



LA SMALL BUSINESS ACADEMY: GROWTH · SUSTAINABILITY · SUCCESS

July 23, 2015

Dear Applicant,

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) are inviting interested Small Businesses in the engineering and construction industry to apply to the **LA Small Business Academy**. 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 working on design-build and other projects that will be built under the auspices of LADWP, DPW, POLA, LAWA and USC.

In keeping with one of the initiatives of Mayor Eric Garcetti related to gender equality, this year's academy will include a focus on strategies to address the challenges that women-owned firms face in the engineering and construction marketplace. A series of nine classes will commence September 17, 2015 and will be held on the campus of the University of Southern California.

Classes will take place every Thursday from 5:00 – 7:30 pm through November 19, 2015, with a commencement event scheduled for Friday, December 4, 2015. During the 9 sessions, participants will learn about requirements for large projects contemplated by the City of Los Angeles and industry practices from prime contractors' senior level executive staff members, and their business partners. Participants will also have the opportunity to discuss current issues and areas of concern through stimulating discussion in a classroom setting.

Priority will be given to firms that have been in business for less than 10 years. Accepted applicants must make a commitment to attend and complete **ALL** classes. There is no cost for the course, only \$10 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 17, 2015.

Attached you will find an *application form* and a copy of the *Academy's curriculum* and *schedule*. The application deadline is **Friday, August 21, 2015 at 5 pm**.

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 TRAINING ACADEMY TEAM

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APPLICATION

Deadline: Applications are due no later than August 21, 2015 and are to be submitted via email to
LADWPSupplierRelationsOffice@LADWP.com.

Name of Applicant _____

Title of Applicant _____ Name of Firm _____

Type of Business Engineering/Design Construction Other

Years in Business ____ Number of Employees ____ Business License # ____ Class Business ____

NAICS Code ____ Description ____ 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 _____ Fax _____

Certification: DBE MBE WBE DVBE SBE Certification Agency: _____

Please attach a copy of your certification.

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

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:

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SCHEDULE OF CLASSES

1	9/17/15	ACADEMY ORIENTATION
2	9/24/15	Types of Procurement+ Projects/What You Should Know
3	10/01/15	Business Essentials
4	10/08/15	Successful Proposal: What are the Key Elements?
5	10/15/15	Risk Management/Insurance /Bonding
6	10/22/15	Practical Aspects of Project Management
7	10/29/15	Safety and Environmental Compliance
11/05/15 NO CLASS		
8	11/12/15	Quality and Compliance with the Contract
9	11/19/15	LADWP, LAWA, POLA, and Department of Public Works Major Initiatives and Resource Panel with SBA, MBDA, City of LA Business Source Center
10	12/4/15	Commencement Ceremony (Friday)

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