



**Pacific Gas and  
Electric Company**

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

**Tuesday, March 8, 2012**

**7:30 am – 8:00 am**

**Registration & Continental Breakfast**

**8:00 am – 8:10 am**

**Introductions – SBA District Director, Jim O’Neal**

**8:10 am – 8:50 am**

**How to do Business with the Utilities**

**Joan Kerr, PG&E Director of Supplier Diversity and Supplier Development**

**Workshop 1 8:50 am – 9:35 am – SBDC “Money Matters - Reading Business Financials”**

- \* Understanding your Financial Statements - What story do they tell?
- \* Strategic Cash Flow Planning - Make every dollar work for you!

**Workshop 2 9:35 am – 10:25 am – SCORE “Contracting by the Numbers”**

- \* Factors to Consider in a Contract and Pricing for the Bottom Line
- \* Accounting Requirements for Fixed Price and Cost Plus Contracts

**Break 10:25 am – 10:40 am**

**Workshop 3 10:40 am – 11:25 am - SBA “Broadening your Business Base”**

- \* When are you ready for contracting with public entities?
- \* How do you position your business for new opportunities?

**Closing Remarks 11:25 am – 11:40 am – SBA & P G & E**

**Networking Break 11:40 am – 12:00 pm**

