Tips & Opportunities for Small Businesses

AMC Annual SB Conference

McLean Hilton

George Mason University

Procurement Technical Assistance Program

November 13, 2008
PTAP Background

PTAP

- Defense Logistics Agency SCAA
- Began mid 80’s - PTAP early 90’s
- Originally DoD oriented
- Mid 90’s extended to other Federal
- Now includes State and Local
- One stop shop - pre and post award
THE MASON ENTERPRISE CENTER

GEORGE MASON UNIVERSITY

SCHOOL OF PUBLIC POLICY

MASON ENTERPRISE CENTER

MENTOR-PROTÉGÉ PROGRAM OFFICE

SMALL BUSINESS DEVELOPMENT CENTERS

PROCUREMENT TECHNICAL ASSISTANCE PROGRAM

INTERNATIONAL BUSINESS DEVELOPMENT PROGRAMS

TELEWORK AND TRAINING CENTER

FAIRFAX INNOVATION CENTER
Procurement Technical Assistance Program

http://www.VAPTAP.org

Welcome to the New Virginia State-wide PTAP

The Virginia statewide PTAP at George Mason University’s School of Public Policy Mason Enterprise Center is a non-profit program funded by the Defense Logistics Agency, George Mason University and the Center for Innovative Technology.

Co-located in the City of Fairfax, VA with the Northern Virginia Procurement Technical Assistance Center, the VA PTAP manages two additional satellite procurement centers in the Commonwealth. They are the Central Virginia PTAC at Charlottesville, and the Hampton Roads PTAC at Newport News.

All centers provide services that help businesses do business with government at the Federal, State, and Local level.

Virginia PTAP Satellite Offices

| Central VA PTAC | Northern VA PTAC | Hampton VA PTAC |

Other Regional PTAC’s

| Other Regional PTAC’s |

| Last Updated: May 31, 2006 |

Some photos provided by the Virginia Tourism Corporation.
Commonwealth of Virginia PTAC’s

- State-wide Program- George Mason University
  - Northern Virginia - City of Fairfax
  - Central Virginia - Charlottesville
  - Hampton Roads – Newport News

- Other Virginia Regional PTAC’s
  - Southwest VA Comm. College – Richlands
  - Crater Procurement Assistance Center - Petersburg
PTAC Services

- Outreach
  - Seminars & Conferences (sponsor and participant)
  - Associations (networking and participation)
- Education
- Counseling
PTAC Services (Cont’d)

- Marketing
  - Research
  - Strategic partnering
  - Mentor-Protégé
- Teaming & Joint Venture Networking
- Proposal Development Assistance
- Bid Matching System
- Reference Library
Northern Virginia PTA Center

http://www.novaptac.org

Welcome to the new home of Northern Virginia PTAC!

Our Mission | Our Services | Events Calendar | Helpful Links | Contact Us
--- | --- | --- | --- | ---

The Northern Virginia PTAC is an affiliate of the George Mason University School of Public Policy Procurement Technical Assistance Program at the Mason Enterprise Center.

The NV PTAC is located at the Virginia Statewide PTAP headquarters in historic Fairfax City, less than one mile from the GMU campus. The center services nine counties in Northern Virginia and the cities they contain. The NV PTAC’s goal is to "helping business do business with government" by providing procurement assistance to businesses within the local area.

Our services include: counseling, market research, educational seminars, and a Bid-Matching Program.

Virginia PTAP Offices

Click here for information on How to Become a PTAC Client

GEORGE MASON UNIVERSITY MASON ENTERPRISE CENTER
4001 UNIVERSITY DR, SUITE 200, FAIRFAX, VA 22030
Point of Contact: Operations Manager
Phone: 703-993-7757 Fax: 703-993-6195 E-mail: novaptac@gmu.edu
Directions to the Northern Virginia PTAC Office
Other PTAC’s

http://www.dla.mil/db/procurem.htm

<table>
<thead>
<tr>
<th>ALABAMA</th>
<th>ALASKA</th>
<th>ARIZONA</th>
<th>ARKANSAS</th>
<th>CALIFORNIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>COLORADO</td>
<td>CONNECTICUT</td>
<td>DELAWARE</td>
<td>DISTRICT OF COLUMBIA</td>
<td>FLORIDA</td>
</tr>
<tr>
<td>GEORGIA</td>
<td>HAWAII</td>
<td>IDAHO</td>
<td>ILLINOIS</td>
<td>INDIANA</td>
</tr>
</tbody>
</table>
Why Do Business With Federal Government

- $450 Billion in contracts FY2008
- Purchases all types of goods and services
  - Information Technology
  - Food, clothing, medical supplies
  - Vehicles, parts and service
  - Professional Services
    - Language, translation, interpreters, writers, editors
    - Lawyers, doctors, accountants, analysts
  - Other services, like:
    - Labor services (arborists, landscapers, maintenance)
    - Construction
    - Child care, animal trainers/caretakers
- Public Information
- Payment sure in accord with contract
How To Get Started?

- Identify your product or service *(NAICS/FSC)*
- Register
- Determine who buys your goods or services
- Familiarize yourself with government contracting procedures.
- Seek additional assistance as needed.
- Explore subcontracting/teaming opportunities
- **Focus** and Market your firm
North American Industry Classification System

http://www.census.gov/epcd/www/naics.html

The North American Industry Classification System (NAICS) has replaced the U.S. Standard Industrial Classification (SIC) system. NAICS will reshape the way we view our changing economy.

NAICS was developed jointly by the U.S., Canada, and Mexico to provide new comparability in statistics about business activity across North America.

NAICS on the move. Revisions are set for NAICS 2002. Construction and wholesale trade are substantially affected, but the revisions also modify a number of retail classifications and the organization of the information sector.

A new North American Product Classification System (NAPCS) is presently under development, with initial focus on products of service industries. (NAPCS will focus on manufacturing products at a later date, for existing census codes, see the Numerical List of Manufactured and Mineral Products.)

Measuring electronic business is a major challenge for future statistical programs. Review the latest data as well as papers describing Census Bureau plans and issues.

The Bridge Between NAICS and SIC provides 1997 Economic Census data NAICS by SIC and SIC by NAICS, and reveals relationships not identified in the NAICS Manual.

The official 1997 US NAICS Manual North American Industry Classification System--United States, 1997 includes definitions for each industry, tables showing correspondence between 1997 NAICS and 1987 SICs, and a comprehensive index--features also available at this web site. To order the 1250-page Manual in print or on CD-ROM, call NTIS at (800) 553-6847 or (703) 605-6000, or visit the NTIS web site.

The list of 1997 NAICS codes, tables showing correspondence between NAICS and SIC, and other files...
# Federal Supply Classification

http://www.usabid.com/resources/tables/pscs

## Product Service Codes

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Research and Development</td>
</tr>
<tr>
<td>B</td>
<td>Special Studies and Analyses - Not R&amp;D</td>
</tr>
<tr>
<td>C</td>
<td>Architect and Engineering - Construction</td>
</tr>
<tr>
<td>D</td>
<td>Automatic Data Processing and Telecommunication</td>
</tr>
<tr>
<td>E</td>
<td>Purchase of Structures and Facilities</td>
</tr>
<tr>
<td>F</td>
<td>Natural Resources and Conservation</td>
</tr>
</tbody>
</table>

## Federal Supply Codes

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>63</td>
<td>Alarm, Signal, and Detection Systems</td>
</tr>
<tr>
<td>65</td>
<td>Medical, Dental, and Veterinary Equipment</td>
</tr>
<tr>
<td>66</td>
<td>Instruments and Laboratory Equipment</td>
</tr>
<tr>
<td>67</td>
<td>Photographic Equipment</td>
</tr>
<tr>
<td>68</td>
<td>Chemicals and Chemical Products</td>
</tr>
<tr>
<td>69</td>
<td>Training Aids and Devices</td>
</tr>
<tr>
<td>70</td>
<td>ADP Equipment Software, Supplies, Equipment</td>
</tr>
</tbody>
</table>
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- **Focus** and Market your firm
Central Contractor Registration

http://www.ccr.gov/
Dynamic Small Business Search

http://dsbs.sba.gov/dsbs/dsp_dsbs.cfm

This is generally a self-certifying database. The SBA does not make any representation as to the accuracy of any of the data included, other than certifications relating to 8(a) Business Development, HUBZone or Small Disadvantaged Business status. The SBA strongly recommends that contracting officers diligently review a bidder’s small business self-certification before awarding a contract.

The Business Partner Network is the single source for vendor data for the Federal Government.

The BPN is a search mechanism that provides unprecedented views into several key data bases across Federal Agencies.

Important Information about your Average Number of Employees & Average Annual Receipts in your CCR Registration.

The one-year average number of employees for your entire firm includes those of all affiliates worldwide, and its average number of persons employed for each pay period over the concern's latest 12 months. Any person on the payroll must be included as one employee regardless of hours worked or temporary status. The number of employees of a concern in business under 12 months is based on the average for each pay period it has been in business. For more information see:

http://www.sba.gov/size/part121sects.html

The three-year average annual receipts (AAR) means "total income" or "gross income" plus "cost of goods sold" as reported to the IRS's tax returns and includes those of all affiliates worldwide. The AARs are calculated based on your firm's last three completed fiscal years. Travel,
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  - Seek additional assistance as needed.
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- *Focus* and Market your firm
Some Federal Information Sources

- **Agency Forecasts** -
  - www.acquisition.gov/comp/procurement_forecasts/index.html

- **Current/Future Military Programs**
  - www.defenselink.mil/comptroller/defbudget

- **Federal Agency Budget Overviews**
  - Current & historical budget information
  - www.gpoaccess.gov/usbudget
  - www.whitehouse.gov/omb/fy2009

- **GAO Reports/Studies** –
  - www.GAO.gov

- **U.S. Congress:**
  - thomas.loc.gov (Library of Congress)
## 2007 Small Business Contracting

(Percentage of Total Prime Contract Dollars)

<table>
<thead>
<tr>
<th>Total</th>
<th>Small</th>
<th>SDB</th>
<th>8(a)</th>
<th>SDV</th>
<th>Women</th>
<th>HUBZone</th>
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<td>6.6</td>
<td>N/A</td>
<td>1.01</td>
<td>3.4</td>
<td>2.2</td>
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<td>5.75</td>
<td>3.14</td>
<td>0.69</td>
<td>2.87</td>
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<td>Energy</td>
<td>6.23</td>
<td>2.38</td>
<td>1.57</td>
<td>0.44</td>
<td>1.04</td>
<td>0.3</td>
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<td>HHS</td>
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<td>6.85</td>
<td>3.57</td>
<td>0.58</td>
<td>4.78</td>
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<td>NASA</td>
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<td>1.23</td>
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<td>Veterans Affairs</td>
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<td>3.84</td>
<td>7.09</td>
<td>4.97</td>
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<td>Homeland Security</td>
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<td>13.58</td>
<td>5.57</td>
<td>1.42</td>
<td>7.90</td>
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<td>Justice</td>
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<td>2.52</td>
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<td>0.37</td>
<td>0.01</td>
<td>1.72</td>
<td>0.90</td>
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<td>Natl. Science Found.</td>
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<td>Nuclear Reg. Comm.</td>
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<td>11.92</td>
<td>1.57</td>
<td>8.97</td>
<td>4.58</td>
</tr>
</tbody>
</table>

Source: SBA/Federal Procurement Data System-Next Generation
USA.Gov

www.usa.gov/
USA Spending
www.usaspending.gov /
FedBizOpps
http://www.FBO.gov/
Federal Procurement Data System - NG

https://www.fpds.gov

* Use Internet Explorer or Netscape 7.0
Federal Acquisition Jumpstation

http://prod.nais.nasa.gov/pub/fedproc/home.html

Federal Acquisition Jumpstation

Your link to federal acquisitions on the Internet

Welcome

Departments of the Executive Branch:
Agriculture / Commerce / Defense / DLA / Air Force / Army / Navy / Education / Energy / Health & Human Services / HUD / Interior / Justice / Labor / State / Transportation / Treasury / VA

Independent Agencies of the Executive Branch:

Other Acquisition Information:
Commerce Business Daily (CBD) / Procurement Assistance

Procurement and Acquisition Sites by Contracting Activity

Departments of the Executive Branch:

Department of Agriculture
- USDA Procurement
- USDA Points of Contact and Business Opportunities Information
- Agricultural Research Service
- Farm Service Agency
- Rural Business and Cooperative Service

Department of Commerce
- Commerce Acquisition Community
- Office of Small and Disadvantaged Business Utilization (OSDBU)
DOD Purchase Statistics
siadapp.dmdc.osd.mil/procurement/historical_reports/services/services.html

Product and Service Statistics

- Prime Contract Awards by Service Category and Federal Supply Classification (P07) (250K, Print Landscape) NOTE: View List of Abbreviations
  - Fiscal Year 1996
  - Fiscal Year 1997
  - Fiscal Year 1998
  - Fiscal Year 1999
  - Fiscal Year 2000
  - Fiscal Year 2001
    - FSC Summary
    - FSC Detail
  - Fiscal Year 2002
    - FSC Summary
    - FSC Detail
  - Fiscal Year 2003
    - FSC Summary
    - FSC Detail
  - Fiscal Year 2004
    - FSC Summary
    - FSC Detail
  - Fiscal Year 2005
    - FSC Summary
    - FSC Detail
  - Fiscal Year 2006
    - FSC Summary
    - FSC Detail
Agency Forecasts

acquisition.gov/comp/procurement_forecasts/index.html

Acquisition Central

Agency Recurring Procurement Forecasts:

HOME PAGE
Select an Agency

SMALL BUSINESS INFORMATION
Select an Agency

BUSINESS OPPORTUNITIES
Select an Agency

PROCUREMENT FORECAST
Select an Agency
How To Get Started?

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Federal Purchase Thresholds

- Greater than $100,000
- Simplified Acquisition Threshold $100,000
- Small Purchase Threshold < $25,000
- Micro-purchase < $2500
Federal Acquisition Regulations

Acquisition Central

Federal Acquisition Regulation (FAR)

Current FAR
Includes Amendments from FAR 2005-10; Effective on September 28, 2006

FAR Documents

FAR Reference

FAR ( Archived ) - HTML
FAR ( Archived ) - PDF
GSA Forms Library
FAR - Zipped
Search the FAR

Other Information
Subscribe to Acquisition News
Frequently Asked Questions
Authority of the FAR
FAR Training Guide
Some Important FAR Parts

- Part 12 – Acquisition of Commercial Items
- Part 13 – Simplified Acquisition Procedures
- Part 14 – Sealed Bidding
- Part 15 – Contracting by Negotiation
- Part 16 – Types of Contracts
- Part 19 – Small Business Programs
Acquisition Central

http://www.arnet.gov/
Acquisition Knowledge Sharing System

https://akss.dau.mil/
Army Small Business Programs

http://www.sellingtoarmy.info
General Services Administration
http://www.gsa.gov/
e-Tools...

- [www.gsa.gov](http://www.gsa.gov)
- [www.gsa.gov/schedules](http://www.gsa.gov/schedules)
- [www.gsa.gov/elibrary](http://www.gsa.gov/elibrary)
- [www.gsa.gov/gsaadvantage](http://www.gsa.gov/gsaadvantage)
- [www.gsa.gov/vsc](http://www.gsa.gov/vsc)
- [fsstraining.gsa.gov](http://fsstraining.gsa.gov)
GSA Vendor Support Center

www.gsa.gov/vsc
General Services Administration E-library

http://www.gsaelibrary.gsa.gov
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OSDBU Interagency Council

www.osdbu.gov/
SBA Government Contracting Assistance

http://www.sba.gov/gc/
Business.Gov

http://www.business.gov/
SBA SBDC Listings

http://www.sba.gov/sbdc
Woman’s Business Web Sites

www.onlinewbc.gov/

www.womenbiz.gov
SBA VETS

http://www.sba.gov/VETS/
Center for Veteran’s Enterprise

www.vetbiz.gov/
How To Get Started?

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SBA SUB-Net

http://web.sba.gov/subnet/
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Market Your Business

Associations
- AFCEA
- NCMA

Networking

Conferences

Market Research

Targeted Sales Calls
Market Your Business

Focus!!!!