

Selling to State Agencies, Schools, Cities and Towns

Workshop for Businesses Interested in Selling More Products and Services to Public Organizations

Tuesday, May 9, 2006 • 8:30-2:00 • Westborough, MA

Presented by MassRecycle, Inc.

Every year, cities, towns, state and local authorities and departments, colleges and schools spend billions of dollars on products and services. How would you like to add some of those organizations to your client list – and some of that money to your revenue stream? Whether you already have a few “public” customers or are just trying to get into this market, the workshop will offer the knowledge and tools necessary to market your company, find new leads and increase sales. Instead of spending days looking for ways to expand your public customer base, come to this workshop for information, proven resources and practical advice. This workshop will be especially useful to businesses that offer recycled-content or other products or services with environmental benefits.

Get answers

- How do I approach different public organizations with my products or services?
- How do I get on “the list?” Can I sell without being on it?
- What are the market advantages I can get by selling recycled-content and other “green” products?
- What are the public purchasers’ pet peeves and how do I avoid them?

Take home

- A list of resources to access thousands of new sales leads
- An easy-to-use manual on selling to public organizations
- Practical advice from buyers on what works – and what does not

Agenda

8:30 – 9:00	Registration, continental breakfast
9:00 – 9:20	Welcome and opening remarks Ellen Bickelman, State Purchasing Agent Operational Services Division, Commonwealth of Massachusetts
9:20 – 9:30	Workshop overview Dmitriy Nikolayev, Procurement Manager Operational Services Division, Commonwealth of Massachusetts
9:30 – 10:00	How do cities and towns buy products and services? Angela Atchue, Legal Counsel (invited) Massachusetts Office of the Inspector General
10:00 – 10:45	A crash course in statewide contracting Barbara Miller, Director of Quality Assurance, Training and Customer Research Operational Services Division, Commonwealth of Massachusetts
10:45 – 11:00	Coffee break
11:00 – 12:00	Selling to cities, towns and schools: purchaser presentations and panel discussion Sheryl Levenson, Purchasing Agent, Town of Swampscott President of the MA Association of Public Purchasing Officials (MAPPO) Daniel Doucette, Purchasing Agent, City of Peabody Past President and Legislative Director of the MA Association of Public Purchasing Officials (MAPPO) John Frias, Assistant Superintendent for Personnel & Finance Bristol Plymouth Regional Technical School District
12:00 – 12:45	Networking lunch
12:45 – 1:30	Comm-PASS: Accessing business opportunities online Joan Matsumoto, eProcurement Systems Manager Operational Services Division, Commonwealth of Massachusetts
1:30 – 2:00	Marketing to public organizations Dmitriy Nikolayev, Procurement Manager Operational Services Division, Commonwealth of Massachusetts

Who should attend?

This workshop is for businesses interested in expanding their sales to public organizations.

- Sales reps & managers
- Marketing managers
- General managers
- Business owners
- Presidents & CEOs

**Workshop
registration deadline
May 3, 2006**

**See next page for
registration rates and
instructions!**

Sign up for this workshop!

Attending this workshop is the best marketing investment you can make if you are serious about expanding your public-entity client base. The registration fee includes continental breakfast, lunch and all materials.

Registration (non-MassRecycle member)	\$150
Registration (MassRecycle member)	\$120
Each additional company representative	\$80

Registration instructions

- Register online by clicking [here](http://www.massrecycle.org/event_pay_reg.html) or by typing the following link into your web browser:
www.massrecycle.org/event_pay_reg.html
- Pay by check written out to MassRecycle, Inc. and mailed to MassRecycle, 198 Tremont Street, Box 143, Boston, MA 02116
- **Registration deadline May 3, 2006**

For more information, email info@MassRecycle.org or call (617) 338-0244.

Join MassRecycle today and qualify for the discounted registration fee for members!

Join MassRecycle and save on attending this workshop and the upcoming "Meet the Purchaser" breakfast meeting series, bringing you opportunities to meet and interact with officials responsible for million dollars in procurement. Membership rates:

Small Business (1-15 employees)	\$150
Large Business (over 15 employees)	\$250
Friend*	\$500*
Sponsor*	\$1,000*
Benefactor*	\$2,500*
Patron*	\$5,000*

* Denotes Green Ribbon Members, which enjoy additional marketing advantages.

Directions to the Workshop

E.L. Harvey & Sons, 68 Hopkinton Road, Westborough, MA 01581

From the South

1. 495 North to Hopkinton/West Main Street, Exit 21A
2. Second left after Mobil Station (Elm Street, unmarked)
3. At the end of Elm St., take a left onto Rt. 135 West
4. E.L. Harvey is four miles down on the right (brick office building)

From the North

1. 495 South to Westboro/Rt. 9 West, Exit 23B
2. 1 mile to Rt. 30 West
3. Rt. 30 West to center of Westboro, pick up Rt. 135 East
4. E.L. Harvey is 2 miles on the left (brick office building)

From the East or West

1. Mass Pike to 495 North to Rt. 9 West, Exit 23B
2. Follow directions coming from the North

Who is MassRecycle?

MassRecycle is a statewide coalition of individuals, governments, businesses, institutions and non-profit organizations dedicated to promoting and realizing the vital environmental, social and economic benefits created by reducing, reusing, and recycling waste materials, and by increasing the utilization of recycled products. More information at www.MassRecycle.org.