



# Small Business Workshop

Ms. April Hibbler – Small Business Administration (SBA)

Ms. Veronica Doga – Nebraska PTAC

Mr. Matt Hibbert – Omaha District Small Business Program

Mr. Tyler Hegge – Omaha District Contracting



U.S. Small Business  
Administration



U.S. Small Business  
Administration

# **Introduction to SBA Government Contracting Certification Programs**

**Presented  
By  
April Hibbler  
June 1<sup>st</sup>, 2023**

## Who Is the SBA?

The SBA offers free business counseling through our resource partners, access to capital through our guaranteed loan programs, disaster recovery assistance through direct loans, and access to federal government contracting opportunities.



**Free business counseling**



**SBA guaranteed business loans**



**Home & business disaster loans**



**Federal government contracting**

# Prime Contracting Government -wide Procurement Goals – FY2023

## Statutory per the Small Business Act

- Small Business (SB) - 23%\*
- Small Disadvantaged Business (SDB) - 12%\*
- Women-Owned Small Business - (WOSB) - 5%\*
- HUBZone Small Business – 3%\*
- Service-Disabled Veteran-Owned SB (SDVOSB) - 3%\*

\*minimums only set by SBA

# FY2022

## Prime contracting goal and achievement

### *Nebraska*

FY2022 total dollars to NE firms - \$1.33B

	Goal	Achievement
Small Business	23%	<b>43.8%</b> (\$584.9M)
8a	11%	19.7% (\$263.7M)
WOSB	5.0%	2.3% (\$31.2M)
HUBZone	3.0%	13.9% (\$185.1M)
VOSB	3.0%	17.0% (\$227.1M)

Source: FEDMINE

# Federal Acquisition self-certifications and SBA certifications:



## 8(a) Business Development Program

[www.certify.sba.gov](http://www.certify.sba.gov)

**To qualify for the 8(a) program, businesses must meet the following eligibility criteria:**

- Be a small business
- Not have previously participated in the 8(a) program
- Be at least 51% owned and controlled by U.S. citizens who are socially and economically disadvantaged
- Have a personal net worth of \$850 thousand or less, adjusted gross income of \$400 thousand or less, and assets totaling \$6.5 million or less
- Demonstrate good character
- Demonstrate the potential for success such as having been in business for two years



## Women-Owned Small Business (WOSB/EDWOSB) Federal Contracting Program

<https://wosb.certify.sba.gov/>  
(13CFR127 and FAR 19.13)

**To be eligible for the WOSB Federal Contracting program, a business must:**

- Be a small business according to SBA size standards
- Be at least 51% owned and controlled by women who are U.S. citizens
- Have women manage day-to-day operations who also make long-term decisions

**To qualify as an EDWOSB within the program, a business must:**

- Meet all the requirements of the WOSB Federal Contracting program
- Be owned and controlled by one or more women, each with a personal net worth less than \$850,000
- Be owned and controlled by one or more women, each with \$400,000 or less in adjusted gross income averaged over the previous three years
- Be owned and controlled by one or more women, each \$6.5 million or less in personal assets

## HUBZone Program

<http://www.sba.gov/hubzone>  
(13CFR126 and FAR 19.13)

### To qualify for the HUBZone program, your business must:

- Be a small business according to SBA size standards
- Be at least 51% owned and controlled by U.S. citizens, a Community Development Corporation, an agricultural cooperative, an Alaska Native corporation, a Native Hawaiian organization, or an Indian tribe
- Have its principal office located in a HUBZone
- Have at least 35% of its employees living in a HUBZone

## Veteran Small Business Certification (VetCert) Program

[www.sba.gov/vetcert](http://www.sba.gov/vetcert)

[www.federalregister.gov/](http://www.federalregister.gov/)

**To apply for certification with SBA as a VOSB or SDVOSB, a firm must meet the following requirements:**

- Be considered a small business, as defined by the size standard corresponding to any NAICS code listed in the business's SAM profile.
- Have no less than 51% of the business owned and controlled by one or more veterans.
- For certification as a SDVOSB, have no less than 51% of the business owned and controlled by one or more veterans rated as service-disabled by the VA.
- For those veterans who are permanently and totally disabled and unable to manage the daily business operations of their business, their business may still qualify if their spouse or appointed, permanent caregiver is assisting in that management.

**New applicants certified by SBA after January 1, 2023, will receive the standard three-year certification period.**

## **SBA Nebraska District Office Government Contracting Contacts**

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# APEX Accelerator Contacts



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## Government Contracting Services

- SAM.gov
- Certifications (WOSB, VOSB/SDVOSB, 8(a), HUBZone)
- Market Research
- BidMatch Service
- Capability Statements
- Proposal Preparation
- Contract compliance and debriefings
- Free government contracting training events and webinars



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# Nebraska APEX Accelerator (formerly Nebraska PTAC) Intro to Government Contracting



When I say **APEX**, you think  
**Government Contracting**

The Nebraska PTAC is now the Nebraska APEX Accelerator

***nbdc***<sup>®</sup>  
PROCUREMENT TECHNICAL  
ASSISTANCE CENTER



***nbdc***<sup>®</sup>  
APEX ACCELERATOR

# Find Your APEX - APTAC



**Find a PTAC** Select a State ▾

**Find a Procurement Technical Assistance Center**  
Click on the map below or select your state above to find the Procurement Technical Assistance Center nearest you.  
[Find American Indian PTACs »](#)



## HELP FOR GOVERNMENT CONTRACTING

**Procurement Technical Assistance Centers (PTACs)**  
Your local PTAC is dedicated to helping businesses succeed in public sector marketplaces. Funded, in part, by the US Department of Defense, the PTACs provide no-cost advising on all aspects of selling to the federal, state, and local governments.

- ▶ **Workshops and Matchmaking Events** teach you what you need to know and connect you with other businesses and agency buyers.
- ▶ **One-on-One Counseling** tailored to your specific needs – *always free* of charge!
- ▶ SAM Assistance: **System for Award Management (SAM) registration** is *FREE*, and your PTAC can help you with this *and everything else you need* to sell to federal, state and local government agencies at little or no charge

[Find your PTAC now! »](#)

**Contracting Success**

*In 2021, PTAC clients were awarded*

\$24 BILLION IN CONTRACTS

*with over*

*56,000+ businesses receiving assistance.*

**Meet with a PTAC Today** ▶

**ASSISTANCE FOR SMALL BUSINESSES**

**GET THE TRAINING YOU NEED TO SUCCEED**

**Hurricane/Disaster Contracting**

**APTAC Partners**



We are a program of the:

# Nebraska Business Development Center



- Government Contracting
- Market Research
- Business Planning/Financial Projections
- Export Assistance
- Loan Packaging
- Business Valuation
- Technology Commercialization Consulting

## Nebraska APEX Accelerator

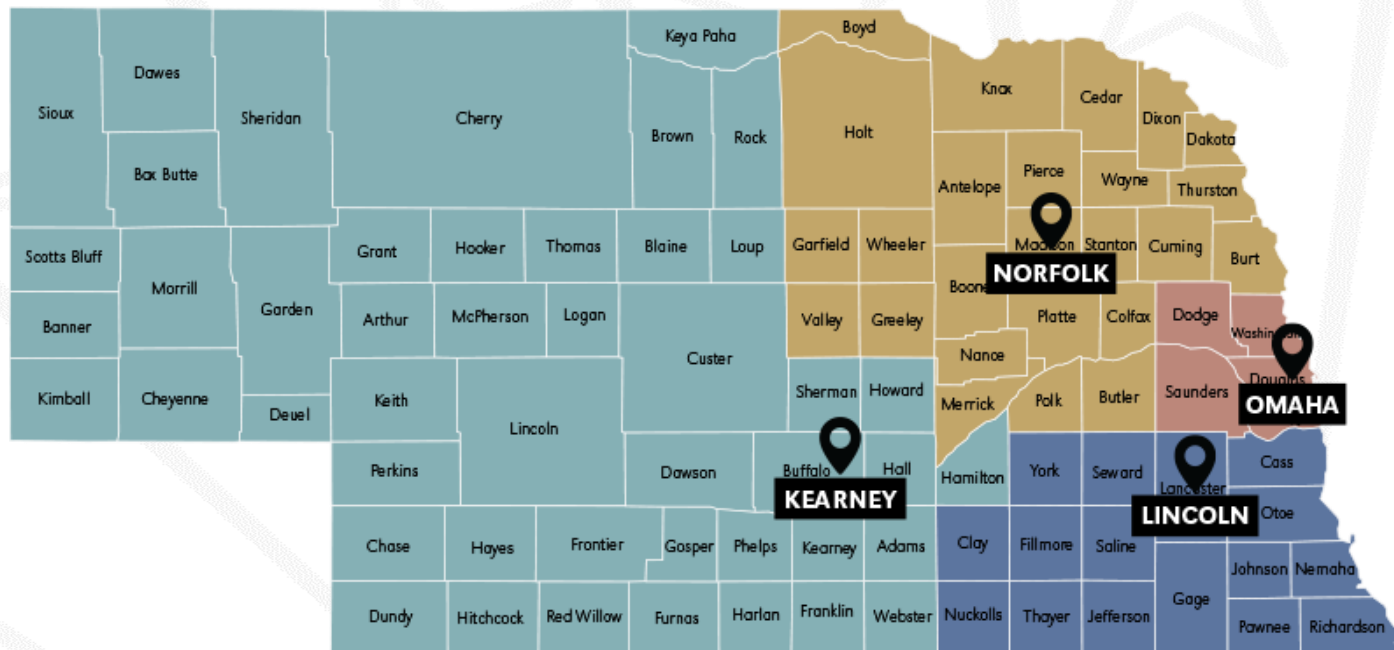
**Nebraska APEX Accelerator** offers consulting services, contracting workshops and networking events at *no cost* to Nebraska businesses — helping them successfully position their companies to bid, win and fulfill federal, state and local government contracts.

[nbdc.unomaha.edu/apex](https://nbdc.unomaha.edu/apex)

**nbdc**<sup>®</sup>  
APEX ACCELERATOR

## More about Nebraska APEX Accelerator

## Upcoming Nebraska APEX Accelerator Events



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## Government Contracting Services

- SAM.gov
- Certifications (WOSB, VOSB/SDVOSB, 8(a) Program, HUBZone Program)
- Market Research
- BidMatching
- Capability Statements
- Proposal Review
- Contract compliance and debriefings
- Various training events on government contracting topics

# Today's Agenda



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- Is government contracting right for my business?
- Government business certifications
- Getting registered to do business with the government
- Looking for contract opportunities
- Marketing your business
- How to bid on contracts
- Other contracting options

# Government-Wide Total Contracting Spend



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## The Federal Government is the world's single largest buyer of goods and services

Total Contracting Spend – FY 2020

Total Contracting Spend – FY 2021

Total Contracting Spend – FY 2022

**\$681 Billion**

**\$637 Billion**

**\$617 Billion**

Source: [Bloomberg Government](#)



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## What NOT To Do – FRAUD!



# Government Contracting Process



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1. Identify your Product
2. Identify your Government customer
3. Identify socio-economic categories you qualify for
4. Register in SAM.gov
5. Search for opportunities
6. Marketing your business
7. Write Proposals
8. Bid on Contracts!



# Before You Dive Headfirst



How does the Government classify what I sell?

- NAICS Codes
- PSC Codes

NAICS Codes Search – [naics.com/search](https://naics.com/search)

SBA Size Standards – [sba.gov/document/support--table-size-standards](https://sba.gov/document/support--table-size-standards)

PSC Selection Tool - [psctool.us](https://psctool.us)

# Identify Your Government Customer



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Does the Government buy what I sell?

- If so, who buys what I sell?
- How much opportunity is out there for me?

USASpending – [usaspending.gov](https://usaspending.gov)

## Government-Wide Procurement Goals



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- Small Business (SB) – 23%
- Small Disadvantaged Business (SDB) – 5%\*
- Woman-Owned Small Business (WOSB) – 5%
- HUBZone Small Business – 3%
- Service-Disabled Veteran-Owned Small Business (SDVOSB) – 3%

\*SDB Goal was raised by OMB to 12% for FY23 with a goal of 15% by FY25



## 8(a) Business Development Program

- Program for small disadvantaged businesses
  - Socially and economically disadvantaged
- Focus to provide business development support
- Prepares businesses for procurement opportunities

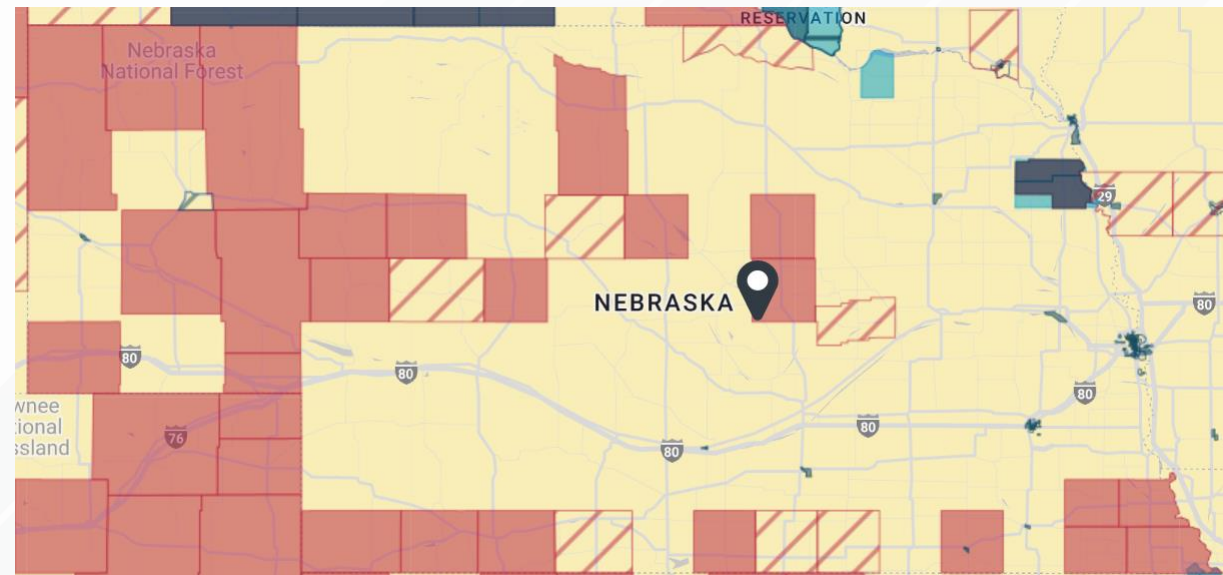
More information: [www.sba.gov/8a](http://www.sba.gov/8a)

# HUBZone Program

- Location-based program
- Principal office must be located in a HUBZone
- 35% of employees must reside in a HUBZone

HUBZone Map: <https://maps.certify.sba.gov/hubzone/map>

More information: [www.sba.gov/hubzone](http://www.sba.gov/hubzone)



## Women-Owned Small Business (WOSB)

- Be small business in your NAICS code
- 51% owned by women
- Day-to-day operations carried out by women
- 446 6-digit NAICS codes qualify

More information: [www.sba.gov/wosb](http://www.sba.gov/wosb)

## Service-Disabled Veteran-Owned Small Business (SDVOSB)

- Newly hosted by the Small Business Administration
- SDV must be 51% owner
- SDV must control and manage daily operations AND hold highest officer position

More information: [www.sba.gov/sdvosb](http://www.sba.gov/sdvosb)





**Okay, I'm Ready to Try My Hand...**

- [System for Award Management \(SAM.gov\)](https://sam.gov)
  - Obtain Unique Entity Identifier
- Fill out as much as you can!

An official website of the United States government [Here's how you know](#) v

**SAM.GOV** Sign In

Home Search Data Bank Data Services Help

### Entity Registrations

You may use this for FREE to do the following.

- Register to do business with the U.S. Government
- Update or renew your entity registration
- Check status of an entity registration
- Search for entity registration records

**+** What is an entity?

Registered entities are public information, but you must be signed to search and view them.

[Sign In](#)

#### Register Your Entity

Register your entity to get started doing business with the federal government.

- [Get Started](#)
- [Renew Entity](#)
- [Check Registration Status](#)

- Self-Certify as a Small Business
- Self-Certify as a SDB
- Certify as a WOSB, HUBZone, 8(a), VOSB/SDVOSB

# How do I find contracts?

## BidMatching Service from Nebraska APEX Accelerator



- Searches through 2,100 government websites for bid opportunities (Federal, State and Local)
- Emails list daily
- Filtered by geographic preference, NAICS codes, keywords, and preference to Federal vs. State and Local opportunities
- APEX can change profile for you at any time if you request

**Email your APEX Accelerator to get set up with a BidMatch account!**

# Nebraska Bids Email from the Nebraska APEX Accelerator

- Weekly email every Friday with contract opportunities from State and Local agencies
  - State, City, and County agencies
  - Utility districts and organizations
  - Educational institutions

Email [vdoga@unomaha.edu](mailto:vdoga@unomaha.edu)

to get added to Nebraska Bids email!



### Open opportunities from Nebraskabids.com:

Click the links below for a report of all bids listed in that category for the period above.  
For a full bid report, [contact your consultant](#). Contact information found below.

A&E, Consulting, and Surveying

Building Trades

Construction Materials

Specialty Trades

Roads, Paving, and Bridges

Utility Construction & Rehab

Items for Sale or Trade

Purchase, Rental/Lease of Goods

Other Services

Equipment, Machinery, Vehicles, Tools

# Use SAM.gov's Contract Opportunities Tool



 An official website of the United States government [Here's how you know](#) ▾



 Sign In

[Home](#) [Search](#) [Data Bank](#) [Data Services](#) [Help](#)

## Contract Opportunities

Legacy Website



Contract opportunities are procurement notices from federal contracting offices. Anyone interested in doing business with the government can use this system to search opportunities. Opportunities include pre-solicitation notices, solicitation notices, award notices, and sole source notices.

If you are looking for grant opportunities, visit our partner site at [grants.gov](#) .

### Federal Users


Manage contract opportunities as a contracting officer, contracting specialist, or administrator.

[Sign in to get started](#)

[Go to Contract Opportunities Federal home](#)

### Search Contract Opportunities

[Advanced Search](#)



Show active only

<https://sam.gov/content/opportunities>

# Time to Convince the Buyer

© Randy Glasbergen  
glasbergen.com



**"I'm the world's greatest salesman. If you become the world's greatest customer, we could be an incredible team!"**



# Marketing Your Business

- DSBS and SAM Profiles
- Robust Business Website
- Direct marketing
  - Capability statements
  - Attending industry days/conferences
  - Calling or emailing contracting officers
  - Connecting with buyers on LinkedIn

[SBA's Dynamic Small Business Search Tool](#)

U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES  
OFFICE OF SMALL AND DISADVANTAGED BUSINESS UTILIZATION

SMALL BUSINESSES ARE THE HEART OF THE ECONOMY

### CAPABILITY STATEMENT BCI

Consulting • Technology • Managed Services

**Business Consulting, Inc.** provides strategic consulting technology services and managed services to commercial, not for profit and government organizations. Our Consulting can mobilize the right people, skills and technologies to help organizations improve their performance.

As a Minority Owned Small Business with SBA 8(a) & HUBZone certification, BCI is committed to excellence and creating innovative and flexible solutions for our State and Federal clients.

What sets BCI apart from the competition?

- Our People
- Performance-Based Processes
- Integrated Solutions Teams
- Client Relationship Management
- Strategic Mix of Technology and Business

**CORE CAPABILITIES**  
Our technology experts and business professionals analyze, research, design and implement solutions in the areas of:

- Consulting
- Technology
- Managed Services

**Consulting**  
Our Consulting Services focus on integrated solutions designed to enhance the performance of your business. By incorporating industry best practices into your business processes and management strategies, we can help you stay ahead of the competition and better serve your customers. Our services include:

- Business Strategy & Planning Support
- Change Management & Facilitation Support
- CMMI Process Development and Assessment Services
- Security Assessment
- Financial/Statistical Analysis
- Training

**Technology**  
Our Technology Services focus on developing robust, secure and stable technology solutions for your business. By incorporating common sense solutions into seemingly daunting deliverables, we can ensure at the start of the project that we will safely deliver the product to completion. Our services include:

- Application & Web, Design & Development
- Commercial Off the Shelf (COTS) Integration
- Data Cleansing & Conversion
- Database Design, Development, & Maintenance
- Architecture Solutions
- Verification & Validation Service

**Managed Services**  
Many companies these days choose to focus on their core strengths and outsource certain business processes. If you choose to go that route, BCI can help you in the following areas:

- Business Process Outsourcing
- Application Outsourcing
- Resource Management
- Help Desk Services
- Infrastructure Outsourcing

**Federal Certification**

- SBA – 8(a)
- SBA – HUBZone
- SBA – SDB

**Contract Vehicles**

GSA – IT Sched-70 GS-35F-1234  
District of Columbia MOBIS Supply Schedule-(DCSS)  
State of Maryland-(CATSF)

**State Certifications**

District of Columbia

- WMATA-(DBE)
- District of Columbia-(CBE)

Maryland

- MDOT-(MBE/DBE)
- Small Business Reserve (SBR)

Virginia

- MWAA-DBE & LDBE
- VA-SWaM

**Local Government**

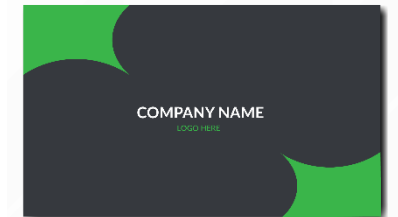
- Prince George
- Howard County

**Quasi Government**

- Washington S

**Non-Government**

- NMSDC-The M
- MD/DC MS
- US Pan Asian (USPAACC-



## Bidding or Proposing on Contracts

- Sources Sought or Request for Information (RFI)
  - NOT a formal proposal
  - Looking for more information about market
- Request for Quotation (RFQ)
  - Looking for information on pricing
  - Typically under \$250k
  - Submit your quote – may help shape solicitation
- Invitation for Bid (IFB)
  - “Sealed bid” solicitations
  - Usually awarded on lowest-price
- Request for Proposal (RFP)
  - Negotiated contract
  - Must respond to various requests in contract

# Other Options to Consider



# State and Local Contracting



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- State Agencies
  - [Dept. of Administration](#)
  - [Dept. of Transportation](#)
- County and City
  - [Lincoln/Lancaster County Purchasing](#)
  - [Omaha and Douglas County Purchasing](#)
  - [More Cities and Counties](#)
- Utility Districts and Universities
  - [University of Nebraska Procurement \(UNL, UNO, UNK, UNMC\)](#)
  - [OPPD, NPPD, LES, MUD](#)

- Look for recent prime contract awardees
- Market your business to large prime contractors
  - HDR
  - Kiewit
  - Union Pacific
- Great way to increase past performance

[SBA's SubContracting Network Tool](#)

## Partnering Opportunities

- SBA Mentor-Protégé Program
  - Any small business can participate
  - Obtain a large business mentor
  - Mentor-Protégé agreement required and approved by SBA
  - Assistance: financial, contracting, education, business development, etc.
  - A mentor and its protégé can joint venture as a small business for any small business contract, provided the protégé individually qualifies as small. The joint venture may also pursue any type of set-aside contract for which the protégé qualifies, including contracts set aside for 8(a), service-disabled veteran-owned, women-owned, and HUBZone businesses.

[SBA's Mentor-Protégé Program](#)

UNCLASSIFIED [DoD's Mentor-Protégé Program](#)

# Newsletters



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Email [vdoga@unomaha.edu](mailto:vdoga@unomaha.edu) to get added to Newsletter list for government contracting updates and upcoming APEX Accelerator events



### All Upcoming Events



Date: February 16th, 2023  
Time: 1:00-2:00 PM (CDT)  
Format: Virtual Event  
Level: Basics/Intermediate

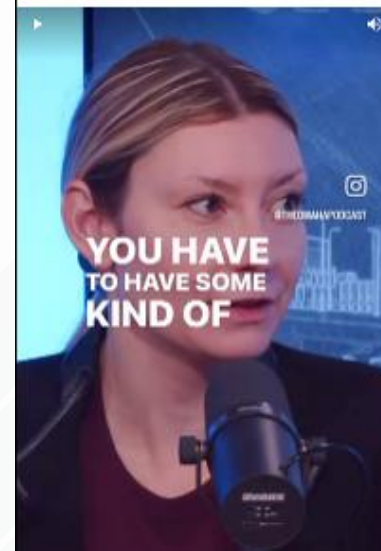
**REGISTER HERE!**

**CMMC Webinar Series (1 of 6): CMMC Level 1 Explained**

CMMC Level 1 will be required by the majority of companies in the defense industrial base



### Feature Story



### Listen to us on The Omaha Podcast

Last month, The Omaha Podcast hosted Veronica Doga, Director of NBDC APEX Accelerator and Harold Sargus, NBDC APEX Accelerator Consultant for a conversation on Government Contracting.

The Omaha Podcast features a wide variety of topics ranging from marketing, businesses planning, and entrepreneurship. Other podcasts include NBDC's Director, Cathy Lang talking about the best kept secret in Nebraska and NBDC's SDBC Director, Tony Schultz talking about crafting a business plan.

Click the image to the left to view a 30-second clip from the interview and click below on your podcast provider to

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# Meet the Buyers Conference







NEBRASKA APEX ACCELERATOR

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QUESTIONS?

THANK YOU!