

**THOMAS H. MAY
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OPENING REMARKS TO CONFERENCE ATTENDEES
NASA – JPL – SBA 16TH
ANNUAL HIGH – TECH CONFERENCE
MARCH 2 – 3 2004**

DAY 1 MARCH 2, 2004

Good Morning:

**My task today is to Set the Tone for the Conference
and to be the time keeper!!!**

**My name is Tom May -- I Manage the Business Opportunities Office and the Supplier
Diversity Program at the Jet Propulsion Laboratory.
Bottom Line my job is to assist Businesses in obtaining Sub – contracting Opportunities.**

**The Road Less traveled By---
Does not mean anything to you by itself,
But I would like to parallel it with:
Becoming a Supplier/Subcontractor to any organization.**

***Ralph Waldo Emerson, the great essayist, said in a lecture in 1871,
Just six years after the civil war!***

***"If a man can write a better book, preach a better sermon, or make a better mouse trap, than
his neighbor, though he build his house in the woods, the world will make a beaten path to his
door.***

Today nothing has changed!!

In America we have Choices:

Henry Wadsworth Longfellow, said:

“In the world's broad field of battle,

In the bivouac of Life,

Be not dumb, driven cattle,

Be a hero in the strife”

I am saying to you:

“Be action driven! You are not dumb driven cattle.

If you were, you would not have been invited here today!

Make No Mistake!!!!

‘Small Businesses are the Tug Boats that push and pull this great Nations’ Economy.’

Robert Frost said it so eloquently! We have Choices:

We took this road:

Two roads diverged in a yellow wood,

And sorry I could not travel both

And be one traveler, long I stood

*And looked down one as far as I could
To where it bent in the undergrowth;
And I,
I took the one less traveled by,
And that has made all the difference.*

Who are you? Let me tell you who you are!

You are the ones that took the road less traveled by, because:

Somewhere in time, somewhere in life you made a decision--

You chose not to do humdrum work –

Pushing paper in some Ho- hum accounting office.

You are small business owners.

You are business developers for a small business,

And oh yes!! Some of you are advocates for Small business.

We took the road less traveled by,

And that has made all the difference.

We heard ***Ralph Waldo Emerson*** when he said --

“Do not go where the path may lead,

Go instead where there is no path and leave a trail.”

Being a small business! You are the trail blazers!

Indeed you, took the road less traveled by,

And it's not an easy road!!!

But it has made all the difference!

**You would rather work 14 hr a day for yourself,
than to work 8 hrs for some one else.**

You are a unique breed!

Why do I say that? (*Small Business Statistics*):

Because!!!

You represent more than 99.7 percent of all employers.

You employ more than half of all private sector employees

You Employ 39 percent of high tech workers

(Such as scientists, engineers, and computer workers).

You pay almost 45 percent of the total U.S. private payroll.

You generate between 60 to 80 percent of net new jobs annually.

Yes indeed! You are a unique breed!

You supplied almost 23 percent of the total value of federal prime contracts (About \$50 billion) in FY 2001.

You produce 14 times more patents per employee than Big Business!

In 2002, you were approximately 23 million strong in this Great nation.

Sources: U.S. Bureau of the Census

Yes! You have a demonstrated Track Record!

AS I said earlier:

Make No Mistake!!!!

“Small Businesses are the Tug Boats that push and pull this great Nations Economy.”

*You believe in the, “It can be done Attitude”
It can be done, and you have done it!*

**You don't suppress creativity and never say it can't be done.
Success comes in cans, failure comes in cant's. -- Zing Ziegler**

But, Edgar Guest was thinking about Small Businesses when he wrote:

*Somebody said it couldn't be done,
But he with a chuckle replied
That "maybe it couldn't," but he would be one
Who wouldn't say so till he'd tried.
So he buckled right in with the trace of a grin
On his face. If he worried he hid it.*

*He started to sing and he tackled the thing
That couldn't be done, and he did it.*

What if Thomas Alva Edison, Alexander Graham Bell, Henry Ford, or the Wright brothers and other greats had said that it can't be done! Then:

*We'd have no radio or motor cars,
No streets lit by electric stars;*

*No telegraph nor telephone,
We'd linger in the age of stone.*

*The world would sleep if things were run
By men who say, “It can't be done.” UK*

**To the Small Businesses here today,
I know that you have “the can do attitude,”
and there is no question about that!
(You are the Edison’s, Ford’s and Bell’s,
and the Wright brothers of the Twenty first century)**

**Here are some Attitudes,
That you must have had,
To be successful on this road less traveled by!**

You knew that:

The secret of success is to start from scratch and to keep on scratching. -- **Dennis Green**

A setback is nothing but a setup for a comeback. -- **Dennis Kimbro**

Your choices in life are simple: get up, give up, or shut up! -- **Joe Martin**

You got up! --- **Tom May**

You knew when:

To Lead, to follow, and you knew when to get out of the way. ~ **Ted Turner** ~

You understand that:

You may have to fight a battle more than once to win it. -- **Margaret Thatcher**

**It’s all about Attitude!!
And you also understand that:**

Success comes in cans, failure comes in cant’s. -- **Zig Ziglar**

What you can't do you must. -- **Unknown**

Persistence is saying "I will until." -- **Unknown**

No matter how many shots you miss,

You always believe you're going to make the next one. --- **Isaiah Thomas**

On this road less traveled by!

**In closing: The Tone, Setting, and opening remarks,
and using only one second over my one minute time allotment,
Please allow me, to use just one more second:**

Tell your story! It’s a poor dog that does not wag its own tail!

As you the “The small businesses,” interface with the large Organizations Today: As MLK would have said!

Tell them about your past **performances** like Michelangelo painted the Ceiling of the Sistine Chapel.

Talk to them about **cost saving** like Beethoven composed music.

Show them your **quality** like Leontyne Price sings before the Metropolitan Opera.

Praise your **on time delivery** like USC, beat up on **Michigan** in the **Rose Bowl!**

This is your chance, be the best that you can be at this!!!

Douglas Malloch said it best:

*We can't all be captains; we've got to be crew,
There's something for all of us here,
There's big work to do and there's lesser to do,
And the task we must do is the near.*

*If you can't be a big pine tree on top of the hill,
Be a scrub in the valley - but be
The best little scrub by the side of the rill;
Be a bush, if you can't be a tree.*

*If you can't be a bush be a bit of grass,
And some highway happier you make;
If you can't be a muskie than just be a bass-----
But be the liveliest bass in the Lake!*

*If you can't be a highway, then just be a trail,
If you can't be the sun, be a star;
It isn't by size that you win or you fail -
Be the best of whatever you are!*

With the last half second left on my one minute time allotment, please understand that:

No one can do everything, but everyone can do something. -- Helen Keller

*If you can't be the Prime Contractor,
Then just be a Small Sub – Contractor,
but be the best Small Sub – Contractor, who has built his house in the woods,
and the Technical End - Users, and Sub –Contract Managers,
from all Prime Contractors and Government Agencies, will make a beaten path to your door.
Thank You!!!*

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DAY 2 MARCH 3, 2004

Day #2 Opening overview

Let us talk about what you need to do,
To be successful at any Large Organization!

**We have learned from a survey of the top Successful Small Businesses at JPL,
The ones that kept on winning, and winning and winning.**

**They told us a lot of things:
From you need to start marketing early,
To being Loyal to the Customers.**

**We summarized all of their inputs and paralleled them,
With that of the wild life kingdom.
You can learn a lot from the wild life kingdom.**

This is my take, maybe you will agree with me:

The Characteristics of a successful Small Business!

**When going after Business Opportunities or after anything in life,
You Must Be:**

<i>Early as the Early Bird,</i>	<i>" the early bird catches the worm"</i>
<i>Watchful as the Hawk,</i>	<i>" the Hawk is in a continual alert and search mode"</i>
<i>Wise as the Old Hoot Owl,</i>	<i>"the Owl picks the best efforts to spend Bid and Proposal dollars"</i>
<i>Eager as the Beaver,</i>	<i>"the Beaver is always preparing"</i>
<i>Strong as the Ox,</i>	<i>"the Ox can carry the load"</i>

<i>Quick as the Cat,</i>	<i>" the Cat is always on Time"</i>
<i>Kind as the Rabbit,</i>	<i>"the Rabbit is Customer focus"</i>
<i>Determined as the Gopher,</i>	<i>"the Gopher digs in for the long run!"</i>
<i>A keen listener as the Lion,</i>	<i>"the Lion surely will die if it makes too many mistakes"</i>
<i>Patient as the Bear,</i>	<i>"the Bear waits annually for the salmon to swim up stream."</i>

<i>Energetic as the squirrel,</i>	<i>"the squirrel gathers Nuts while other rest"</i>
<i>And loyal as the Dog.</i>	<i>"the Dog will give the Customers what they can't buy"</i>

As I said earlier you can learn a lot from the wild life kingdom.

These are the true characteristics of a successful Small Business,

Apply them not, and surely you are just whistling in the wind. --- Tom May

These are the true characteristics that you will need to bring your Dreams in reality!!

Whatever course you decide upon,

There is always someone to tell you that you are wrong. There are always difficulties arising that tempt you to believe your critics are right.

Ralph Waldo Emerson said ---

To map out a course of action and follow it to an end requires some of the same courage that a soldier needs. Peace has its victories, but it takes brave men and women to win them.

Always remember this!

*When things go wrong, as they sometimes will,
When the road you're trudging seems all up hill,
When the funds are low and the debts are high,
And you want to smile, but you have to sigh,
When cares are pressing you down a bit,
Rest if you must, but don't you quit.- UK*

**Succeed in believing that you will not fail
Use diligence and determination to set your sail
When the weather is stormy and the waters are rough
In the moment of peril the strong get tough
Whenever life presses you down a bit
Stand up and shout, "I will not quit!"-UK**

Defeat is no option!!

**No one is beat till he quits,
No one is through till he stops,
No matter how hard Failure hits,
No matter how often he drops,
A fellow's not down till he lies
In the dust and refuses to rise.
Fate can slam him and bang him around,
And batter his frame till he's sore,
But she never can say that he's downed
While he bobs up serenely for more.
A fellow's not dead till he dies,
Nor beat till no longer he tries. -- Edgar Guest**

**It's all about Attitude!!
And you also understand that:**

Success comes in cans, failure comes in cant's. -- Zig Ziglar

What you can't do you must. -- Unknown

Persistence is saying "I will until." -- Unknown

*No matter how many shots you miss,
You always believe you're going to make the next one. --- Isaiah Thomas*
On this road less traveled by!

Thank You!!!

Notes!!!!

*This conference provides an excellent opportunity to develop contacts,
and obtain relevant and vital information necessary for doing business.*

*review the list of organizations , decide which organizations will benefit from your product
or service*

*Obtain the telephone number and name of the buyer who procures the product/service
offered by your company.*

*Find out What is the purchasing method used by this organization? (e.g., spot buy,
contract basis, basic purchase agreement, JIT, credit cards, etc.)*

*Request to be put on the buyer's mailing list to receive solicitations for specific
products/services.*

Ask the buyer about upcoming opportunities.

*Buyers will require specific information from you, including product line-cards and
business cards for their reference.*

REMEMBER: Buyers are very busy. Make it easy for buyers to remember and use
your company. Price, quality, availability, and delivery are most important.

*Your goal is to remain on an active vendor list for future procurements and for the
opportunity to submit a proposal and/or bid. Our workshops will assist you with attaining
this goal.*