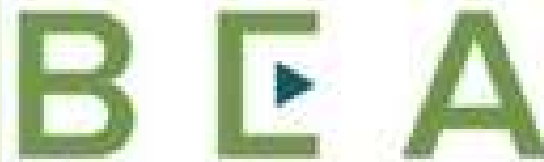


# Finding Federal Customers

Presented by: Jane Brezosky and Danielle Bishop



New Hampshire

**PROCUREMENT TECHNICAL  
ASSISTANCE CENTER**



# Introduction and Participant Guide

- ▶ NH PTAC –
- ▶ Stuff to know before we start
  - ▶ Muting
  - ▶ Chat function
  - ▶ Slides will be posted at [www.NHEconomy.com/ptac](http://www.NHEconomy.com/ptac) under Training Presentations
  - ▶ Session is being recorded
  - ▶ We will post the recording as soon as we're able



# Is Government Contracting for You?

- ▶ **Does the Government buy what I sell?**
  - ▶ Market research tools for spending history:
    - ▶ USASpending.gov
    - ▶ FPDS Contract Data
    - ▶ SAM.gov Contract Data Reports
  
- ▶ **Who is my buyer?**
  - ▶ A deeper dive into the research
  
- ▶ **How do I reach that potential customer?**



# Today's Live Demonstration

- ▶ USA Spending.gov
  - ▶ Search fields include keywords, NAICS, geography etc. to find out which Agencies tend to buy the products/services that you sell.
  - ▶ Download spreadsheets with tons of information, select the columns that are useful in identifying the buying Agencies and Offices for those products/services.
    - ▶ Be sure to read Award Description column to verify the relevance of the purchase, as sometimes a NAICS code and keyword brings in results for many other products as well
- ▶ SAM.gov Contract Data Reports
  - ▶ Recorded webinar and slides at <https://www.nheconomy.com/ptac/training-presentations>

# USA Spending Live Demo

➔ USASpending.gov

The screenshot shows the USASpending.gov website. The browser address bar displays <https://www.usaspending.gov>. The website header includes the USASpending.gov logo and navigation links: Spending Explorer, Award Search, Profiles, Download, and Resources. A blue banner at the top reads "We can do this. Find COVID-19 vaccines near you. Visit Vaccines.gov". The main content area features a large purple box with the text: "The federal government has spent \$3.26 trillion in response to COVID-19." Below this is a button labeled "View all COVID-19 spending". To the right, a vertical purple bar lists "Global AIDS" with a value of "\$60,712,052" and "Indian Employment Assistance" with a value of "\$60,003,043". The bottom right of the page shows an illustration of people walking on a path.

USASpending.gov | Data Lab | Fiscal Data An official website of the U.S. government

USASPENDING.gov Spending Explorer Award Search Profiles Download Resources

We can do this. Find COVID-19 vaccines near you. [Visit Vaccines.gov](https://www.vaccines.gov)

## The federal government has spent \$3.26 trillion in response to COVID-19. <sup>1</sup>

[View all COVID-19 spending](#)

USASpending is the official open data source of federal spending information.

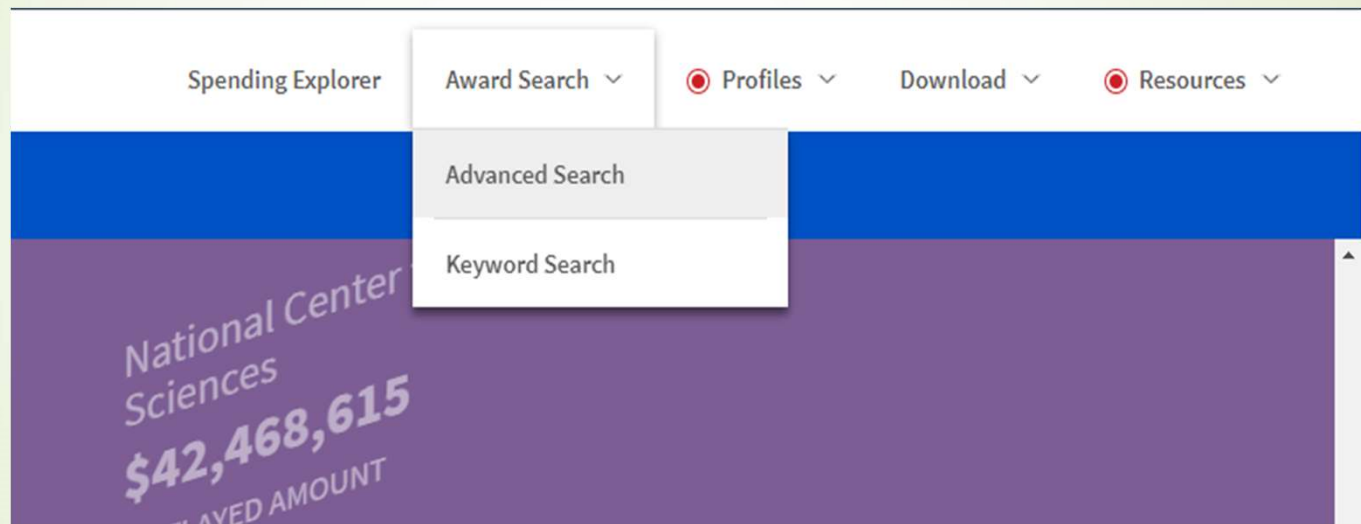
We track how federal money is spent in communities across America and beyond. Learn more about government spending through interactive tools that explore elements of the federal budget, such as federal loan, grant, and contract data.

Global AIDS  
\$60,712,052  
OUTLAYED AMOUNT

Indian Employment Assistance  
\$60,003,043  
AMOUNT

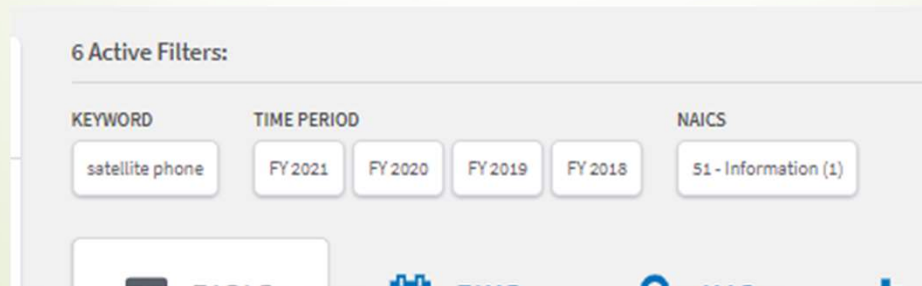
# USA Spending Live Demo

- Select Award Search, then Advanced Search



# USA Spending Live Demo

- ▶ Filter by: NAICS Code, Keyword, Time Period, Agency, Recipient, Set-aside, and more
- ▶ When entering keyword be sure to hit enter
- ▶ Using keyword “Satellite Phone” and NAICS 5174, Fiscal Years 2021, 2020, 2019 & 2018
- ▶ Active filters are shown above the results:



# USA Spending Live Demo

Results page:

Advanced Search Download

**Filters**

Submit Search  
Reset search

**Keyword**

Search by Keyword

satellite phone ✕

**Time Period**

Fiscal Year  All Fiscal Years

FY 2021  FY 2014

FY 2020  FY 2013

FY 2019  FY 2012

FY 2018  FY 2011

FY 2017  FY 2010

FY 2016  FY 2009

FY 2015  FY 2008

6 Active Filters:

KEYWORD: satellite phone    TIME PERIOD: FY 2021, FY 2020, FY 2019, FY 2018    NAICS: S1 - Information (1)

TABLE    TIME    MAP    CATEGORIES

Prime Awards  Sub-Awards

## Spending by Prime Award

Contracts 272    Contract IDVs 3    Grants 0    Direct Payments 0    Loans 0    Other 0

Award ID	Recipient Name	Start Date	End Date	Award Amount (Total Award Obligations to Date)	Description
1145PC19F1188	COMSAT, INC.	9/18/2019	9/29/2021	\$482,302	SATELLITE PHONE SERVICES AND HAR
W912D115C0012	MVS USA, INC.	5/10/2015	11/9/2018	\$468,048	IGF::OT::IGF SATELLITE AIR TIME (TRAI
70RFP20PEH000001	NEWSAT NORTH AMERICA, LLC	6/19/2020	6/30/2022	\$261,182	SATELLITE PHONES&VOICE SERVICES
7200AA19P00033	SATTRANS USA, LLC	9/18/2019	3/31/2020	\$200,000	TO PURCHASE DEPARTMENT OF STATI
86543J18F00019	GLOBAFONE, INC.	7/13/2018	8/23/2022	\$175,374	SATELLITE PHONES AND SERVICES FO
W91CRB20F9055	COMMUNICATIONS PROFESSIONA...	1/7/2020	4/30/2021	\$168,211	1. THIS IS A CALL UNDER SUBJECT BP
W91CRB10F6687	COMMUNICATIONS PROFESSIONA...	1/7/2020	8/30/2020	\$168,211	1. THIS IS A CALL UNDER SUBJECT BP



# USA Spending Live Demo

- Select download button at top right to obtain CSV file

The screenshot displays the USA Spending Live Demo interface. At the top right, there is a 'Download' button with a download icon. Below this, the interface includes filters for 'TIME PERIOD' (FY 2021, FY 2020, FY 2019, FY 2018) and 'NAICS' (51 - Information (1)). There are also navigation options for 'TIME', 'MAP', and 'CATEGORIES', and a toggle for 'Prime Awards' (checked) and 'Sub-Awards' (unchecked). The main content area is titled 'Spending by Prime Award' and shows a table of data. The table has columns for 'Recipient Name', 'Start Date', 'End Date', 'Award Amount (Total Award Obligations to Date)', and 'Description'. The first row of data shows a recipient named 'COMSAT, INC.' with a start date of 9/18/2019, an end date of 9/29/2021, and an award amount of \$482,302. The description is 'SATELLITE PHONE SERVICES AND HAF'.

Recipient Name	Start Date	End Date	Award Amount (Total Award Obligations to Date)	Description
COMSAT, INC.	9/18/2019	9/29/2021	\$482,302	SATELLITE PHONE SERVICES AND HAF

# USA Spending Live Demo

- ▶ Notice appears with a link for downloading the files, while system generates results. Copy this and save. Most of the time the download moves quickly, and dialog box will appear shortly after selecting download.

## DOWNLOAD NOTICE:

Download Data

5 Active Filters:

TIME PERIOD: FY 2021, FY 2020, FY 2019, FY 2018

NAICS: S4 - Professional, Scientific, and Technical Services (1)

STEP 1 Choose Level of Data | STEP 2 Choose Columns | STEP 3 Download and Finish

We're preparing your download.

This may take a little while — wait times vary based on site traffic and file size.

Once your download is ready, you can use this link to access it anytime.

[https://files.usaspending.gov/generated\\_downloads/PrimeAwardSummariesAndSubawards\\_2021-09-16\\_H12M37S16843599.zip](https://files.usaspending.gov/generated_downloads/PrimeAwardSummariesAndSubawards_2021-09-16_H12M37S16843599.zip)

COPIED

To keep browsing, close this box; your download status will appear at the bottom of the screen.

Close

## DIALOG BOX

Downloads

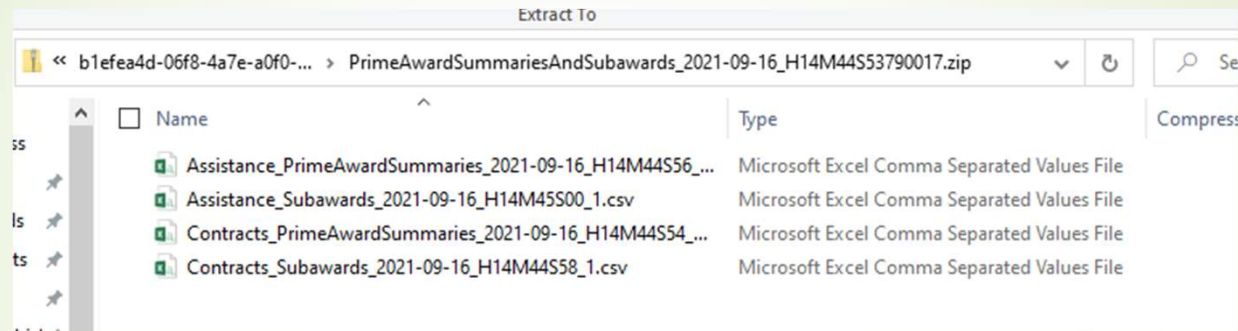
PrimeAwardSummariesAndSubawards\_2021-09-16\_H12...  
Open file

See more

Amount Award Obligations to Date)	Description
-----------------------------------	-------------

# USA Spending Live Demo

- Download is a zip file containing 4 files:



- Select `Contracts_PrimeAwardSummaries_XXXX-XX-XX_XXXXXXXX...csv`
- If interested in Subcontracts view `Contracts_Subawards_XXXX-XX-XX...`
- Other two files are assistance listings only, such as loans, and grants.



# USA Spending Live Demo

- ▶ Spreadsheet contains approximately 280 columns and does require some editing.
- ▶ The next slide includes a list of columns to hide for ease
- ▶ Important Columns:
  - ▶ B: Award ID
  - ▶ D: Parent Award Agency
  - ▶ E: Parent Award ID
  - ▶ K, L, M: Total Obligated, Current Value and Potential Value
  - ▶ N, O: Award Base Date and Fiscal Year
  - ▶ **Y, Z: Awarding Office Code and Name**
  - ▶ AO – BF: Recipient Details
  - ▶ BK/BL: Place of Performance
  - ▶ **BZ: Description**



## USA Spending columns to hide

**A C FGH STU AA-AD AG-AI AK-AN AU-AV AX BB**  
**BD BF-BH BJ BL-BP BR-BX CB-CD CG-CJ CL-DA**  
**DC DE DG DI-DR DT-ER ET-GI GK-IU JB - END**



# How do I reach my potential Buyer?

- ▶ Attend a Matchmaking Event
- ▶ Develop a Capabilities Statement as a Government-specific marketing tool.
- ▶ Use the websites of your potential federal government buyers, including Facebook and other Social Media sites.
- ▶ Use the websites of large Prime Contractors
- ▶ In *certain circumstances*, send an email directly to a contracting officer.



# Attend a Matchmaking Event

- ▶ The NH Small Business Matchmaker:
  - ▶ Provides opportunities for small businesses to meet with Small Business Specialists from government agencies and Small Business Liaison Officers (SBLOs) from large prime contractors.
  - ▶ Will take place in early Spring of 2022
  - ▶ May be 100% virtual or “Hybrid”, with some in-person activities
  - ▶ Includes training workshops and panel discussions
  - ▶ Co-sponsored by NH SBDC, NH SBA, & NH PTAC; registration fee applies



# Develop a Capabilities Statement

- ▶ A MUST for the Matchmaker Event!!
  - ▶ A valuable marketing tool
  - ▶ One-page document/PDF that summarizes the competencies of your business, and other information that contracting officers care about, delivered in a format suitable to contracting officers' needs.
  - ▶ Customizable to best address the needs of each particular Agency or Prime Contractor.
  - ▶ A recorded webinar and slides are posted at [NH Economy : Welcome](#) (March 4)
- ▶ NH PTAC will Assist!





# Use your Capabilities Statement:

- ▶ At Matchmaker Events
- ▶ For on-line Supplier Portals/Vendor registrations
  - ▶ Agency websites
  - ▶ Agency social media
  - ▶ Prime Contractor websites
- ▶ As an opportunity to update your website
  - ▶ Capabilities Statement as a 'snapshot' of your website.



# Reaching Potential Buyers: Federal Agencies

- Agency websites (Search for “**OSDBU**”)
  - <https://www.nae.usace.army.mil/Business-With-Us/Small-Business/>
  - <https://osbp.army.mil/>
  - <https://www.doi.gov/pmb/osdbu>
  - <https://www.justice.gov/osdbu>
- Agency Social Media websites
  - <https://www.facebook.com/ArmySmallBiz/>
  - <https://www.dcms.uscg.mil/Our-Organization/Assistant-Commandant-for-Acquisitions-CG-9/Contact-Us/>



## Reaching Out Directly to a Contracting Officer

- ▶ As shown in the live demo part of this webinar, you might be able to identify the contact information for an individual Contracting Officer.
- ▶ This looks like a good contact, should you give a friendly call or email?

Generally speaking, No.

- ▶ 1. If you have a relevant, intelligent question regarding an open or recent solicitation, it's okay to reach out and politely note that you saw that they were associated with this contract, and ask if they are a good contact person for future questions.
- ▶ 2. If you've been notified directly of a Sources Sought notice or Pre-solicitation notice for an upcoming Solicitation, you're encouraged to reply to the Contracting Officer.

(Note, if this happens, it is likely due to your listing in DSBS/Dynamic Small Business Search, which we will address later on.)

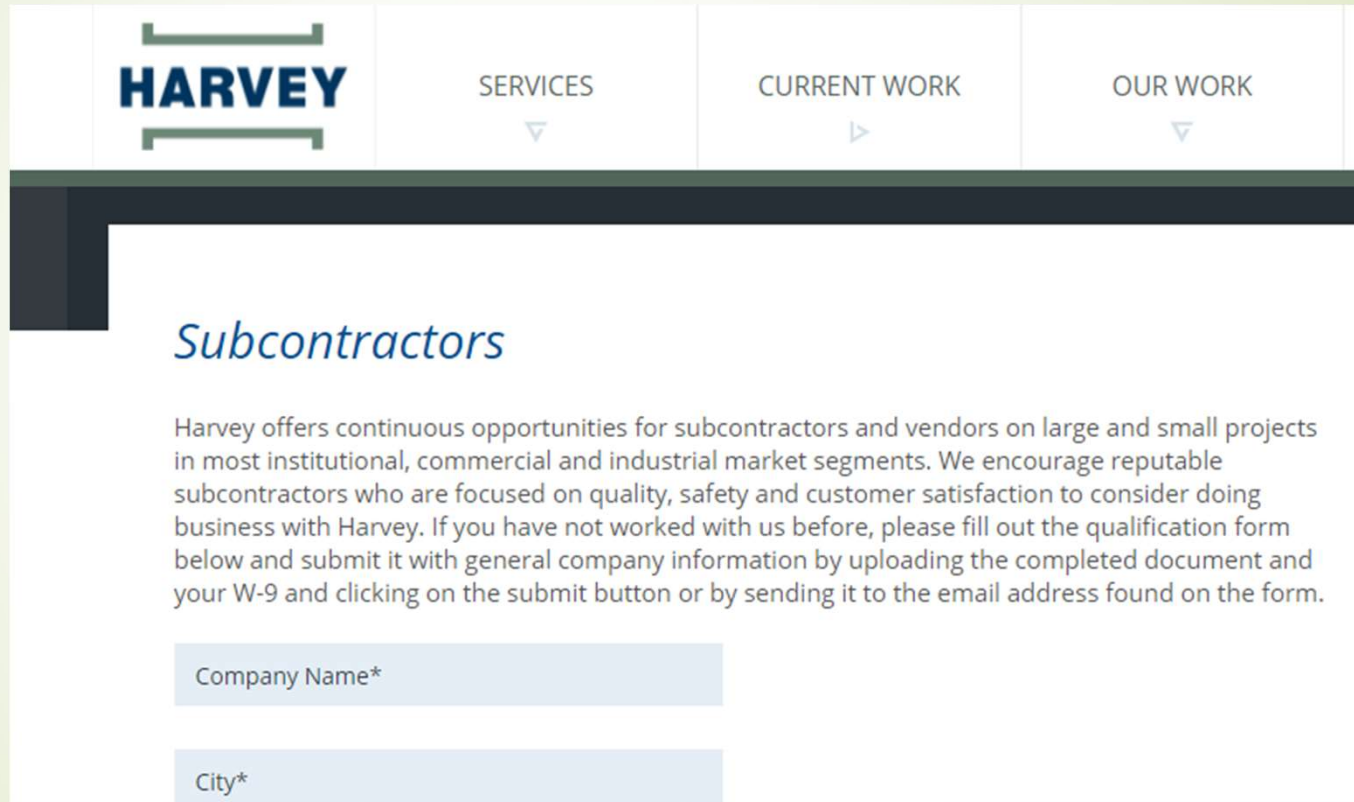


# Reaching out to the OSDBU


- ▶ The **Office of Small and Disadvantaged Business Utilization** sounds like a good contact – and Yes, you can Always reach out to the OSDBU for the Agency!
- ▶ The OSDBU is the initial point of contact for U.S. small businesses.
  - ▶ Serves as an information clearinghouse for U.S. small businesses.
  - ▶ Counsels small businesses on how to do business with the agency.
  - ▶ Examines the agency's buying needs for possible set-asides for 8(a) and other small businesses prior to publication on the FedBizOpps website.
  - ▶ Reviews all prime contracts to identify subcontracting opportunities for small businesses.
  - ▶ Sponsors outreach conferences on how to do business with the agency, and participates in national, regional and local conferences sponsored by both private and public organizations.
  - ▶ Develops operations, systems, and procedures to optimize participation of U.S. small businesses in agency development assistance activities.



## Reaching Potential Buyers: Prime Contractors' Websites (Search for "Supplier" or "Vendor")



The screenshot shows the top navigation bar of the HARVEY website. The navigation items are: HARVEY (with logo), SERVICES (with a dropdown arrow), CURRENT WORK (with a right-pointing arrow), and OUR WORK (with a dropdown arrow). Below the navigation bar is a dark horizontal bar. The main content area features the heading *Subcontractors* in blue. Below the heading is a paragraph of text: "Harvey offers continuous opportunities for subcontractors and vendors on large and small projects in most institutional, commercial and industrial market segments. We encourage reputable subcontractors who are focused on quality, safety and customer satisfaction to consider doing business with Harvey. If you have not worked with us before, please fill out the qualification form below and submit it with general company information by uploading the completed document and your W-9 and clicking on the submit button or by sending it to the email address found on the form." Below the text are two input fields: "Company Name\*" and "City\*", both with light blue backgrounds.

	SERVICES ▼	CURRENT WORK ▶	OUR WORK ▼
---	---------------	-------------------	---------------

### *Subcontractors*

Harvey offers continuous opportunities for subcontractors and vendors on large and small projects in most institutional, commercial and industrial market segments. We encourage reputable subcontractors who are focused on quality, safety and customer satisfaction to consider doing business with Harvey. If you have not worked with us before, please fill out the qualification form below and submit it with general company information by uploading the completed document and your W-9 and clicking on the submit button or by sending it to the email address found on the form.

Company Name\*

City\*



# Large prime Contractor Vendor Portals

- ▶ Raytheon <https://rtx.suppliergateway.com/Index.aspx>
- ▶ BAE Systems <https://baesystems.hicx.net/bae/hicxesm-portal/app/discovery-login.html>
- ▶ Northrop Grumman <https://www2.northropgrumman.com/suppliers/Pages/DoingBusiness.aspx>
- ▶ Harvey Construction <https://www.harveyconstruction.com/contact/subcontractors/>
- ▶ General Dynamics Electric Boat <https://suppliers.gendyn.com/>
- ▶ Cianbro Corporation <https://www.cianbro.com/subs>

# DoD Prime Contractor Directory

- ▶ [Subcontracting For Small Business \(defense.gov\)](http://defense.gov)
  - ▶ Prime Contractors holding Department of Defense contracts that require Small Business Subcontracting Plans with Goals.
  - ▶ Points of Contact
    - ▶ POC email addresses
    - ▶ POC phone numbers
  - ▶ Contract period of performance

## DoD PRIME CONTRACTORS

- BAE
- CACI
- General Dynamics
- Kirlin Builders
- Lockheed Martin
- Northrop Grumman
- SAIC
- Textron



# Let your Customers find **You** !

- ▶ Dynamic Small Business Search database (DSBS)
  - ▶ A publically accessible, searchable database, where you can list your keywords and capability narrative, and socio-economic certifications. (WOSB, etc.)
  - ▶ Contracting Officers are encouraged to consult this database for Small Businesses that are qualified to fill the requirements for an upcoming solicitation.
  - ▶ Large Prime Contractors have Small Business Subcontracting Goals.



## Dynamic Small Business Search Example

<a href="#">9</a>	<a href="#">Integritys Communications Group, Inc</a>	Tim Foley	<a href="#">720 E Industrial Park Dr Unit 9 MANCHESTER, NH 03109-5626</a>	We are a full service provider of Information Technology systems. We provide all hardware, cabling and installat
<a href="#">10</a>	<a href="#">DIGITAL PROSPECTORS CORPORATION</a>	Donald L Catino	<a href="#">100 DOMAIN DR STE 3 EXETER, NH 03833-4904</a>	Digital Prospectors Corp (DPC) is a women-owned, full permanent placement, contract and project oriented er
<a href="#">11</a>	<a href="#">Scientia Systems LLC</a>	Samba Nadella	<a href="#">71 Spit Brook Rd Ste 101 Nashua, NH 03060-5636</a>	Scientia Systems is a technical services firm, specializir strive for superior client satisfaction by making sure th Owned Small Business WBE - Women Business Enterpr
<a href="#">12</a>	<a href="#">EBYTES TECHNOLOGY INC.</a>	THILAKAVATHY RADAKRISHNAN	<a href="#">6 ANTHONY CIR NASHUA, NH 03062-4215</a>	
<a href="#">13</a>	<a href="#">LOGYX LLC</a>	Robert J Dumais	<a href="#">50 Airport Rd Gilford, NH 03249-6601</a>	Logyx LLC is a certified Service-Disabled Veteran Owne subject-matter expertise in support of mission-critical c technology solutions for our clients and industry partne successful federal prime and subcontracting experience
<a href="#">14</a>	<a href="#">Integron, LLC</a>	STEVEN J NEGRON	<a href="#">71 SPIT BROOK RD STE 409 NASHUA, NH 03060-5636</a>	Integron teams with prime contractors to provide the h information technology, and professional acquisition se
<a href="#">15</a>	<a href="#">W A Holscher Consulting Inc.</a>	WILLIAM A Holscher	<a href="#">777 Middle Rd Unit 50 Portsmouth, NH 03801-4862</a>	W A Holscher Consulting specializes in assisting our clie



## Shameless Commercial:

- ▶ NH PTAC offers free assistance with all this & more.
- ▶ You must have a physical presence in New Hampshire.
- ▶ You have to sign up online.
- ▶ To continue “active client” status, you have to use us as a resource
- ▶ Please login to [eCenter](#) periodically to update your information and complete any pending surveys!

# How do I get started with NH PTAC?

- ▶ Go to the website and answer our questionnaire ([www.nheconomy.com/ptac](http://www.nheconomy.com/ptac))
- ▶ email us at: [govcontracting@livefree.nh.gov](mailto:govcontracting@livefree.nh.gov)
- ▶ Meet with us in Concord (currently via Zoom)
- ▶ Request a site visit – we'll come to you.

