



Government Contracting 101

Sommer Straight
RCAC Regional Contracting Assistance Center

Kimberly Donahue
SBA US Small Business Administration

Federal Government as a Customer

Why?

- U.S. government is the world's largest buyer of goods and services.
 - Government purchases total over \$500 billion a year.
 - Required small business contracting goals.
- 

The Feds truly purchase everything...

“US Marine Corps in Oceanside, CA, seeks a small business to trap a brownheaded cowbird.” February 2010



Myths and Realities

- **Myth:** Doing business with the government is too complicated and it takes forever to get paid.
 - **Reality:** The government uses many commercial and business-friendly practices
 - buying off-the-shelf
 - paying by credit card
 - payment usually within 30 days of invoicing
 - Wide Area Work Flow (WAWF) methodology to track vendor invoicing and payment
- 

Is Becoming a Government Contractor Right for You?

- Can you spend the time required to identify agencies and buyers?
 - Can your business financially support the costs involved in a government contract?
 - Are you prepared to learn and follow the federal procurement rules?
- 

What type of company is a good fit for government contracting?

- Motivated
 - Good at paperwork, details, and follow-up
 - Product or service is marketable outside of the local area or Continental United States
 - Management is willing to prioritize and commit to the marketing efforts
 - Willingness to research and understand the unique mission and objective of the government customer
- 

Step One: Determine Your Capabilities

Every Company is Different...

What Type of Business?

- ▶ Manufacturer
 - ▶ Distributor
 - ▶ Retailer
 - ▶ Service
 - ▶ Construction
- 

What Type of Product, Service, or Product/Service Mix?

- ▶ **Military Items**

 - Manufacturer or Distributor

- ▶ **Commercial Items**

 - Manufacturer or Distributor

- ▶ **Services**

 - Information Technology, Construction, Environmental, Janitorial, Logistics, Administrative, etc.

- ▶ **Innovation, Research and Development**



Why Size Matters

- Government-wide small business goal of 23%.
 - These goals *exclude large businesses*.
 - Large businesses (Prime Contractors) subcontracting goals.
 - Required eligibility for set aside programs (also called certification or preference programs).
- 

Is Your Business “Small”?

- Determine if your business meets SBA small business size standards.

http://www.sba.gov/sites/default/files/Size_Standards_Table.pdf

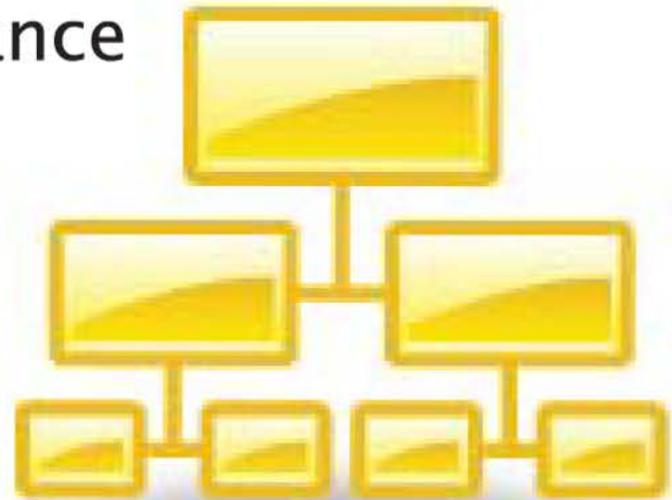
- Identify the required industry, product, and service codes procurement officials use to search for specific businesses.
 - North American Industry Classification Codes
 - Standard Industrial Classification Codes
 - Product Service Codes
 - Federal Supply Classification Codes
 - Small in one NAICS Code and large in another NAICS code

Take Stock of Past Performance. What Are Your Discriminators?

- ▶ Past projects
 - ▶ Points of contact for those projects
 - ▶ Letters of reference
 - ▶ Clear, concise description of capabilities
 - ▶ Strengths
 - ▶ What discriminates your company from your competitors?
- 

Other Considerations

- ▶ Key Personnel
- ▶ Resumes: Corporate, Employee, Subcontractor
- ▶ Organizational Chart
- ▶ Breadth, depth, and relevance of business experience



Other Considerations: SBA Certification

SBA programs assist specific groups in securing federal contracts:

- [HUBZone](#) Historically Underutilized Business Zone Program
- [8\(a\)](#) Disadvantaged Business Development Program
- [WOSB](#) Women–Owned Small Business certification (limited number of NAICS codes) [Compliance Guide](#) PDF
- [EDWOSB](#) Economically Disadvantaged Women Owned Small Business certification (limited number of NAICS codes)

Other Considerations: Self-Certification

These certifications provide eligibility to receive special procurement opportunities:

- **SDVOSB** Service-Disabled Veteran Owned Small Business
- **VOSB** Veteran-Owned Small Business



Step Two: Get Registered

You will need a DUNS Number

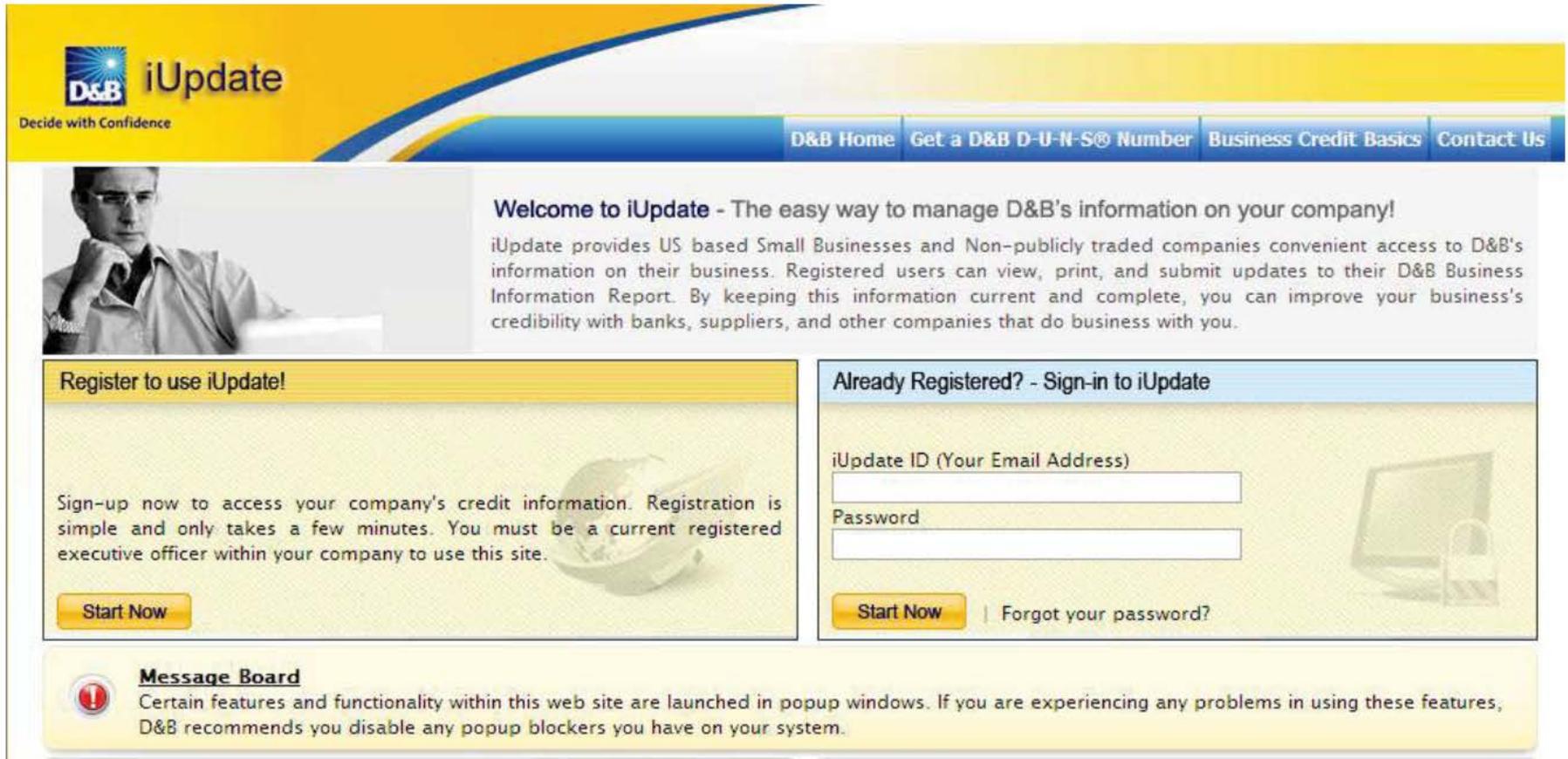
from Dun & Bradstreet

- Obtain a Data Universal Numbers System Number (DUNS)
- Check to see if your company is already listed
 - If listed, check for errors and work with D&B to correct any errors in your record
 - If not listed, request a DUNS Number

This is FREE.



Search for or obtain a DUNS



The screenshot shows the iUpdate website interface. At the top left is the D&B logo with the text "iUpdate" and the tagline "Decide with Confidence". A navigation bar contains links for "D&B Home", "Get a D&B D-U-N-S® Number", "Business Credit Basics", and "Contact Us". Below the navigation bar is a header section with a photo of a man in a white shirt and glasses, and a welcome message: "Welcome to iUpdate - The easy way to manage D&B's information on your company!". The main content area is divided into two columns. The left column is titled "Register to use iUpdate!" and contains text explaining the registration process, a "Start Now" button, and a globe icon. The right column is titled "Already Registered? - Sign-in to iUpdate" and contains a sign-in form with fields for "iUpdate ID (Your Email Address)" and "Password", a "Start Now" button, and a "Forgot your password?" link. At the bottom of the page is a "Message Board" section with a red exclamation mark icon and text advising users to disable popup blockers.

D&B iUpdate
Decide with Confidence

[D&B Home](#) [Get a D&B D-U-N-S® Number](#) [Business Credit Basics](#) [Contact Us](#)

Welcome to iUpdate - The easy way to manage D&B's information on your company!

iUpdate provides US based Small Businesses and Non-publicly traded companies convenient access to D&B's information on their business. Registered users can view, print, and submit updates to their D&B Business Information Report. By keeping this information current and complete, you can improve your business's credibility with banks, suppliers, and other companies that do business with you.

Register to use iUpdate!

Sign-up now to access your company's credit information. Registration is simple and only takes a few minutes. You must be a current registered executive officer within your company to use this site.

[Start Now](#)

Already Registered? - Sign-in to iUpdate

iUpdate ID (Your Email Address)

Password

[Start Now](#) | [Forgot your password?](#)

Message Board

Certain features and functionality within this web site are launched in popup windows. If you are experiencing any problems in using these features, D&B recommends you disable any popup blockers you have on your system.

<https://iupdate.dnb.com/iUpdate/mainlaunchpage.htm>

Registering with SAM



- The System for Award Management (SAM) is combining several federal procurement systems and the Catalog of Federal Domestic Assistance into one new system.
- SAM has replaced Central Contractor Registration (CCR), the Online Representations and Certifications Application (ORCA) and other systems.
- Additional procurement systems will be absorbed by SAM in future phases.

Good news for contractors and vendors:

▶ **One login!**

- ▶ With SAM, one user ID and password will provide access to all the capabilities associated with:
 - Registering to do business with the government
 - Representing/self-certifying as a small business
 - Viewing business opportunities

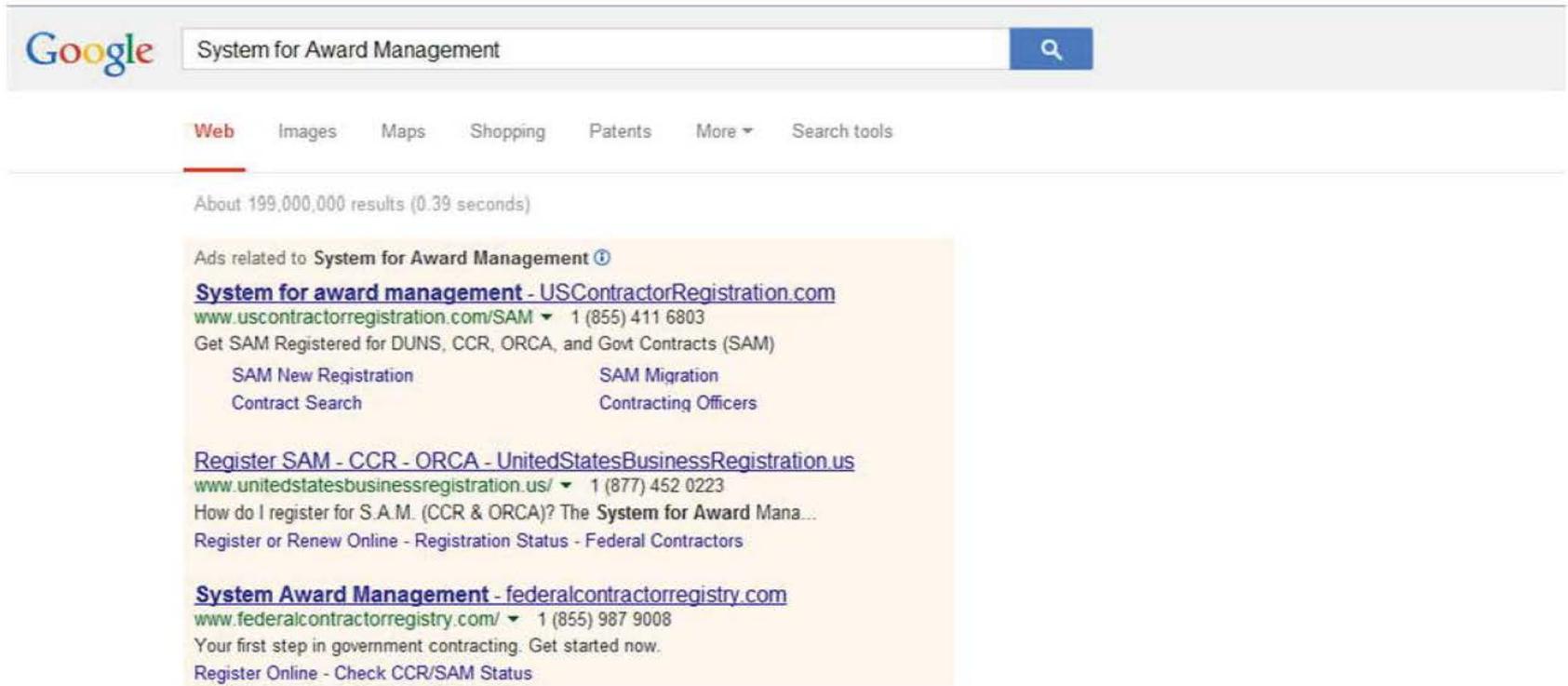


One process!



- ▶ SAM integrates registration with representations and certifications to create a simplified, streamlined process. It divides data entry into four logical groupings:
 - Core data (e.g. name and address, organization type, financial information)
 - Assertions (e.g. NAICS, size metrics) and conditional/optional information (proceedings, disaster relief information)
 - Representations and Certifications (no more paper forms to fill out for your Reps & Certs)
 - Points of contact

These “TOP” search results are NOT SAM



Google System for Award Management

Web Images Maps Shopping Patents More Search tools

About 199,000,000 results (0.39 seconds)

Ads related to **System for Award Management**

System for award management - USContractorRegistration.com
www.uscontractorregistration.com/SAM 1 (855) 411 6803
Get SAM Registered for DUNS, CCR, ORCA, and Govt Contracts (SAM)
SAM New Registration SAM Migration
Contract Search Contracting Officers

Register SAM - CCR - ORCA - UnitedStatesBusinessRegistration.us
www.unitedstatesbusinessregistration.us/ 1 (877) 452 0223
How do I register for S.A.M. (CCR & ORCA)? The System for Award Mana...
Register or Renew Online - Registration Status - Federal Contractors

System Award Management - federalcontractorregistry.com
www.federalcontractorregistry.com/ 1 (855) 987 9008
Your first step in government contracting. Get started now.
Register Online - Check CCR/SAM Status

Warning: *If the address is NOT **sam.gov** then you are **NOT** at the System for Award Management (SAM)*

<https://www.sam.gov/portal/public/SAM/>

Register with SAM

General Services Administration 

News (231) Popular



SAM
SYSTEM FOR AWARD MANAGEMENT

USERNAME PASSWORD [LOG IN](#)
[Forgot Username?](#) [Forgot Password?](#) [Create an Account](#)

[HOME](#) [SEARCH](#) [REPORTS](#) [SAM HELP](#)

<h3>WHAT IS SAM?</h3> <p>The System for Award Management (SAM) is a free web-site which consolidates Federal procurement systems and the Catalog of Federal Domestic Assistance. Currently OCR, FedReg, ORCA and EPLS have been migrated into SAM. Over the coming years, additional system migrations will be completed.</p>	<h3>REGISTER WITH SAM</h3> <p>Why Register? Registering with SAM will allow you to access the full functionality of the system. Learn more About SAM.</p> <p>What will you need? You only need your personal information to create an account on SAM.</p> <p>Create an Account</p>	<h3>SEARCH SAM</h3> <input type="text"/> <input type="submit" value="Q"/>
--	--	--

SAM OVERVIEW VIDEO



Unable to view video? [Click Here](#)

NEWS AND ANNOUNCEMENTS

PDF GSA	PDF Exclusions
PDF Federal Administrators	PDF Non-Federal Administrators
PDF Federal Employees	PDF Contract Registrations

SAM | System for Award Management 1.01

Note to all Users: This is a Federal Government computer system. Use of this system constitutes consent to monitoring at all times.

Service Desk
URL: <http://www.FSD.gov>
(8am - 5pm Eastern Time)
US Calls: 866-606-8220
International Calls: 334-206-7828



Register with Dynamic Small Business Search

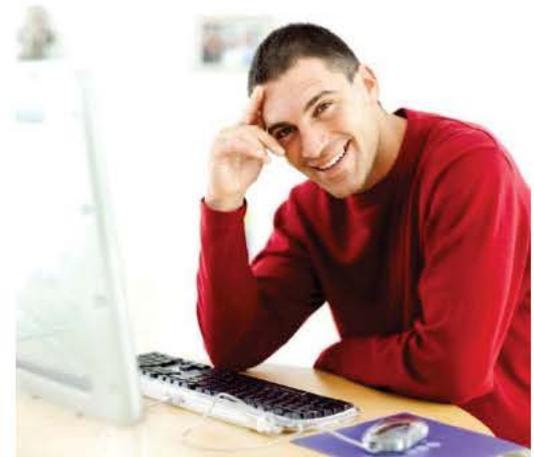
- Leaving the SAM website, you may continue on to the SBA's **Dynamic Small Business Search (DSBS)** and provide additional information about your small company.
- **DSBS** is a supplemental database of company capabilities and past performance references for small businesses only.
- Using the **DSBS**, agencies quickly identify small business vendors.



FOR VETERAN-OWNED BUSINESSES

- ▶ VETBiz for Veteran-owned small businesses
<http://www.vip.vetbiz.gov/>

And if you plan to market to the Veterans Administration, VA Hospitals or Clinics, get your company verified!



Step Three: Research the Opportunities

Federal Procurement Data System

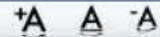


Federal Procurement Data System - Next Generation

Site Search ...



» [Home](#) » [Newsroom](#) » [Reports](#) » [Status](#) » [Worksite](#) » [Archives](#) » [Training](#) » [Calendar](#) » [Help](#) |



Login

Log-In:

Password:

- » [Forgot Your Password?](#)
- » [Security and Privacy](#)
- » [Contact Help Desk](#)

Registration

- » [Register](#)
- » [Who Should Register?](#)

ezSearch

Google-like search to help you find federal contracts...

ezSearch contains procurement data as well as additional NASA data (for example, financial assistance actions).

Recovery **FY 2009**

Set Asides



Top Requests

- » [Recovery Report](#)
- » [Haiti Earthquake Report](#)
- » [American Samoa Report](#)
- » [Hurricane Katrina Contracts](#)
- » [Hurricane Rita Contracts](#)
- » [Other Hurricane/Disaster Relief](#)

Upcoming Events

- Wed Mar 03 @09:00AM - 04:00PM
V1.4 Phase II FQT Retest
- Fri Mar 12 @06:00PM - 10:00PM
V1.4 Production Deployment
- Thu Mar 25 @10:00AM - 11:00AM
CCB - Change Control Board Meeting

[View Full Calendar](#)

<https://www.fpds.gov>

Fed Biz Opps

The screenshot displays the FedBizOpps.gov website interface. At the top, the logo reads "FEDBIZOPPS.GOV Federal Business Opportunities" with a star icon. To the right, there are logos for "IAE", "E.GOV", and "USA.gov". A navigation menu below the header includes "Home", "Getting Started", "General Info", "Opportunities", "Agencies", and "Privacy".

The main content area features a search bar with the text "Search more than 21,700* active federal opportunities." Below this, there are several filter dropdowns: "Posted Date: Last 90 Days", "Set-Aside Code: Any", "Place of Performance: Any State or Territory", and "Type: Any". There are also input fields for "Keyword / Solicitation #" and "Agency:". A "Search" button is located below these fields. A note states: "Additional criteria and multiple selections are available on the [advanced search form](#). * Notices posted within the last 90 days."

On the right side, there is a "RECOVERY" section with the text "FBO now contains Recovery and Reinvestment Act actions." and two buttons: "SEARCH RECOVERY OPPORTUNITIES" and "SEARCH RECOVERY AWARDS". Below this is a section for "FBO RECOVERY REPORTS" with links for "Click here for Opportunities" and "Click here for Awards".

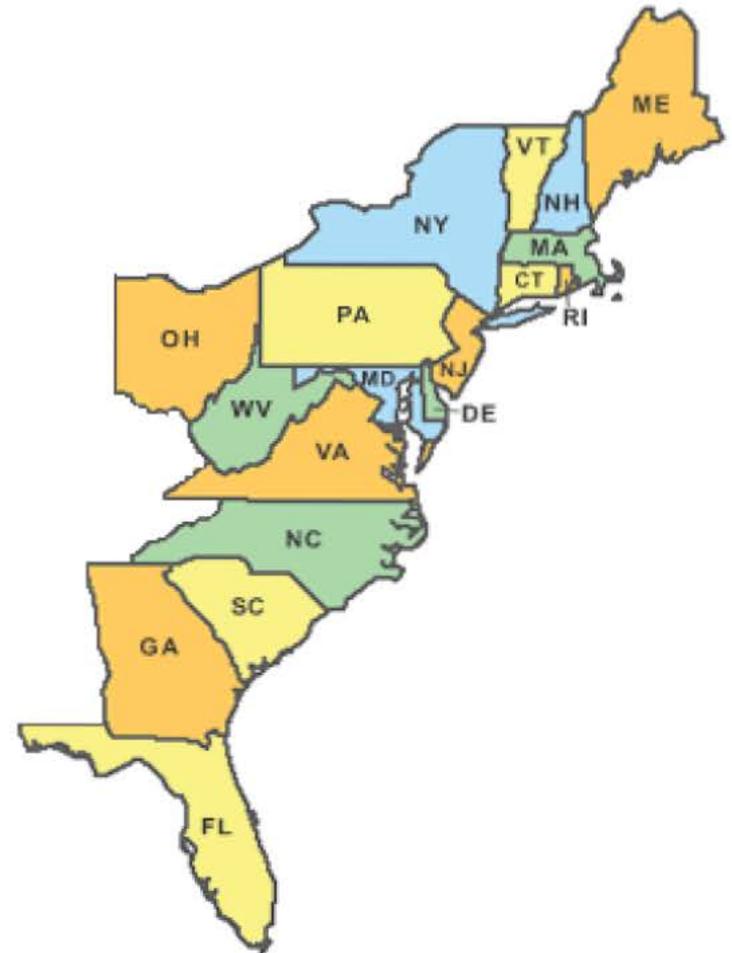
At the bottom, there are two registration sections: "Buyers / Engineers" and "Vendors / Citizens". Each section includes a "Username" and "Password" field, a "View Opportunities" or "Find Opportunities" button, and the text "No login is required to view opportunities." Two large red arrows point to the "Search" button and the "View Opportunities" button.

<http://www.fbo.gov/>

Step Four: Determine Your Fit

Geographical Scope?

- ▶ National
 - Manufacturers
 - Distributors
 - Some Services
- ▶ Local
 - Some Services
 - Construction
 - Retailers



Where do you fit... in the marketing channel?

- ▶ **Prime Contracting** end products or service
 - ▶ **Subcontracting** parts or components or service subcontractor
 - ▶ **Teaming** working with one or more other businesses to perform the contract
 - ▶ **Joint Venture**
- 

SUB-Net



SBA
Your Small Business Resource

SUB - Net

Search Solicitation

- Search the database
- View all solicitations



Search Solicitation Results

Company Name	Closing Date	Description
J. Kokolekis Contracting	9/31/2007 2:00 PM	Construction of a new Air Traffic Control Tower and base building at Long Island MacArthur Airport. Work includes fencing, paving, fire protection system, fuel tank, sewage disposal system, power system, MEP, elevators, millwork, precast concrete.
QPK Consulting	9/31/2007 5:00 PM	USAID funded project in Jordan seeks quotes for procurement and delivery to Jordan of "Queueing System at the Execution Department at the New Palace of Justice. For complete RFP and terms contact email info@masaq.com "Queueing Equip RFQ"
Sauer Incorporated	9/31/2007 5:00 PM	Recently awarded project located at the Naval Air Station in Norfolk, VA - NEXCOM Navy Lodge Renovations, Bldg SDA-313. Seeking WOSB, SDB, VOSB, SD-VOSB etc. contractors for ALL construction trades
Weeks Marine, Inc.	9/31/2007 5:00 PM	Seeking all types of small businesses to provide marine supplies and services to support our beach renourishment operations at Sandbridge, VA.
Chemonics International	9/31/2007 6:00 PM	Chemonics International, acting on behalf of the USAID-funded Afghanistan ASAP Project, is soliciting quotations for the supply of plastic tunnel and drip irrigation equipment (valves, piping, gauges, etc.). Contact jandersen@chemonics.com for more info
Rustler Construction, Inc.	9/3/2007 3:00 PM	The construction of sidewalk, paving, curb and gutter, maintenance of traffic, excavation, sediment & erosion control and restoration of distributed area
Hering-Rivenbark, Inc.	9/4/2007 2:00 PM	Town of Wallace, NC water and sewer improvements 1,075lf 6" pvc water line, 1,157lf 8" pvc gravity sewer w/appurtenances
Parsons TSSC-III	9/4/2007 2:00 PM	Prequalification & experience working at airports required. Install Medium-Intensity Approach Lighting System w/RW alignment indicator lights (MALS) at Eagle, Colorado. Anticipated start is September 15, 2007. Between \$250,000 and \$500,000
S.S. Mechanical Corp.	9/4/2007 2:00 PM	S.S. Mechanical is bidding the 'Osco Creek Barrier & Pump Station Upgrade' for Santa Margarita Water Dist., and seeking qualified MBE/WBE sub-bids for the following: Electrical, Painting, Masonry, & Rebar. Call 714-847-1317 or fax 714-847-6907
Barnard Construction Co.	9/5/2007 2:00 PM	Fence Erosion Control/Hydro Seeding Asphalt Paving/Guardrail, Electrical, Bridges, Water Quality Testing, Mechanical Piping/Equipment, Concrete Demo/Sawing, Diving, Readymix, Traffic Control, Clearing, Storm Drain Construction, Aggregates, Trucking, Signs, Surveying
Rustler Construction, Inc.	9/6/2007 3:00 PM	This project is located at Harry W. Nice Bridge 301/Charles Co. Md. includes approach roadway rehab, realignment, and toll booth replacement, concrete pavement, HMA shoulders, traffic barrier, reconstruction of median traffic barrier
B.L. Harbert International, LLC	9/6/2007 4:00 PM	BL Harbert is accepting bids on the Design/Build Visiting Quarters @ Hurlburt Field, FL. The project consists of 2 bldgs (105,000sf) and abatement & demo of the existing. We wish to solicit participation from all qualified small & minority businesses.
CET Engineering Services	9/7/2007 12:00 PM	Aqua Pennsylvania is bidding the Oneida Water Storage Tank project, located in Schuylkill County, and is seeking MBE/WBE subcontractors interested in providing quotes for water storage tank construction, site work, pipe fittings, tank painting, etc.
Great Lakes Dredge & Dock Company, LLC	9/7/2007 12:00 PM	Marine Dredging Firm (GLDD) seeks Small Firms nearby Staten Island & Brooklyn, NY - Lower Bay Area. Potential Needs are: Marine Hardware, Industrial Supplies, Welding Supply, Trucking(refuse/disposal). Please Mail Your Catalogue today.

[FirstGov](#) > [E-Gov](#) > [Regulations.gov](#) > [White House](#)
[Privacy & Security](#) * [Information Quality](#) * [FOIA](#) * [No Fear Act](#) * [ADA](#)

[http://web.sba.gov/subnet/search/dsp
search_option.cfm](http://web.sba.gov/subnet/search/dsp_search_option.cfm)

Set Aside Alerts



<http://www.setasidealert.com/>

Inclusion here does not indicate an endorsement.

Sample of Bid Matching and Federal Marketing Firms



www.fedmine.us



www.input.com

[govbusiness.com](http://www.govbusiness.com)

www.govbusiness.com



www.ptassist.com

ONVIA™

<http://onvia.com/about/default.asp>

BidContract

<http://www.bidcontract.com>

Inclusion here does not indicate an endorsement.

Step Five: Continuous Education

Never stop learning & researching



Research and Education

- ▶ Acquisition regulations change constantly
 - ▶ New administrations bring new agendas
 - ▶ Buyers retire, relocate, and are reassigned
 - ▶ Use contracting organizations and publications to find conferences, networking, and match-making opportunities
 - ▶ **Networking and personal marketing are more important than ever**
- 

Getting Updates

To receive notifications of important education and networking events, register with these list serves:

West Virginia High Tech Consortium Foundation -
spethtel@wvhtf.org

U.S. Small Business Administration WV District –
www.sba.gov/wv at bottom of page click "Subscribe", enter your email address.

Teaming to Win: www.teamingtowin.org

Special Items: If you would like to be added to the TTW listserv Please click on the following link:
<http://teamingtowin.us4.list-manage.com>



- BID MATCH and web-based bid leads
- Prepare a bid, quote, or proposal
- Initiating government paperwork, including registrations
- Explain procurement regulations
- Obtain specifications, standards, drawings, purchase histories
- Address concerns that arise during the performance
- PLUS:
 - GSA Schedule Proposals
 - Brochure Development
 - Client Profile Presentations
 - Marketing Plans

RCAC Regional Contracting
Assistance Center, Inc.
Business Growth through Government Contracts

Charleston
304-344-2546

Jessica Hudson
lynne7@rcacwv.com

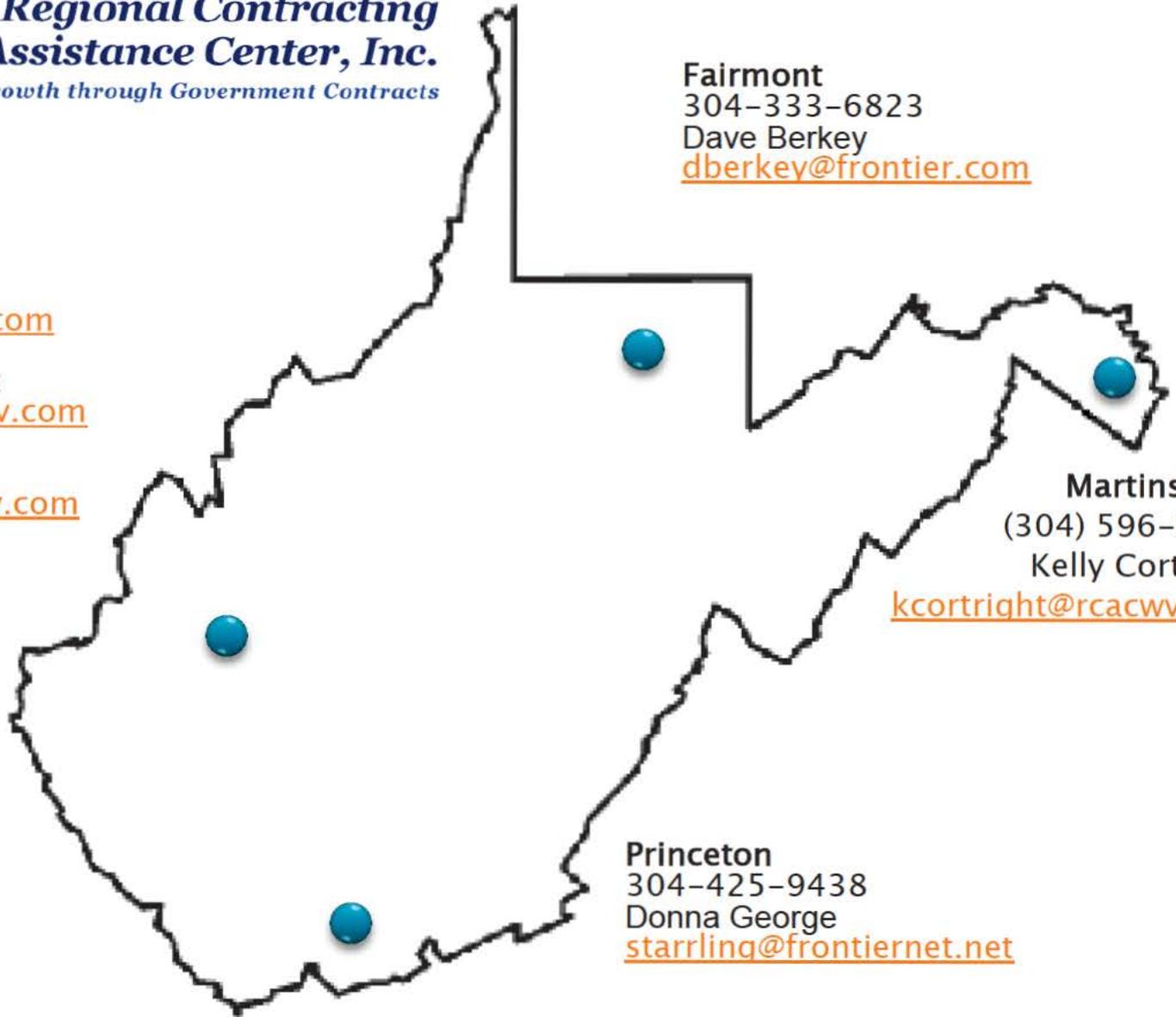
Sommer Straight
ssstraight@rcacwv.com

Kendra Marker
kmarker@rcacwv.com

Fairmont
304-333-6823
Dave Berkey
dberkey@frontier.com

Martinsburg
(304) 596-9315
Kelly Cortright
kcortright@rcacwv.com

Princeton
304-425-9438
Donna George
starring@frontiernet.net





Programs and services to help businesses **start, grow and succeed.**

www.sba.gov/wv

Charleston 304-347-5220

Clarksburg 304-623-5631



FOR THE LIFE OF YOUR BUSINESS

FREE & CONFIDENTIAL
small business mentoring from **SCORE**

www.score.org

www.WVscore.org

Charleston (304) 347-5463

Fairmont (304) 363-0486

Huntington (304) 523-4092

Your Questions



Additional Information

- Government Contracting [Field Staff Directory](#)
- 8(a) Disadvantaged Business Development Program Standard Operating Procedures [SOP 80 05 3\(A\)](#)
- SBA Certification Questions
 - 8(a) questions 8aquestions@sba.gov
 - HUBZone questions hubzone@sba.gov
 - WOSB questions wosb@sba.gov