

# Marketing to the Federal Government For SDVOSB

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# Marketing to the Federal Government

- *Registration Information for Business Identification Numbers*
  - **North American Industrial Classification (NAICS)**
    - [www.census.gov/epcd/www/naics.naics.html](http://www.census.gov/epcd/www/naics.naics.html)
  - **Central Contractor Registration (CCR)**
    - <http://www.ccr.gov>
    - SBA – Dynamic SB Search
    - Data Universal Numbering System (DUNS)
    - Commercial and Government Entity (CAGE )

# Marketing to the Federal Government

- On-line Representations and Certifications (ORCA)
  - <https://orca.bpn.gov>
- Wide Area Work Flow (WAWF)
  - <https://wawf.eb.mil>
- eSRS – Electronic Subcontracting Reporting System
  - [www.esrs.gov](http://www.esrs.gov)

# Marketing to the Federal Government

- Where to Find Opportunities
  - In-Person
    - Small Business Program Offices located at every DoD and Federal buying activity
      - <http://www.acq.osd.mil/osbp>
    - Small Business Liaison Officers (SBLO)
      - <http://www.acq.osd.mil/osbp>
    - Small Business Administration
      - <http://www.sba.gov>
    - Service Corps of Retired Executives
      - <http://www.score.org>
    - Procurement Technical Assistance Centers (PTAC)
      - [www.dla.mil/db/procurem.htm](http://www.dla.mil/db/procurem.htm)
    - Small Business Development Centers
      - [www.sba.gov/sbdc](http://www.sba.gov/sbdc)
    - Conferences, Tradeshows, Matchmaking Events

# Marketing to the Federal Government

- Available on the Web
  - Army Activities- AMC, ACE, CCE, INSCOM, MEDCOM, MRMCM, SDDC, NGB, SMDC, ACA
  - Federal Business Opportunities (FEDBIZ Ops)
    - [www.fedbizopps.gov](http://www.fedbizopps.gov)
  - Department of Defense Standard Tabulation (ST28)report
    - <http://web1.whs.osd.mil/peidhome/peidhome.htm>
  - Subcontracting Opportunities with DoD Prime Contractors
    - [www.acq.osd.mil/sadbu/publications](http://www.acq.osd.mil/sadbu/publications)
  - Sub-net
    - <http://web.sba.gov/subnet>

# Marketing to the Federal Government

- Know your Advantages and Market Them
  - All Federal agencies are subject to annual SB Goals
    - SDB 5%
    - Women-owned 5%
    - Hubzone 3%
    - SDVOSB 3%
    - SB 23%
    - HBCU/MI 5%
  - Set-aside Awards
    - Know and Market your Competitors

# Marketing to the Federal Government

- Keep Current on Federal Contracting Regulations and Procedures
  - 07 Appropriations Act no longer requires Federal Prison Industries as a required source of supply FAR Part 8
- Identify Installations affected by BRAC

# Marketing to the Federal Government

- What Small Business Advocates say:
  - Know your Small Business Specialist Office
  - Comprehensive and well-focused responses to Sources Sought Synopses
    - Present Capabilities Clearly and Cogently
  - Submit solid competitive offers
  - Keep Annual Certifications Current
  - Find your competitors and don't be afraid to market them for set-aside opportunities
  - Market, Market, Market
    - We need to know you are in business