Marketing to the Federal Government
For SDVOSB

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- **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](http://www.ccr.gov)
    - SBA – Dynamic SB Search
    - Data Universal Numbering System (DUNS)
    - Commercial and Government Entity (CAGE)
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• 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
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• 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
    • Small Business Development Centers
      – www.sba.gov/sbdc
  • Conferences, Tradeshows, Matchmaking Events
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• Available on the Web
  – Army Activities- AMC, ACE, CCE, INSCOM, MEDCOM, MRMC, SDDC, NGB, SMDC, ACA
  – Federal Business Opportunities (FEDBIZ Ops)
    – www.fedbizopps.gov
  – Department of Defense Standard Tabulation (ST28) report
  – Subcontracting Opportunities with DoD Prime Contractors
    - www.acq.osd.mil/sadbu/publications
  – Sub-net
    – http://web.sba.gov/subnet
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• 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
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– 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
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• 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