this webinar a game-changer for small business success. It focuses on setting up meetings with relevant contracting officers, partner organizations, and small business liaisons to strategically position your company for more work opportunities. By learning how to leverage your network effectively, you can increase your chances of success and win more business. [View here.](#)



## The Price is Right: Things to Consider When Pricing Your Projects

Speaker: Ms. Lisa D. Anderson CPA Strategic Business Advisor & Virtual CFO of Anavo Transformation Solutions LLC

Setting the right prices is crucial for the success of small businesses. This webinar offers essential guidance on pricing strategies, including factors often overlooked, meeting contract requirements, avoiding unallowable components, competing with other businesses, and understanding the meaning of competitiveness. There is no universal formula for pricing, but these key considerations can help businesses establish effective pricing. [View here.](#)

**To address any concerns or questions regarding Metro's Small Business Programs, contact our SBPO Hotline at [SBPOHotline@wmata.com](mailto:SBPOHotline@wmata.com) or 202-963-6493.**