Tips & Opportunities for Small Businesses

AMC Annual SB Conference
McLean Hilton

George Mason University
Procurement Technical Assistance Program

November 18, 2010
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
Procurement Technical Assistance Program

http://www.VAPTAP.org
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

The PTAC of Northern Virginia
A Member of Virginia Procurement Technical Assistance Program

Welcome to the New Home of Northern Virginia PTAC!

Our Mission

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 serves 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.

Our Services

Contact Us

Virginia PTAP Offices

Click here for information on How to Become a PTAC Client

GEORGE MASON UNIVERSITY MASON ENTERPRISE CENTER
4051 UNIVERSITY DR, SUITE 200, FAIRFAX, VA 22030

Point of Contact: Operations Manager
Phone: 703-275-7757 Fax: 703-352-8193 E-mail: novaptac@gmu.edu

Directions to the Northern Virginia PTAC Office
Other PTAC’s

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

The Defense Logistics Agency, on behalf of the Secretary of Defense, administers the DoD Procurement Technical Assistance Program (PTAP). PTA Centers are a local resource available that can provide assistance to business firms in marketing products and services to the Federal, state and local governments.

CURRENT LISTING OF PROCUREMENT TECHNICAL ASSISTANCE CENTERS

<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

- $438+ Billion + in contracts FY2009
- 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, landcapers, 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

INTRODUCTION

The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

NAICS was developed under the auspices of the Office of Management and Budget (OMB), and adopted in 1997 to replace the Standard Industrial Classification (SIC) system. It was developed jointly by the U.S. Economic Classification Policy Committee (ECPC), Statistics Canada, and Mexico’s Instituto Nacional de Estadística y Geografía, to allow for a high level of comparability in business statistics among the North American countries.

This official U.S. Government Web site provides the latest information on plans for NAICS revisions, as well as access to various NAICS reference files and tools.

The official 2007 U.S. NAICS Manual includes definitions for each industry, background information, tables showing changes between 2002 and 2007, and a comprehensive index. The official 2007 U.S. NAICS Manual is available in print and on CD-ROM from the National Technical Information Service (NTIS) at (800) 553-6847 or (703) 605-6000, or through the NTIS Web site. Previous versions of the NAICS Manual are available.
Product Supply Codes

https://www.acquisition.gov/service_product_codes.pdf
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
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.

Location of Firm:
State(s):
(How to make multiple selections.)
(Any state)
AL - Alabama
AK - Alaska
AA - American Atlantic (APO/FPO)
AE - American Europe (APO/FPO)
AP - American Pacific (APO/FPO)
AS - American Samoa
AZ - Arizona
AR - Arkansas
CA - California

Congressional District:
(Requires exactly one state from the list at left.)
2-digit numeric (leading 0 if 1 digit), or AL for At Large

County: Select 1 State, then press Lookup

Area Code or Phone Number Initial Fragment, (1 to 12 characters, 999-999-9999 format)

Metropolitan Statistical Area (4-digit numeric, leading 0’s if fewer digits)
SBA Servicing Office (4-digit numeric, leading 0’s if fewer digits)
Zip Code or Zip Code Initial Fragment (1 to 5 numeric digits)

Welcome to BPN.Gov
The Business Partner Network (BPN) 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.

BPN News

**CCR Release 4.10.2 Implemented**

**CCR Changes Notice:** Wednesday, July 28, 2010 the Central Contractor Registration (CCR) system installed their latest release.

These most recent changes are documented on-line to fill you in on the details at [Release Notes](http://www.bpn.gov/).

[See Full Story]

**MANDATORY REPORTING FOR RECOVERY ACT CONTRACTORS**

**ATTENTION:** This message is for contractors awarded Federal contracts funded by the American Recovery and Reinvestment Act of 2009 i.e. the recovery Act.
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
Some Federal Information Sources

- Agency Forecasts -
  - [www.acquisition.gov/comp/procurement_forecasts/index.html](http://www.acquisition.gov/comp/procurement_forecasts/index.html)

- Federal Agency Budget Overviews
  - Current & historical budget information
  - [www.gpoaccess.gov/usbudget](http://www.gpoaccess.gov/usbudget)
  - [www.whitehouse.gov/omb/budget](http://www.whitehouse.gov/omb/budget)

- GAO Reports/Studies –
  - [www.GAO.gov](http://www.GAO.gov)

- U.S. Congress:
  - [thomas.loc.gov](http://thomas.loc.gov) (Library of Congress)
Agency Forecasts

acquisition.gov/comp/procurement_forecasts/index.html
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
# Partial FY 2009 SB Goaling Report

This report displays the dollars, actions, and percentages for small business contracts. The goaling exclusions apply to this report. This report is run by funding agency.

<table>
<thead>
<tr>
<th>Funding Department</th>
<th>Total Small Business Actions</th>
<th>Total Small Business Dollars</th>
<th>Small Business Dollars</th>
<th>Small Business Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEPT OF DEFENSE (9700)</td>
<td>1,947,259</td>
<td>$302,376,720,694.07</td>
<td>$63,894,421,489.22</td>
<td>21.1307%</td>
</tr>
<tr>
<td>ENERGY, DEPARTMENT OF (8900)</td>
<td>14,719</td>
<td>$10,951,326,273.52</td>
<td>$1,956,613,062.53</td>
<td>6.3199%</td>
</tr>
<tr>
<td>HEALTH AND HUMAN SERVICES, DEPARTMENT OF (7500)</td>
<td>68,834</td>
<td>$18,797,114,211.74</td>
<td>$3,203,886,163.79</td>
<td>17.0451%</td>
</tr>
<tr>
<td>NATIONAL AERONAUTICS AND SPACE ADMINISTRATION (8000)</td>
<td>32,049</td>
<td>$14,640,440,447.23</td>
<td>$2,207,964,204.43</td>
<td>15.0814%</td>
</tr>
<tr>
<td>VETERANS AFFAIRS, DEPARTMENT OF (3600)</td>
<td>230,253</td>
<td>$14,545,212,660.26</td>
<td>$5,082,361,806.39</td>
<td>34.9418%</td>
</tr>
<tr>
<td>HOMELAND SECURITY, DEPARTMENT OF (7000)</td>
<td>56,613</td>
<td>$14,439,666,558.04</td>
<td>$4,675,972,262.27</td>
<td>32.3824%</td>
</tr>
<tr>
<td>JUSTICE, DEPARTMENT OF (1500)</td>
<td>131,178</td>
<td>$7,673,618,840.49</td>
<td>$1,863,169,782.88</td>
<td>24.5406%</td>
</tr>
<tr>
<td>GENERAL SERVICES ADMINISTRATION (4700)</td>
<td>324,142</td>
<td>$17,399,179,516.70</td>
<td>$2,001,095,056.95</td>
<td>27.0469%</td>
</tr>
<tr>
<td>AGRICULTURE, DEPARTMENT OF (1200)</td>
<td>69,832</td>
<td>$5,320,964,579.72</td>
<td>$2,003,295,018.38</td>
<td>52.6904%</td>
</tr>
<tr>
<td>COMMERCIAL DEPARTMENT OF (1300)</td>
<td>26,559</td>
<td>$3,300,525,194.21</td>
<td>$1,221,849,629.19</td>
<td>36.5705%</td>
</tr>
<tr>
<td>STATE DEPARTMENT OF (1900)</td>
<td>27,134</td>
<td>$3,002,870,951.57</td>
<td>$1,019,346,230.54</td>
<td>33.3466%</td>
</tr>
<tr>
<td>INTERIOR, DEPARTMENT OF THE (1400)</td>
<td>77,294</td>
<td>$2,923,676,892.02</td>
<td>$1,644,499,414.94</td>
<td>56.2428%</td>
</tr>
<tr>
<td>TREASURY, DEPARTMENT OF (2000)</td>
<td>26,309</td>
<td>$2,196,756,549.52</td>
<td>$576,131,089.97</td>
<td>26.7128%</td>
</tr>
<tr>
<td>ENVIRONMENTAL PROTECTION AGENCY (6800)</td>
<td>22,602</td>
<td>$2,007,454,683.88</td>
<td>$949,912,027.33</td>
<td>47.3152%</td>
</tr>
<tr>
<td>LABOR, DEPARTMENT OF (1600)</td>
<td>9,118</td>
<td>$1,985,601,637.12</td>
<td>$717,530,881.78</td>
<td>36.6514%</td>
</tr>
<tr>
<td>TRANSPORTATION, DEPARTMENT OF (6900)</td>
<td>12,055</td>
<td>$1,925,487,873.69</td>
<td>$750,775,386.17</td>
<td>38.5106%</td>
</tr>
<tr>
<td>OFFICE OF PERSONNEL MANAGEMENT (2400)</td>
<td>15,357</td>
<td>$1,605,384,409.54</td>
<td>$224,363,125.22</td>
<td>13.5769%</td>
</tr>
<tr>
<td>EDUCATION, DEPARTMENT OF (9100)</td>
<td>3,446</td>
<td>$1,484,619,869.95</td>
<td>$243,504,612.58</td>
<td>16.4018%</td>
</tr>
<tr>
<td>SOCIAL SECURITY ADMINISTRATION (2800)</td>
<td>6,838</td>
<td>$1,241,065,946.12</td>
<td>$402,976,155.78</td>
<td>32.4702%</td>
</tr>
<tr>
<td>AGENCY FOR INTERNATIONAL DEVELOPMENT (7200)</td>
<td>1,450</td>
<td>$1,037,226,638.39</td>
<td>$89,368,273.98</td>
<td>8.6643%</td>
</tr>
</tbody>
</table>
Federal Acquisition Jumpstation

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

Procurement and Acquisition Sites by Contracting Activity

FedBizOpps - Federal-wide entry point to business opportunities

Grants.gov - Grants.gov is your source to FIND and APPLY for federal grants.

Federal Funding Accountability and Transparency Act Subaward Reporting System (FSRS)
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
Federal Purchase Thresholds

- Greater than $150,000
- Simplified Acquisition Threshold $150,000
- Small Purchase Threshold < $25,000
- Micro-purchase < $3000
Federal Acquisition Regulations

Acquisition Central

Federal Acquisition Regulation (FAR)

Current FAR

Includes Amendments from FAC 2005-13
Effective on September 28, 2006

FAR Documents

FAR Reference

Other Information
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

Welcome to ACQUISITION CENTRAL, the web site for the federal acquisition community and the government's business partners. From this site you can access shared systems and tools to help you conduct business efficiently.

ACQUISITION CENTRAL is hosted by IAE (Integrated Acquisition Environment), the E-Gov initiative that is streamlining the federal acquisition process. Acquisition Central is here to help every member of the acquisition community by providing one website for all things acquisition. From here you can learn about regulations, systems, resources, opportunities, and training.

This website was designed to create an easily navigable resource to share the efforts of IAE as it works to achieve its vision of more efficient and transparent practices through better use of information, people, processes and technology. Users are encouraged to contact us to let us know if you have found the website useful or to offer comments on how utility can be improved.
Some Items of Note

SAM & https://www.fsrs.gov/

Federal Funding Accountability and Transparency Act Subaward Reporting System (FSRS)

Log-In or Register Now:
FEDERAL GOVERNMENT | Awardees

Please use Internet Explorer 6.0+, Mozilla Firefox 3.0+, or Apple Safari 3.0+ to access FSRS.

About FSRS
The Federal Funding Accountability and Transparency Act (FFATA) was signed on September 26, 2006. The intent is to empower every American with the ability to hold the government accountable for each spending decision. The end result is to reduce wasteful spending in the government. The FFATA legislation requires information on federal awards (federal financial assistance and expenditures) be made available to the public via a single, searchable website, which is www.USAspending.gov.

Documents
User Guides
- FSRS Awardee Guide
Training Materials
- FSRS Awardee User Demonstration

News
Question of the Month:
Who is required to file a FFATA report in FSRS? [View the answer]

New! As of October 29, 2010, FSRS.gov now supports both contracts and grants sub-award reporting. Prime awardees, click here to register or login.

George Mason University
Procurement Technical Assistance Program
Defense Acquisition University

http://www.dau.mil/
Army Material Command

http://www.amc.army.mil/
Ft. Belvoir BRAC
http://www.belvoirnewvision.com
Vendor Support Center

The Vendor Support Center (VSC) is the online source for vendors to obtain information, review and report sales, and more. The VSC website contains a wealth of information to assist both GSA Schedule and Governmentwide Acquisition Contract (GWAC) contractors in fulfilling the contract administration requirements of their respective contracts. Online information is available 24 hours a day, 7 days a week.

The VSC also contains information regarding the Multiple Award Schedule (MAS) Express Program, a specialized program designed to simplify, streamline, and ultimately accelerate the process for vendors to obtain GSA Schedule contracts.

The VSC maintains a staff ready to assist vendors in the preparation and submission of electronic catalog files to GSA Advantage®, and in the submission and reporting of sales data. Vendors may contact the VSC staff Monday - Friday, 7:30 a.m. - 5:30 p.m. Eastern Time, on (877) 495-4043, or via email at vendor.support@gsa.gov.

The shortcut to this page is www.gsa.gov/vendorsupportcenter

Last Reviewed 07/09/2010
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 opportunities
- **Focus** and Market your firm
OSDBU Interagency Council

www.osdbu.gov/

Welcome

Welcome to the Federal Office of Small and Disadvantaged Business Utilization Directors Interagency Council ("OSDBU Council") website. The OSDBU Council is an informal organization of Federal small business program officials that comes together monthly to exchange and discuss information on acquisition methods, issues and strategies; small business program initiatives and processes; and small business related outreach events that permit their respective agencies to increase their utilization of small businesses as prime and subcontractors to meet their annual requirements for services and goods.

The OSDBU Council is led by the Directors of the Federal OSDBUs who individually work closely with the U. S. Small Business Administration in the implementation of the Federal small business contracting programs.

Each year, the OSDBU Council convenes an OSDBU Directors' Procurement Conference which brings together small business owners and representatives, large corporations, and Federal small business officials from throughout the country.
SBA Government Contracting Assistance

http://www.sba.gov/gc/
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?

- 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
SBA SUB-Net

http://web.sba.gov/subnet/

U.S. Small Business Administration Subcontracting Network

American Recovery and Reinvestment Act (ARRA) Subcontract Solicitations

ARRA Prime Contracts Solicitations  Iraq Reconstruction RFP's

The use of SUB-Net fulfills the function set forth in Federal Acquisition Regulation (FAR) 5.206, Notice of Subcontracting Opportunities, for contractors and subcontractors to post notices and thereby increase competition for subcontracts.

Also see SBA's Subcontracting Opportunities Directory
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
Market Your Business

Associations
- AFCEA
- NCMA

Conferences

Networking

Market Research

Targeted Sales Calls
Market Your Business

Focus!!!
George Mason University PTAP
4031 University Drive, Suite 200
Fairfax, VA 22030
Phone: 703-277-7700
Fax: 703-352-8195
www.vaptap.org

“bringing business and government closer together”