Welcome to the

Department of Veterans Affairs Program Briefing

Moderator: Col. Kurt Ubbelohde, F.SAME, USA (Ret.), Vice President, Leo A Daly
Speaker:
  • Michelle Smith, FAC-P/PM Senior, Acting Director, Strategic Outreach & Communication, Office of Small and Disadvantaged Business Utilization, U.S. Department of Veterans Affairs
Improving Small Business Access to VA Procurements

Michelle Smith, Acting Director, Strategic Outreach
Office of Small and Disadvantaged Business Utilization (OSDBU)
U.S. Department of Veterans Affairs

SAME 2014 Small Business Conference
December 9, 2014
Increased Opportunity Through Access

- VA Small Business Goal Achievement
- Primary VA Opportunities
- Access to Opportunities
VA is committed to providing opportunities for all Small Business, with special focus on Service-Disabled Veteran-Owned Small Business and Veteran-Owned Small Business.

<table>
<thead>
<tr>
<th>Category</th>
<th>Federal Goal</th>
<th>VA Goal</th>
<th>VA Percentage</th>
<th>VA Dollars (billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>All small business</td>
<td>23%</td>
<td>34%</td>
<td>36.2%</td>
<td>$6.5</td>
</tr>
<tr>
<td>SDVOSB</td>
<td>3%</td>
<td>10%</td>
<td>19.4%</td>
<td>$3.5</td>
</tr>
<tr>
<td>VOSB</td>
<td>N/A</td>
<td>12%</td>
<td>21.7%</td>
<td>$3.9</td>
</tr>
<tr>
<td>Small Disadvantaged Business (SDB) – includes 8(a)</td>
<td>5%</td>
<td>5%</td>
<td>7.9%</td>
<td>$1.4</td>
</tr>
<tr>
<td>Women-Owned Small Business (WOSB)</td>
<td>5%</td>
<td>5%</td>
<td>3.3%</td>
<td>$0.6</td>
</tr>
<tr>
<td>Historically Underutilized Business Zone (HUBZone)</td>
<td>3%</td>
<td>3%</td>
<td>1.7%</td>
<td>$0.3</td>
</tr>
</tbody>
</table>
## Primary Opportunities at VA

<table>
<thead>
<tr>
<th>3-Digit NAICS</th>
<th>NAICS Description</th>
<th>Average Annual Total VA SB Spend FY12-FY14</th>
<th>Average Annual Total VA Spend FY12-FY14</th>
<th>Average Annual SB Percentage FY12-FY14</th>
</tr>
</thead>
<tbody>
<tr>
<td>238</td>
<td>Specialty Trade Contractors</td>
<td>$233,064,703</td>
<td>$251,373,153</td>
<td>92.7%</td>
</tr>
<tr>
<td>237</td>
<td>Heavy and Civil Engineering Construction</td>
<td>$128,919,733</td>
<td>$160,057,051</td>
<td>80.5%</td>
</tr>
<tr>
<td>485</td>
<td>Transit and Ground Passenger Transportation</td>
<td>$83,579,332</td>
<td>$109,131,579</td>
<td>76.6%</td>
</tr>
<tr>
<td>812</td>
<td>Personal and Laundry Services</td>
<td>$55,294,670</td>
<td>$72,917,732</td>
<td>75.8%</td>
</tr>
<tr>
<td>337</td>
<td>Furniture and Related Product Manufacturing</td>
<td>$98,861,793</td>
<td>$134,242,155</td>
<td>73.6%</td>
</tr>
<tr>
<td>327</td>
<td>Nonmetallic Mineral Product Manufacturing</td>
<td>$34,599,340</td>
<td>$47,555,692</td>
<td>72.8%</td>
</tr>
<tr>
<td>236</td>
<td>Construction of Buildings</td>
<td>$1,277,165,594</td>
<td>$1,924,659,817</td>
<td>66.4%</td>
</tr>
<tr>
<td>541</td>
<td>Professional, Scientific, and Technical Services</td>
<td>$1,910,242,545</td>
<td>$3,152,626,344</td>
<td>60.6%</td>
</tr>
<tr>
<td>443</td>
<td>Electronics and Appliance Stores</td>
<td>$27,984,647</td>
<td>$48,519,474</td>
<td>57.7%</td>
</tr>
<tr>
<td>333</td>
<td>Machinery Manufacturing</td>
<td>$113,490,763</td>
<td>$199,164,185</td>
<td>57.0%</td>
</tr>
<tr>
<td>561</td>
<td>Administrative and Support Services</td>
<td>$293,897,038</td>
<td>$523,756,818</td>
<td>56.1%</td>
</tr>
<tr>
<td>339</td>
<td>Miscellaneous Manufacturing</td>
<td>$545,003,245</td>
<td>$1,297,573,411</td>
<td>42.0%</td>
</tr>
<tr>
<td>532</td>
<td>Rental and Leasing Services</td>
<td>$47,794,178</td>
<td>$118,132,597</td>
<td>40.5%</td>
</tr>
<tr>
<td>423</td>
<td>Merchant Wholesalers, Durable Goods</td>
<td>$299,874,441</td>
<td>$749,578,872</td>
<td>40.0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>$5,149,772,022</td>
<td>$8,789,288,880</td>
<td>58.6%</td>
</tr>
</tbody>
</table>
## Top 10 Construction NAICS

<table>
<thead>
<tr>
<th>3-Digit NAICS</th>
<th>NAICS Description</th>
<th>Average Annual Total VA SB Spend</th>
<th>Average Annual Total VA Spend</th>
<th>Average Annual SB Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>236220</td>
<td>COMMERCIAL AND INSTITUTIONAL BUILDING CONSTRUCTION</td>
<td>$ 1,255,320,209</td>
<td>$ 1,901,879,630</td>
<td>66.0%</td>
</tr>
<tr>
<td>238220</td>
<td>PLUMBING, HEATING, AND AIR-CONDITIONING CONTRACTORS</td>
<td>$ 91,863,580</td>
<td>$ 95,746,358</td>
<td>95.9%</td>
</tr>
<tr>
<td>238210</td>
<td>ELECTRICAL CONTRACTORS AND OTHER WIRING INSTALLATION CONTRACTORS</td>
<td>$ 72,850,754</td>
<td>$ 82,077,608</td>
<td>88.8%</td>
</tr>
<tr>
<td>237990</td>
<td>OTHER HEAVY AND CIVIL ENGINEERING CONSTRUCTION</td>
<td>$ 52,968,610</td>
<td>$ 70,478,157</td>
<td>75.2%</td>
</tr>
<tr>
<td>237130</td>
<td>POWER AND COMMUNICATION LINE AND RELATED STRUCTURES CONSTRUCTION</td>
<td>$ 45,583,510</td>
<td>$ 57,844,650</td>
<td>78.8%</td>
</tr>
<tr>
<td>238990</td>
<td>ALL OTHER SPECIALTY TRADE CONTRACTORS</td>
<td>$ 16,784,813</td>
<td>$ 17,624,963</td>
<td>95.2%</td>
</tr>
<tr>
<td>237110</td>
<td>WATER AND SEWER LINE AND RELATED STRUCTURES CONSTRUCTION</td>
<td>$ 13,583,394</td>
<td>$ 14,701,921</td>
<td>92.4%</td>
</tr>
<tr>
<td>238290</td>
<td>OTHER BUILDING EQUIPMENT CONTRACTORS</td>
<td>$ 12,539,697</td>
<td>$ 13,509,777</td>
<td>92.8%</td>
</tr>
<tr>
<td>236210</td>
<td>INDUSTRIAL BUILDING CONSTRUCTION</td>
<td>$ 13,205,264</td>
<td>$ 13,489,396</td>
<td>97.9%</td>
</tr>
<tr>
<td>237310</td>
<td>HIGHWAY, STREET, AND BRIDGE CONSTRUCTION</td>
<td>$ 13,096,914</td>
<td>$ 13,307,730</td>
<td>98.4%</td>
</tr>
<tr>
<td><strong>Grand Total VA Construction NAICS</strong></td>
<td></td>
<td><strong>$ 1,639,161,543</strong></td>
<td><strong>$ 2,336,710,557</strong></td>
<td><strong>70.1%</strong></td>
</tr>
</tbody>
</table>
Who is Buying?

**VA SMALL BUSINESS SPEND - CONSTRUCTION NAICS**

- **CFM:** $93,199,013
  - 236 Construction of Buildings: 8.8% SB
  - 237 Heavy and Civil Engineering Construction: 64.3% SB
  - 238 Specialty Trade Contractors: 49.0% SB

- **VHA:** $1,492,961,386
  - 236 Construction of Buildings: 100% SB
  - 237 Heavy and Civil Engineering Construction: 99.9% SB
  - 238 Specialty Trade Contractors: 99.0% SB

- **NCA:** $38,027,261
  - 236 Construction of Buildings: 99.1% SB
  - 237 Heavy and Civil Engineering Construction: 84.9% SB
  - 238 Specialty Trade Contractors: 92.6% SB
ACCESS TO OPPORTUNITIES
Path to Success

AWARENESS
- System for Award Management (SAM)
- Web Site
- Requests for Information (RFI)
- Be Present
- Federal Business Opportunities (FBO)
- Forecast of Contracting Opportunities (FCO)
- Trade Publications

RISK MITIGATION
- Past Performance
- Corporate Experience
- Certifications
- Resumes
- Focus on Core Competencies
- Start Small
- Get Verified

ACCESS
- National Veterans Small Business Engagement (NVSBE)
- VA Direct Access Program (DAP)
- Industry Events

PROCUREMENT MECHANISMS
- Federal Supply Schedule (FSS)
- Blanket Purchase Agreement (BPA)
- Indefinite Delivery, Indefinite Quantity Contracts (IDIQ)
- Sole Source Contract

PERFORMANCE
- Contractor Performance Assessment Reporting System (CPARS)
- Success Stories
- References/Testimonials
What Is Procurement Readiness?

Demonstrated ability to win and to successfully perform contracts

“In the eye of the beholder”
Basic Elements of Procurement Readiness

- Registration
- Experience
- Industry Specific Licenses and Requirements
- Web Site/Capabilities Statement
- Knowledge of Federal Procurement Readiness and Process
- Knowledge of Customer
- Verified
- Be present
How to Achieve Procurement Readiness

• Partner with procurement ready businesses
• Obtain Non-Government Contracts to gain experience
• Compete for Small Contracts (SAT)
• Seek help from programs that promote procurement readiness.
Help Is Available

- SBA Business Development Programs “Boots to Business”
- Procurement Technical Acquisition Centers
- Veterans Business Opportunity Centers
- Minority Business Development Agency (MBDA)
- SCORE (Service Corps of Retired Executives)
- 8(a) Business Development Program
- Mentor Protégé Programs
- Federal Contracting Certification
Plan for 2015

• Direct Access Program (DAP) Events

Full Calendar of Upcoming Events at:
http://www.va.gov/osdbu/library/events.asp
Open market requirements published at FedBizOpps:
www.fbo.gov

VA Forecast of Contracting Opportunities:
https://www.vendorportal.ecms.va.gov/eVP/fco/FCO.aspx

U.S. Small Business Administration Subcontracting Network:
www.sba.gov/subnet
Important Contacts

**OSDBU:**
http://www.va.gov/osdbu

**Phone:** (202) 461-4300
(800) 949-8387

**Verification Assistance:**

**Veteran Entrepreneur Portal (VEP):** http://www.va.gov/osdbu/entrepreneur/