



***2014 Advance Colorado Procurement Expo***  
*The Buyers and Sellers Marketplace*

# Marketing to Government, Success Stories

Olivia Mendoza  
Executive Director  
Colorado's Minority Business Office



# Success Story Panelist

Mr. Keith Montoya,  
**Doc1 Solutions**

Jeff Knight,  
**JKS Industries, LLC**

Sharon Hendricks,  
**Express Employment Professionals**

# Panel Questions

- What was the advantage or why did it make sense for you to do business with the government?
- What differences (if any) are there to working with public sector versus private sector companies?
- What time-frame did it take for you to receive government business (start to finish)?
- What was the biggest obstacle in doing business with government and how did you overcome it?
- When considering businesses that want to do business with government, what do you think is the biggest myth that isn't true and please explain how it isn't true?
- Had you been given advice when you started doing business with government, what is the most helpful thing to know when doing business with the government?
- Thinking of future business is there other areas of opportunity within government that you plan to pursue?
- How do you define *your* success with marketing to State and local Government?"

# Q/A

THANK YOU FOR YOUR TIME AND  
ATTENTION!



**COLORADO**  
**Division of Finance & Procurement**  
Department of Personnel  
& Administration