Welcome to TKO:
Training, Knowledge & Opportunities
Please set Your Electronic Devices on Vibrate
Introductions

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Win Government Business

One solid piece of government work could mean the difference between modest and extraordinary growth for your company. The challenge is having the time and expertise to effectively sell to government agencies. That’s where the services of SWCO PTAC can help you.

SWCO PTAC has the specialized knowledge to assist you in aggressively pursuing government business. Our professionals train you to find the opportunities best suited for your company and enable you to win contracts.

Want to know more?
We can help you decide if government contracting is right for you.

Call us! 937-253-0038

Find Qualified Small Businesses

Selecting a qualified vendor for your next project can be a challenge. You want to find suppliers that deliver exceptional goods and services at the right price and on time. Of the dozens of companies that apply for the job,
PTAC HISTORY

The Procurement Technical Assistance Cooperative Agreement Program was initiated in 1985 by Defense Logistics Agency (DLA) to increase competition in the private sector for products and services sold to the Department of Defense.

PTAC’s Mission:
Teach companies how to sell to the government.
PTAC is FREE

➢ Department of Defense (DLA)

➢ Ohio Dept of Development (ODOD)

➢ Edison Materials Technology Center (EMTEC)
PTAC's Services

- One on one counseling
- Review your registrations & discuss your government sales strategy.
- Help with your government specific marketing materials.
- Post-award Assistance
- Procurement history reports
- Military specifications (Mil-Specs)
- Federal acquisition Regulations (FAR) help: http://farsite.hill.af.mil/vffara.htm
- Free Daily Bid Match
- Answers to your questions!
Finding Opportunities

What Does The Government Buy?
The US Government is the Largest Customer in the World!
FEDERAL PURCHASES

• Supplies and equipment
• Services
• Agriculture, communications, utilities, finance & admin
• Construction
• Wholesale / retail
WHY GOVERNMENT?

- Expand market share and increase profits
- The federal government is a multi-billion dollar procurer ($500 Billion)
- The State of Ohio is a large buyer of goods and services
- Cities, counties and universities are buyers of goods and services
- Only a small percentage of U.S. businesses are competing
- Government is encouraging small business competition
FEDERAL OPPORTUNITIES

The first place you should look: www.fbo.gov

- See everything the federal gov’t is buying over $25,000.
- Review Awards to find subcontracting opportunities.
- Pay attention to Pre-Solicitations so you are prepared when the full solicitation comes out.
- Gather names & contact info for contracting officers.
- Look for "Interested Vendors" - they make good teaming partners and subcontractors.
Welcome to FedBizOpps.gov! Contractors and government buyers are invited to post, search, monitor, and retrieve opportunities solicited by the entire Federal contracting community.

http://www.fbo.gov

Buyers / Engineers
Government users may post, manage, and award opportunities.

Vendors / Citizens
Vendors and citizens may search, monitor, and retrieve opportunities.

Username
Password
Login

View Opportunities
Register Now
Password Reminder

Username
Password
Login

Find Opportunities
Register Now
DIBBS
DLA-BSM Internet Bid Board System

- Especially good for manufacturers and commodity distributors.
- Find opportunities for all 3 DLA centers: Aviation, Land/Maritime, & Troop Support
- Free training available from Land/Maritime:
  - 2-day TKO Training
  - 3990 E Broad St, Columbus, OH

Search DIBBS for opportunities with DLA:
[https://www.dibbs.bsm.dla.mil/](https://www.dibbs.bsm.dla.mil/)
The DLA Internet Bid Board System (DIBBS) is a web-based application that provides the capability to search for, view, and submit secure quotes on Requests For Quotations (RFQs) for Defense Logistics Agency (DLA) items of supply. DIBBS also allows users to search and view Request For Proposals (RFPs), Invitations For Bid (IFBs), Awards and other procurement information related to DLA.
FEDERAL FORECASTS

The value of seeing the future…

- Find the program manager long before the solicitation comes out.
- Start building a comfort level with the program manager & the contracting officer.
- Get familiar with the players.
- Find out where to spend your time.
- Forecasts may serve as a very effective map for the growth of your business!
FORECASTS

Where to look…

www.google.com/unclesam

• Search Federal Agency websites to find the Office of Small and Disadvantaged Business Utilization Offices: OSDBU Office
DLA FORECAST LINK Available on DIBBS

- Solicitations
  - Requests for Quotation (RFQ)
    - Batch Quoting
    - Submitted Quote Searching
  - Requests for Proposal (RFP) / Invitation For Bid (IFB)
  - Other DLA Opportunities

- Awards
  - Awards
  - Other DLA Awards
  - Subsistence Blanket Purchase Agreements (BPAs)

- References
  - Global Search
  - Federal Stock Classes (FSC) managed by DLA
  - Master Solicitation Documents
  - Regulation Extracts used for DIBBS quoting
  - Virtual Library
  - Automated Best Value System (ABVS)
  - Supplier Requirements Visibility Application (SRVA)

- Technical Data
  - DLA Collaboration Folders (cFolders)
  - FCA Packaging
  - DoD Specifications and Standards
  - Military Engineering Data Asset Locator System

- Notices
  - Lumber Industry Day 10/04/2010 07:26:54 AM
  - TRAINING FOR SERVICE DISABLED VETERAN OWNED SMALL BUSINESS (SDVOSB) MANUFACTURERS 09/07/2010 11:24:21 AM
  - Medical Supplies for Overseas Shipment 05/06/2010 11:41:52 AM
  - Contract Data Requirements List (CDRL) Website 10/01/2009 11:29:37 AM
Air Force Procurement Forecast:
http://www.selltoairforce.org
Vendors / Citizens

Vendors and citizens may search, monitor, and retrieve opportunities.

- Find Opportunities
- Register Now
- Password Reminder
- Recovery FAQs

From the Home Page of www.fbo.gov

ADDITIONAL RESOURCES

- FAQs
- Federal Service Desk
- Recovery.gov
- Whitehouse.gov/recovery/
- Business Partner Network (BPN)
- Central Contractor Registration (CCR)
- Online Reps & Cert Application (ORCA)

- Federal Agency Business Forecasts
- Federal Assets Sales
- Federal Grants
- USA.gov
- Minority Business Development Agency
- SUB - Net (Subcontracting Opportunities)
- IAE
### FY 2010 Forecast of Contracting Opportunities

<table>
<thead>
<tr>
<th>DEA</th>
<th>Product/Services</th>
<th>NAICS</th>
<th>Procurement Method</th>
<th>Estimated Dollar Range</th>
<th>Target Solicitation Date</th>
<th>Target Award Date</th>
<th>Geographic Location</th>
<th>Incumbent</th>
<th>Point of Contact</th>
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<tbody>
<tr>
<td></td>
<td>Dialog/Dialog Data Star</td>
<td>519120</td>
<td>SOLE</td>
<td>$100,000 to $250,000</td>
<td>Dec-09</td>
<td>Mar-10</td>
<td>Arlington, VA</td>
<td>N/A</td>
<td>Rosemary Russo 202-307-8936 Stacey Strayer 202-307-7709</td>
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<td>Supply- Armored Vehicle Procurement</td>
<td>561613</td>
<td>TBD</td>
<td>$5,000,000</td>
<td>Feb-10</td>
<td>Apr-10</td>
<td>Overseas</td>
<td>Square One</td>
<td>Thomas Cernac 202-307-7797</td>
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<td>Administrative Services</td>
<td>561110</td>
<td>8a</td>
<td>$250,000 to $500,000</td>
<td>Jul-10</td>
<td>Sep-10</td>
<td>Arlington, VA</td>
<td>Alon, Inc.</td>
<td>Janet Gates 202-307-7886</td>
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<td>Copier Maintenance Agreement</td>
<td>811212</td>
<td>TBD</td>
<td>$250,000 to $500,000</td>
<td>Feb-10</td>
<td>May-10</td>
<td>Arlington, VA</td>
<td>TBD</td>
<td>Mike Sedgwick 202-353-9652</td>
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<td>Fabricate &amp; Install Taxi Way Gate</td>
<td>238290</td>
<td>TBD</td>
<td>$100,000 to $250,000</td>
<td>Nov-09</td>
<td>Dec-09</td>
<td>Ft Worth, TX</td>
<td>N/A</td>
<td>Linda Ray 817-837-2087</td>
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<td>Linguist Services</td>
<td>541930</td>
<td>TBD</td>
<td>$5,000,000 to $10,000,000</td>
<td>Nov-09</td>
<td>May-10</td>
<td>Dallas, TX</td>
<td>SOS Int'l Ltd</td>
<td>Justice Parker 202-307-4221</td>
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<td>Information Technology (IT) support services to include Firebird deployment, training and provisioning</td>
<td>541511</td>
<td>GSA</td>
<td>$10,000,000 to $50,000,000</td>
<td>Jul-10</td>
<td>Oct-10</td>
<td>Arlington, VA</td>
<td>GWA- Datatrac</td>
<td>Charlene Thompson 202-353-9626</td>
</tr>
</tbody>
</table>
Can’t find a forecast?
Look for an agency’s Strategic Plan

Two good examples are...

ATF Strategic Plan:

FBI’s Strategic Plan:
What other tools are out there?

Alternative Bid Boards

- FBI’s Solicitations Mailing List Application: http://www.fbi.gov/business/maillist.htm
- Dept of Energy Acquisition Opportunities: http://www.pr.doe.gov/
- Dept of Interior’s National Business Center Opportunities Board: http://ideasec.nbc.gov/j2ee/login.jsp
FEDERAL OPPORTUNITIES

- Agency-specific Subcontracting Opportunities Directories


- Agency Info – the more you know about an agency’s mission, the better prepared you are to offer something they will purchase. Plus, it shows that you do your homework!

EPA [www.epa.gov/oam/ptod/activeindex.htm](http://www.epa.gov/oam/ptod/activeindex.htm)

FEDERAL OPPORTUNITIES

- Information on Grant Opportunities
  Bureau of Justice Grant Opportunities: http://www.ojp.usdoj.gov/BJA/funding/current-opp.html

- “Doing Business With” Guides
What about Manufacturers?

If you are a manufacturer of parts/ a machine shop, your biggest potential buyer is the Defense Logistics Agency (DLA), and they have a Capabilities Statement Survey, it:

- Mirrors a capabilities statement, with much more detail
- Has been in existence for approximately 18 months
- Is currently only used by the DLA Land and Maritime (in Columbus, Ohio)
- For a blank template and a sample, go to: http://www.dscc.dla.mil/Offices/smbusiness/index.html

Scroll to the bottom of the page for both documents!
Let prime contractors know they can talk to you!

For the Defense Industry (primes and subcontractors):

- If you sell:
  - Goods
  - Software
  - Data

- And are:
  - Funded by the military
  - Sell the above for military use
  - Adapt the above for military use

You should be ITAR Registered (International Traffic in Arms Regulations), and you should let others know that you are!
Federal Women-Owned Small Business Set-Aside Program
Federal Government Small Business Set-aside Program

FAR Part 19.501:

The purpose of small business set-asides is to award certain acquisitions exclusively to small business concerns. A “set-aside” for small business is the reserving of an acquisition exclusively for participation by small business concerns. A small business set-aside may be open to all small businesses. A small business set-aside of a single acquisition or a class of acquisitions may be total or partial.

On-line Federal Acquisition Regulation Site:
http://farsite.hill.af.mil/vffara.htm
FAR PART 19
Small Business Set Aside Rules
Including FAR Part 19.15, WOSB Program
FEDERAL PROGRAM

FAR Subpart 19.15  Women-Owned Small Business Program  
19.1500  General  

(a) Section 8(m) of the Small Business Act (15 U.S.C. 637(m)) created the Women-Owned Small Business - (WOSB Program).

(b) The purpose of the WOSB Program is to ensure women-owned small business concerns have an equal opportunity to participate in Federal contracting and to assist agencies in achieving their WOSB participation goals (see 13 part CFR 127).
FEDERAL PROGRAM

WOSB Contracting Details:

- **Eligible Industry Codes**: There are over 300 6-digit North American Industry Classification Systems (NAICS) codes that are eligible for Federal contracting under the WOSB program. These fall under 83 code categories.
Contracting officers may set aside a requirement for WOSB’s if:

- The NAICS code is in an industry in which SBA has designated that the WOSB’s are substantially underrepresented.
- The contracting officer has a reasonable expectation that two or more WOSBs will submit offers.
- The anticipated award price of the contract does not exceed $6.5 million in the case of manufacturing contracts and $4 million in the case of all other contracts.
- The contracting officer believes the contract can be awarded at a fair and reasonable price.
Contracting officers may set aside a requirement for EDWOSBs if:

- The NAICS code is in an industry in which the SBA has designated that WOSBs are underrepresented.
- The contracting officer has a reasonable expectation that two or more EDWOSBs will submit offers.
- The anticipated award price of the contract does not exceed $6.5 million in the case of manufacturing contracts and $4 million in the case of all other contracts.
- In the estimation of the contracting officer, the contract can be awarded at a fair and reasonable price.
Getting certified for federal government work as a Woman-Owned Small Business:

- Is only necessary, if you are WOSB or EDWOSB under the designated NAICS Codes.
- Self-certification involves completing forms and uploading required documents into an on-line repository.
- Third party certifications are not yet approved!
Women-Owned Small Business Federal Contract Program


Memo from the Administrator

On October 7, 2010, the U.S. Small Business Administration published a final rule effective February 4, 2011, aimed at expanding federal contracting opportunities for women-owned small businesses (WOSBs). The Women-Owned Small Business (WOSB) Federal Contract program authorizes contracting officers to set aside certain federal contracts for eligible:

- Women-owned small businesses (WOSBs) or
- Economically disadvantaged women-owned small businesses (EDWOSBs)

WOSB Program Information
WOSB Program Fact Sheet
WOSB Program Frequently Asked Questions or FAQs
WOSB Program Applicable NAICS Codes
Compliance Guide for the WOSB Program
Contracting Officer's Guide for the WOSB Program

Eligibility Requirements
To be eligible, a firm must be at least 51% owned and controlled by one or more women, and primarily managed by one or more women. The women must be U.S. citizens. The
To access the WOSB Repository:

1. Click on the General Login System (GLS)
2. Click on Request SBA User ID on right side
3. Once USER ID is set up, log into GLS system. Click on WOSB Repository Link.
4. The Repository Does Not have instructions. Click on the Compliance Guide for list of documents to upload to Repository (pgs 13 – 15)
For Instructions & List of Documents to upload on the WOSB Repository:

1. Click on the Compliance Guide
2. Go to pgs 13 – 15 (**Note – This is a 60 pg PDF document**)
For the WOSB & EDWOSB Certification Forms:

1. **WOSB Certification Form** - Click on WOSB OMB Approved Form

2. **EDWOSB Certification Form** - Click on EDWOSB OMB Approved
WOSB Certification Form:

1. Click on **SBA Form 2413**
EDWOSB Certification Form:

1. Click on SBA Form 2414
Third-Party Certification (Not Yet Approved!)

A third party certifier is a national certifying entity approved by the Administrator that may engage in the certification process for the WOSB Program.

At this time, no third party certifiers have been approved by the SBA. The SBA is currently in the process of reviewing applications for third party certifiers.
WOSB Program Third-Party Certification

If a WOSB chooses to obtain third-party certification, they may only obtain certification from SBA-approved third-party certifiers. At this time, SBA has not approved any third party certifiers. A list of approved third-party certifiers will be posted on this site after they have been approved.

If you are interested in becoming a SBA-approved third-party certifier, you must complete and submit an application no later than March 1, 2011. Click here to download the application and submission instructions.

*Please note that this is the first version of the third-party certifier application. SBA welcomes comments and suggestions on how to improve the application and will refine it over time. We plan to open the third-party certifier application process every six months. Please email your comments to SBA’s Office of Contract Assistance.

Questions about the WOSB Program?
SBA Answer Desk
1-800-U-ASK-SBA (1-800-827-5722)
Answer Desk TTY: (704) 344-6640
[Spanish]
Email: wosb@sba.gov

In addition to our website and the SBA Answer Desk, there are a number of resources available to help answer questions about the WOSB program:

Visit a local resource:
- Small Business District Offices
Find your local office at: http://www.sba.gov/about-offices-list/2
- Women’s Business Centers
Find your local center at: http://www.sba.gov/content/womens-business-centers
- Small Business Development Centers
Find your local center at: http://www.asbdc-us.org/
- Procurement Technical Assistance Centers
Find your local center at: http://www.aptac-us.org/new/
Examples of Women’s Business Enterprise Certifying Organizations
(Not Yet Approved for Federal Government):

- U.S. Women’s Chamber of Commerce
- Women’s Business Enterprise National Council (WBENC)
The US Women’s Chamber of Commerce began a certification program in 2006 as members asked for a program free from corporate control (where they would not be forced to provide confidential information to their own competitors).

**USWCC | National Women's Business Enterprise™ (NWBE)** used for U.S. based businesses.

**USWCC | International Women's Business Enterprise™**

**IWBE™** used to leverage international opportunities. The **IWBE™** designation certifies that you are women-owned, and shows your international preparedness status. Through the USWCC | IWBE™ designation, you signify your desire and capabilities to work in global markets.

Website - [http://www.uswcc.org/nwbe-certification/](http://www.uswcc.org/nwbe-certification/)
The Women's Business Enterprise National Council (WBENC)

The Women's Business Enterprise National Council (WBENC), was founded in 1997, and is the largest third-party certifier of businesses owned controlled, and operated by women in the United States. WBENC, a national 501(c)(3) non-profit, partners with 14 Regional Partner Organizations to provide its national standard of certification to women-owned businesses throughout the country. WBENC is also the nation's leading advocate of women-owned businesses as suppliers to America's corporations.

**WBENC's Mission**
The Women's Business Enterprise National Council (WBENC) is dedicated to advancing the success of Corporate Members, certified women's business enterprises, and government entities in partnership with its Regional Partner Organizations (RPOs).

Website - [http://www.wbenc.org/](http://www.wbenc.org/)
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Women’s Business Centers
Find your local center at: http://www.sba.gov/content/womens-business-centers

Small Business Development Centers
Find your local center at: http://www.asbdc-us.org/

Procurement Technical Assistance Centers
Find your local center at: http://www.aptac-us.org/new/

Questions about WOSB Program?
1. Contact the SBA Help Desk Ph# - 800.827.5722
2. Contact Your Local PTAC Office - (Find on-line)

Visit http://www.aptac-us.org/new/
Finding Your PTAC

Go to: www.APTAC-US.org
Scroll to the bottom of the page & click on the map
Contact SWCO PTAC

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SWCO PTAC Program Assistant
Delores Ely
937-253-0038
dely@emtec.org
Thank You for Coming
and
Enjoy the Conference!