

The logo for SBTDC features the lowercase letters 's', 'b', 't', 'd', and 'c' in a dark grey, serif font. The letter 't' is stylized with a green outline and a green shadow effect, giving it a three-dimensional appearance. The letters are arranged horizontally with a small gap between 'b' and 't', and between 't' and 'd'.

sbtcdc

Procurement Technical
Assistance Center (PTAC)

*The SBTDC is a business advisory service of The North Carolina University System
operated in partnership with the U.S. Small Business Administration.*

sbtdc.org | info@sbtdc.org

USDA Small Business Training and Matchmaking Event

North Carolina Procurement
Technical Assistance Center (NC PTAC)

Government Contracting Overview

Rebecca Barbour

919-600-5947

rbarbour@sbtcdc.org

About the Procurement Technical Assistance Center (PTAC)

- National program established in 1985:
 - Authorized by Congress
 - Funded by the Department of Defense and administered through the Defense Logistics Agency (DLA)
 - Provides matching funds through cooperative agreements with state and local governments and non-profit organizations
- PTAC Program:
 - Provides a wide range of services including classes and seminars, individual counseling, and easy access to information necessary to successfully compete for government contracts

NC PTAC Services

- Assistance selling to federal, state and local government entities
 - Completing mandatory and beneficial registrations
 - Identifying preference eligibility and applicable certifications
 - Researching contract award history
 - Locating specifications and standards
 - Identifying contracting opportunities
 - Understanding solicitations requirements and terminology
 - Reviewing bids and proposals

www.nc-ptac.org

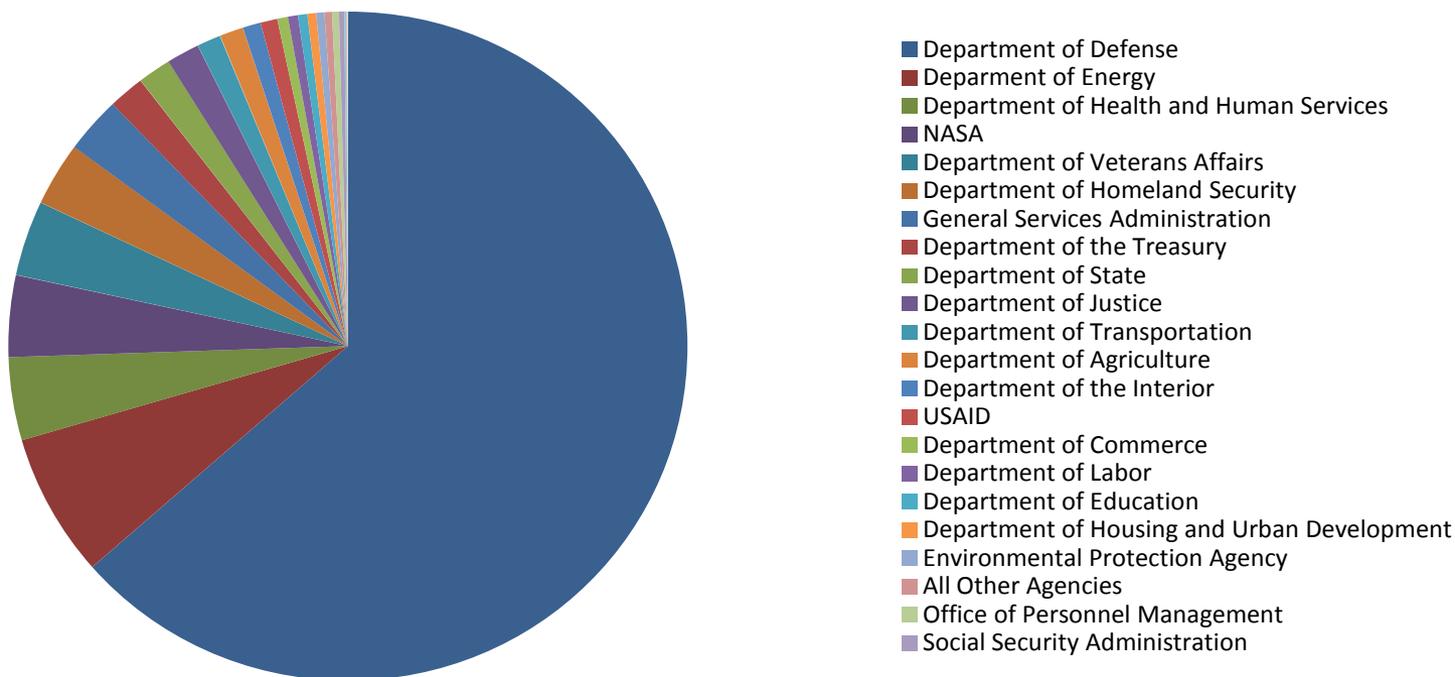
Who are the Federal Government Buyers?

- Military Bases
- General Services Administration (GSA)
- Department of Veteran's Affairs (VA)
- Defense Logistics Agency (DLA)
- Department of Homeland Security (DHS)
- United States Department of Agriculture (USDA)



Federal Spending by Agency

Federal Contract Dollars



How Does the Federal Government Buy?

- Micro Purchases
 - FAR Part 13
- Simplified Acquisitions
 - FAR Part 13
- Sealed Bids
 - FAR Part 14
- Negotiated Procurements
 - FAR Part 15



Micro Purchases

- Micro-purchase threshold
 - Supply purchases less than \$3,000
 - Services purchases less than \$2,500
 - Construction purchases less than \$2,000
- May be credit card transactions or purchase orders
- Advertisement and competition are not required
- Open to large and small business
- Account for \$18 billion in annual sales
- Award is usually based on **lowest price**



Simplified Acquisitions

- Purchases over micro purchase threshold and up to \$150,000
- Solicitation in form of Request for Quote (RFQ)
- Informal advertisement required for purchases over \$10,000 and up to \$25,000
- Formal advertisement in FBO required for purchases over \$25,000
- Automatically set aside for small business
- Award is usually based on **lowest price**



Sealed Bids

- One of two methods used for procurements over \$150,000
- Solicitation in form of Invitation for Bid (IFB)
- Formal Advertisement in FBO required
- May be set-aside for small business, 8(a), HUBZone, SDVOSB or WOSB firms
- Bids are publically opened and read aloud by an authorized person at the time set for bid opening
- Award is made to **lowest cost** responsive and responsible bidder



Negotiated Procurements

- One of two methods used for procurements over \$150,000
- Formal advertisement in FBO required
- Solicitation in form of Request for Proposal (RFP)
- May be set-aside for small business, 8(a), HUBZone, SDVOSB, or WOSB firms
- All proposals are evaluated, and the evaluations committee holds discussions with “Short List” bidders
- Award is made to **best value** responsive and responsible bidder



Where do I find these Opportunities?

- Federal Business Opportunities “FedBizOpps”
www.fbo.gov
 - Federal government procurement opportunities over \$25,000
 - May register as a vendor once CCR is active
- FedBid
www.fedbid.com
 - Reverse auction system used for informal or simplified acquisitions
- PROBID
www.sbtcdc.org/probid
 - Electronic bid matching system (fees apply)

How can I prepare to take advantage of these Opportunities?

Registration

```
graph TD; A[Registration] --> B[Research]; B --> C[Marketing and Outreach]; C --> D[Business Development Programs]
```

Research

Marketing and Outreach

Business Development Programs

Federal Registration: Codes and Identifiers

- Identify your NAICS codes –
<http://www.census.gov/eos/www/naics>
- Identify your FSC and PSC codes –
www.acquisition.gov/service_product_codes.pdf
- Obtain Tax ID Number (TIN) –
1-800-829-1040 or www.irs.gov/businesses
 - Even if Sole Proprietor
- Obtain DUNS Number –
1-866-705-5711 or <http://fedgov.dnb.com/webform>
 - Required for Central Contractor Registration (CCR)

Federal Registration: Central Contractor Registration

- Required to do business with the federal government
- Marketing Partner ID Number (MPIN) created during registration
- Commercial and Government Entity Code (CAGE code) assigned when registration complete
- Includes SBA Firm Profile (Dynamic Small Business Search)

www.ccr.gov

Central Contractor Registration



Federal Registration: SBA Dynamic Small Business Search

- Access through CCR once registration is complete
- DSBS number (SBA customer number) assigned
- Includes company information from CCR
- Allows firms to include supplemental information
 - Non-government certifications
 - Capabilities narrative and keywords
 - Quality assurance standards
 - Export profile
 - Performance history

<http://dsbs.sba.gov>

Federal Registrations: Online Representations and Certifications

- Replaces paper Reps and Certs process
- Required to bid on most federal contracts
- May be completed only after CCR is active
- Vendors login using DUNS and MPIN and complete questionnaire based on the FAR required reps and certs
- Annual recertification required

<https://orca.bpn.gov>



What is SAM?

- The System for Award Management (SAM) is combining nine systems the federal community and those who want to do business with the government use regularly.
- Creates Efficiency for Users
- Increases Data Quality
- Saves Money



Legacy Systems

- CCR/FedReg – Central Contractor Registration
- ORCA – Online Representations and Certifications Application
- FBO – Federal Business Opportunities
- FPDS-NG – Federal Procurement Data System-Next Generation
- eSRS/FSRS – Electronic Subcontracting Reporting System
- WDOL – Wage Determination Online
- PPIRS/CPARS/FAPIIS – Past Performance Information Retrieval System
- EPLS – Excluded Parties List System
- CFDA – Catalog of Federal Domestic Assistance

Phase I – July 2012

- Central Contractor Registration
- Online Representations and Certifications Application
- Excluded Parties List System

- Stay informed!
<http://sam.gov>



Federal Research: Rules and Regulations

- Federal Acquisition Regulation (FAR)
www.acquisition.gov/far
 - Codification of uniform policies for acquisition of supplies and services by the executive agencies
- Code of Federal Regulations (CFR)
www.gpoaccess.gov/cfr
 - Codification of the general and permanent rules published in the Federal Register by the executive departments and agencies
- United States Code (USC)
www.gpoaccess.gov/uscode
 - Codification of the general and permanent laws of the United States

Federal Research: Procurement History

- USASpending.gov
www.usaspending.gov
 - Searchable website with basic information on all federal awards
- Federal Procurement Data System (FPDS)
www.fpds.gov/fpdsng_cms
 - Searchable website with detailed information on all federal awards
 - Users can run simple searches through ezSearch tool or create an account to build custom Adhoc reports
- Federal Procurement Forecasts
www.acquisition.gov/comp/procurement_forecasts/index.html
 - Federal Agency “wish lists”

Federal Marketing and Outreach: Strategy

- Complete all registrations
- Identify and target key agencies
 - Know the agency's mission and their needs
- Identify and target key prime contractors
 - Know the prime's current and past projects
- Prepare a Capability Statement
- Visit target agency and prime contractor contacts
- Remember that small business programs are *opportunities*; they are not *entitlements*



Federal Marketing and Outreach: Capabilities Statement

- One to two page business resume
- Provides high level overview of who you are as a business, what you do, and why you are the best
- Company Data
 - DUNS, CAGE, etc.
- Business Description or Value Proposition
- Core Competencies
- Past Performance or References
- Contact Information



Federal Business Development Programs

- Self Certifications:
 - Small Business Certification
 - Small Disadvantaged Business Certification
 - Women Owned Small Business Certification
 - Veteran Owned Small Business Certification
- Formal Certifications:
 - 8(a) Business Development Program
 - HUBZone Empowerment Contracting Program



www.sba.gov/contracting

What does all of this mean for my business?

- The federal government is the world's largest buyer, and opportunities exist for many different goods and services
- In order to take advantage of the opportunities for my business, I must do my homework
- Small business resources, like the PTAC, are available to help me through the process



Stay Connected!

- NC PTAC Events
www.nc-ptac.org/events
- Selling to the Government Blog
www.nc-ptac.org/blog
- Selling to the Government Newsletter
www.nc-ptac.org/newsletter
- SBTDC Events
www.sbtcdc.org



sbtcdc

Procurement Technical
Assistance Center (PTAC)

QUESTIONS?