



MB DOLPHIN & ASSOCIATES, LLC.

# MB Dolphin WAVE

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## Individual Highlights:

- Can you Keep Up?
- Process Streamlined?
- Enough Staff?
- Diversity Award
- SCORE for business

The WAVE is published by MB Dolphin & Associates, LLC.  
Offices in Manhattan Beach and Laguna Niguel, CA and Dallas, TX.

## Welcome to 2010, Year of the Small Business

### Are you ready for the Deluge?

\$ 5.5 trillion a year  
 \$ 105 billion a week  
 \$ 15 billion a day  
 \$ 625 million an hour  
 \$ 10 million a minute  
 \$ 175,000 a second

**Spending by federal, state, and municipal governments now represents almost half**

**of total U.S. GDP, and that is expected to increase in the coming years.**

The Stimulus Package will mean \$Billions in business opportunities for companies that are ready to answer government RFPs and make bids on contracts. It could be to the contracting world what *Katrina* was to New Orleans!

If you want to do business with the government, right now may be the best opportunity you will have to bid and win.

**Small businesses, hopefully, will be especially favored.**

Are you ready to compete?

**Happy New Year and Good Bidding from all of us at MB Dolphin!**

## Is Your Boilerplate Ready to Go?

The time you have to complete your bid may be as short as 2 weeks to a month. So the best thing you can do to prepare is to get your proposal "boilerplate" in good order.

### Start with your capabilities statement.

List your licenses, certifications, NAICS codes, CAGE codes and any other pertinent items. Then compile your project experience. Include the client contact's name, address, phone number, and email. Create a

Project Description that outlines the project, where and when it took place and the dollar value. Always add the outcome: was it delivered on time and within budget? If so, put that in a prominent place. If not, give the extenuating circumstances. If appropriate, you may want to list the equipment and number of personnel involved in it.

If you need help with this, MB Dolphin can assist you.

**Call Sandra McClintock for assistance with creating your capabilities statement.**



## Can You Keep Up?



Above: MB Dolphin booth at Austin, TX tradeshow.

Knowing the information you must capture before you bid is the first step. If you begin when RFPs are released, collect all the information you can in the time allowed. Create win strategies from what you have so you can take advantage of these opportunities.

Better yet, get to know the government agencies that are the best fit for your goods and services, and

you'll have the advantage of knowing when they are going to release an RFP.

Talk with them before they release the RFP and find out their needs and their hot buttons. This gives you a distinct advantage, because once their contract has gone out to bid, you can't contact them on a personal basis.

You'll be ahead of most by using *Up Your Win Rate!*

to guide your proposal process from start to finish!

So do your best and don't be shy. You'll be ahead of most by using *Up Your Win Rate!* to guide your proposal process from start to finish!

[\(Click here to order.\)](#)

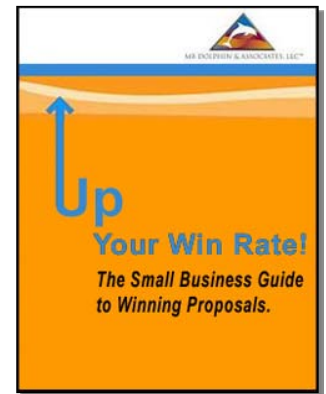
## Is Your Process Streamlined?

If you already have a fool-proof proposal process in place, follow it exactly.

A good process helps you take all the guesswork out of "what to do next." It leads you from the pre-proposal steps to the final review, production and delivery. It leaves you free to make important decisions about what you can offer and how you can price it to win.

*Up Your Win Rate!* contains templates and checklists that are invaluable in producing proposals that meet your customers' requirements.

It has a step-by-step, proven process that will leave you free to be creative about your offering, without worrying about the process.



## Do You Have Enough Staff?

If you've had to lay off people, you may definitely be suffering from a personnel shortage.

These new opportunities can overload your present staff, but you don't want to miss any viable opportunity. What can you

do? Outsourcing is the answer.

Just make sure the consultants you hire know as much or more about proposals as you do. And you want to know that they have a good "win rate." In that case, call MB

Dolphin and ask for the personnel you need.

They're **experienced**, seasoned professionals who will work hand-in-hand with your staff to produce winning proposals.

[\(Click here to contact MB Dolphin consultants.\)](#)

## MB Dolphin Wins 2009 Diversity Award

### MB Dolphin & Associates, LLC Named to Nation's Top Business List for 2009

*Manhattan Beach, California, Jan. 23, 2009:*

In recognition of the economic power of privately held businesses, DiversityBusiness.com, the Nation's leading business-to-business internet site, recently named MB Dolphin & Associates as one of the top businesses in the United States.

This is the 9th annual listing of the Nation's top

businesses by DiversityBusiness.com. The companies listed on the Top Business Lists represent the Nation's top multicultural earners and challenge the long-held notion that a privately held business is small or insignificant. Winners are sought after by major corporations wishing to increase spending with small businesses.

"Entrepreneurs are a growing force in the U.S. economy, and a force to be reckoned with," said Kenton Clarke, CEO of Computer Consulting Associates International,

the company that built DiversityBusiness.com. "This is a whole business segment that can carry its own, that provides jobs, products and services, and generates wealth for their communities. These are the new leaders in American business."

"MB Dolphin & Associates, LLC is honored to receive this award," commented Donna Morrison-Leaf, Owner and CEO, "and we are grateful for the opportunities we've had to make this happen. Special thanks go to our consultants and our customers."



## Explore SCORE, the Small Business Organization

SCORE is an organization sponsored by the Small Business Administration (SBA). It is staffed with volunteers who share their business expertise with small businesses, usually at no charge.

MB Dolphin's Chief Operating Officer (COO) Sandra McClintock will give a SCORE workshop on January 28, 2010 at the Tustin Main Library from 6 PM to 9 PM.

The title is "Winning Government Business"

and it's absolutely free.

Register for it if you want to know how to find government business and make a winning bid on it.

SBA/SCORE  
200 W. Santa Ana Blvd.,  
Suite 700  
Santa Ana, CA 92701  
[www.score114.org](http://www.score114.org)

SCORE offers many other services for small businesses, including advice from experts about specific opportunities for your business.

SCORE volunteers have a wealth of business knowledge and experience, and they have the insight to evaluate the strengths and weaknesses of your business, then suggest the actions to take to improve your prospects.

If you haven't contacted SCORE yet, don't wait to take advantage of this invaluable free service.

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**Contact SCORE to take advantage of this invaluable free service.**

**SBA/SCORE**  
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Compton: Feb 3, 2010

Riverside: Feb 4, 2010

## Stimulus Opportunities for Small Business

The Stimulus Opportunities for Small Business program is a **FREE** half-day session featuring buyers for state and federal government projects, as well as buyers from large corporations. It will also

feature local panelists able to offer insight into the latest developments in surety bonding and local workforce investment initiatives.

Business Matchmaking specializes in small

business procurement with a track record of facilitated more than 70,000 face to face buyer-seller meetings throughout the country. California Small Business Development Centers provide free and low cost business consulting

<http://californiasbdc.org/stimulus> for details and sign-up.

and training for thousands of California small businesses annually. For more information go online to:

[www.businessmatchmaking.com](http://www.businessmatchmaking.com), or

[www.californiasbdc.org](http://www.californiasbdc.org).

### Who should participate?

This course is designed for small business entrepreneurs who have an interest in learning

about what opportunities exist for contractors implementing President Obama's Economic Recovery plan.

Visit MB Dolphin on the web: [www.mbdolphin.com](http://www.mbdolphin.com)

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