

27 July 2011

*On behalf of the Chairman of the DoD Northeast Regional Council,*

To the Northeast Regional Council

From the Chairperson

I may be speaking with some bias, but on many occasions I have heard people in the National contracting community reaffirm my belief in the Northeast Council. They have said that The Northeast Council is the most dynamic, most innovative and the most productive of the 6 national councils. The Council's membership continues to embrace the types of innovation that began the Matchmaker concept back in 1999. Other efforts that are attributable to the Council include the Small Business Liaison Officer Training Program, which is responsible for the training of literally hundreds of SBLO's from around the country. In order to increase the success ratio of the marketing efforts of the Small Businesses that attend the matchmaker event, the Council developed the small business training. The Council's Small Business Training focuses on helping small businesses best use their 10 minutes between the bells to get to the meat of the conversation, enable the dialogue to allow the needs of the region's large businesses to meet the Service and product assets available through small businesses in the region.

A recent survey found that approximately 5% of those attending small businesses have "Cashed the Check". What was additionally discovered from the South Portland, Maine, event is that small business marketing is a long and arduous process. Several attendees are reporting success from the Tarrytown event held almost two years ago. Those success stories are crediting respectful persistence and realistic goals as contributing factors. Let there be no mistake; along with the positive news there were several that received no benefit at all and in some cases were actually belligerent about the event. Whether it be a personal consultation with a small business or a save the date we must be honest with all that there is no silver bullet to marketing but rather small firms need the patience to plant the seed that will in turn provide the wheat that in turn will be used to make the bread.

None of us needs to be reminded of the economic trials our country is experiencing and no matter what role we play, be it SBLO, PTAC or Government acquisition, small business must and shall play a vital role in the recovery.

I thank all of you and look forward to seeing you in Burlington, VT for our next 3 day event Oct. 26, 27 and 28.

Dave Rego

Current Chairperson of the Northeast Regional Council