



Services to Help Your Business Grow

Presented by Kathy Cocus, KEDA, WA PTAC

SAME Conference 2022

Agenda

- About PTAC
- Services
- Where to Find Us

About PTAC

- Congress established the Procurement Technical Assistance Cooperative Agreement Program in 1985 as part of the Department of Defense (DoD) Authorization Act
- PTAC was 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 (DoD) and locally by Thurston EDC and Kitsap Economic Development Alliance

Services for Small Business Clients

Find Bid Win

One to One Counselling

- Register as a WA PTAC client
 - if not in WA, visit aptac-us.org to find your local PTAC
- Recommend finding the office nearest you
- Know your counselor



Profile and Marketing Reviews

- Who are you selling to?
- What are they buying?
- How are they buying?



Profile and Marketing Reviews

➤ DSBS

➤ Linked from SAM or SBA account

View	Name and Trade Name of Firm	Contact	Address and City, State Zip	Capabilities Narrative
1	ABC Sales & Services, Inc.	SAUL S STRAIN	110 Subbase No. 6 St Thomas, VI 00802-0000	WE provide residential, commercial cleaning and janitorial services, including pool supplies, chemicals, cleaning supplies, cleaning chemicals, carpet cleaning, window cleaning, yacht cleaning, and much more.
2	AJ'S RELIABLE SERVICES, LLC	ALEX JEFFERS	CONTANT 5-5 ST THOMAS, VI 00802-	Cleans office's, homes, vehicles, carpet, and floor scrubbing.
3	WHITE GLOVES CLEANING SERVICES WHITE GLOVES CLEANING SERVICES	DARYL LYNCH	ESTATE HERMON HL CHRISTIANSTED, VI 00820-0000	

Profile and Marketing Reviews

➤ Capability Statement

- 1 page front and back, photos, succinct



Profile and Marketing Reviews

- **Elevator Speech**
 - Introduction, NOT a sales pitch



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SAM Registration and Updates

- What role does IRS play?
- CAGE?
- UEI?
- DSBS?



Certification Assistance

- HUBZone
- 8 (a)
- SDVOSB
- WOSB
- DBE
- MBE
- SBE

[certify.SBA.gov](https://certify.sba.gov)



Bid Match



Bid Match Service

Subcontracting with Large Primes

- Events
- Networking
- Command Lists
- Introductions



Workshops

- Government Contracting 101
- Pre-award
- Pre-proposal
- Post-award
- Marketing
- Accounting and Getting Paid



Free Access to Live and Recorded Webinars

- WA PTAC online
- KEDA PTAC page online
- Govology



The screenshot shows a YouTube video player interface. At the top, there is a search bar with the text "Search" and a microphone icon. Below the search bar, the video content is displayed. The video title is "Get Ready for CMMC (Cybersecurity Maturity Model Certification)" and the date is "November 10, 2021". The video thumbnail shows a person sitting at a desk with multiple computer monitors. In the bottom right corner of the video frame, there is a small inset video showing a man speaking. The video player also features logos for "KITSAP ECONOMIC DEVELOPMENT ALLIANCE" and "WASHINGTON PTAC" at the bottom. A yellow sign with the text "CYBER ATTACKS AHEAD" is visible in the bottom right corner of the video content.

Partnering and Networking Opportunities

- Outreach Events
- Workshops
- Alliance NW



Articles and Resources

- WA PTAC online
- KEDA PTAC page online
- Newsletter
- Facebook page and other social media

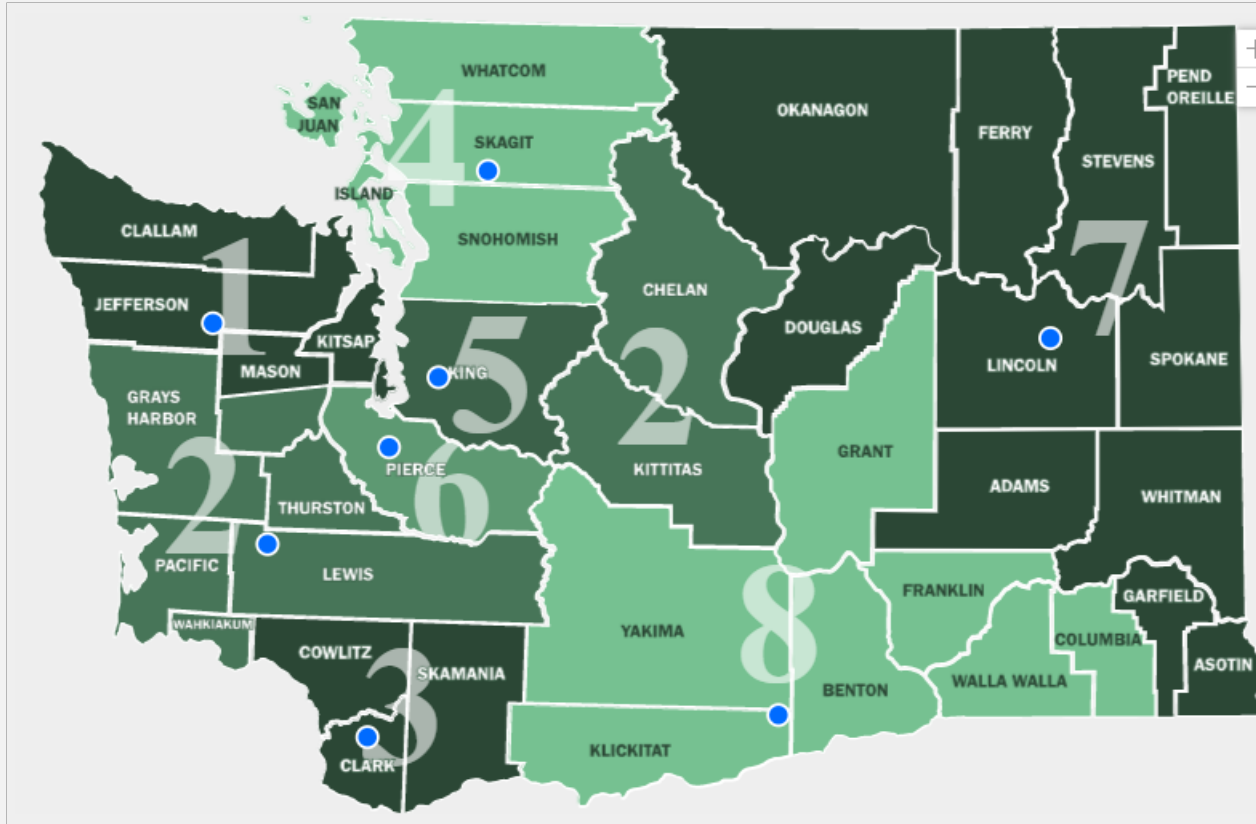


We can't (in case you were wondering)

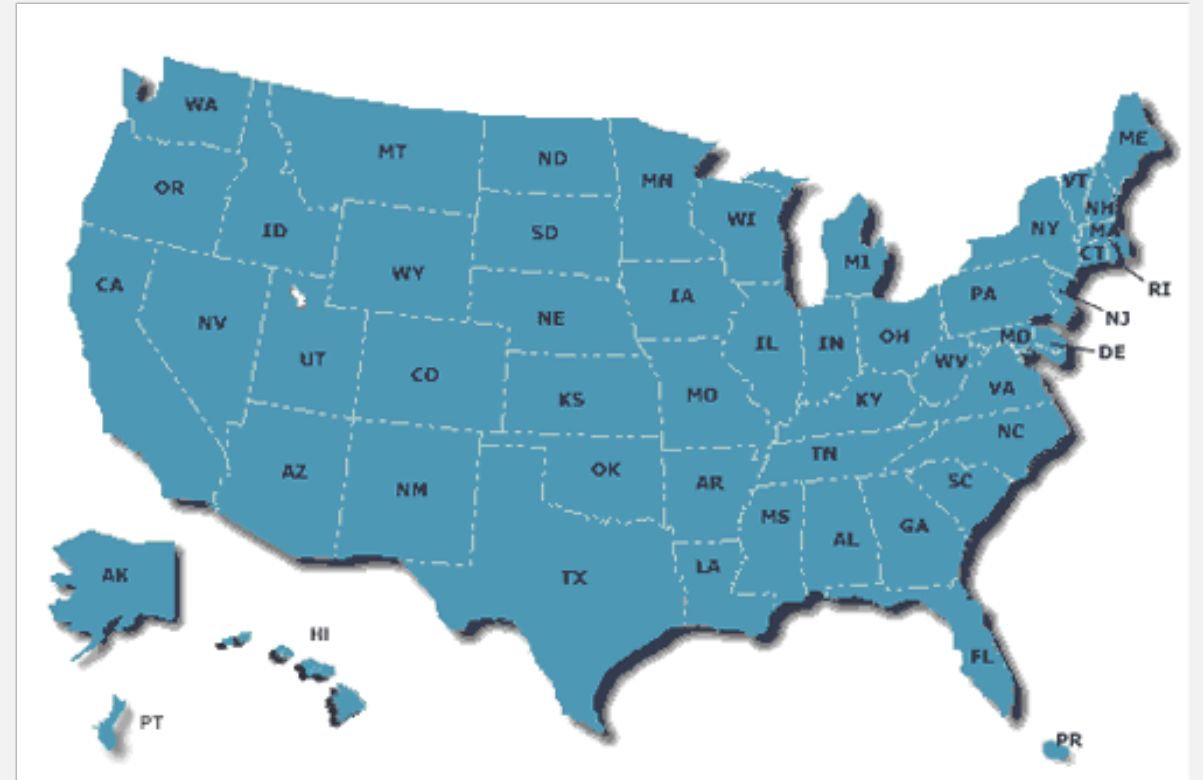
- Provide general business planning or advising services ... but we can provide warm referrals to our partners
- Advocate or lobby for specific socio-economic groups or clients
- Represent the firms we work with in the marketplace



Where to find your PTAC?



Washingtonptac.org



Aptac-us.org

Thank You!

Kathy Cocus

Business Development Director/PTAC Coordinator

Kitsap Economic Development Alliance and WA PTAC

360.377.0180

cocus@kitsapeda.org

