INTRODUCTION TO GOVERNMENT CONTRACTING

DEFENSE INNOVATION CONFERENCE

January 2019

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Introduction Video

- http://tinyurl.com/welcome-to-gtpac
Who We Are and What We Do

• The Georgia Tech Procurement Assistance Center (GTPAC) assists Georgia businesses in identifying, competing for, and winning government contracts.

• Our services include:
  – Classroom instruction
  – Electronic tools
  – One-on-one counseling

  ... all at no cost to you.
Funding and Sponsorship

• The Georgia Tech Procurement Assistance Center (GTPAC) is part of a national network of procurement technical assistance centers (PTACs) funded, in part, by the Defense Logistics Agency (DLA).

• In Georgia, DLA’s funding is matched by State funding through Georgia Tech.
The Georgia Tech Connection

- GTPAC is part of the Enterprise Innovation Institute (EI2).
  - EI2’s mission is to increase the competitiveness of enterprises in Georgia through the application of science, technology, and innovation.
- GTPAC is housed within EI2’s Industry Services group.
  - A major activity within Industry Services is the Manufacturing Extension Partnership (GaMEP).
Georgia Manufacturing Extension Partnership (GaMEP)

GaMEP provides expertise and connections to Georgia manufacturers in:

- Strategic Business Development
- Innovation Management
- Product Development
- Lean / Process Improvement
- Quality Management
- Sustainability
- Energy Management
- Technology Adoption

Your connection to manufacturing excellence: [www.gamep.org](http://www.gamep.org)

GaMEP is a proud sponsor of the Georgia Tech Procurement Assistance Center (GTPAC).
All Resources Used in This Presentation

http://gtpac.org/useful-links
By the way

• The coolest website on the Earth
  • www.gtpac.org
INFRASTRUCTURE RESOURCE

• Small Business Development Center
  – Business Plan
  – Marketing Plan
  – Accounting Systems
  – Incorporation process

• http://www.georgiasbdc.org/
Infrastructure Resource

• Small Business Development Center
  – 8a application assistance
  – Minority Business Development
    770-414-3110
    Fax: (706) 542-6803
  – SBA Tanzee, 404-331-0100 X 507

• Tanzee.halljones@sba.gov
REALITY CHECK

• Dynamics of Government Contracting can be electrifying!
• Remember:
  – Tom did not write the rules
  – Displeasure should be directed toward the appropriate body making the rules (Congress, State Legislature, and Governing Bodies)
  – GTPAC is not a member of your company
Marketing Campaigns Directed at You

Buyer Beware!
Background

• When you register your business in the System for Award Management (SAM) or in any government database (for instance, the Georgia Procurement Registry), you make your contact information publicly available.

• This means that anyone can “data mine” your info and make you the target of a marketing campaign via phone, email or traditional mail.
What Happens

• Being in a government vendor database signals you are interested in going after government contracts.
• Therefore, marketing companies will try to sell you services related to government contracts.
• Chances are you will receive numerous calls, emails and letters trying to sell you something that you may or may not need.
What You Should Be Aware Of

• Virtually all of these companies engage in legal activities, but their services may or may not be useful to you.

• In addition, some of the services offered by companies may be of poor quality.

• Examples of services offered:
  • Vendor registration
  • FEMA contracts
  • GSA Schedules
  • Proposal writing
  • Capability statement
  • Directory of vendors
  • Contract opportunities
  • Etc.
What You Should Consider

• **Vendor registration** – Registration in government databases is always free, and something you can do yourself. By doing it yourself, you maintain control of your user name and password.

• **FEMA contracts** – FEMA has a separate database for vendors wanting to do emergency contracting work. You can register on your own at: [www.fema.gov/doing-business-fema](http://www.fema.gov/doing-business-fema).
What You Should Consider

- **GSA Schedules** – This is a complex process applicable only to businesses who have at least 2 years of successful commercial assistance. By following instructions, you can prepare a GSA proposal yourself. To start, attend GTPAC’s free seminar or webinar.

- **Proposal writing** – This, too, is something you can do yourself. Come to GTPAC’s free seminars on proposal preparation.
What You Should Consider

• **Capability statement** – This is an important document that helps “introduce” your company to government officials. GTPAC’s website provides directions on how to write one.

• **Directory of vendors** – Government agencies do not use paper directories to find vendors. They go to SAM, DSBS, and on-line state and local databases that charge you nothing to be listed.
What You Should Consider

• **Contract opportunities** – Virtually all government contract opportunities are publicly announced, and most are on-line. If you are a GTPAC client (no cost to sign-up), you are entitled to receive free, electronic, daily bid matches that are customized to your interests.

**Bottom Line:** Take advantage of free services, do-it-yourself, and utilize GTPAC!
The Federal Government awards over $520 Billion in Federal Contracts each year!

Federal Contractor Help Desk

Complete Your Federal Contractor Registration Online. Contracting Advisors Are Standing By To Assist With Your Online Contractor Registration. Get Started Now So You Can Start Winning Federal Contracts!

START YOUR SAM REGISTRATION HERE!

Let's start with a few basic contact details:

Company *

Why Work With the Federal Government?
Before You Spend Money

• Check Better Business Bureau for complaints.
• Ask about success rate – ask for proof.
• Look for free services – do-it-yourself!
• If in doubt, check with GTPAC.
The 7 Phases of Government Contracting

- Registration
- Marketing Plan
- The Right People
- Reference Library
- Finding Opportunities
- Bidding and Performing
- State & Local Government Contracting
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Registration for Federal Contracts

• SAM – System for Award Management
  – Registration required before bidding
  – Cannot be paid without being registered
  – Also used by state and local governments and prime contractors to identify qualified firms
  – Attention to detail is of paramount importance
COMPROMISED!

- SAM was Hacked March 22
- Entity Letter
SAM NEWS FLASH

• New Log in for SAM (single log in) with multiple places within SAM coming soon.
• Letter Template Send in within 30 days via mail.
Tips for Registering in SAM

- URL is https://www.sam.gov
- Do not pay anyone to register for you
- Compile information before going to SAM*
- Use Firefox or IE to access SAM
- Make sure you complete SBA’s Dynamic Small Business Search at the end of the SAM registration process
SAM TIPS

• LAGNIAPPE
  – When selecting an Entity, do not select non profit unless you are a non profit. Reason: all non profits are considered a large business in the eyes of the Government.
  – When you are asked (Core Data) if you want to make your information public, Say YES! It only displays public information and not sensitive financial information.
• LAGNIAPPE
  – Towards the end of your registration, look for a button titled, Register or Update your SBA profile.
  – This takes you to the Dynamic Small Business Data Base. You want to perform this task. (SB only)
Getting Ready to Register in SAM

• Obtain a TIN
  – Do not do business with your Social Security number
  – Obtain a Taxpayer ID Number (TIN) from the IRS at http://www.irs.gov/Businesses/Small-Businesses-&-Self-Employed/Apply-for-an-Employer-Identification-Number-(EIN)-Online

• Obtain a DUNS number
  – A unique, 9-digit identifier issued and maintained by D&B that verifies the existence of a business entity
  – Access http://fedgov.dnb.com/webform to begin process
  – Normally issued within 1-2 business days when using the D&B online process
Finding Your NAICS Codes

• NAICS stands for North American Industrial Classification Code System
• Used by the federal government to identify your business type and line(s)
• Go to: http://www.census.gov/eos/www/naics
• Also the key to your small business status
Determining Your Small Business Status

• You must determine whether you meet the federal government definition of small business.

• SBA Small Business Size Standards:
  • [https://www.sba.gov/sites/default/files/files/Size_Standards_Table.pdf](https://www.sba.gov/sites/default/files/files/Size_Standards_Table.pdf)
  • Details at [http://www.sba.gov/content/table-small-business-size-standards](http://www.sba.gov/content/table-small-business-size-standards)
  • Small business status tied to NAICS codes.
What Type of Small Business Might You Be?

- Small business
- Small disadvantaged business
- 8(a) Business Development Program (9 years)
- HUBZone
- Woman-owned (WOSB)
- Economically-disadvantaged woman-owned (EDWOSB)
- Veteran-owned
- Service-disabled veteran-owned (SDVOSB)
Certify SBA

- One Stop for applying for Certification
  - 8a Business Development
  - WOSB
  - Hub Zone (moving soon)

Follow this link [https://certify.sba.gov/](https://certify.sba.gov/)  HINT: Click on the Help Button for specific guidelines; [https://sbaone.atlassian.net/wiki/spaces/CKB/overview](https://sbaone.atlassian.net/wiki/spaces/CKB/overview)
Small Business Types

• SBA regularly holds workshops and webinars on small business programs

• [https://www.sba.gov/offices/district/ga/atlanta](https://www.sba.gov/offices/district/ga/atlanta)
  – Certification required:
    • 8(a)
    • HUBZone

  – Self-certification:
    • Small business
    • Small disadvantaged business (subcontracting only)
    • WOSB / EDWOSB
    • Veteran-owned [(verification)](https://www.sba.gov/offices/district/ga/atlanta) required for VA contracts
    • SDVOSB [(verification)](https://www.sba.gov/offices/district/ga/atlanta) required for VA contracts
Registration - special categories

- 8(a) certification process

- HUBZone (Historically Under-utilized Biz)
  - [https://www.sba.gov/contracting/government-contracting-programs/hubzone](https://www.sba.gov/contracting/government-contracting-programs/hubzone)

- Veteran Owned Small Biz (VOSB) & Service Disabled Vet Owned Small Biz (SDVOSB)

- Women Owned Small Biz (WOSB)
  - [http://www.sba.gov/content/contracting-opportunities-women-owned-small-businesses](http://www.sba.gov/content/contracting-opportunities-women-owned-small-businesses)
Ownership and Control

- WOSB
- SDVOSB
- What does that mean?
- Ownership - 51%
- Control
  - Who controls the company as defined in operating agreements or By laws.
Woman Owned Small Business

WOSB 51% Ownership and Control

Certified WOSB in one of 92 NAIC codes

Economically Disadvantaged WOSB. Found in one of 21 NAIC Codes

KEY TERM IS CERTIFIED AT FEDERAL LEVEL
Woman Owned Small Business

- Supplier Diversity
- Georgia Power, Turner Industries, Coca Cola, etc.
- Women Business Network Enterprise (Certification Organization)
- Does not Count at the Federal Level
PSC / FSC Codes

• The Federal Government also uses
  – Product Service Codes
  – Federal Supply Codes

• Find at:
  http://www.outreachsystems.com/resources/tables/pscsc
Back to SAM Registration

• In addition to having TIN, NAICS, PSC/FSC and small business designations, be ready with:
  – Basic business info
  – Bank routing info
  – Business references
  – Point-of-contact (POC) info

• Read [http://gtpac.org/tag/sam](http://gtpac.org/tag/sam) for registration tips
Done with the Preliminaries?

Nope!

• State and local governments do not use NAICS or PSC/FSC codes
• Instead, they use NIGP codes to designate their procurements
• Look yours up at:
  https://ssl.doas.state.ga.us/PRSapp/PR_nigp_keyword_selectionPUBLIC.jsp
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Federal Government’s Place for Advertising Bid Opportunities

• FedBizOpps (FBO)
  – https://www.fbo.gov

• All federal contracts >$25,000

• Including:
  – Sources Sought
  – Pre-solicitations
  – Solicitations
  – Awards
Another Source of Opportunities

• Fed Bid
  – Discovered that some Federal Agencies are posting solicitations less than $25K! Not all, but some.
    No fee to user (Vendor)
    Vendor must register to participate.
    www.fedbid.com
Another Source of Opportunities

• Fed Connect
  – Verifies SAM status via DUNS and MPIN
• Write down MPIN while registering in SAM.
• www.fedconnect.com
FBO Not the Only Place Gov’t Opportunities Are Advertised

- At least a dozen Internet sites where Federal contract opportunities are advertised
- State and local governments advertise their bid opportunities separately
- Over 1,200 places on the Internet where gov’t bid opportunities are advertised
Our Incredible Market Research Tool

• **iSearch** – GTPAC’s gift to you!
• Allows you to search 1,200 sites simultaneously
• Tutorial at [www.gtpac.org/isearch](http://www.gtpac.org/isearch)
• Use it to not only find bid opportunities, but also research who’s buying what you sell, what they call it, how frequently, etc.
• Remember slide #9?
Georgia Defense Exchange

• State Department of Economic Development effort to connect Georgia Businesses.

• Follow this link https://data.georgia.org/defense/
Marketing Tools

• **Elevator speech:**

• **Sources sought:**

• **Trade shows:** [http://gtpac.org/2012/08/14-tips-for-attending-a-government-expo-or-trade-show](http://gtpac.org/2012/08/14-tips-for-attending-a-government-expo-or-trade-show)
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Small Business Specialists

• Used to be called SADBUS – Small & Disadvantaged Business Utilization Specialists
• Every federal agency has a Small Business Office
  – http://www.osdbu.gov/members.html
• Many state and local governments do, too
  – Georgia:
  http://ssl.doas.state.ga.us/PRSapp/PR_apo_public_list.jsp
What SB Specialists Want

• Confidence in your ability to perform
• You must demonstrate your capabilities
  – Read: http://gtpac.org/2010/05/what-is-a-capabilities-statement-and-why-should-i-have-one
• Do your homework before asking for help
DIFFERENTIATOR
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What Governs Government Contracting?

• Federal Acquisition Regulations (FAR) and individual agency supplements
  – http://farsite.hill.af.mil

• Georgia Procurement Manual

• Professional education resources
  – www.ContractingAcademy.gatech.edu
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Finding Gov’t Opportunities

- iSearch – [www.gtpac.org/isearch](http://www.gtpac.org/isearch)
- Georgia Procurement Registry (all state agencies plus many Georgia cities, counties and school boards) - [http://ssl.doas.state.ga.us/PRSapp/](http://ssl.doas.state.ga.us/PRSapp/)
- Individual agencies, states, local govts - [www.outreachsystems.com/usabid](http://www.outreachsystems.com/usabid)
- *Wouldn’t it be great if the searching could be automated?*
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• Reference Library
• Finding Opportunities
• **Bidding and Performing**
• State & Local Government Contracting
What If You Bid … But Don’t Win?

• Ask for a “debriefing”
• Request immediately
• Don’t challenge award, ask for what you did right and what you did wrong
• Apply what you learn to the next bid or proposal
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Your Initial Entry Point May Not Be the Federal Market

• Investigate opportunities in your locale
  – Pursue contracts where you live and work, where you employ people, where you pay taxes
• Attend GTPAC’s class on “Marketing to State & Local Governments”
State of Georgia

- Team Georgia Marketplace State Purchasing
  - [http://doas.ga.gov/state-purchasing](http://doas.ga.gov/state-purchasing)
- Georgia Procurement Registry
  - [https://ssl.doas.state.ga.us/PRSapp/](https://ssl.doas.state.ga.us/PRSapp/)
Tips for Marketing to State & Local Governments

• Look for / ask for “contracting forecasts”
• Obtain budgets
• Read “How To Do Business with …” handbooks
• Pursue re-occurring contracting needs
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MAGIC PILL
Pulling It All Together

Clients of the Georgia Tech Procurement Assistance Center (GTPAC) benefit from:

– An automated bid search system
– Notices of upcoming events
– Training and instruction
– One-on-one counseling and advice

… all at no cost!
GTPAC’s Bid Match Service

Once you register with us as a client, we:

– Create an electronic profile of your interests and capabilities
– Match that profile against government databases in the geographic area you specify – state, region, country, world
– Notify you via email every time there’s a match between your interests and a government contract opportunity
GTPAC’s bid match service

- Automatic electronic searching of over 1200 federal, state, and local govt sites
- Website surfing “not required”
- Requires identification of key words, FSC/PSC codes, and NAICS codes
- Can be filtered by area, regions, or states
- E-mail required, multiple addressee capability

- SAMPLE PROFILES!

EXCELLENT RESOURCE
WHERE DO YOU STAND?

Tom Hanks is Forrest Gump

Split Down The Middle
INDICATORS? WHERE DO YOU STAND

• SUCCESSFUL FIRM
  • Registration Complete
    – SAM
    – Georgia Procurement Registry
  • Capability Statement
  • Company Infrastructure

• STRUGGLING FIRM
  • Registration – On Going
    – SAM
    – GA procurement Registry
  • Capability Statement
    – Incomplete
  • INCOMPLETE
INDICATORS? WHERE DO YOU STAND

Successful Firm
- Infrastructure Prepared
  - Marketing plan
  - Accounting System in place
  - Business Plan complete
- Market Research
  - Target Agencies
  - Procurement Forecast
- Draft response to solicitation

Struggling Firm
- No formal infrastructure
  - No time for market research or business plan
  - No accounting system or how to cost their supplies or service
- Tries to respond to everything
- Does not believe in Procurement Forecast
INDICATORS ? WHERE DO YOU STAND

Successful Firm
• Performs all of the above steps prior to going live and jumping into the market for real.

Struggling Firm
• To busy to locate and build relationships to buyers.
• Very reactive – no thought to what to do except create chaos.
• No time for draft response to solicitation
• Ready to respond even if they know it’s BAD !
NEXT STEP

• Become a client of GTPAC
What’s the Catch?

• You must agree to our Terms & Conditions, notably:
  – Respond to our request for a report, each quarter, on whether you bid on any government contracts and, if so, whether you won any government contracts
  – Respond to our annual quality of service survey
How to Become a GTPAC Client

• IF you completed an application on-line, then send me an email with the following;
  – Name and address of Firm
  – DUNS and or CAGE if you have one
  – NAICS Code/PSC code to set up bid match
  – Allow 72 hours for processing. Please follow up with us if no action over 7 days.
How Can You Obtain a GTPAC Client Application Form?

• Client Application provided via email to all who request one. Send the email to:
  • Thomas.larkin@innovate.gatech.edu
• I will email you a Client Application within 48 hours
We Look Forward To Assisting You!

www.gtpac.org