CITY OF LAKEWOOD WORKSHOP TO HELP LOCAL BUSINESSES SECURE GOVERNMENT CONTRACTS
Patty Homs

Ms. Homs has a diverse and unique range of expertise within the federal sector. She is certified by the U.S. Treasury Department in federal accounting and reporting. Her understanding of Appropriations Law, Federal Acquisition Regulations, and budget execution from the Government’s perspective offers our federal clients a superior level of contract management and understanding that is unique among service providers.

Brent Meisner

Mr. Meisner has over 32 years of service as a contractor to the Federal Government; he has demonstrated the experience and skills necessary to lead companies confidently into the future.

Mr. Meisner was able to take a small business that was $4.8 Million dollars in the red and in less than three years make a remarkable $7.6 million Net bottom line return when the economy was in a recession.

The foundation of Brent’s success is an appreciation of diversity, and the synergy that results when combining those of different backgrounds and skills. With this credo, his ability to assemble the high level management and substantial support teams necessary to fulfill contracts, yet simultaneously deliver personal attention, is the cornerstone of the man and the organization he leads.
Our Assumption

- Everyone attending today wants to contract with the federal government. Or, they think that they do?

Our Plan

- Sharing personal experience to provide insight to the federal marketplace helping you decide if it is strategically right for your concern to hit the next level and commit.

Our Goal

- The hour we have to spend with you is intended to clarify the preparatory steps essential to federal contracting and “Identify a Distinct List of Action Items.”
CHALLENGE:
The Devil is in the Details

- Seminar briefing limits discussion to summary information that will identify *what* you need to do…not *how* to do it.
- The time is now to have your ducks in a row not September!
- Government contracting is not a quick hit but rather a long term investment of time, money and resources.

THE CITY’S SOLUTION:
Hands-on Workshops!

- June 20th 9:00 am to 12:00 noon
- June 27th 9:00 am to 12:00 noon
- June 11th 9:00 am to 12:00 noon
- June 18th 9:00 am to 12:00 noon

*Registration materials will be sent out via e-mail*
The Federal Government is a $2,000,000,000,000 to $3,000,000,000,000 Industry

- The Federal Market place can be lucrative, but it will demand dedication of resources, time, and money and must be a focused business decision with a planned course of action.
- It will take years to develop a solid P&L from government contracting.
Entering the Federal Procurement Marketplace

- What Is Federal Contracting?
  - STEP 1: Familiarization with the Language, Basic Concepts and Process

- Getting Started
  - STEP 2: Preparing your business: Essential Certifications and Registrations

- Doing Business with the Government
  - STEP 3: Federal Contracting: Finding; Responding; and Obtaining Federal Work
Market place is subject to political trends, presidential agendas and federal budget authority.

Economic climate has minimal impact.

Business can remain profitable with foresight and an understanding of government forecasting, budgets and spending trends.
Federal contracting has a foreign language unique to the marketplace.

Federal buying rules, i.e., Federal Acquisition Regulations (FAR) rival U.S. Tax Law in their depth and complexity.

Federal Legislation regulates competition with a hierarchy of department level acquisition goals and standards.
Federal acquisition and procurement strategy is grounded in and operates under strict guidelines, regulation, and legislation. Not common sense, logic, or fairness.
Civilian Agency Opportunities are vast: Department of the Interior has a large presence in Washington State.

The Federal Business Opportunities web site lists 126 Agencies.
Civilian Agencies have as great a need as DOD in construction and services requirements.
Federal Contracting Opportunities are very diverse

<table>
<thead>
<tr>
<th>Description</th>
<th>Organization</th>
<th>Contract Type</th>
<th>Award Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarterly Meal Requirement - FY11 3rd Quarter</td>
<td>Department of Justice, Bureau of Prisons</td>
<td>Award / Total Small Business</td>
<td>May 28, 2011</td>
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<tr>
<td>W-Tent Rental for FOR SEATTLE</td>
<td>Department of the Army, Army Contracting Command</td>
<td>Award / Total Small Business</td>
<td>May 28, 2011</td>
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<tr>
<td>Fitness Coordinator Services - Seattle WA</td>
<td>General Services Administration</td>
<td>Sources Sought / HUBZone</td>
<td>May 24, 2011</td>
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<tr>
<td>Medical Equipment Services</td>
<td>Department of the Army, Army Contracting Command</td>
<td>Combined Synopsis/Solicitation / Total Small Business</td>
<td>May 27, 2011</td>
</tr>
<tr>
<td>656 - Spinal Implants</td>
<td>Department of the Army, U.S. Army Medical Command</td>
<td>Combined Synopsis/Solicitation / Total Small Business</td>
<td>May 27, 2011</td>
</tr>
<tr>
<td>Shark Tagging for Commercially and Recreationally Important Sharks</td>
<td>Department of Commerce, National Oceanic and Atmospheric Administration (NOAA) Eastern Region Acquisition Division</td>
<td>Sources Sought / Total Small Business</td>
<td>May 25, 2011</td>
</tr>
</tbody>
</table>
Federal Procurement Goals are established to make sure small business receives a share of government acquisition spending

- Small Business Set-Aside Programs allocate our tax dollars to stimulate and grow the small business sector.
- Big Business and Small businesses benefit through cooperation.
- Mentor Protégé relationships help small businesses develop skill and performance and reward big business for their efforts with a share of the allocated dollars.
23% of all Federal Prime Contracts are required to be set aside for small businesses.

5% of all prime and subcontracts are set aside for Small Disadvantaged Businesses (SDB).

5% of all prime and subcontracts are set aside for Woman Owned Businesses (WOSB).

3% of all Prime contracts are to be set aside for HUBZone small businesses.

3% of all prime and subcontracts are to be set aside for Service Disabled Veteran-Owned Small businesses (SDVOSB).

Billions of Federal Procurement Dollars are set aside for small business

The SBA oversees the program by negotiating annual percentages at the department level annually and reviewing the results.

Set-Aside Procurements are listed on www.FBO.gov
Qualifications and Standards: Rules and Guidelines

Are you a small business?

- Small Business Size Standards attempt to ensure balance in small business competition

- Annual revenues and/or employee count on an industry by industry basis utilizing, the North American Industry Classification Codes System (NAICS)

* In general the SBA in Washington D.C. establishes the standards for small business qualification based on size and dollars
NAICS CODES (NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM)

- Standard classification system used by Federal and Statistical agencies to identify business types for collection, analysis, and economic reporting purposes.
- Backed by the Office of Management and Budget (OMB), NAICS replaced the Standard Industrial Classification (SIC) system in 1997.
In General: Small Business Size is determined by:

- The concerns annual receipts (including any affiliates) averaged over the past three completed fiscal years, or
- The average number of employees (including the employees of affiliates) based upon numbers of employees for each of the pay periods for the preceding completed 12 calendar months.

**CODE of FEDERAL REGULATIONS**
13 CFR § 121 —Small Business Size Regulations

- **Subpart A** - Size Eligibility Provisions and Standards

**Provisions of General Applicability**
- § 121.101 - What are SBA size standards?
- § 121.102 - How does SBA establish size standards?
- § 121.103 - How does SBA determine affiliation?
- § 121.104 - How does SBA calculate annual receipts?
- § 121.105 - How does SBA define “business concern or concern”?
- § 121.106 - How does SBA calculate number of employees?
- § 121.107 - How does SBA determine a concern's “primary industry”?
- § 121.108 - What are the penalties for misrepresentation of size status?
## U.S. Small Business Administration Table of Small Business Size Standards Matched to North American Industry Classification System Codes

<table>
<thead>
<tr>
<th>NAICS Codes</th>
<th>NAICS U.S. Industry Title</th>
<th>Size Standards in Millions of Dollars</th>
<th>Size Standards in Number of Employees</th>
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</thead>
<tbody>
<tr>
<td></td>
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<tr>
<td><strong>Sector 23 – Construction</strong></td>
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<tr>
<td>Subsector 236 – Construction of Buildings</td>
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<tr>
<td>236118</td>
<td>Residential Remodelers</td>
<td>$33.5</td>
<td></td>
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<tr>
<td>236210</td>
<td>Industrial Building Construction</td>
<td>$33.5</td>
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<tr>
<td><strong>Subsector 237 – Heavy and Civil Engineering Construction</strong></td>
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<td></td>
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<tr>
<td>237210</td>
<td>Land Subdivision</td>
<td>$7.0</td>
<td></td>
</tr>
<tr>
<td>237990</td>
<td>Other Heavy and Civil Engineering Construction</td>
<td>$33.5</td>
<td></td>
</tr>
<tr>
<td><strong>Subsector 238 – Specialty Trade Contractors</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>238110</td>
<td>Poured Concrete Foundation and Structure Contractors</td>
<td>$14.0</td>
<td></td>
</tr>
<tr>
<td>238990</td>
<td>All Other Specialty Trade Contractors</td>
<td>$14.0</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>Sector 31 – 33 – Manufacturing</strong></td>
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<tr>
<td>Subsector 323 – Printing and Related Support Activities</td>
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<tr>
<td>323115</td>
<td>Digital Printing</td>
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<td>500</td>
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<tr>
<td><strong>Sector 54 – Professional, Scientific and Technical Services</strong></td>
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<tr>
<td>Subsector 541 – Professional, Scientific and Technical Services</td>
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<tr>
<td>541310</td>
<td>Architectural Services</td>
<td>$4.5</td>
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<tr>
<td>541512</td>
<td>Computer Systems Design Services</td>
<td>$25.0</td>
<td></td>
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<tr>
<td>541519</td>
<td>Other Computer Related Services</td>
<td>$25.0</td>
<td></td>
</tr>
<tr>
<td><strong>Except, Information Technology Value Added Resellers</strong></td>
<td></td>
<td></td>
<td>150^10</td>
</tr>
</tbody>
</table>
FOOTNOTES:  READ THE FINE PRINT! !

- *13.NAICS code 238990 – Building and Property Specialty Trade Services: If a procurement requires the use of multiple specialty trade contractors (i.e., plumbing, painting, plastering, carpentry, etc.), and no specialty trade accounts for 50% or more of the value of the procurement, all such specialty trade contractors activities are considered a single activity and classified as Building and Property Specialty Trade Services.

- *18.NAICS Code 541519 – An Information Technology Value Added Reseller provides a total solution to information technology acquisitions by providing multi-vendor hardware and software along with significant services. Significant value added services consist of, but are not limited to, configuration consulting and design, systems integration, installation of multi-vendor computer equipment, customization of hardware or software, training, product technical support, maintenance, and end user support. For purposes of Government procurement, an information technology procurement classified under this industry category must consist of at least 15% and not more than 50% of value added services as measured by the total price less the cost of information technology hardware, computer software, and profit. If the contract consists of less than 15% of value added services, then it must be classified under a NAICS manufacturing industry. If the contract consists of more than 50% of value added services, then it must be classified under the NAICS industry that best describes the predominate service of the procurement. To qualify as an Information Technology Value Added Reseller for purposes of SBA assistance, other than for Government procurement, a concern must be primarily engaged in providing information technology equipment and computer software and provide value added services which account for at least 15% of its receipts but not more than 50% of its receipts.
The Small Business Act, 15 U.S.C. 645(d), provides severe criminal penalties for knowingly misrepresenting the small business size status of a concern in connection with procurement programs.

This is being enforced in a manner that has been unprecedented in the past.
## THE SBA CERTIFICATION PROGRAMS

<table>
<thead>
<tr>
<th>SMALL BUSINESS</th>
<th>SMALL DISADVANTAGED BUSINESS</th>
<th>8(a) BUSINESS</th>
<th>HUBZone BUSINESS</th>
<th>WOMAN OWNED SMALL BUSINESS</th>
<th>SERVICE-DISABLED VETERAN OWNED</th>
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</thead>
<tbody>
<tr>
<td>Self Certification</td>
<td>SBA Certification</td>
<td>SBA Certification</td>
<td>SBA Certification</td>
<td>Third-Party Certification Or, Self Certification</td>
<td>Self Certification</td>
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<tr>
<td>SBA Small Business Size Standards by Industry apply</td>
<td>Must be 51% owned controlled and operated by one or more socially and/or economically disadvantaged persons or stockholders.</td>
<td>Must be 51% owned controlled and operated by one or more socially and/or economically disadvantaged persons or stockholders.</td>
<td>Principal office must be located in a targeted urban and rural location. Additionally 35% of the concerns employees must reside in a HUBZone.</td>
<td>Must be 51% owned and controlled by one or more women. In order to be considered an Economically Disadvantaged Woman Owned Business (EDWOSB) the primary owner must demonstrate economic disadvantage (requirements are set in the recently approved final rule).</td>
<td>Must be 51% owned controlled and operated by one or more service-disabled veterans.</td>
</tr>
<tr>
<td>Nine year program provides greater level of assistance and access to Federal market to SDB’s. Additionally there are special benefits and rules for Native American, Alaskan, and Hawaiian owned firms.</td>
<td>Limited to 45 NAICS codes where it has been determined WOSB’s are underrepresented and 35 NAICS for Substantial Underrepresentation.</td>
<td>Award Ceilings: $5M for Manufacturing and $3M All Other.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**All categories must be considered small in accordance with SBAs size standards by industry.**
REGISTERING FOR GOVERNMENT CONTRACTING

Contractors Central Registration (CCR)

Central Contractor Registration

Welcome to Central Contractor Registration (CCR)

Central Contractor Registration (CCR) is the official, FREE on-line registrant database for the U.S. Federal Government. CCR collects, validates, stores and disseminates data in support of agency acquisition and award missions. You do not need to register in CCR. Learn more about CCR Policy and Background.

Log in to CCR

User ID: 
Password: 
Log In

Forgot User ID  Forgot Password

Create New Registration

Start New Registration

What You Need to Register

International Registrants

Note: New registrations usually take 3.5 business days to process once completed by the vendor.

Top Frequently Asked Questions

How do I register in CCR?
Follow these steps: Step 1: Access the CCR.

What are my yearly renewal requirements? How do I keep my record active?
You must renew and revalidate your registration.

How are CAGE Codes assigned?
Background: The Commercial And Government Entity...

I am updating and renewing my CCR record and noticed that the D&B information provided requires changing. How can I update this data?
Update your D&B information on the D&B...

What is an MPIN? Where can I locate or assign my MPIN?
A Marketing Partner ID Number (MPIN) is a...
REGISTERING FOR GOVERNMENT CONTRACTING

Dynamic Small Business Search

This is generally a self-certifying database. The SBA does not make any representation as to the accuracy of any of the data included, other than certifications relating to 8(e) Business Development, HUBZone or Small Disadvantaged Business status. The SBA strongly recommends that contracting officers diligently review a bidder’s small business self-certification before awarding a contract.
REGISTERING FOR GOVERNMENT CONTRACTING

On Line Representations and Certifications Application

**Please login to add or update your ORCA record**

**Search current ORCA Record**

**Other Links**

- Email Business Administration (SBA)
- Central Contractor Registration.gov (CCR)
- FedBizOpps.gov
- The U.S. Government's Official Web Portal (USA.gov)
- Business Partner Network (BPN)
- FAC 01-26

The ORCA website is best viewed using Internet Explorer 6.0 or higher or Netscape 7.x or higher.
STEP 3 – Finding Work

✓ Once you establish your organization as a particular size, designation or certification, now market it.

✓ Go to Small Business sponsored events by the SBA, PTAC, Large Businesses and JBLM or Agency in the area that you are desiring to do business within.

✓ One visit a year to the customers small business office isn’t going to win you any contracts. NETWORK!!!!!

✓ Join your local and national organization(s) such as Armed Forces Communication & Electronics Association (AFCEA), American Society for Industrial Security (ASIS), Association of the U.S. Army (ACA), Association of General Contractors (AGC) and many more groups that support contractors doing government work.

✓ Go to national shows. You don’t have to set up a booth just meet people with similar backgrounds looking to team and collaborate.
Business Development is key to making in roads with the Federal Government

- Relationships are more important than low price.
- Just watching the FBO postings won’t land you the contracts.
- Develop a niche that allows you to be successful.
- Don’t try to be all things to the customer. Find the areas that you know well and develop them.
- Sub-Contracting rather than Priming can be very lucrative.
- Reach out to all sizes of companies. Network!!

Getting your feet in the door: Building Relationships and Creating Past Performance

- Business Teaming Partners
- SBA Programs
- Agency Spending Forecasts
- Agency SADBUs
Preparing, Managing and Developing Winning Federal Proposals

Capture Management/Strategy Development

- Planning capture management of new business that results in long-term growth and meets business goals.
- Identify competitors, strengths and weaknesses by using SWOT analysis.
- Define and develop a proposal strategy that includes win themes, discriminators, and a strong responsive approach to RFP requirements.
- Establish best practices and procedures.
- Strategy meetings and draft development.
- Address risk and quality issues that are specific to the solicitation.
Bid Evaluation

- Proposal development is expensive in time, dollars and resources.
- Did you meet with the customer prior to determining the work to go after? Why not?
- Do you really understand the requirement prior to the expenditure of your companies resources?
  - Bonding requirements
  - Start-up cost
  - Payroll float
  - Materials

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Weight</th>
<th>Rating (Fill In)</th>
<th>Scale</th>
<th>Score</th>
</tr>
</thead>
<tbody>
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<td>Profitability</td>
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<td>12.00% 9.00% 6.00% 3.00%</td>
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<td>Current Work Load</td>
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<td>Current Pursuit Load</td>
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<td>Sector Value</td>
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<td></td>
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<tr>
<td>Location</td>
<td>4%</td>
<td>easy trying difficult very difficult</td>
<td>0.00</td>
<td></td>
</tr>
</tbody>
</table>

Overall Pursuit Rating: 0.00
In order to prepare a winning proposal and ensure post-award contract compliance, companies must understand how to discern which provisions of the RFP are critical and which are fluff or red-tape.

You need to attend the site walks/briefings and write down your questions.

Take your technical person with you along with your team mates.
Proposal Development

- Kick-off meetings
- Develop proposal/graphics matrix
- Identify deliverables and milestones
- Identify RFP Requirements
- Color-team reviews

Post Proposal & Award

- Transition from proposal to program
- Supporting question and answers from Contracting Officer
- Debrief Sessions
- Contract Management and Administration
- Cost Reporting and Tracking
Now that you have caught the car what do you do with it?
Contact Information

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