



# Government Procurement Overview

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[www.washingtonptac.org](http://www.washingtonptac.org)

# Workshop Objectives

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Introduction to PTAC

Overview of Government Contracting

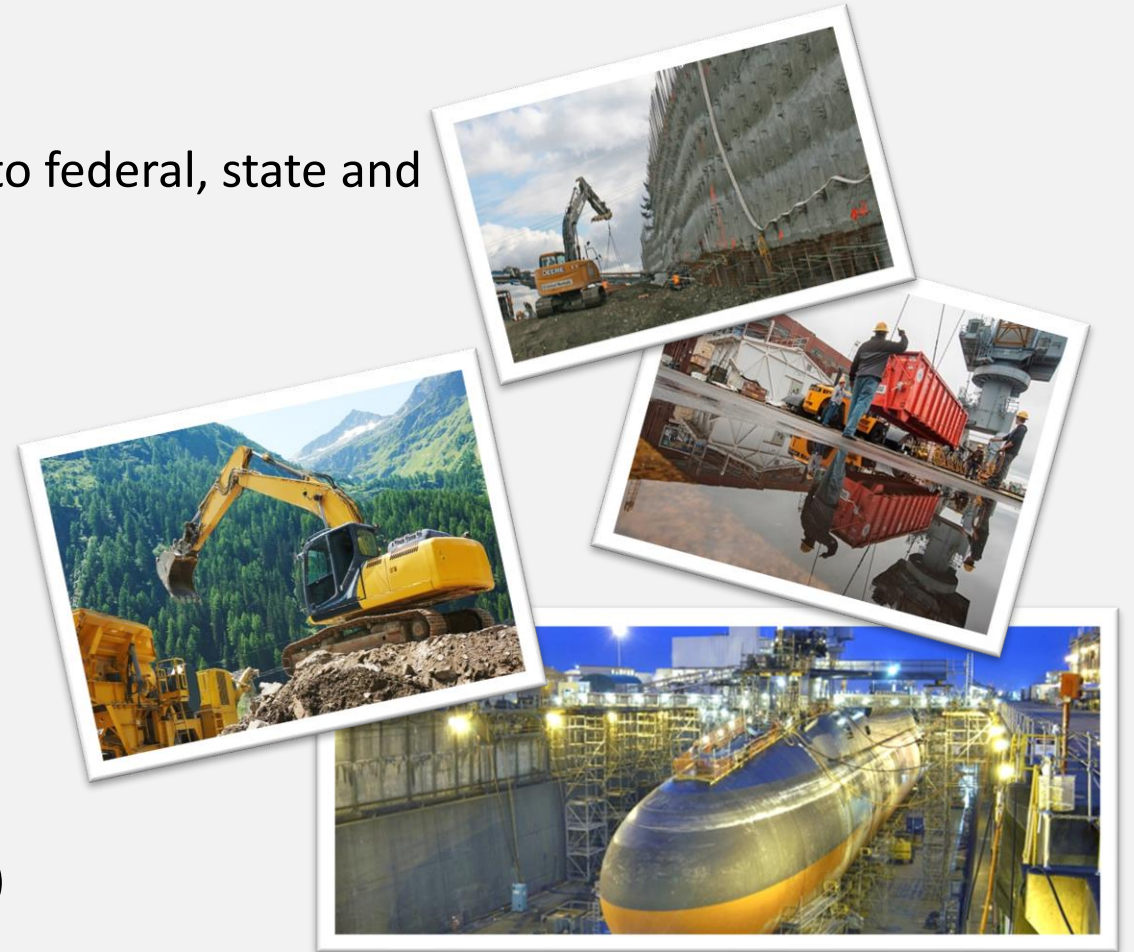
Top Questions to Get Answered

Introduction to AICEF

Q & A

# Procurement Technical Assistance Center (PTAC)

- PTAC assists Washington State businesses in selling to federal, state and local governments.
  - Finding opportunities to bid
  - Interpreting solicitations and regulations
  - Certifications & registrations
  - Marketing to government buyers
- We provide these services through:
  - Workshops
  - One-on-one counseling sessions
  - Matchmaking events
  - Optional Bid Match service (fee-for service)



*Funded, in part, through a cooperative agreement with the Department of Defense (DOD).*

# About PTAC

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- Congress established the Procurement Technical Assistance Cooperative Agreement Program in 1985 as part of the Department of Defense (DoD) Authorization Act
- PTAC is designed to assist businesses (focusing on small businesses) with **federal, state and local government contracting**
- The program is funded by the federal government through the United States Department of Defense's (DoD) and locally by Thurston EDC, Green River College, Port of Seattle, and many others

• Annual Impacts:

**1,400**  
Clients Served

**4,300**  
Hours of Advising

**\$300m**  
Contracts Won

# PTACs Are Now Also “APEX Accelerators”

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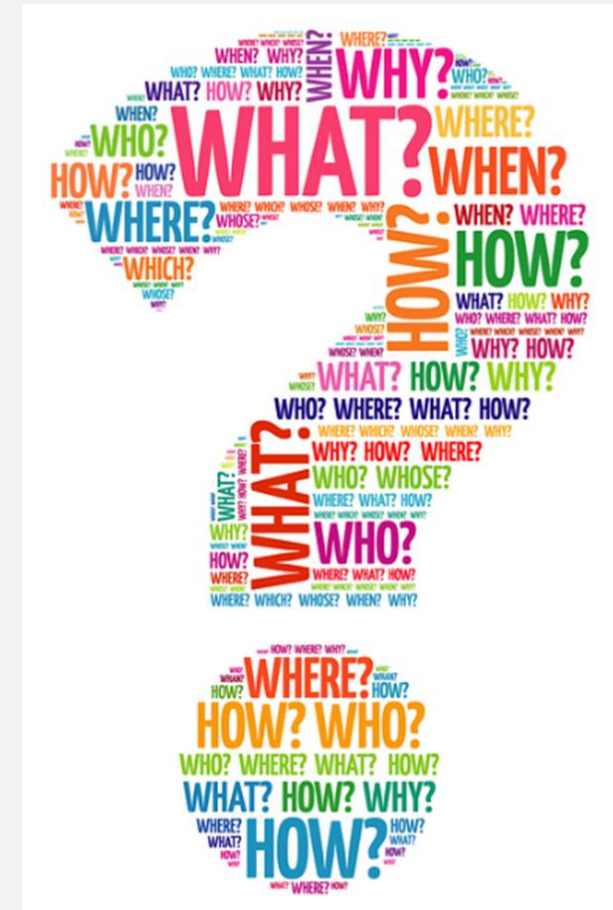
- PTAC’s are funded, in part, through the US Dept of Defense
- Transition from Defense Logistics Agency to DoD Office of Small Business Programs
- All the same services will continue
- New mission: *Serve as the axis for existing and new business to strengthen the defense industrial base by accelerating innovation, fostering ingenuity, and establishing resilient and diverse supply chains.*

# Where do I start? Top Questions

*Who am I selling to?*

*What are they buying?*

*How are they buying it?*







# Government Marketplace is Big. VERY Big.

- Over 2,000 federal agencies
- 190 state agencies, departments, commissions
- 39 Counties
- 281 Cities & Towns
- Ports, Tribes, Schools, Colleges, Utilities, Transit & 49 other states!

# PTAC is here to help!

One-on-one Counseling on all things Government Contracting

Training

Bid Matching

Market Research





# One-on-one Counseling

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- *Who buys what I sell?*
- *When do they buy it?*
- *How do they buy it?*
- *How can I be considered next time they buy it?*
- *Which socio-economic certifications are a good fit for me and my firm?*
- *Why haven't I been paid?!*
- *How do I get registered in SAM, get a CAGE code, etc.?*
- *Who is my competition?*
- *Will you review my proposal draft?*
- *How do I make a bid/no-bid decision?*
- *How do I increase my win rate?*

# Training

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- 150+ events/year
- [www.washingtonptac.org/calendar](http://www.washingtonptac.org/calendar)
- Active clients are provided **no-cost** access to training on [govology.com](http://govology.com)

## *Coming Up:*

- ***Public Works Weekly Virtual Training Series – Bidding Process:*** Jan 3<sup>rd</sup>, 10<sup>th</sup>, 17<sup>th</sup>, 24<sup>th</sup> & 31<sup>st</sup> (Virtual)
- ***Capabilities Statement - Writing for Impact:*** Jan 25<sup>th</sup> (Virtual)
- ***Meet the Agencies:*** Feb 16<sup>th</sup> (Vancouver)
- ***Public Works Weekly Virtual Training Series – Fundamentals:*** Feb 14<sup>th</sup>, 21<sup>st</sup>, 28<sup>th</sup>, Mar 7<sup>th</sup> & 14<sup>th</sup> (Virtual)
- ***Alliance Northwest 2023:*** March 16<sup>th</sup> (Greater Tacoma Convention Center)

<https://alliancennorthwest.org/>



WHERE GOVERNMENT AND BUSINESS CONNECT

# ALLIANCE NORTHWEST

**SAVE THE DATE!** **MARCH 16** **2023**

Greater Tacoma Convention Center  
1500 Commerce St, Tacoma, WA 98402

Trade Show • One-on-One Meetings  
Live & In Person • Early Bird Pricing

## REGISTER NOW!

To Register, visit: <https://www.eventbrite.com/e/alliance-northwest-2023-tickets-465394937787>

The premier business to government event in the Pacific Northwest

Alliance Northwest will continue its 30+ year history by holding the annual Government Contracting Training and Outreach event on March 16, 2023 at the Greater Tacoma Convention Center! Register today and save!

**\$75 Early Bird Pricing** ends January 15th

**\$135 Regular Pricing** begins January 16th

Attendee pricing only.

# Alliance NW 2023 Session Highlights

## Federal Agency Forecasts

Hear from several of the region's largest Federal Agencies who will provide information on upcoming procurements to watch and tips for succeeding in the marketplace.

🕒 Mar 16, 2023 10:00 AM to 10:50 AM

📍 Meeting Room 315

🗨️ Breakout Session 1

Federal Contracting Agency information

## New for You at SBA

Small businesses have many new tools offered by SBA to enhance access to federal contracts. Come learn about SBA's new Veteran Small Business Certification Program...

🕒 Mar 16, 2023 10:00 AM to 10:50 AM

📍 Meeting Room 316

🗨️ Breakout Session 1

Federal Contracting Veterans Certifications



## Meet the Agencies - Public Works - Construction - Local Agencies

If you are a contractor with a desire to learn more about public works opportunities we have a break out session for you. The City of Tacoma, Pierce County, Tacoma Publi...

🕒 Mar 16, 2023 10:00 AM to 10:50 AM

📍 Meeting Room 317

🗨️ Breakout Session 1

Best Practices Agency information Public Works

## Doing Business with Federal Primes

Hear from some of the northwest's most successful prime contractors on how they select subcontractors and suppliers, what they look for in quality subs and suppliers...

🕒 Mar 16, 2023 11:00 AM to 11:50 PM

📍 Meeting Room 315

🗨️ Breakout Session 2

Federal Contracting Best Practices Networking Teaming

## Leveraging Your Veteran Owned Business Certifications

🕒 Mar 16, 2023 11:00 AM to 11:50 AM

📍 Meeting Room 316

🗨️ Breakout Session 2

Best Practices Veterans Certifications



## GovCon Fundamentals: Tips for Making It in the Federal Marketplace

In this lively (and hopefully funny) presentation, Matthew Schoonover will discuss anecdotal tips for how small businesses can chart a path for success in the federal...

🕒 Mar 16, 2023 11:00 AM to 11:50 AM

📍 Meeting Room 317

🗨️ Breakout Session 2

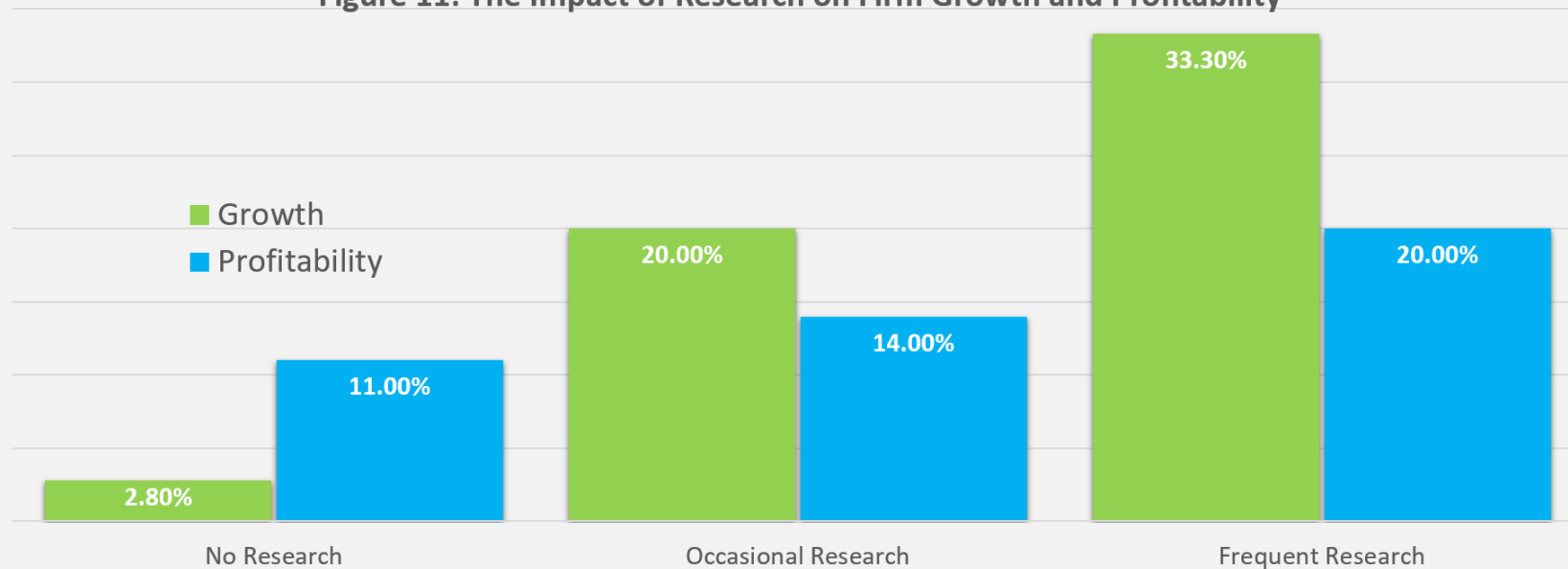
Federal Contracting Legal Best Practices Marketing



# Market Research

- Who buys what I sell?
- How much did government pay for that last time?
- Who is my competition?

Figure 11: The Impact of Research on Firm Growth and Profitability



Source: "Inside the Buyers Brain", Gloria Larkin President, [TargetGov](#) - Published by Hinge Research Institute



# Market Research



# Placeholder: Native PTAC Slides (Jeremy)

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Questions?

# How to Find the PTAC Counselor Closest to You

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Washington State

<https://washingtonptac.org/>

All States

<https://www.aptac-us.org/>

