

**Media Release**  
**For Immediate Release**  
May 12, 2016

## **Greater Yakima Chamber to Host Free Government Contracting Workshop**

**Yakima, WA** – The Washington Procurement Technical Assistance Center (PTAC) and Greater Yakima Chamber of Commerce invite the community to attend the upcoming introductory level workshop, “Government Contracting Essentials” on Thursday, June 16, from 10 am – 12 pm at the Yakima Chamber of Commerce, 10 N. 9<sup>th</sup> St., Yakima, WA 98901. Presenting on the subject will be Ashley Coronado, PTAC Business Counselor.

This workshop will provide a detailed insight on the requirements for becoming a successful government contractor, teaching the basics of marketing and selling your products or services to federal, state and local government agencies. Attendees will learn how to classify their product or service, register in correct databases, small business programs and certifications, how to respond to different solicitation types, marketing strategies for finding opportunities and laws and regulations. Attendees will also learn how to develop an effective capability statement used for marketing purposes to effectively set their company apart from the competition.

This class is offered at no-cost for Chamber and non-Chamber members. Please register for the class at <https://washingtonptac.org/events>. For questions, please contact Ashley Coronado at 509.491.3231 or [ashley.coronado@tricityregionalchamber.com](mailto:ashley.coronado@tricityregionalchamber.com).

The Washington Procurement Technical Assistance Center (PTAC) works to give businesses the opportunity to thrive in the government-contracting marketplace. Washington PTAC’s mission is to increase the number of government contracts awarded to Washington firms so that those firms can grow. They provide no cost, confidential, one-on-one technical assistance in all aspects of selling to federal, state and local governments. For more information, visit [www.washingtonptac.org](http://www.washingtonptac.org) or call 509.491.3231.

For more information:  
Contact: Thane Phelan  
[thane@yakima.org](mailto:thane@yakima.org)  
509.248.2021