





# 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

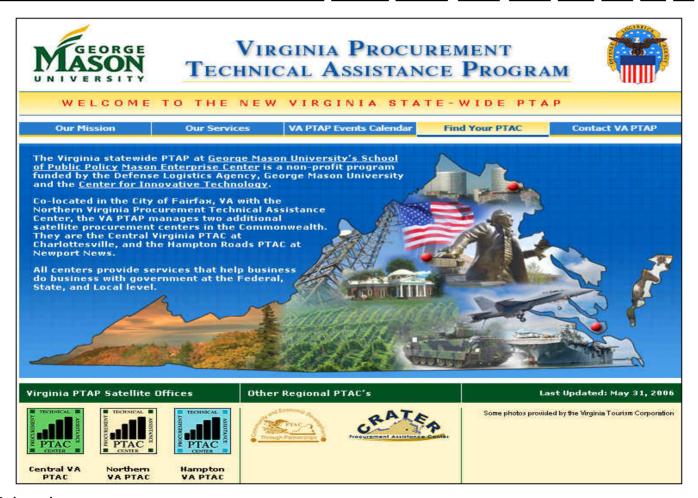
SMALL BUSINESS DEVELOPMENT CENTERS PROCUREMENT TECHNICAL ASSISTANCE PROGRAM

INTERNATIONAL BUSINESS DEVELOPMENT PROGRAMS TELEWORK AND TRAINING CENTER

FAIRFAX INNOVATION CENTER

#### **Procurement Technical Assistance Program**

http://www.VAPTAP.org



## 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**

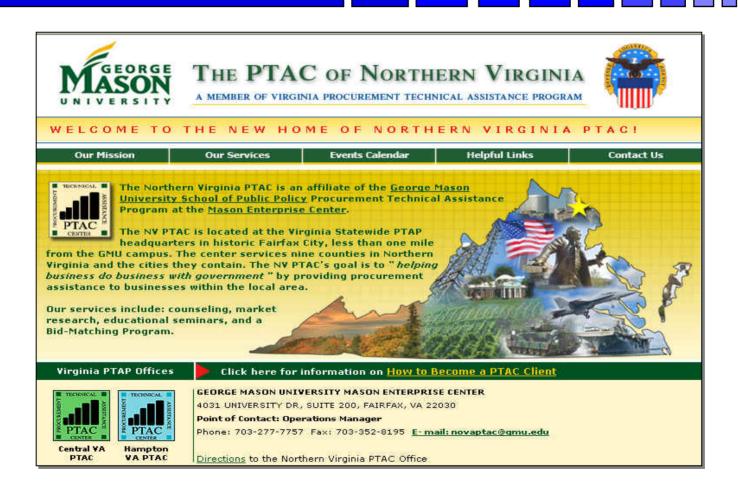
- Outreach
  - Seminars & Conferences (sponsor and participant)
  - Associations (networking and participation)
- Education
- Counseling

### PTAC Services (Cont'd)

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

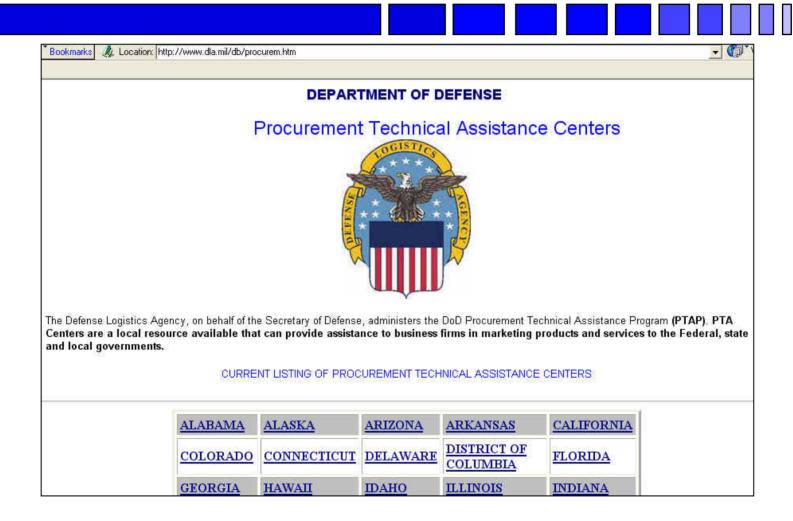
#### Northern Virginia PTA Center

http://www.novaptac.org



#### Other PTAC's

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



# 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

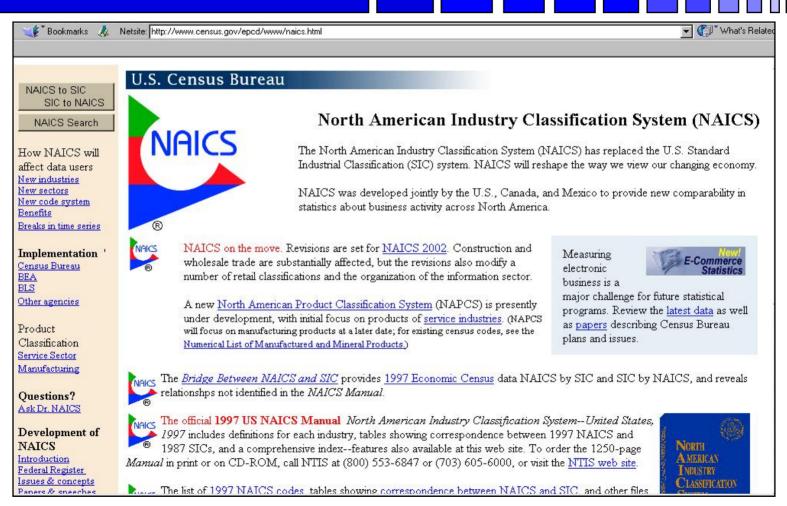


#### How To Get Started?

- ✓ 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



#### **Federal Supply Classification**

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

#### **Product Service Codes**

A - Research and Development

**B - Special Studies and Analyses -**

Not R&D

C - Architect and Engineering -

**Construction** 

**D - Automatic Data Processing and** 

**Telecommunication** 

**E - Purchase of Structures and** 

**Facilities** 

F - Natural Resources and

**Conservation** 

#### **Federal Supply Codes**

63 - Alarm, Signal, and Detection Systems

65 - Medical, Dental, and Veterinary Equipment

66 - Instruments and Laboratory Equipment

<u>67 - Photographic Equipment</u>

68 - Chemicals and Chemical Products

69 - Training Aids and Devices

70 - ADP Equipment Software, Supplies,

**Equipment** 

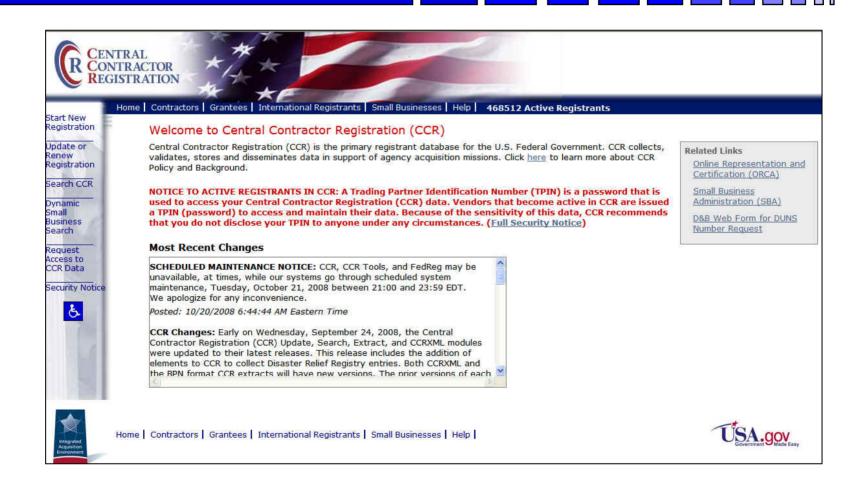


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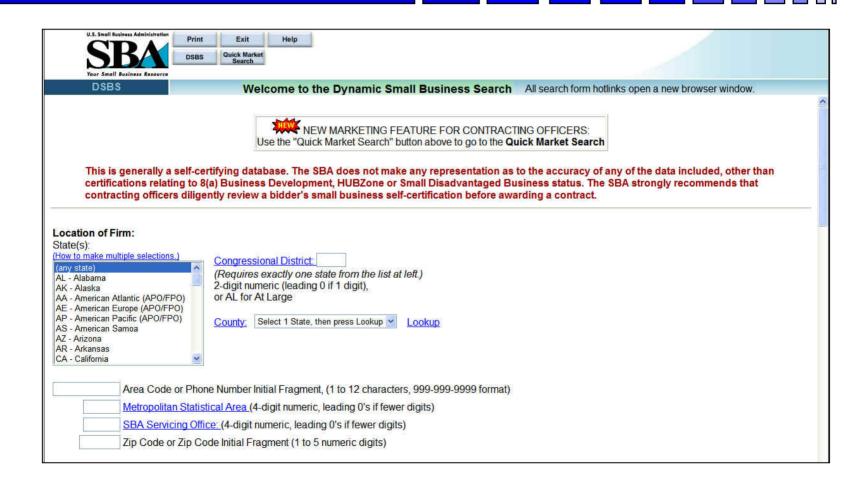
#### **Central Contractor Registration**

http://www.ccr.gov/

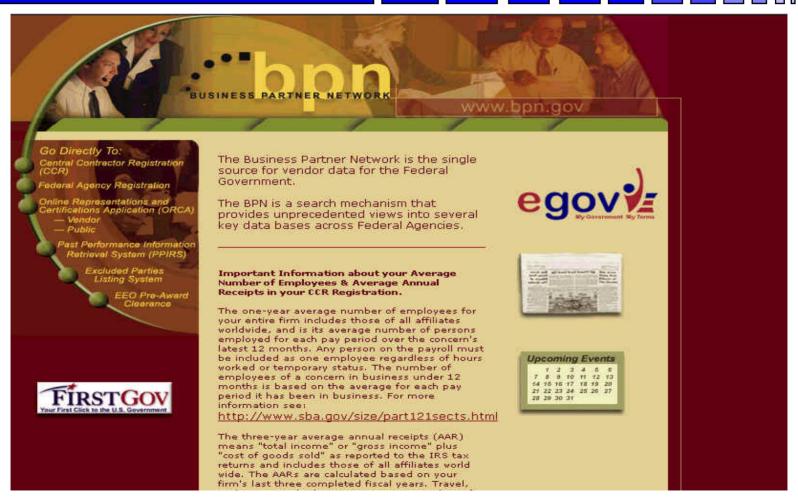


#### **Dynamic Small Business Search**

http://dsbs.sba.gov/dsbs/dsp\_dsbs.cfm



# On-line Reps and Certs Application – ORCA - http://www.bpn.gov/





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#### 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)

#### FY 2007 Agency SB Statistics

#### 2007 Small Business Contracting

(Percentage of Total Prime Contract Dollars)

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Small	SDB	8(a)	SDV	Women	HUBZone
22.0	6.6	N/A	1.01	3.4	2.2
20.44	5.75	3.14	0.69	2.87	2.2
6.23	2.38	1.57	0.44	1.04	0.3
21.79	6.85	3.57	0.58	4.78	1.2
15.36	6.86	3.72	1.23	2.27	0.72
32.85	8.77	3.84	7.09	4.97	3.31
35.80	13.58	5.57	1.42	7.90	2.96
26.02	4.60	2.77	0.75	4.17	0.69
34.22	13.37	6.89	2.25	6.70	5.57
54.50	12.14	6.94	2.52	6.98	8.74
59.39	21.25	13.33	1.38	10.49	11.26
46.01	16.45	8.48	1.99	10.09	1.94
42.04	16.27	10.75	2.32	5.12	2.48
31.17	11.32	4.67	2.47	6.12	1.17
28.76	8.07	5.07	1.08	7.61	1.11
50.88	19.30	14.37	2.34	10.40	7.56
41.42	14.88	8.09	3.99	5.11	2.31
15.67	5.15	1.32	0.22	5.58	0.55
63.62	40.01	23.55	2.40	18.71	1.63
31.96	11.14	7.07	1.24	3.55	3.05
10.36	3.69	0.37	0.01	1.72	0.90
68.95	47.77	21.78	4.26	24.64	7.89
17.21	9.29	3.50	0.21	5.47	0.89
43.05	13.76	11.92	1.57	8.97	4.58
	22.0 20.44 6.23 21.79 15.36 32.85 35.80 26.02 34.22 54.50 59.39 46.01 42.04 31.17 28.76 50.88 41.42 15.67 63.62 31.96 10.36 68.95 17.21	22.0     6.6       20.44     5.75       6.23     2.38       21.79     6.85       15.36     6.86       32.85     8.77       35.80     13.58       26.02     4.60       34.22     13.37       54.50     12.14       59.39     21.25       46.01     16.45       42.04     16.27       31.17     11.32       28.76     8.07       50.88     19.30       41.42     14.88       15.67     5.15       63.62     40.01       31.96     11.14       10.36     3.69       68.95     47.77       17.21     9.29	22.0       6.6       N/A         20.44       5.75       3.14         6.23       2.38       1.57         21.79       6.85       3.57         15.36       6.86       3.72         32.85       8.77       3.84         35.80       13.58       5.57         26.02       4.60       2.77         34.22       13.37       6.89         54.50       12.14       6.94         59.39       21.25       13.33         46.01       16.45       8.48         42.04       16.27       10.75         31.17       11.32       4.67         28.76       8.07       5.07         50.88       19.30       14.37         41.42       14.88       8.09         15.67       5.15       1.32         63.62       40.01       23.55         31.96       11.14       7.07         10.36       3.69       0.37         68.95       47.77       21.78         17.21       9.29       3.50	22.0         6.6         N/A         1.01           20.44         5.75         3.14         0.69           6.23         2.38         1.57         0.44           21.79         6.85         3.57         0.58           15.36         6.86         3.72         1.23           32.85         8.77         3.84         7.09           35.80         13.58         5.57         1.42           26.02         4.60         2.77         0.75           34.22         13.37         6.89         2.25           54.50         12.14         6.94         2.52           59.39         21.25         13.33         1.38           46.01         16.45         8.48         1.99           42.04         16.27         10.75         2.32           31.17         11.32         4.67         2.47           28.76         8.07         5.07         1.08           50.88         19.30         14.37         2.34           41.42         14.88         8.09         3.99           15.67         5.15         1.32         0.22           63.62         40.01         23.55         2.	22.0         6.6         N/A         1.01         3.4           20.44         5.75         3.14         0.69         2.87           6.23         2.38         1.57         0.44         1.04           21.79         6.85         3.57         0.58         4.78           15.36         6.86         3.72         1.23         2.27           32.85         8.77         3.84         7.09         4.97           35.80         13.58         5.57         1.42         7.90           26.02         4.60         2.77         0.75         4.17           34.22         13.37         6.89         2.25         6.70           54.50         12.14         6.94         2.52         6.98           59.39         21.25         13.33         1.38         10.49           46.01         16.45         8.48         1.99         10.09           42.04         16.27         10.75         2.32         5.12           31.17         11.32         4.67         2.47         6.12           28.76         8.07         5.07         1.08         7.61           50.88         19.30         14.37 <t< td=""></t<>

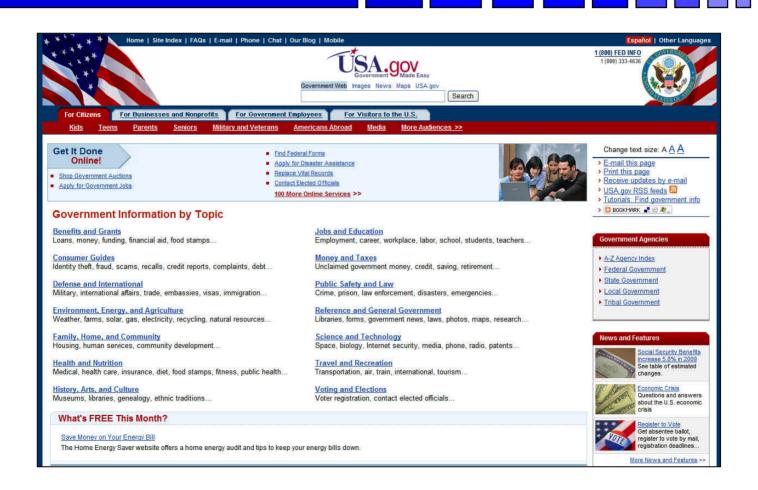
Source: SBA/Federal Procurement Data Sytem-Next Generation

November 7, 2008

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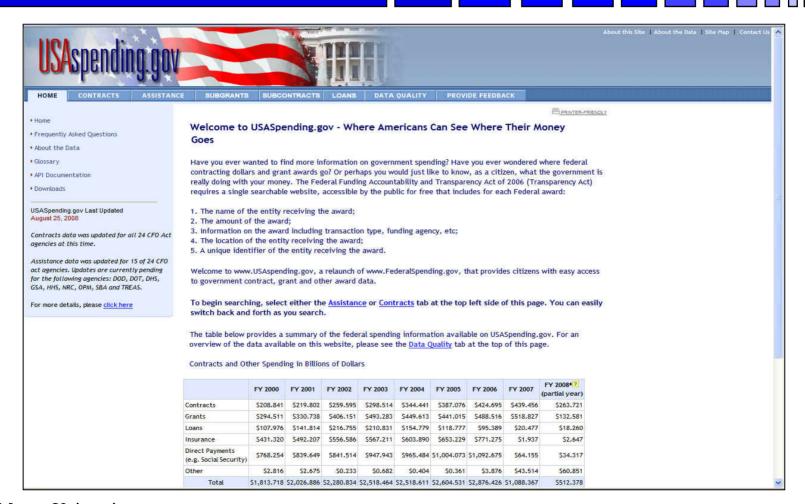
#### **USA.Gov**

www.usa.gov/



#### **USA Spending**

www.usaspending.gov/



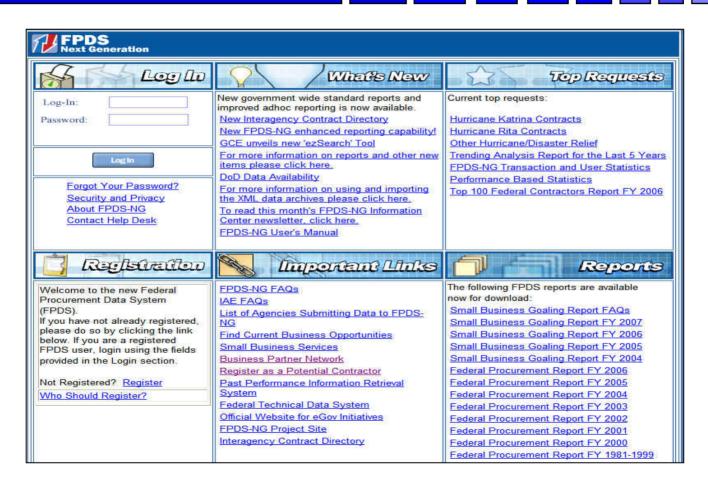
#### **FedBizOpps**

http://www.FBO.gov/



#### Federal Procurement Data System - NG

https://www.fpds.gov



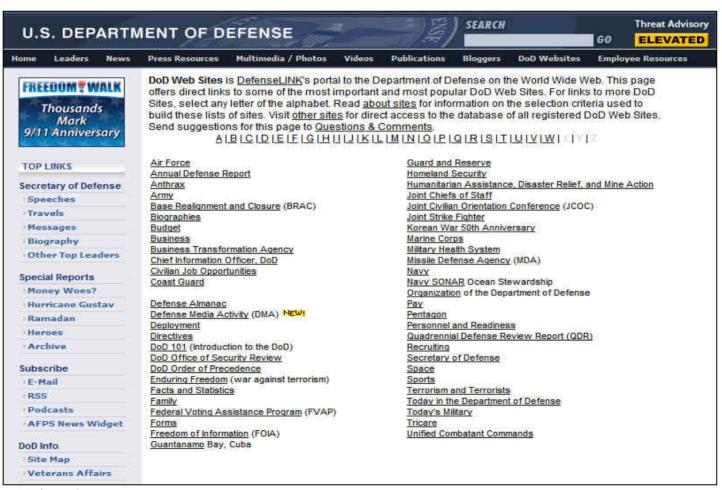
#### **Federal Acquisition Jumpstation**

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



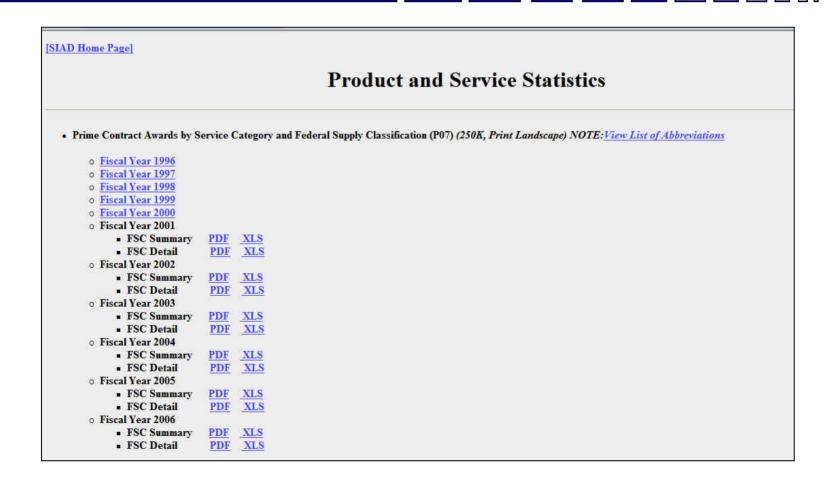
#### **DOD Defense Link**

www.defenselink.mil/sites



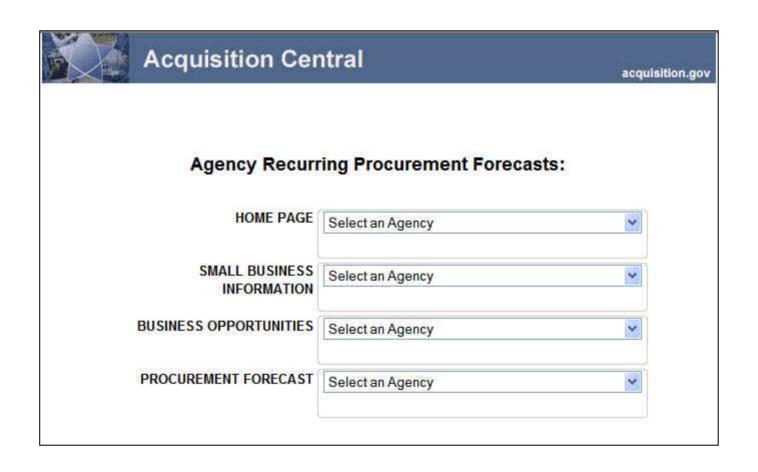
#### **DOD Purchase Statistics**

siadapp.dmdc.osd.mil/procurement/historical\_reports/services/services.html



#### **Agency Forecasts**

acquisition.gov/comp/procurement\_forecasts/index.html





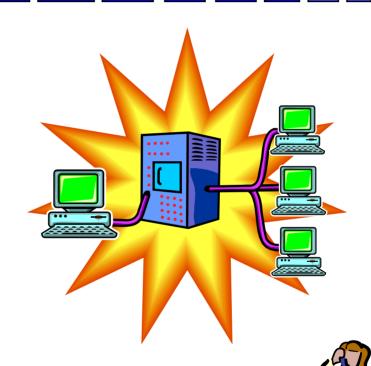
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#### Federal Purchase Thresholds

- Greater than \$100,000
- Simplified Acquisition Threshold \$100,000
- Small Purchase Threshold < \$25,000</li>





Micro-purchase\$2500

## Federal Acquisition Regulations



## 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

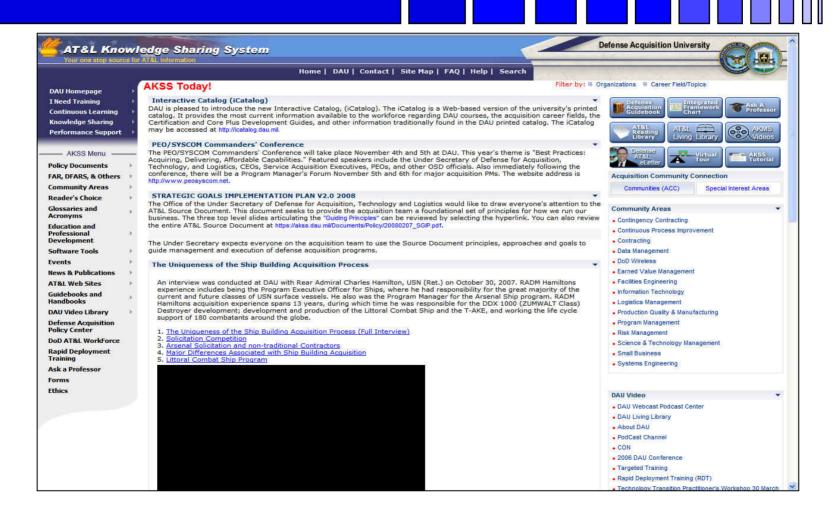
#### **Acquisition Central**

http://www.arnet.gov/



#### **Acquisition Knowledge Sharing System**

https://akss.dau.mil/



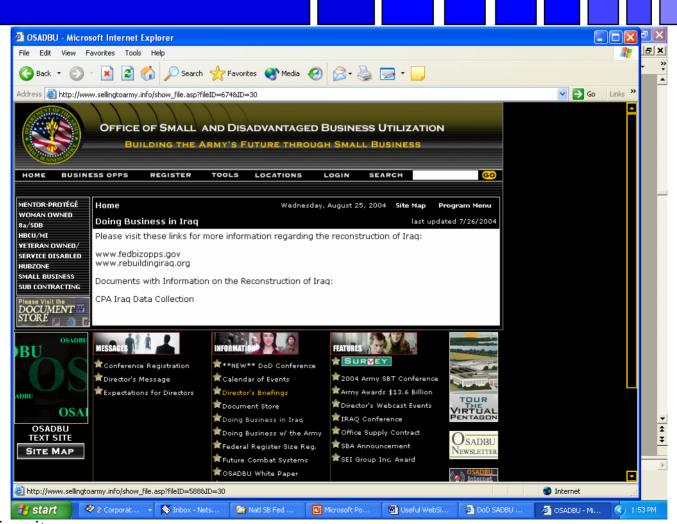
## **Defense Logistics Agency**

www.dla.mil



### **Army Small Business Programs**

http://www.sellingtoarmy.info



#### **General Services Administration**

http://www.gsa.gov/



# e-Tools...

- www.gsa.gov
- www.gsa.gov/
  - -schedules
  - -elibrary
  - -gsaadvantage
  - -VSC
- fsstraining.gsa.gov

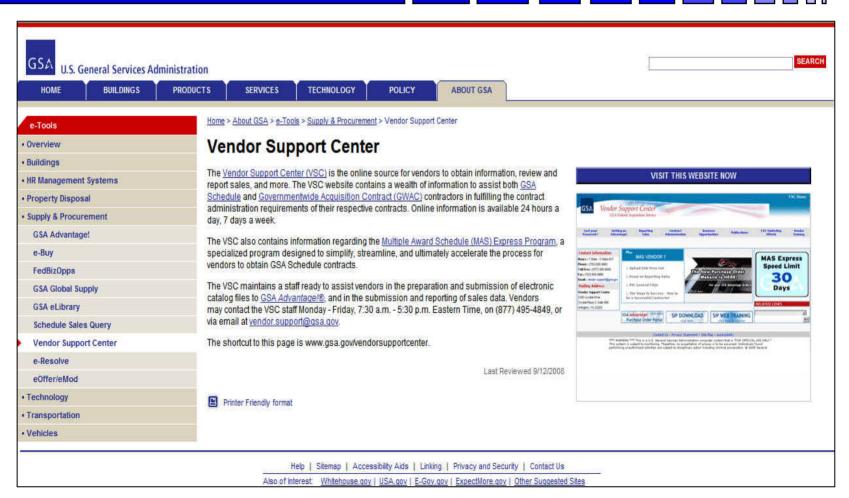


GSA Vendor Support Center

GSA Federal Supply Service

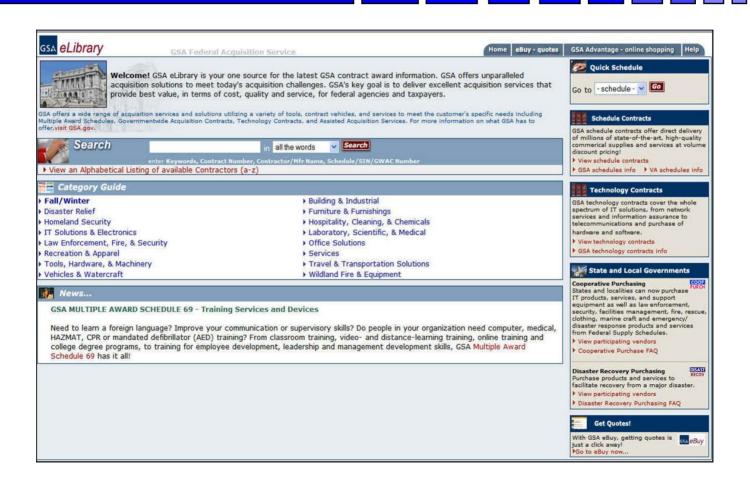
#### **GSA Vendor Support Center**

www.gsa.gov/vsc



#### **General Services Administration E-library**

http://www.gsaelibrary.gsa.gov



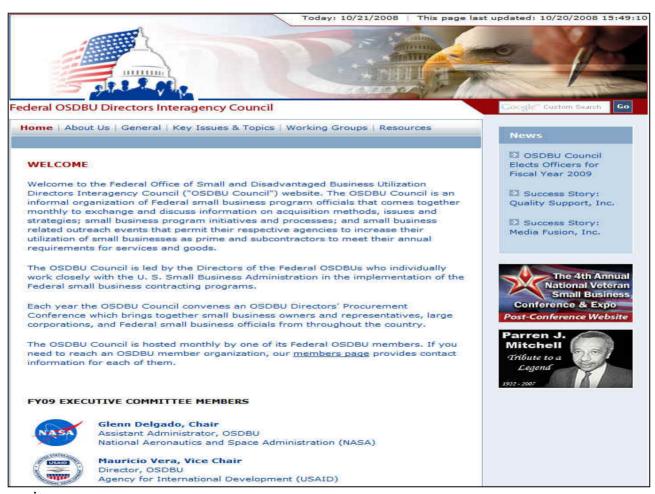


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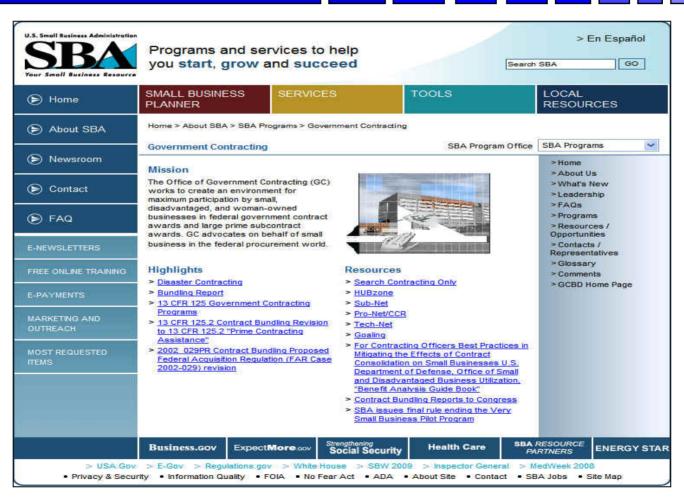
# **OSDBU Interagency Council**

# www.osdbu.gov/



# **SBA Government Contracting Assistance**

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



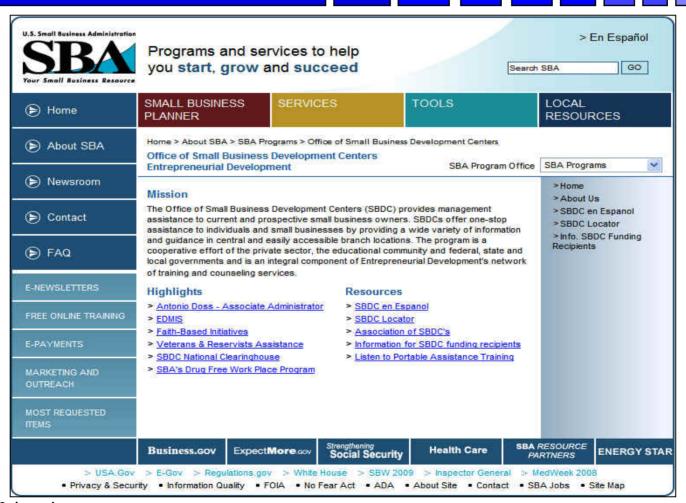
#### **Business.Gov**

#### http://www.business.gov/

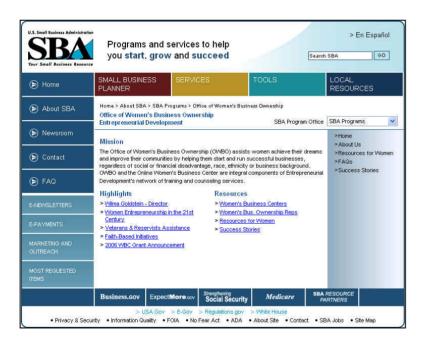


# **SBA SBDC Listings**

http://www.sba.gov/sbdc



# Woman's Business Web Sites



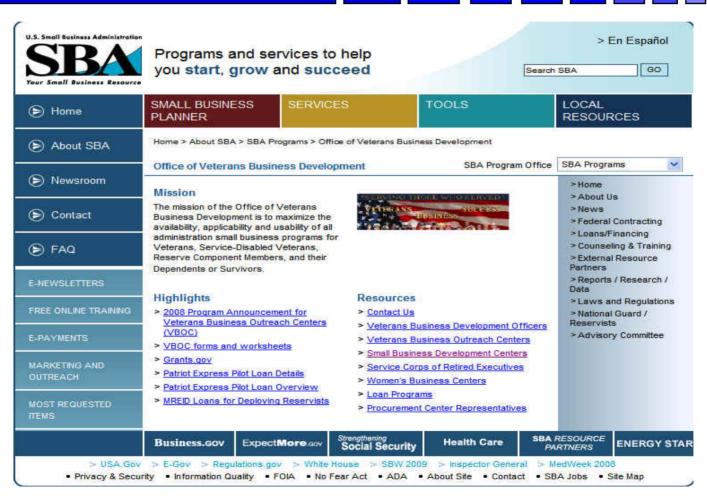
www.onlinewbc.gov/

#### www.womenbiz.gov



#### SBA VETS

#### http://www.sba.gov/VETS/



#### Center for Veteran's Enterprise

www.vetbiz.gov/



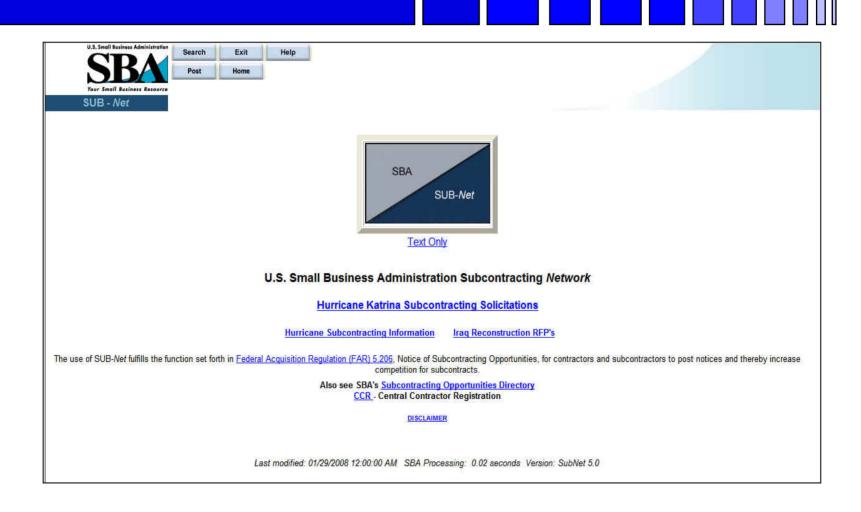


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#### **SBA SUB-Net**

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





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### **Market Your Business**

#### Associations





**AFCEA** 

**NCMA** 









**Conferences** 



Market Research





# **Market Your Business**



Focus!!!



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Phone: 703-277-7700

Fax: 703-352-8195

www.vaptap.org

"bringing business and government closer together"