

# 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](http://www.nheconomy.com/sell-to-the-government)



# Introduction and Participant Guide

- Muting
- Chat function
- Slides will be posted at [www.NHEconomy.com/ptac](http://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](http://USASpending.gov) &
  - [SAM.gov](http://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

- 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

- beta.SAM.gov
  - <https://sam.gov/>
  - Bid opportunities & history
- USA Spending
  - [www.usaspending.gov](http://www.usaspending.gov)
  - High-level market research

# Finding the Opportunities

- [SAM.gov](#) (FedBizOpps/FBO)
- [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
  - ▶ Size (including affiliates)
- ▶ *Additionally:*
  - ▶ *Mentor-Protégé*
  - ▶ *Teaming & Joint Ventures*

# Federal Small Business Goals

➤ Small Businesses – 23%

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➤ 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

“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](http://www.cweonline.org/vboc)
- ▶ **SBDC (Small Business Development Center)**  
<https://www.nhsbdc.org/>
- ▶ **SCORE** [www.score.org](http://www.score.org)
- ▶ **Manufacturing Extension Partnership (MEP)**  
[www.nhmep.org](http://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?

- ▶ Go to the website and answer our questionnaire  
([www.nheconomy.com/ptac](http://www.nheconomy.com/ptac))
- ▶ [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.