



U.S. Small Business  
Administration



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# **SBA**

# **Office of Government Contracting**

## **Procurement Center Representative (PCR) Functions**

28 June 2023



U.S. Small Business  
Administration

# Procurement Center Representative (PCR):

## An Advocate, A Resource

### Shelton Watson

Area IV, Office of Government Contracting

*"Your Catalyst for Small Business Success in the Midwest"*

Illinois, Indiana, Iowa, **Kansas**, Michigan, Minnesota, **Missouri**, Nebraska, Ohio,  
Wisconsin



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# Course Objectives

- **Provide an Overview of the SBA's Office of Government Contracting (OGC) Mission and Programs**
- **Explain the Roles and Responsibilities of a PCR**
- **Discuss the Resources and Tools used by PCRs**
- **Identify Key Difference Between a PCR and BOS**
- **Understand When and How to contact a PCR**

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

**The SBA works to ignite change and spark action  
so small businesses can confidently**



**START • GROW • EXPAND • RECOVER**

# U.S. Small Business Administration Office of Government Contracting

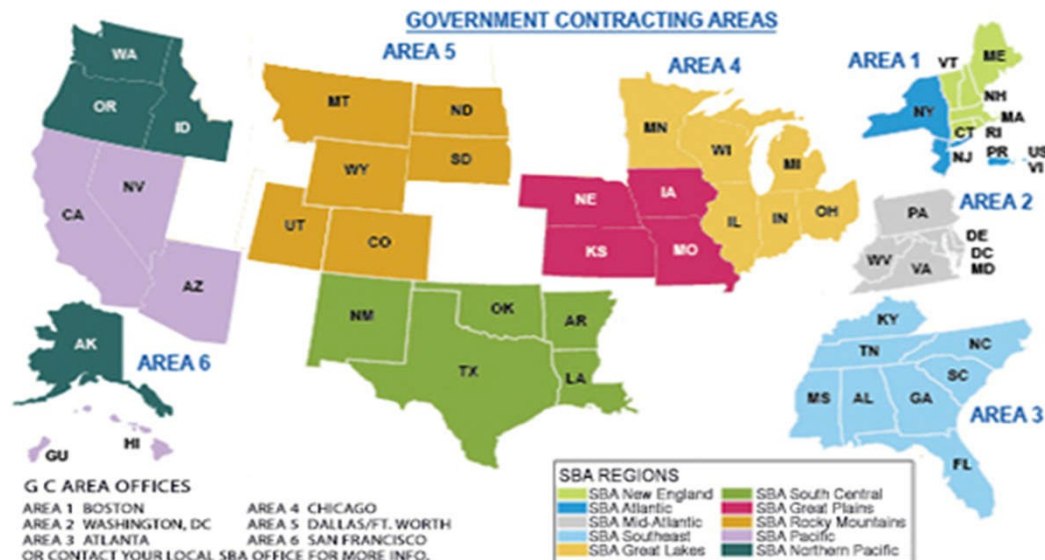
Who We Are and What We Do

Office of Government Contracting  
*Providing America's Small Businesses with the Competitive  
Edge!*

<https://www.sba.gov/offices/headquarters/ogc>

# Office of Government Contracting (GC)

Our mission is to assist small businesses in obtaining a fair share of Federal Government contracts, subcontracts and property sales.



# SBA's Office of Government Contracting (OGC)

## SB Goals

### Size and Status

*The SBA's size standards determine whether your business qualifies as small.*

[SBA OGC Area Directors](#)  
[sizestandards@sba.gov](mailto:sizestandards@sba.gov)

## SB Programs

### Certificates of Competency

*Responsibility questions about the small business' ability to fulfill the contract is referred to the SBA.*

[SBA COC Referrals Contact List](#)

## SB Set-Asides

### Commercial Market Representatives

*Provides limited subcontracting assistance and the Subcontracting Program Assistance (SPA) can help you with subcontracting questions after a contract is awarded. SPA can help you with tools to match prime contractors and subcontractors, help small businesses market their services to prime contractors, and more.*

[SBA CMR Contact List](#)  
[SPA@SBA.gov](mailto:SPA@SBA.gov)

### Procurement Center Representatives

*Helps small businesses win federal contracts. PCR's review many federal acquisition and procurement strategies, influence opportunities to be set aside for small businesses, conduct market research, assist small businesses with payment issues, provide counseling on the contracting process, and more.*

[SBA PCR Directory](#)



# PCR Roles and Responsibilities

# PCR Authority and Qualifications

## FAR 19.402

SBA procurement center representatives.

## 48 CFR § 19.402

SBA procurement center representatives.

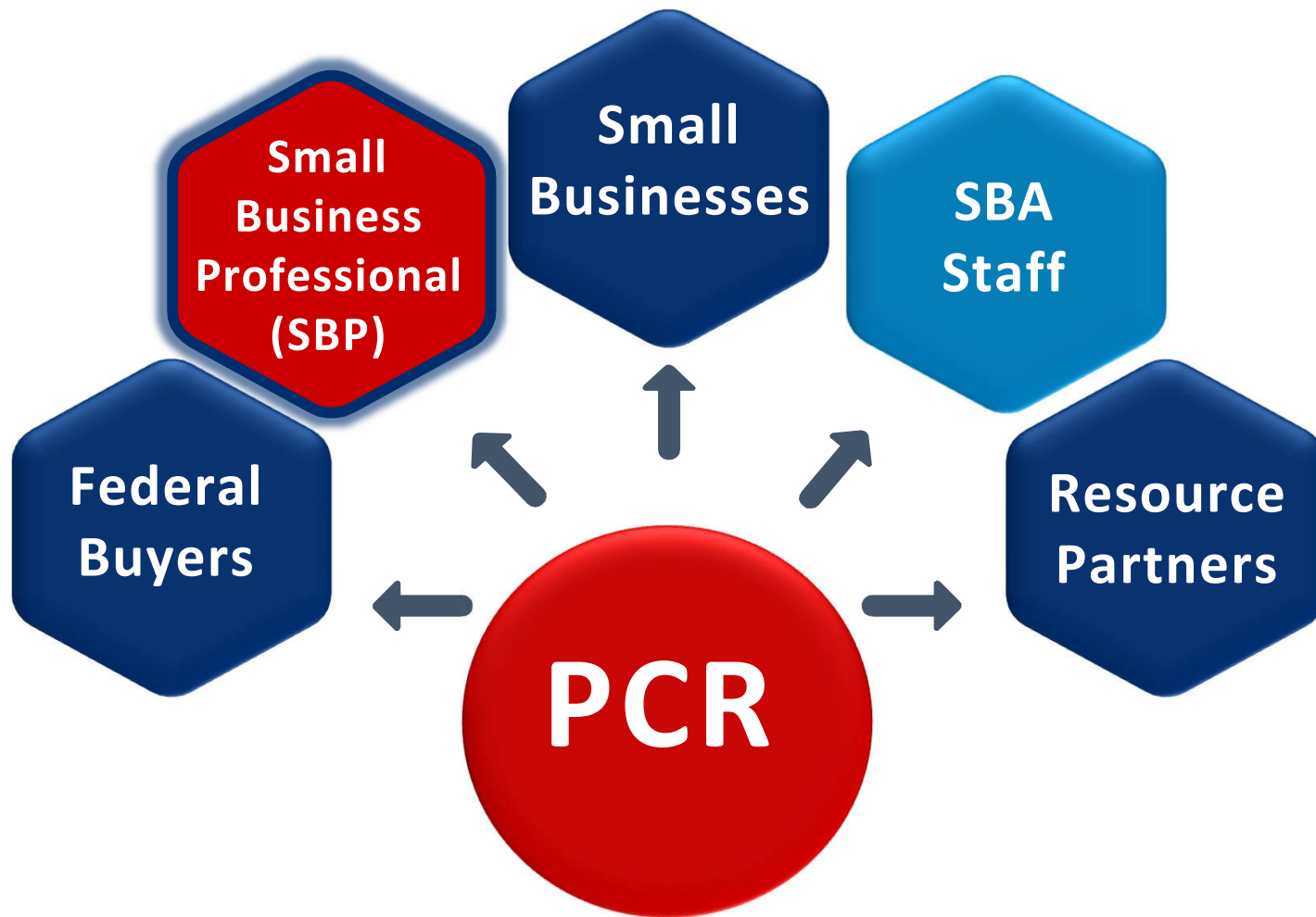
## 13 CFR § 125.2

SBA's responsibilities in the acquisition planning process.

- 1. Acquisition Professionals (1102s)**
- 2. FAC-C Certified**
- 3. Complete OJT**
- 4. Public Trust/Security Clearance**
- 5. Background in Acquisitions**
- 6. Release of contract information**

## PCR's Customers

PCRs interact with an array of customers on multiple levels to achieve a variety of outcomes when performing compliance and advocacy.



# Procurement Center Representatives Overview



**Advocate on behalf of SBs**

**Train other Federal agency, Resource Partner staff and Vendors**



**Mediate SB Issues**



**Work closely with contracting staff at Federal buying offices**

- Communicates with Agency on upcoming requirements
- Review acquisitions and solicitations
- Inform agencies on updates to SB regulations and changes in SBA certification programs
- Assist agencies in meeting their SB goals through training, counseling & technical assistance
- Review Subcontracting Plans for compliance prior to award
- Receive copies of Cure/Show Cause notices of SB firms headquartered in the PCRs territory; contacts firm to offer assistance if needed
- Review buying office SB policies & procedures



# Procurement Center Representatives



## **Audit and Advocate**

Assures SBs are given fair consideration and opportunity in federal procurements; review SB coordination records



## **Inform**

Informs agencies on updates to SB regulations and changes in SBA certification programs



## **Counsel**

Receives copies of Cure/Show Cause notices of SB firms headquartered in the PCRs territory; contacts firm to offer assistance if needed



## **Assist**

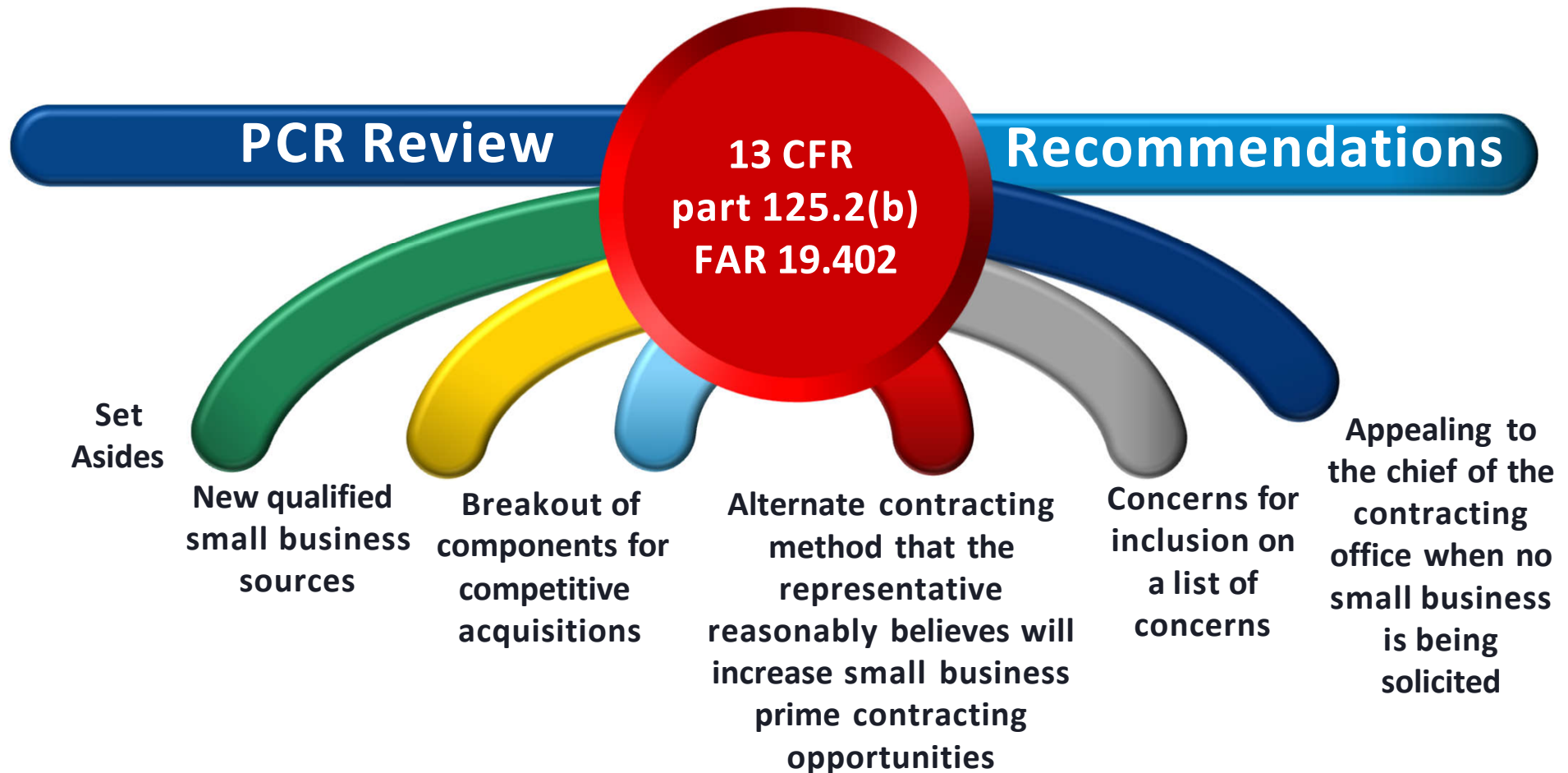
Assists agencies in meeting their SB goals through training, counseling and technical assistance; participates in outreach events



## **Review**

Review Subcontracting Plans for compliance prior to award

# PCR Reviewing Proposed Acquisitions to Make Recommendations



# Procurement Center Representatives

## Key FAR citations

### **FAR part 19.501**

#### **General.**

- (a) Purpose of SB set  
asides &  
reserves
- (b) Unilateral vs. Joint  
SB set aside  
determinations
- (d) PCR can review any  
acquisition not set  
aside for SB

### **FAR part 19.502-9**

**Withdrawing or  
modifying small  
business set-asides.**

### **FAR part 19.502-8**

**Rejecting Small Business  
Administration  
recommendations.**

### **FAR part 19.705-5**

**Awards involving  
subcontracting plans.**

# PCR Resources and Tools



# PCR Resources and Tools



01 Resource Partners	02 Federal Buyers	03 Small Businesses
<ul style="list-style-type: none"><li>-Participate in outreach events</li><li>-Referral System</li><li>-Provide technical training on federal procurement subjects</li><li>-Support SBIR/STTR</li><li>-DO Engagement</li></ul>	<ul style="list-style-type: none"><li>-Surveillance Reviews (SR)</li><li>-Business Operation Plans</li><li>-Annual PC SB Goals Analysis</li><li>-Advise Senior Level Exec. (HCA)</li><li>-Collaborate with SBP</li><li>-Informal/Formal Form 70</li><li>-Performs Extensive Market Research</li></ul>	<ul style="list-style-type: none"><li>-Public Speaking Events (SME)</li><li>-Provide Counsel to SBs Owners</li><li>-Connect SBs to PCs</li><li>-Recommend Policy changes</li></ul>

# PCR and BOS Differences

## SBA Procurement Center Representative and Business Opportunity Specialist Roles

### OGC Functions (PCR)

P

- Works in SBA's Office of Government Contracting (OGC) within a particular Area.
- ***OGC focuses on procuring agencies' use of the SB programs and helping them attain agency SB goals.***
- OGC Programs center on:
  - ✓ Size determinations
  - ✓ Certificates of Competency
  - ✓ PCRs
  - ✓ Commercial Market Representatives (CMR)
  - ✓ WOSB/HUBZone



### OFO Functions (BOS)

B

- Works in the SBA Office of Field Operations (OFO) at a District Office.
- ***OFO focuses on delivering SBA's wide variety of programs to help small businesses in local communities.***
- SBA District Offices deliver:
  - ✓ SBA Loan education/assistance
  - ✓ Economic development with state/local agencies & organizations (chambers)

## Key differences between PCRs and BOSs

### PCR

P

- Focus on Federal procuring agencies, their use of SB programs and goal attainment
- Does outreach and helps small businesses, usually on particular issues (size questions, set aside concerns, disputes)
- Provides technical assistance to procuring agencies on Limitations on Subcontracting, Non-Manufacturer Rule, set aside strategies, market research, etc.
- Assigned to specific agencies in a geographic area

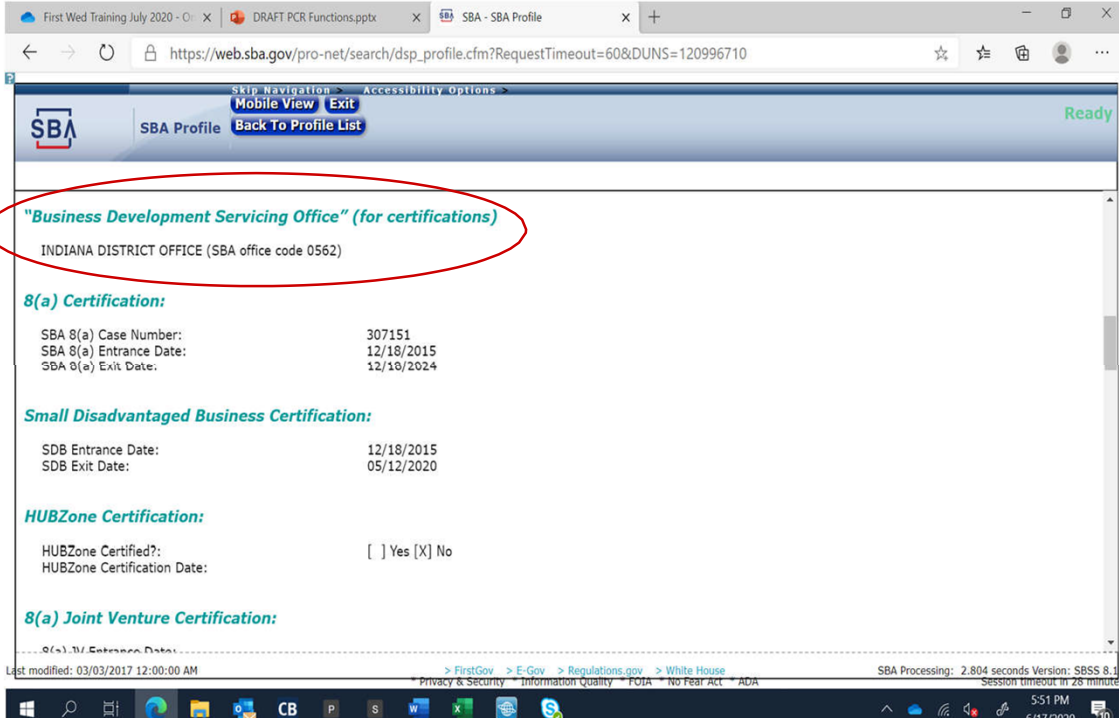


### BOS

B

- Focus on local 8(a) firms, managing their 8(a) program requirements
- Processes 8(a) offer/acceptance letters and conducts 8(a) annual reviews on firms to ensure their continued eligibility
- Provides general outreach and assistance to SB's who are considering or wanting to increase business with the government (fed, state & local)
- Serves all firms in the SBA District Office's territory

# Using DSBS to identify the BOS



First Web Training July 2020 - O X DRAFT PCR Functions.pptx X SBA - SBA Profile X +

https://web.sba.gov/pro-net/search/dsp\_profile.cfm?RequestTimeout=60&DUNS=120996710

SBA Profile Mobile View Exit Back To Profile List Ready

**"Business Development Servicing Office" (for certifications)**

INDIANA DISTRICT OFFICE (SBA office code 0562)

**8(a) Certification:**

SBA 8(a) Case Number:	307151
SBA 8(a) Entrance Date:	12/18/2015
SBA 8(a) Exit Date:	12/18/2024

**Small Disadvantaged Business Certification:**

SDB Entrance Date:	12/18/2015
SDB Exit Date:	05/12/2020

**HUBZone Certification:**

HUBZone Certified?:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
HUBZone Certification Date:	

**8(a) Joint Venture Certification:**

8(a) JV Entrance Date:	
------------------------	--

List modified: 03/03/2017 12:00:00 AM

> FirstGov > E-Gov > Regulations.gov > White House

Privacy & Security Information Quality FOIA No Fear Act ADA

SBA Processing: 2.804 seconds Version: SBSS 8.1.1 Session timeout in 28 minutes.

5:51 PM 6/17/2020

# Locating the BOS at the District Office

The screenshot shows the SBA Local Assistance Finder interface. The browser address bar displays the URL: <https://www.sba.gov/local-assistance/find/?type=SBA%20District%20Office&pageNumber=1&q=Indiana&mapCenter=...>. The SBA logo and navigation links are at the top. The 'Local Assistance' link in the top navigation bar is circled in red, with a red arrow pointing to it. Below the navigation bar, the 'Find local assistance' section contains three search criteria: 'Find', 'Near', and 'Provided By'. The 'Find' field contains 'Indiana' and is circled in red, with a red arrow pointing to it. The 'Near' field is empty and labeled 'Zip Code'. The 'Provided By' dropdown menu is set to 'SBA District Office'. A blue 'SEARCH' button is to the right. Below the search bar, a map of Indiana is shown with a red pin in Indianapolis. A results panel on the left shows 'Results 1 - 1 of 1 for "Indiana"', with a red pin icon, 'Indianapolis, IN', 'Indiana District Office' (circled in red), and 'SBA District Office'. A red arrow points from the 'Indiana District Office' text to the map pin. The Windows taskbar is visible at the bottom.

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Business Guide Funding Programs Federal Contracting Learning Center **Local Assistance** About SBA

## Find local assistance

Find Near Provided By

Indiana  Zip Code SBA District Office

Results 1 - 1 of 1 for "Indiana"

- Indianapolis, IN
- Indiana District Office**
- SBA District Office

## INDIANA DISTRICT OFFICE

[SBA.gov](#) » [Local Assistance](#) » [District Office List](#) » [Indiana](#)

### Indiana District Office

8500 Keystone Crossing Suite 400  
Indianapolis, IN  
Phone: 317-226-7272

### About Us

Since 1953, the Small Business Administration (SBA) has provided access to... [MORE >>](#)

### Hours of Operation:

Monday through Friday from 8:00 AM to 4:30 PM

**District Director:** Stacey Poynter

[Office Directory](#)

### Resource Guide

[Indiana District Office Resource Guide](#)  
[National Resource Guide \(En Español\)](#)

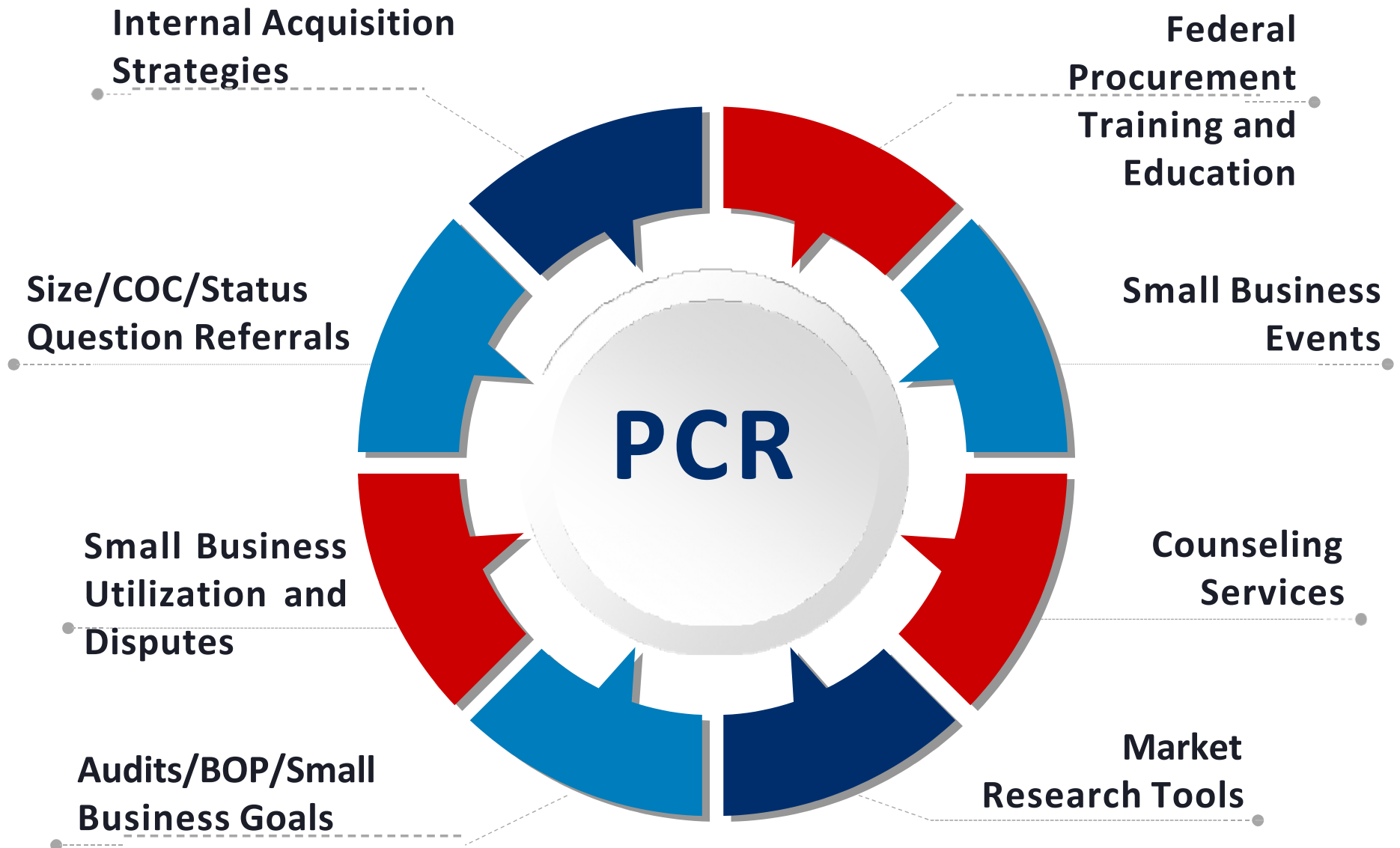


SBA INDIANA EMERGING LEADERS 2019

# **When and How to Contact a PCR**



# When to contact a PCR



# Issues Addressed by PCR and SBP During the Initial Planning Phase

Market Research ([FAR part 10](#))

NAICS Codes ([FAR 19.102](#))

Restrictive Requirements Vs. Unduly  
([FAR 14.101](#))

Required Sources of Supply ([FAR part 8](#))

Contract Types ([FAR subpart 16.1](#))

Subcontracting ([FAR subpart 19.7](#))

Competition Requirements ([FAR part 6](#))

Consolidation ([FAR 7.107](#))

## Issues Addressed by PCR and SBP During the Initial Planning Phase Cont.

Special Categories of Contracting ([FAR part 34](#))

Restrictive Requirements ([FAR part 9.202](#) and [9.204](#), [DFARS 209.202](#), [FAR 14.101](#), [FAR part 11](#))

Prior Contract Set-Asides ([FAR subpart 19.5](#) and [FAR 19.203](#))

Bundling ([FAR 2.101](#), [FAR 7.107](#), [FAR subpart 19.2](#))

Permissible Methods of Contracting ([FAR part 17](#) and [FAR subpart 13.3](#))

Review of Acquisition Plans ([FAR 7.105](#), [FAR 7.106](#))

# How to Contact a PCR

- <https://www.sba.gov/federal-contracting/counseling-help/procurement-center-representative-directory>
- <https://www.sba.gov/tools/local-assistance>

The screenshot shows the SBA website interface. At the top, a yellow banner contains a warning about Coronavirus (COVID-19) relief options. Below this, the SBA logo and navigation links are visible. The 'Federal Contracting' link in the top navigation bar is circled in red, with a large red arrow pointing to it. Below the navigation bar, the main heading 'Counseling and help' is displayed, followed by a subheading 'See Federal Contracting Guidance for Small Businesses Impacted by Coronavirus (COVID19)' and a red 'GET HELP' button. Further down, the section 'Get the help you need' is shown, with a paragraph explaining the SBA's role. Below this, the 'Procurement Center Representatives' link is circled in red, with a large red arrow pointing to it. The text below this link describes the role of PCRs in helping small businesses win federal contracts. At the bottom, the 'Subcontracting Program Assistance' link is visible. A small red 'Feedback' button is located in the bottom right corner.

Coronavirus (COVID-19): Relief options and Additional Resources [CLICK HERE](#)

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Business Guide Funding Programs **Federal Contracting** Learning Center Local Assistance About SBA

## Counseling and help

See Federal Contracting Guidance for Small Businesses Impacted by Coronavirus (COVID19)

**GET HELP**

### Get the help you need

Whether you're trying to win your first government contract or you're an experienced contractor, the SBA and its partner organizations can be valuable resources.

**Procurement Center Representatives**

[Procurement Center Representatives \(PCRs\)](#) help small businesses win federal contracts. PCRs view many federal acquisition and procurement strategies before they're announced. This enables them to influence opportunities that should be set aside for small businesses.

PCRs also conduct market research, assist small businesses with payment issues, provide counseling on the contracting process, and more.

Subcontracting Program Assistance

Feedback



U.S. Small Business  
Administration

# **Shelton Watson**

Procurement Center Representative  
Office of Government Contracting, Area IV  
U.S. Small Business Administration  
Office (816) 426-4911

**[Shelton.watson@sba.gov](mailto:Shelton.watson@sba.gov)**

An Advocate, A Resource