



**Pacific Gas and  
Electric Company**

**“THE FIRST ANNUAL DIVERSE AND SMALL BUSINESS  
CONTRACTING WITH PUBLIC ENTITIES FORUM”**

**A CPUC Joint Utilities Initiative Hosted By Pacific Gas & Electric Company**

[Register Here Today for Free Admission](#)

<http://events.sba.gov/EventManagement/eventlisting.aspx?state=CA>

Thursday

Woodlake Hotel

March 8, 2012

500 Leisure Lane

7:30 AM until 12:00 PM

Sacramento, CA 95815

**Participants will learn:**

- **How to Do Business with the Utilities** - Joan Kerr, PG&E Director of Supplier Diversity and Supplier Development
- **Money Matters!** - Presented by the Small Business Development Center (SBDC)
  - \* Understanding your Financial Statements - What story do they tell?
  - \* Strategic Cash Flow Planning - Make every dollar work for you!
- **Contracting by the Numbers** - Presented by SCORE
  - \* Factors to Consider in a Contract and Pricing for the Bottom Line
  - \* Accounting Requirements for Fixed Price and Cost Plus Contracts
- **Broadening Your Business Base - Growth and Growth Strategy**
  - \* When are you ready for contracting with public entities?
  - \* How do you position your business for new opportunities?



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