



PARTICIPANT GUIDE Fall 2026 Cohort



The Business In Development (B.I.D.) Academy

Prairie View A&M University Extension | Community and Economic Development | Tarrant County

Start Here

Our first session is Wednesday, September 2, from 12:00 PM to 2:00 PM at the Tarrant County Plaza Building in Fort Worth.

Session 1 is required. Day one is where the official cohort roster is created and where you receive access to your participant portal.

Nothing is due before day one. Come as you are and bring your questions.

Core Session Schedule

Nine consecutive Wednesdays, 12:00 PM to 2:00 PM, unless noted. Each session produces something the next session uses.

Date	Session and Topic	Facilitator	What Leaves the Room
Sept 2	The Ninety-Second Decision. Business marketing and branding.	Jared Raines	Brand foundation and a written ninety-second intro. Feeds your capability statement.
Sept 9	What's Your Number? Business codes and federal registration.	Dr. Cassandra Bradford and Malcolm Davis	Codes selected and justified. SAM.gov started. You choose solo or team.
Sept 16	Get on the List. State vendor registration and HUB subcontracting.	Queen Kima	CMBL registration completed live. HUB Subcontracting Plans covered.
Sept 23	Read Before You Sign. Insurance, bonding, and procurement compliance.	Heather Jefferson and a Tarrant County procurement officer	Insurance and bonding identified. A compliance checklist of what a buyer verifies before scoring.
Sept 30	Prove It on Paper. Certifications, capability statements, and solicitation review.	Dr. Cassandra Bradford and Malcolm Davis	Capability statement completed. Certification path identified. Solicitation selected and outlined.
Oct 7	The Real Price of Doing Business. Bookkeeping, access to capital, and bid pricing.	Brittany Cooks and Dom Lewis	Cost model and pricing sheet.
Oct 14	Scale Up Without Falling Apart. Growth, lead generation, and operational systems.	Wendell Jean Jules and Ally Nicholas	Growth and systems plan. Becomes the management approach section of your bid.
Oct 21	What It's Worth, What It Takes. Contracts, intellectual property, and business	Asia Wright and Booker T. Spencer Jr.	Master Services Agreement. Valuation and growth plan.

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	valuation.		
Oct 28	Vendor Showcase and Graduation. 12:00 to 3:00 PM, Tarrant County Plaza Building.	Full team	Every participant pitches to at least two real buyers and leaves with names and next steps.

Special Sessions and the Afternoon Lab

These sessions are additional opportunities to build your file, strengthen your bid, and count toward your nine sessions. Attend as many as you can.

Date	Session and Topic	Facilitator	What Leaves the Room
Sept 5 (Sat)	Picture This 3: Content, Live. 10:00 AM to 1:00 PM, doors at 9:40 AM. The Drip Content & Media House, 3005 E Abram Street, Arlington, TX 76010.	Stack Moses	A brand photo you directed and a short-form video you can post that day. First taste of team work.
Oct 3 (Sat)	Who's Going to Do the Work? Workforce development and apprenticeships. DJH Express National Training Academy, 1221 Round Table Drive, Dallas, TX 75247.	Katrina Hawkins	Apprenticeships and workforce. Prime and sub in practice.
Oct 15 (Thu)	Paid in Ninety Days. Cash flow and receivables financing. Virtual, 6:00 to 7:30 PM.	Ervin Hughes Jr.	Cash flow plan for a ninety-day payment cycle.
Oct 21 (Wed)	Write It, Then Say It. Proposal writing and pitch practice. 2:00 to 5:00 PM at Spark Arlington.	Queen Kima, Malcolm Davis, and Michael Chavez	Full proposal draft. Pitch rehearsed.

Additional special sessions will be announced throughout the Academy as dates and details are confirmed. Watch GroupMe and your email so you do not miss a chance to add to your nine.

Locations and Parking

Tarrant County Plaza Building | September 2 and October 28

200 Taylor Street, Suite 500, Fort Worth, TX 76102

Parking: Parking is validated. Bring your parking ticket with you into the building.

Spark Arlington | September 9 through October 21

1000 Ballpark Way, Suite 310, Arlington, TX 76011

Parking: Free parking is available in the lots across the street on non-game days. If a session falls on a game day, we will communicate parking arrangements in advance.

Why Session 1 Is Required

If you are unable to attend Session 1 and have not contacted us in advance, your seat will be released and you will not be counted as part of the cohort. Our waitlist is active and seats are limited.

Here is why day one matters:

- The official cohort roster is created on September 2. Attending confirms your seat.
- You receive access to your participant portal, where all attendance check-ins are recorded.
- You receive your digital workbook and the program roadmap.
- The program builds week over week. Each session produces work the next session depends on.

Session 1 is open to everyone who registered. Come, get counted, and get set up.

Attendance and Your Certificate

How attendance is recorded

You will check in at every session through the participant portal at cedtarrantcountyextension.com. You receive portal access on the first day of the cohort.

Certificate of Completion requirements

To earn your Certificate of Completion from Prairie View A&M University Extension, you must:

- Attend and check in for nine sessions
- Complete your Vendor Readiness Packet

Special sessions count toward your nine. If you have to miss a Wednesday, a special session can help you stay on track.

Communication Is Key

Life happens. We understand that.

If you have a conflict, if you are running late, or if you need extra help with anything, contact us. Reach out before the session whenever you can. We would much rather hear from you and work it out together than have you fall behind or lose your seat.

You are not on your own in this. Use us.

Join the Cohort GroupMe

B.I.D. Academy - Fall Cohort 2

This is where we share reminders, venue confirmations, session materials, and last-minute updates. It is also where you connect with the rest of your cohort between sessions.

Join before day one so you do not miss anything.

Link: groupme.com/join_group/117154340/chugj8pq

Or scan the code.



What to Bring

- A laptop, tablet, or smartphone. Recommended and helpful for registrations and hands-on work, though not required.
- Your parking ticket on September 2 and October 28 for validation at the Plaza Building.
- Lunch, or eat beforehand. Sessions run over the lunch hour. Refreshments will be provided at each session, and amounts will vary.

- Something to take notes with, whether digital or paper.
- Your questions. Bring the ones you have been carrying.

Handouts are provided at each session. Your workbook is digital and accessible through the portal.

Stay Connected

Participant portal: cedtarrantcountyextension.com

All links and resources: linktr.ee/cedtarrantcountyextension

Cohort GroupMe: B.I.D. Academy - Fall Cohort 2

Questions: Chelsé Lilly | cblilly@pvamu.edu | 817-884-1945 ext. 6822

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