How to Do Business with the Federal Government

Presented by the Nevada PTAC Procurement Outreach Program

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Why Market to the Federal Government?

Total Federal Acquisition Spending (Contracts) FY 2014:

$445.4 Billion

- Small Business Goal – 23% ($102 B)
- Small Disadvantaged (8a) Business Goal – 5% ($22 B)
- Women-Owned Small Business Goal – 5% ($22 B)
- Service Disabled Veteran-Owned Small Business Goal – 3% ($13 B)
- HUBZone Small Business Goal – 3% ($13 B)

- Federal Acquisition Regulation 19.201

“...maximum practicable opportunities...to small business, veteran-owned small business, service-disabled veteran-owned small business, HUBZone small business, small disadvantaged business, and women-owned small business concerns.”
Where to Start

- Work with a PTAC
- Get online
- Register and maintain active status in SAM ([www.sam.gov](http://www.sam.gov))
  - Company Capability Narrative
  - Keywords
  - References / Past Performance
- Small Business Programs
  - Small / SDB
  - Veteran / SDVOSB
  - 8(a)
  - HUBZone
  - WOSB / EDWOSB
Get Registered

• **Get a DUNS number**
  – Unique identifier required for federal government work

• **Determine your Codes**
  – North American Industry Classification System (NAICS) codes
    • Six digit code used to identify specific products and services
  – Federal Service Code (DoD)

• **Register with SAM**
  – System for Award Management (SAM) – [www.sam.gov](http://www.sam.gov)
  – Consolidated CCR and ORCA summer of 2012
  – Need DUNS and NAICS codes for profile

*Note that all of the above are FREE – if you are asked to pay a fee, you are in the wrong place!*
Do your Research

• Although the government as a whole may buy *everything* — not all government agencies purchase *all* goods and services

• Government departments, agencies, bureaus, and commissions represent thousands of potential customers

• Research the agencies that buy the products and services *your business* offers and understand:
  – How those target agencies purchase
  – Budget levels
  – Buying patterns and thresholds
Locating Government Markets

- Electronic Bid Matching – PTAC
- Small Business Specialists
- Small Business Liaison Officers
- Federal Business Opportunities (www.fbo.gov); Fed Bid (www.fedbid.com); Vet Biz (www.vetbiz.gov); Fed Connect (www.fedconnect.net)
- SBA (http://www.sba.gov/category/navigation-structure/contracting)
- Federal Procurement Data System (www.fpds.gov)
- USA Spending (www.usaspending.gov)
- Acquisition Forecasts (www.acquisition.gov)
- Doing Business with DoD (http://www.acq.osd.mil/osbp/)
Federal Business Opportunities (FBO)

• All Federal procurements estimated to cost over $25,000 must be listed on FBO, www.fbo.gov
• Research by key word, NAICS or place of performance
• Research by agency or set aside code
• Sources Sought, Requests for Information (RFI)
• Interested Vendors list
• Download government RFP data
Federal Small Business Set Asides

• Value of the project between $3,000 and $150,000
  – Set aside for small business unless C.O. determines it is not reasonable to expect 2 or more quotes from responsible small businesses

• Value greater than $150,000
  – Set aside for small business if there are 2 or more that will provide quotes at a fair market price

RULE OF 2
Simplified Acquisition Thresholds

< $3,000 – Micro purchase - not advertised

>$3,000 < $25,000 – Standard Acquisition Procedure (SAP)
• Not advertised but sometimes posted locally
• Oral or Request for Quotation (RFQ)
• Normally reserved for small business

>$25,000 < $150,000 – SAP
• Advertised on FBO, FedBid, VetBiz, etc.
• Oral or RFQ
• Normally reserved for small business set-aside

>$150,000 – Formal/Large Contract
• Advertised on FBO, FedBid, VetBiz, etc.
• Invitation For Bid (IFB) or Request For Proposal (RFP)
• Set-aside if more than 2 capable 8(a) / HUBZone / SD-VOSB/SB will submit offers at fair market price
4 Step Marketing Process

1. **Provide one minute marketing speech**
   - Who you are and what you do

2. **Provide list of past performance**
   - Previous government or commercial contracts

3. **Let agency know your ownership status**
   - Small, Women-Owned, Veteran/Service Disabled Veteran, 8(a)/Disadvantaged, HUBZone

4. **ASK who within your agency is responsible for buying my product or service**
   - Tunnel down in large government agency/prime contractor firm to the appropriate buyer

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*Nevada Governor’s Office of ECONOMIC DEVELOPMENT*
What is a Capability Statement?

• A snapshot of your company that serves as a resume for your business
• A concise overview of qualifications and experience
• It demonstrates your distinctive competencies
• It tells potential clients who you are, what you do, and how you are different from your competitors
• It is a critical tool in government contracting, no matter what size company you represent
Capability Statement

When does the government use capability statements?

- Sources Sought synopsis
- RFP response
- Teaming/Joint Venture
- Subcontracting with a Prime
- Trade shows/Matchmakers – gathering information
5 Key Elements
1. Call it a Capability Statement
2. Core Competencies
3. Past Performance
4. Differentiators
5. Company Data
Research Subcontract Opportunities

• SBA Subcontracting Opportunities Directory (by State)
  • http://www.sba.gov/content/subcontracting-opportunities-nv-nj-o

• SBA SUB-Net
  • Opportunities posted by large primes and other non-fed agencies
  • Prime contracts greater than $650,000 (or $1.5 MM for construction) are required to have a subcontracting plan
  • http://web.sba.gov/subnet/search/index.cfm

• FBO Award Notices
Research Tools

- Acquisition Central – [www.acquisition.gov](http://www.acquisition.gov)
- [www.USASpending.gov](http://www.USASpending.gov)
- SBA - [http://www.sba.gov/category/navigation-structure/contracting](http://www.sba.gov/category/navigation-structure/contracting)
What is Nevada PTAC?

• The Nevada Procurement Technical Assistance Center (PTAC) is a resource to assist businesses with their federal, state and local government contracting efforts.


The Procurement Outreach Program which serves as a Procurement Technical Assistance Center (PTAC), is funded in part through a cooperative agreement from the Department of Defense (DOD) through a program that is administered by the Defense Logistics Agency (DLA). The content of any written materials or verbal communications of the PTAC does not necessarily reflect the official views of or imply endorsement by DOD or DLA.
**NV PTAC Goals**

- To increase the number of Nevada companies capable of doing business with the government
- To help Nevada businesses improve upon their marketing skills for prime contract and subcontract opportunities across all types of government agencies
- To reduce the cost of acquisitions for government agencies
- To generate/retain employment and diversify Nevada’s state-wide economy
Services provided by PTAC

• One on one counseling
• Bid-matching services
• Certification walkthroughs
• Registration walkthroughs
• Proposal development

• Workshops
• Networking events
• Getting on a GSA Schedule
• Capability statement assistance
• Matchmaker events
Nevada PTAC
Procurement Outreach Program

Carson City Office
808 W. Nye Lane
Carson City, NV  89703
Phone:  775-687-9921
Steve Yates, Procurement Specialist
syates@diversifynevada.com

Fallon Office
448 W. Williams, Suite 103
Fallon, NV  89406
Phone:  775-687-9922
Maggie Neidigh, Rural Procurement Specialist
mneidigh@diversifynevada.com

Las Vegas Office
555 E. Washington Ave., Suite 5400
Las Vegas, NV  89101
Phone:  702-486-2700

Lyndee Cichon, Director
lcichon@diversifynevada.com
Linda Mitchell, Procurement Specialist
lmmitchell@diversifynevada.com
Rich Lyles, Procurement Specialist
rlyles@diversifynevada.com
Cynthia Naughton, Admin. Assistant
cnaughton@diversifynevada.com

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