

Introduction to Federal Government Contracting

Presented by:

Jane Brezosky and Danielle Bishop, Procurement Counselors

with assistance from the NH PTAC team:

Dave Pease, Program Manager

Larry Findeiss, Procurement Counselor

Deb Avery, Training Coordinator



New Hampshire Department of
**BUSINESS AND
ECONOMIC AFFAIRS**

New Hampshire Procurement Technical Assistance Center

www.nheconomy.com/sell-to-the-government

Introduction and Participant Guide

- Muting
- Chat function
- Slides will be posted at www.NHEconomy.com/ptac under Training Presentations
- Session is being recorded and will be posted on the website shortly

Today's Topics

- ▶ PTAC Services
- ▶ One-on-One Counseling Topics
- ▶ Differences in B to G vs. B2B
- ▶ Fairness, Openness & Transparency
- ▶ Overview of Set-Aside Programs
- ▶ Resources and more Resources

What is NH PTAC?

- Procurement Technical Assistance Center
- Almost 100 PTAC Centers Nationally
- Authorized by Congress in 1985
 - ✓ *To Level the Playing Field, in support of the Small Business Set-Aside Program*
 - ✓ *Purpose is to assist Small Businesses; we will assist large businesses as well.*
- Funded by DOD
- Administered by DLA
- Assist with Federal, State, and Local contracting

NH PTAC: Our Services

- Step-by-step counseling in federal contracting, as well as assistance with state and local.
 - Finding the opportunities
 - Understanding the 'government speak'
 - Bidding and invoicing
- Training workshops/webinars
- Small Business Matchmaking events
(registration fee applies)
- Referrals for general business guidance on topics outside of our scope

One on One Counseling in Federal Contracting

- *Is it for you?*
- Are you ready for it?
 - Required registrations
 - Understanding the regulations (“FAR”)
- Understanding your Set-Aside status
 - Do you qualify?
 - How to market status to fullest extent

Is it for you?

- Does the government buy what you sell?
- Market research:
 - USASpending.gov &
 - SAM.gov
 - Which agencies have purchased your products/services?
 - Who won the contract, and can you compete with them on the price?

Are you Ready?

What you need before you pursue government contracts/subcontracts:

- Adequate capitalization
- **Drive, determination, & patience**
- A competitive advantage
- Demand for products/services
- Competitive pricing and margins
- Effective quality system,
- Well-developed general business systems
- Bonding, insurance and security clearance - (if required)

Readiness: How is B2G Different from B2B?

- Red Tape
 - REGISTRATIONS & REGULATIONS
 - Timing, Invoicing
- Fairness, Openness & Transparency
 - Finding Opportunities, and Awards
 - Multiple sources
 - Learning about your competition
- Social and Other Policy Goals
- Conservative, risk-averse buyer – not agile

Big companies have specialized staff for these things, small companies don't.

Readiness: Required Registrations

ALL FEDERAL REGISTRATIONS ARE FREE OF CHARGE

Beware of illegitimate emails and phone calls!!

- TIN IRS
 - DUNS Dun & Bradstreet **FREE**
 - SAM System for Award Management **FREE**
 - DSBS Dynamic Small Business Search **FREE**
- **Tip:** prepare a descriptive narrative and list of keywords before you do your SAM registration. Then you can just cut-and-paste this into place in DSBS.

Readiness: Regulations

Federal Acquisition Regulations (FAR)

- <https://www.acquisition.gov/browse/index/far>
~ 2000 pages
- FAR Chapters contain most of the rules that pertain to procurement
- FAR clauses insert those rules into your contract
- You agree to many FAR clauses during SAM registration.
- Often many additional clauses added to each individual contract.

Fairness, Openness & Transparency

12

- Requirements to publish Opportunities and amendments
- Requirements to publish Awards
- Debriefing Rights
- Access to documents
- Access to contact people
- Opportunity to ask questions
- Opportunity to comment on (proposed) rule changes
- OSDBU & Ombudsman
- Congressional assistance

Fairness, Openness & Transparency

13

- SAM.gov
 - <https://sam.gov/>
 - Bid opportunities & history

- USA Spending
 - www.usaspending.gov
 - High-level market research

Finding the Opportunities

- [SAM.gov](#) (FedBizOpps/FBO, beta.sam)
- [DIBBS](#)
- [iSearch](#)
- [DSBS](#)
- Individual Agency Websites
 - Including social media websites
- [State of NH Purchase & Property](#)
- *NH PTAC Bidmatch Service!*
- List of [NH Town Officials contacts](#) (pro-active “pavement pounding”)
- Newspapers

Finding the Opportunities: DSBS

- Linked to your SAM registration
- Keywords and Capabilities Narrative
- Federal contracting officers' Market Research (Opportunities might find you!)
- Public information (Primes might find you!)
- Includes your socio-economic status and certifications, as applicable
- ***Small Businesses only***

Social & Other Policy Goals

- Domestic Products & Exclusions
- **Small Businesses** (SB)
- Small Disadvantaged Businesses (SDB; **8(a)**)
- Women-owned & Economically-disadvantaged women-owned small businesses (**WOSB** & EDWOSB)
- **HUBZone** certified small businesses
- Veteran-owned & Service-disabled veteran-owned small businesses (VOSB & **SDVOSB**)
- HBCU & Alaskan Native

Small Business - Definition

- ▶ FAR: 2.101 for definition of a small business
- ▶ Based on North American Industry Classification System (NAICS) codes – different for different types of businesses
- ▶ May be based on revenues or number of employees.
- ▶ NAICS Codes – 6-digit codes:
<http://www.census.gov/eos/www/naics/>
- ▶ SBA defines – by average revenue or # of employees
- ▶ *Contract specific* – NAICS code is attached to the contract, not to your company.
- ▶ [eCFR Small Business Size Standards by NAICS](#)

SB Subcategories

- SDB, WOSB, EDWOSB, SDVOSB, HUBZone
 - Ownership & Control – legal & real
 - Day to day management
 - Owner criteria – financial, qualifications, role(s)
 - Size (including affiliates)
- *Additionally:*
 - *Mentor-Protégé*
 - *Teaming & Joint Ventures*

Federal Small Business Goals

➤ Small Businesses – 23%

.....

➤ SDB – 5%

➤ WOSB – 5%

➤ HUBZone – 3%

➤ SDVOSB – 3%

Individual federal agency goals may be very different.

In addition to contracting goals, there are subcontracting goals, set-asides and sometimes other benefits to each specific socio-economic status.

WOSB/EDWOSB

- SBA certified, or third party certified*
- Must be small in primary NAICS code
- Must be at least 51% unconditionally owned and controlled by women who are U.S. citizens
- Day-to-day operations management and long-term decision-making by women
- ED must also meet economic disadvantage criteria
- Set-asides/sole-source only in particular NAICS Codes

**Although Self-certification in SAM is an option, does not provide opportunity for business to compete for set-asides or sole source contracts.*

Economically Disadvantaged

- ▶ Female owners must have **personal net worth less than \$750,000** (excluding home equity, retirement accounts and the business value)
- ▶ **\$350,000 or less each** in adjusted gross income (3 year average)
- ▶ **\$6,000,000 or less** in personal assets, excluding qualified retirement accounts
- ▶ Title 13, Part 127, Subpart B of Code of Federal Regulations

Socially Disadvantaged Business (SDB/8(a))

- Must be at least 51% unconditionally owned and controlled by U.S. citizens who are socially and economically disadvantaged per CFR 124.105
 - **Social disadvantage:** members of certain racial or ethnic groups (Black Americans, Hispanic Americans, Native Americans and Asian Pacific Americans) are presumed to be socially disadvantaged by SBA
 - **Economic disadvantage:** same as ED criteria discussed already
 - Must be small in primary NAICS and contract NAICS (at time of award)
- SBA 8(a) certification OR self-certify in SAM
 - *CAUTION: Self-certification in SAM attests that you meet all qualifications of the 8(a) program*

Service Disabled Veteran Owned Small Business

- ▶ 3% overall goal
- ▶ Self-certify in SAM for most federal agencies
- ▶ Must be at least 51% unconditionally owned and controlled by one or more service-disabled veterans (*valid, service-connected disability required*)
- ▶ Veteran must manage day-to-day operations and make long-term decisions
- ▶ **VA ONLY** – Vets First Contracting Program verification required to compete for set-asides or sole-source contracts
 - ▶ VA also offers VOSB Verification

HUBZone

24

“Historically Underutilized Business Zone”

- 3% overall goal
- Designed to help small firms in certain communities gain access to federal contract opportunities
- Typically areas of low median household incomes or high unemployment, or both
- HUBZone Map frozen until June 30, 2023; normally this is updated every 5 years
- SBA certification required
 - Annual recertification
 - Certification verified in DSBS

Strategize and position your business for success

- Is Government Contracting right for your business?
 - Can you compete?
 - Do you have a solution to a problem?
- Which program(s) are right for you?
- Are you eligible?
- How do you apply?
- How do you make the program work for you?

Some Other Sources of Help:

- ▶ **SBA NH District Office**
<https://www.sba.gov/offices/district/nh/concord>
- ▶ **Center for Women and Enterprise (CWE)**
<http://www.cweonline.org/Default.aspx>
- ▶ **Veterans Business Outreach Center (VBOC)**
www.cweonline.org/vboc
- ▶ **SBDC (Small Business Development Center)**
<https://www.nhsbdc.org/>
- ▶ **SCORE** www.score.org
- ▶ **Manufacturing Extension Partnership (MEP)**
www.nhmep.org

NH PTAC is here to help!

- ▶ We offer FREE assistance with all of these registrations, certifications and more:
 - ▶ Strategy development and marketing techniques
 - ▶ Identifying bid opportunities and understanding bid requirements and how to respond
 - ▶ Learning/Knowing the competition
 - ▶ Federal Acquisition Regulations (FAR) – “the rules of the road.”
 - ▶ Payment processes

Shameless Commercial:

- ▶ NH PTAC will assist with all your government contracting needs!
- ▶ 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, and respond to our surveys!

How do I get started with NH PTAC?

29

- ▶ Go to the website and answer our questionnaire
(www.nheconomy.com/ptac)
- ▶ govcontracting@livefree.nh.gov
- ▶ Meet with us in Concord (currently via Zoom)
- ▶ Request a site visit – we'll come to you.
- ▶ Outside NH? Find your PTAC [here](#).