Office of Government Contracting
Area Office VI

A GUIDE TO DOING BUSINESS WITH THE FEDERAL GOVERNMENT

U.S. Small Business Administration

<u>Service Areas</u>

Alaska
Arizona
California
Hawaii
Idaho
Nevada
Oregon
Washington
Guam

This guide is developed and maintained by SBA's Government Contracting Area Office VI

Message from the Area Director

In Fiscal Year (FY) 2019, the Federal Government purchased nearly **$590 Billion** in goods and services, ranging from paper clips and janitorial services to next-generation space shuttles and advanced scientific research – and pretty much everything in between. Contracts awarded to small business totaled almost **$133 Billion in** federal prime contract dollars.

While dealing with the Federal Government can be a formidable task at times, the Small Business Administration (SBA), through our Office of Government Contracting and our many Resource Partners, can assist you to get 'contract-ready' and then to market your firm's products and services to Federal customers.

Knowledge is power! This guide and directory will help you overcome uncertainties that you may have about doing business with the Federal Government and serve as a useful tool for you as you pursue contracting opportunities.

Remember diligence, determination, capabilities, and relationships are key factors in successfully doing business with the Federal Government.

Nicholas L. Manalisay
Area Director

Office of Government Contracting - Area VI

Providing Small Business with the Competitive Edge!

A GUIDE TO DOING BUSINESS WITH
THE FEDERAL GOVERNMENT

To assist you in pursuing federal contracting opportunities, we have developed this 12 Step Procedural Guide that will enhance your potential for success in government contracting.

Step 1:	Become Familiar with SBA's Online Resources, Especially the Office of Government Contracting Resources

Office of Government Contracting

- Office of Government Contracting (GC) works to create an environment for maximum participation by small businesses in Federal Government contract awards and large prime subcontract awards. GC administers programs and services that assist small businesses in meeting the requirements to receive government contracts, either as prime contractors or subcontractors.

- Directory of GC Field Staff provides contact information for contracting experts who may serve as a resource to you, whether you are new to government contracting or are currently doing business with the government and are seeking advice on how to deal with a particular issue.

SBA Online Resources

- Please visit the SBA website to access a wide array of available resources that provide assistance to small businesses considering the federal marketplace. SBA's Online Resources provide a business guide on how to plan, launch, manage, and grow your business. These resources also provide information on SBA's guaranteed loans programs, getting started as a contractor, finding government customers, government contracting programs, proposal preparation, and other resources for small business. Introductory information is available for the System for Award Management (SAM), Dynamic Small Business Search (DSBS), Contract Opportunities https://beta.sam.gov/ (formerly Federal Business Opportunities (FedBizOpps)), GSA Schedules and USASpending.Gov.

- SBA offers a series of free online courses designed to help prospective and existing small businesses understand the basics of contracting with government agencies. Whether you're just getting started or looking for ways to compete in the government contracting marketplace, the courses provided by SBA's Learning Center are for you. The Small Business Administration Learning Center is a virtual campus offering a spectrum of online, self-paced, training resources designed to meet the information needs of prospective and existing small business owners.
- Please see the list of "Useful Government Contracting Websites" included with this guide for additional information.

Step 2:	Obtain a Unique Entity Identifier (UEI)

A Unique Entity Identifier (UEI) is a unique number assigned to all entities (public and private companies, individuals, institutions, or organizations) who register to do business with the federal government. As of the date this guide was published the official UEI is a Dun & Bradstreet (D&B) or DUNS Number, a unique nine-digit identification number.

The DUNS Number assignment is free for all businesses required to register with the federal government for contracts or grants. Once D&B has assigned your firm a DUNS number, you are ready for the next step

The current UEI (DUNS) is planned to transition to a new format at a yet to be determined date (originally slated for December 2020). After the transition, the UEI will be assigned to newly registering vendors as a part of their initial SAM registration. Entities that have a DUNS number will retain them for historical purposes but will have to attain a new UEI to conduct future business with the Federal Government. Assignment of UEIs will continue to be at no cost to the vendor.

For further information and the latest updates to the UEI transition please visit https://gsa.gov/entityid.

Step 3:	Product/Service Identification, System for Award Management and Dynamic Small Business Search Registration

Prior to starting the SAM registration, you will need to determine the Product Service Codes (PSC) and North American Industry Classification System (NAICS) Codes that apply to your business. NAICS codes are numerical codes used to classify business activities in various economic sectors and industries. A NAICS code has six digits. The first two digits indicate the economic Sector, the third the Subsector, the fourth the Industry Group, the fifth the Industry, and the sixth the U.S. Industry. SBA uses NAICS codes as the basis for its size standards.

Please note, as your firm expands and develops its presence in other markets, you are encouraged to continually update your SAM profile to add or delete NAICS codes, as appropriate, in your registration.

The SAM is the main database for the U.S. Federal Government to collect, validate and store data from suppliers and then make that data available to various government agencies. Both civilian and military agencies use the database in addition to some state and local governments. It is a requirement and essential to be registered on SAM, especially if you'll be pursuing government contracts as a prime or subcontractor. In order to receive federal payments and disbursements from contracts and/or grants, the business or non-profit must have an active registration in SAM. There is NO FEE to register or maintain your SAM registration. *Please note: If you get an email, text, or phone call from a company asking you to contact them right away about your SAM registration, be cautious as it may be a scam.*

Register to do business with the U.S. Government and create a SAM account by going directly to

https://sam.gov/ and clicking on the "Create A User Account" button.

You should approach and treat your SAM profile as you would a resume, i.e., review and update it regularly to ensure that it best describes your firm and its capabilities. To register your firm in SAM, follow these steps:

Step 1: Collect all your pertinent documents and information required for registration

Step 2: Access the SAM online registration at https://sam.gov/

Step 3: Create User Account, select "Create User Account" tab from navigation pane

Step 4: Log into new account to register entity, Click on "Register/Update Entity" navigation pane"

Step 5: Complete and submit the online registration

Your local Procurement Technical Assistance Center (PTAC) and Small Business Development Centers (SBDC) can provide you with "hands-on" assistance with SAM.
NOTE: Upon SAM registration, you will be directed to the SBA's DSBS profile registration and update page. DSBS is the SBA's internet-based procurement marketing and access network for small businesses**.** It is an electronic search engine for contracting officers and a marketing tool for small firms. The database includes electronic profiles also known as SBA Profiles of small businesses. Each SBA Profile includes the firm's products and services, its history, its business references, etc. Firms can update their profiles and link their websites to their DSBS record. DSBS registration can only be accessed through SAM. Once you have registered in SAM and are determined to be a small business by your NAICS code(s), you will be invited to submit additional information for your SBA Profile. Click the icon titled "SBA – Register or Update your SBA Profile" on the screen.Much of the information submitted in SAM will carry over to your SBA Profile so you will not have to re-enter everything. Be certain to add key words and a capabilities narrative to make your company easier to find. Based on the information you enter into DSBS, the SBA's small business size logic application will populate fields indicating if a firm is self-certified as small. Only SBA can enter information about a firm's certification as 8(a) or Historically Underutilized Business Zone (HUBZone) program participant.

Think of your company's DSBS profile as a *marketing tool*. Your DSBS profile:

• Asserts your eligibility for small business set asides

• Establishes your business is small and/or owned by a minority group

• Gives information about your company to prime vendors looking for subcontractors

• Distinguishes government certifications

• Identifies bonding levels, quality assurance standards

• Makes clear your firm's nature of business and

• Provides a capabilities narrative

Step 4: **Determine if your Firm Qualifies for one of SBA's Certification Programs**

Qualifying as "small" may allow your business to take advantage of valuable government contracting opportunities reserved for small businesses. To be eligible as a small business concern, your business must satisfy the SBA's size standard for your industry, be operated for profit, be independently owned and operated, and be based in the U.S., and making significant contributions to the U.S. economy. **Formal certifications** by *small business* concerns are **not** required to bid on federal contracts. Firms self-certify that they are small at the time of bid/proposal submission. The contracting officer will generally verify the firm's size in the SAM database (see Step 3 above for information regarding SAM).

SBA currently has four (4) contracts-related certification programs: 8(a), HUBZone, Women-Owned Small Business (WOSB), and Service-Disabled Veteran-Owned Small Business (SDVOSB).

8(a) Program is structured to assist eligible small businesses to compete for federal contracts by providing them with business development assistance. Although primarily a business development program, there are certain contracts "restricted" to certified 8(a) concerns (i.e. competitive and sole-source).

Application/Certification: SBA offers a streamlined application process that makes it easier, faster and less expensive for small firms to apply for an 8(a) certification directly from SBA's website, eliminating the need to download and complete paper applications. SBA's certify.SBA.gov is the online portal for application to the 8(a) program that is integrated with the SAM and DSBS databases.

HUBZone Program entitles qualified and certified firms to special bidding benefits; including set-asides, sole-source awards and a price evaluation preference for unrestricted requirements, in the federal contracting arena.

Application/Certification: SBA offers an online application process that makes it easier, faster and less expensive for small firms to apply for HUBZone certifications directly from SBA's website, eliminating the need to download and complete paper applications. SBA's online General Login System (GLS) is the online portal for application to the HUBZone Program that is integrated with the SAM and DSBS databases.

WOSB Program ensures that WOSBs and Economically Disadvantaged Women-Owned Small Businesses (EDWOSBs) have an equal opportunity to participate in federal contracting and expands the number of industries where WOSB/EDWOSB is able to compete for business with the Federal Government. SBA has designated industries according to NAICS codes for use under the WOSB Program; this program is limited to ONLY the NAICS industry groups that have been authorized for the program. WOSB program authorizes contracting officers to set aside federal contracts for eligible WOSBs.

Application/Certification: WOSBs may apply through the SBA's FREE online certification platform or go through an approved third-party certifier (TPC) at a cost. On July 15, 2020, SBA implemented Congress' changes to the WOSB Federal Contracting Program, as put forth in the 2015 National Defense Authorization Act

(NDAA), with new WOSB Federal Contracting Program regulations intended to enhance program oversight and effectiveness.

Below are important timelines for firms to keep in mind: — The current self-certification process will remain available for firms until October 15, 2020, in certify.sba.gov.

— Previously certified WOSBs must download their documentation, currently housed in the WOSB Program Repository, from certify.sba.gov. Firms that are -currently certified via SBA's approved Third Party Certifiers (TPCs) must create a new account in the new certification platform and upload their TPC certificate for SBA to complete initial processing.

— As of July 15, 2020, firms can begin submitting applications under the new certification process for initial processing. All WOSB Federal Contracting Program participants will be required to create a new account and upload all necessary documents to demonstrate their eligibility to compete for WOSB Federal Contracting Program set-aside and sole-source contracts. Further instructions for the new certification process are coming soon.

— On October 15, 2020, SBA will begin issuing decisions on certification.

To get certified as WOSB, visit https://beta.certify.sba.gov/.

Self-Certification: Women-owned small businesses that are not certified for SBA's WOSB Federal Contract Program may continue to identify as women-owned small businesses in SAM.gov, receive contract awards outside the Program, and these awards can count toward an agency's goal for awards to WOSBs. After October 15, 2020, however, they are not eligible for WOSB Set-aside or sole source awards.

Third-Party Certification: WOSBs or EDWOSBs may be certified by an SBA approved Third Party Certifier.

Please visit the SBA's WOSBREADY website to view more information and guidance on WOSB program eligibility and program certification process

SDVOSB Program was established to increase contract opportunities for SDVOSB concerns. This procurement program provides that federal contracting officers may restrict competition to SDVOSBs and award a sole source or set-aside contract where certain criteria are met. Contracting officers may restrict contract awards to SDVOSBs where there is a reasonable expectation that two or more SDVOSB concerns will submit bids at a fair market price; allow for a sole-source award, if there is not a reasonable expectation of competitive bids/offers from two or more SDVOSB concerns.

<u>Self-Certification:</u> No formal government-wide certification; SDVOSB concerns self-certify. However, specific to the U.S. Department of Veterans Affairs' (VA) Vets First Verification Program, in order to qualify for participation in the VA Veterans First Contracting Program, eligible VOSB owners must first be underlined.

Step 5: Identify Federal Procurement Opportunities

Now it's time to get strategic. Federal agencies and departments each have unique missions or goals. Identifying these can help you target a niche or opportunity for your products or services.

Federal agencies publish "Recurring Procurement Forecasts" that project potential agency procurement opportunities. The Agency Recurring Procurement Forecast is an excellent tool to target federal procurement opportunities. Please note that forecast data is for planning purposes only and is not a commitment by the government to purchase the described products and services; all forecasts are for projected procurements and subject to revision or cancellation. Final decisions on the extent of competition, small business participation, estimated value, or any aspect of the procurement action will not be made until each procurement is posted to the beta.sam.gov Opportunities website.

You can identify current opportunities on the Contract Opportunities government-wide point of entry and the exclusive official source for public access to notices of federal contracting actions over $25,000. (Agencies are also encouraged to use Contract Opportunities to provide notices for actions of $25,000 or less.) Once you identify those agencies and buying offices that purchase your products and services, it's a good idea to contact them directly to learn more about upcoming procurements

Beta.sam.gov is the authoritative source and current central repository of information for government-wide contract award data. It has replaced the legacy FPDS-NG system and is designed as a self-service tool for the public. The Contract Data Reports section offerors public users' access to the spending patterns of the Federal Government – at no cost. Once you have a user account, you will have access to the contract actions that have been reported from across the Federal government. Learn more about Beta.Sam/Contract Data reports. Contract Data offers access to customizable reports, standard reports and re-prepared reports.

The General Service Administration (GSA) manages Acquisition Gateway an online resource intended as the acquisition professional's desktop, providing the resources, tools, and community needed to create successful acquisitions. As a "Non-Federal Government & Public User," you can access the Acquisition Gateway to view the Forecast of Contracting Opportunities for GSA and other federal agencies. The Forecast of Contracting Opportunities is an excellent tool to target federal procurement opportunities.

Step 6: Familiarize yourself with Government Contracting Procedures

Be familiar with federal procurement regulations and agency supplemental policies and procedures. Federal Acquisition Regulation (FAR), Agency's Acquisition Regulations and supplements can be found at https://www.acquisition.gov/content/regulations. It is recommended that you be familiar with Code of Federal Regulations, Title 13, Chapter 1, Part 121 Small Business Size Regulations, Part 124 8(a) Business Development and Small Disadvantaged Business Status Determination, Part 125 Government Contracting Programs, Part 126 HUBZone Program, and Part 127 Women-Owned Small Business Program.

Acquisition.gov is an E-Gov Initiative that aggregates federal acquisition content by providing one website for regulations, acquisition systems, resources, opportunities, and training. This website provides for "ease of use navigation" in mind that translates efficient and transparent practices through better use of information, people, processes and technology.

To obtain information on prevailing wage rates associated with federal service and construction contracts, the Department of Labor (DOL) provides a single location for identifying the appropriate Service Contract Act (SCA) and Davis-Bacon Act (DBA) wage determinations (WDs) for each official contract action. These wage determinations are now centrally located at beta.sam.gov. Guidance in selecting WDs is provided in the WDOL User's Guide. Search engines such as "Google, Bing, or Yahoo" can also be useful in searches for contracting information.

Regulations.gov is your source for information on the development of Federal regulations, including those that affect contracting matters and other related documents issued by the U.S. Government. Through this site, you can find, read, and comment on regulatory issues that are important to you.

| Step 7: | Investigate Interagency Contracts Including Federal Supply |

The GSA manages Multiple Award Schedule (MAS) contracts, also referred to as GSA Schedules and Federal Supply Schedule (FSS) contracts. FSS are government wide indefinite delivery, indefinite quantity (IDIQ) contracts awarded to multiple companies supplying comparable products and services at pre-negotiated prices, terms and conditions. The MAS Program provides a fast, flexible, cost-effective procurement solution that allows customers to meet acquisition challenges while achieving their missions. Contracting Officers and other authorized users place orders directly with FSS contractors; contracting officers may, at their discretion, set-aside orders or blanket purchase agreements for exclusive competitive participation by small business, 8(a) participants, HUBZone small business concerns, SDVOSB concerns, EDWOSB concerns and WOSB concerns eligible under the WOSB program. GSA also offers an online resource that provides training and webinars on becoming a GSA Schedule Vendor.

| Step 8: | Seek Additional Assistance as Needed in the Federal Marketplace |

There are a number of important resources that are available to provide you with hands-on assistance in the federal marketplace:

SBA Procurement Center Representatives (PCRs) and Commercial Market Representatives (CMRs): SBA has a nationwide cadre of procurement professionals who are charged with assisting small businesses and acting as their advocates at both the prime and subcontracting levels. PCRs assist small firms interested in doing business as prime contractors directly with federal agency buying offices. CMRs work with those small firms interested in identifying subcontracting opportunities with large businesses that have been awarded a federal contract. Please visit the SBA website to identify the PCR or CMR located nearest to you.

Procurement Technical Assistance Centers (PTAC): Ninety-eight PTACs – with over 300 local offices – form a nationwide network of dedicated procurement professionals working to help local businesses compete successfully in the government marketplace. PTACs are the bridge between buyer and supplier, bringing to bear their knowledge of both government contracting and the capabilities of contractors to maximize fast, reliable service to our government with better quality and at lower costs. PTACs provide training and counseling on marketing, financial, and contracting issues at minimal or no cost. Please visit the SBA website to identify a PTAC located nearest you.

Small Business Development Centers (SBDC) provide, at no cost, extensive, one-on-one, long-term professional business advising, low-cost training and other technical assistance to small businesses and aspiring entrepreneurs. SBDCs are made up of a unique collaboration of SBA federal funds, state and local governments, and private sector resources. By supporting business growth, sustainability and enhancing the creation of new businesses entities, SBDCs foster local and regional economic development through job creation and retention. Please visit the SBA website to identify a SBDC located nearest you.

Small Business Specialists (SBS)/Small Business Professionals (SBP) are designated for each agency's local contracting activities. SBS/SBPs act as small business advocates and provide advice to small business owners on procurement opportunities and guidance on how to do business with their individual agency. SBS/SBPs support small businesses in preparing to successfully integrate themselves into the contracting process and to compete for contract awards with their respective organizations; SBS/SBPs are a good point for initial contact with an agency and a valuable resource in identifying your target market (i.e. buying activities that may need your products and services). To market your firm to a particular contracting activity, we suggest that you contact assigned agency SBS/SBPs directly to discuss your capabilities and product lines. SBS/SBPs are a great resource in identifying Program/Project Managers and others within the organization with responsibility for buying the types of goods and services you are seeking to sell to the Government. Please visit individual agency websites to obtain a listing of SBS/SBPs assigned to their location.

Office of Small and Disadvantaged Business Utilization (OSDBU) serves as an advocacy and advisory office responsible for promoting the use of small, small disadvantaged, 8(a), women-owned, veteran-owned, service-disabled veteran-owned, and HUBZone small businesses in

federal contracts. OSDBU offices are frontline efforts to champion small and disadvantaged businesses and help to increase the number of opportunities a small business can compete for, both as a subcontractor and as a prime contractor. Please visit each agency's website to obtain contact information for their Director of the Office of Small and Disadvantaged Business Utilization. Please note that for the Department of Defense, the OSDBU has been redesignated as the Office of Small Business Programs.

SBA's Women's Business Centers (WBCs) represent a national network of nearly 100 educational centers throughout the United States and its territories, which are designed to assist women in starting and growing small businesses. WBCs seek to "level the playing field" for women entrepreneurs, who still face unique obstacles in the business world. Please visit the SBA website to identify a WBC nearest you.

SCORE is a nonprofit association dedicated to educating entrepreneurs and the formation, growth and success of small businesses. SCORE provides mentoring to both start-up and existing small businesses through face-to-face and email counseling as well as educational workshops. All counseling is provided free of charge. Explore the SCORE website to find a chapter and counselor near you.

Veterans Business Outreach Center (VBOC) Program is designed to provide entrepreneurial development services such as business training, counseling and resource partner referrals to transitioning service members, veterans, National Guard & Reserve members and military spouses interested in starting or growing a small business. The SBA has 20 organizations participating in this cooperative agreement and serving as Veterans Business Outreach Centers. Visit the SBA website to locate a VBOC serving your area.

Minority Business Development Agency (MBDA) is an agency of the U.S. Department of Commerce that helps to create and sustain U.S. jobs by promoting the growth and global competitiveness of businesses owned and operated by minority entrepreneurs. MBDA works throughout the Nation to link minority-owned businesses with the capital, contracts, and markets they need to grow. MBDA advocates and promotes minority-owned business with elected officials, policy makers, and business leaders. MBDA serves as subject matter experts and advocates for the minority business community. Visit the MBDA website to locate a MBDA Business Center serving your area.

Step 9:   Explore Subcontracting Opportunities

Subcontracting opportunities with federal prime contractors are a large secondary market that should not be overlooked and is an excellent introduction into federal contracting. SBA provides information and listing of other than small business federal government prime contractors by state with a government approved subcontracting plans with small business subcontracting goals. Visit the SBA website for Subcontracting Possibilities.

SBA's SUB-Net database is a listing of subcontracting solicitations and opportunities posted by large prime contractors and other non-federal agencies. SUB-Net is used by many large prime contractors, as well as state and local governments, non-profit organizations, colleges and universities, and even foreign governments to post solicitations and identify small business sources.

GSA publishes a Subcontracting Directory for small business concerns seeking subcontracting opportunities with General Services Administration (GSA) prime contractors. The directory lists large business prime contractors who, by law, are required to establish plans and goals for subcontracting with small business firms.

We encourage you to investigate potential subcontracting and teaming opportunities at the resources noted above.

Step 10:   Investigate other Federal, State and Local Programs

There are several other programs that may be of interest to you, such as SBA's All Small Mentor-Protégé Program; 8(a) Business Development Mentor-Protégé Program; Small Business Innovation Research (SBIR) Program; and Small Business Technology Transfer (STTR) Program.

All Small Mentor-Protégé Program was established to develop strong protégé firms through mentor-provided business development assistance, and to help protégés successfully compete for government contracts. As authorized by the Small Business Jobs Act of 2010 and the National Defense Authorization Act for Fiscal Year 2013, the SBA established a single, all-inclusive mentor-protégé program rather than creating separate programs for each constituency – SDVOSB, WOSB, and HUBZone. See SBA's website to determine program eligibility and All Small Mentor-Protégé Program application guidance.

8(a) Business Development Mentor-Protégé Program is to enhance the capability of 8(a) participants to be competitive, achieve entrepreneurial success, and contribute to the strength and vigor of our economy. Visit the SBA website to learn more about the Eligibility and How to enter the 8(a) BD Mentor-Protégé Program.

Small Business Innovation Research (SBIR); and Program and the Small Business Technology Transfer (STTR) Program are two highly competitive programs that encourage our nation's small, high-tech, innovative businesses to explore their technological potential and provide the incentive to profit from commercialization opportunities. By including qualified small businesses in the nation's R&D arena, high-tech innovation is stimulated, and the United States gains entrepreneurial spirit as it meets its specific research and development needs. Visit the SBA website to learn more about the Eligibility Requirements and additional depth information on the programs.

Step 11:   Accept Credit Cards - SmartPay Program

The Federal Government spends roughly 20 billion dollars a year in micro-purchase actions of less than $10,000. These micro-purchases are simple credit card transactions that require no red tape. With micro-purchases, there's no requirement for competition between contractors, there's no requirement for SAM registration, and there's no complicated bidding process to qualify. All you need to do for your small business to get a chance at these smaller projects is to make it clear you accept government SmartPay cards. The GSA SmartPay Program is the world's largest government charge card and commercial payment solutions program, providing services to more than 560 federal agencies, organizations, and Native American tribal governments. As a vendor, you can maximize your ability to capture government sales by accepting credit cards (Visa, MasterCard and Voyager).

Please visit GSA's online SmartPay to obtain more information on the benefits of this program.

Step 12:   Doing Business with the Federal Government:
"Knowledge, Preparedness, and Commitment"

The road to "Doing Business with the Federal Government" can be daunting and somewhat intimidating, but diligence and determination can play a significant role in your success in the Federal Procurement Arena.

"A smart marketing strategy, sufficient effort, and management commitment are essential elements in successfully selling to the federal market"

After you have identified your target customer agency, researched their requirements, and familiarized yourself with the government's procurement regulations and strategies, it is time to market your product or service. Present your capabilities directly to those buying offices that purchase your products or services.

Are you ready to do business with the federal government?

Things to consider that may help you in successfully pursuing federal contracts:

1. Make sure you identified the right customer or appropriate targeted agency
2. Be familiar with what products/services an agency buys
3. Understand an agency's need for your firm's products/service
4. Research agencies' annual procurement forecast
5. Be familiar with past/current contracts acquisition history
6. Be familiar with how an agency previously purchased a product/service
7. Be familiar and understand the federal procurement process
8. Recognize how your products/services help meet agencies' objectives/goals
9. Be a problem solver - Understand your company's value position
10. Sell the benefits and value of your solutions

11. Demonstrate your firm's credibility in the marketplace
12. Know your target audience
13. Be focused and concise with marketing efforts
14. Make sure your firm "stands out from the crowd"
15. Establish/maintain customer relationships
16. Know your competitors (Not just for competition purposes, but for potential partnering resources too)

Best Wishes For Your Success!

Small Business Administration
Office of Government Contracting
Area VI Support Contacts

Nicholas Manalisay Area Director	Nicholas.manalisay@sba.gov	(213) 634-3804
Robert DuCote Deputy Area Director	Robert.ducote@sba.gov	(415) 744-8490
Esmeralda Sanchez Size Program Manager	Esmeralda.sanchez@sba.gov	(415) 744-4242
Randall Miller PCR, Alaska	Randall.miller@sba.gov	(907) 271-2297
Robert Rice PCR, Washington/Seattle	Robert.rice@sba.gov	(206) 553-6850
Pete Van Steyn PCR, Washington/Spokane	Peter.vansteyn@sba.gov	(702) 301-0403
Yuri Dyson PCR, Oregon/Idaho/N. California	Yuri.dyson@sba.gov	(503) 326-5226
Marquiesha Gillispie PCR, Nevada	Marquiesha.gillispie@sba.gov	(702) 388-6651
Aaron Parra PCR, Central California	Aaron.parra@sba.gov	(818) 939-9657
Tracey Cole PCR, Arizona	Tracey.cole@sba.gov	(602) 745-7217
Larry Orr PCR, Hawaii, Guam, Insular Pacific Territories	Laurence.orr@sba.gov Laurence.orr@navy.mil	(808) 292-4690
Janice Nietes CMR	Janice.nietes@sba.gov	(415) 744-6844
Donna Feliciano-Dorsey Administrative Specialist	Donna.feliciano-dorsey@sba.gov	(415) 744-6843

*(PCR) Procurement Center Representative *(CMR) Commercial Market Representative

USEFUL GOVERNMENT CONTRACTING WEBSITES

Doing Business with Federal Agencies	
Defense Information Systems Agency (DISA)	http://www.disa.mil/Services/Contracting
Defense Logistics Agency (DLA)	http://www.dla.mil/DoingBusinessWithDLA/
Department of Agriculture (USDA)	https://www.dm.usda.gov/smallbus/doing-business-usda.htm
Department of Air Force	https://www.airforcesmallbiz.af.mil/
Department of Army	https://armymedicine.health.mil/Doing-business-with-Army-Medicine
Department of Defense (DOD)	https://www.defense.gov/Newsroom/Contracts/
US Army Corps of Engineers (USACE)	https://www.usace.army.mil/Business-With-Us/
Department of Defense Education (DoDEA)	https://www.dodea.edu/Offices/Procurement/doingBusiness.cfm
Department of the Navy	https://www.secnav.navy.mil/smallbusiness/pages/doing-business.aspx
Navy Electronic Commerce Online (NECO)	https://www.neco.navy.mil/
Federal Deposit Insurance Corporation (FDIC)	https://www.fdic.gov/buying/goods/index.html
General Services Administration (GSA)	https://www.gsa.gov/small-business
National Aeronautics Space Administration (NASA)	https://www.osbp.nasa.gov/business.html
National Space Foundation (NSF)	https://www.nsf.gov/bfa/dcca/contracts/contproc.jsp
Nuclear Regulatory Commission (NRC)	https://www.nrc.gov/about-nrc/contracting.html
Smithsonian Institution	https://www.si.edu/OEEMA/SupplierDiversity_DoingBusinesswithSI
Social Security Administration (SSA)	https://www.ssa.gov/osdbu/contract-forecast-intro.html
U.S Agency for International Development (USAID)	https://www.usaid.gov/work-usaid/how-to-work-with-usaid
U.S. Department of Commerce (Commerce)	http://www.osec.doc.gov/osdbu/

U.S. Department of Education (Education)	https://www2.ed.gov/fund/contract/about/booklet1.html
U.S. Department of Energy (DOE)	https://www.energy.gov/osdbu/small-business-services/guidance-small-businesses-how-do-business-department-energy
U.S. Department of Health and Human Services (HHS)	https://www.hhs.gov/grants/contracts/get-ready-to-do-business/index.html
U.S. Department of Homeland Security (DHS)	https://www.dhs.gov/do-business-dhs
U.S. Department of Housing and Urban Development	https://www.hud.gov/program_offices/sdb
U.S. Department of Justice (DOJ)	https://www.justice.gov/osdbu/doing-business-department-justice
U.S. Department of Labor (DOL)	https://www.dol.gov/general/business
U.S. Department of State (State)	https://www.state.gov/s/dmr/sdbu/pubs/c13313.htm
U.S. Department of the Interior (DOI)	https://www.doi.gov/pmb/osdbu
U.S. Department of the Treasury (Treasury)	https://www.treasury.gov/about/organizational-structure/offices/Mgt/Pages/dcfo-osdbu-how-to-index.aspx
U.S. Department of Transportation (DOT)	https://www.transportation.gov/osdbu/procurement-assistance
U.S. Department of Veterans Affairs (VA)	https://www.va.gov/osdbu/library/dbwva.asp
U.S. Environmental Protection Agency (EPA)	https://www.epa.gov/resources-small-businesses
U.S. Office of Personnel Management (OPM)	https://archive.opm.gov/doingbusiness/contract/index.aspx
U.S. Postal Service (USPS)	http://about.usps.com/doing-business/welcome.htm
U.S. Securities and Exchange Commission (SEC)	https://www.sec.gov/page/oacqsectionlanding
U.S. Fish and Wildlife Service (USFW)	https://www.fws.gov/cfm/Small%20Business/BusinessWith.html
U.S. Forest Service (USFS)	https://www.fs.fed.us/working-with-us/contracts-commercial-permits/how-to-contract-with-forest-service

Small Business Administration Resources	
Small Business Resource	http://www.sba.gov
8(a) Business Development Program	http://www.sba.gov/8abd
Historically Underutilized Business Zone Program	http://www.sba.gov/hubzone
Service-Disabled Veteran-Owned Small Business Procurement Program	https://www.sba.gov/contracting/government-contracting-programs/service-disabled-veteran-owned-businesses
Women-Owned Small Business Program	http://www.sba.gov/wosb
SBA Small Business Goaling Guidelines	https://www.sba.gov/document/report--sba-goaling-guidelines
Small Business Size Standards	http://www.sba.gov/content/small-business-size-standards
Office of Advocacy, Small Business Data Resources	www.sba.gov/advocacy/847/125821
Office of Women's Business Ownership	https://www.sba.gov/offices/headquarters/wbo
Office of Veteran's Business Development	https://www.sba.gov/offices/headquarters/ovbd
SBA – Governing Rules and Responsibilities	https://www.sba.gov/contracting/what-government-contracting/contracting-regulations-small-businesses
Office of Native American Affairs	https://www.sba.gov/offices/headquarters/naa
ACQUISITION CENTRAL – Website for the federal acquisition community	https://www.acquisition.gov/
eSRS – Electronic Subcontracting Reporting System reports on small business subcontracting plans	www.esrs.gov
Small Business Resource Magazine – National Resource Guide	https://www.sba.gov/about-sba/what-we-do/resource-guides
Certify.SBA.Gov - Manage online application and eligibility documentation for the WOSB and All Small Mentor-Protégé programs	https://certify.sba.gov

General Contracting Resources	

Government Accountability Office
    GAO Products
    Bid Protests
    Legal Decisions and Resources
	http://www.gao.gov/about
	http://www.gao.gov/about/products
	http://www.gao.gov/legal/bid-protests/search
	http://www.gao.gov/legal

Contracting Resources, Tools and Rules (WIFCON)	http://www.wifcon.com
USA.gov – Search official U.S. government information, programs, and services.	https://www.usa.gov/how-to-use
Contract Data Reports – Government Procurement database	https://beta.sam.gov/reports/awards/standard
FOREIGN TRADE is the official source for U.S. export and import statistics	http://www.census.gov/foreign-trade/

National Contract Management Association (NCMA) NCMA is a membership-based, professional society for contracting professionals formed to foster the professional growth and educational advancement of its members.	http://www.ncmahq.org
U.S. Government Printing Office (GPO) - The GPO provides publishing & dissemination services for the official & authentic government publications to Congress, Federal agencies, Federal depository libraries, & the American public	http://www.gpo.gov
Acquisition Gateway - A workspace for acquisition professionals and federal buyers to connect with resources, tools and each other to improve acquisition government-wide.	https://hallways.cap.gsa.gov
USA.gov - Official information and services from the U.S. government	http://www.usa.gov
Federal Contract Awards by State	http://www.fedspending.org
GSA Subcontracting Directory – A directory of large prime contractors	http://www.gsa.gov/subdirectory

Laws, Regulations, and Other Related Procurement Documents

United States Code (U.S.C.) - The codification of the general and permanent laws of the United States	http://uscode.house.gov/
Federal Acquisition Regulation (FAR)	https://www.acquisition.gov/far/
Defense Acquisition Regulation System (DARS)	http://www.acq.osd.mil/dpap/dars
Defense Acquisition Regulations System (DFARS)	https://www.acquisition.gov/dfars
Defense Federal Acquisition Regulation Supplement (DFARS) - Procedures, Guidance, and Information (PGI)	https://www.acq.osd.mil/DPAP/dars/dfarspgi/current/index.html
Other Federal Agencies - Procurement Regulations	https://www.acquisition.gov/content/regulations
Code of Federal Regulations (CFR): The codification of the general and permanent rules published in the Federal Register.	http://www.ecfr.gov
ALL Federal Regulations – Online source for U.S. government regulations	http://www.regulations.gov
Legislative Information online: House & Senate bills, proceedings on the House & Senate Floors, legislative history of bills & amendments, directory of House members & committees and much more Public and Private Laws	http://www.gpo.gov/fdsys/ https://www.congress.gov//
Information Technology Policy – U.S. General Services Administration (GSA)	http://www.gsa.gov/technologystrategy
Defense Technical Information Center (DTIC®) – Provider of DoD technical information	http://www.dtic.mil/

Federal Register – Official daily publication for rules, proposed rules, and notices of Federal agencies and organizations, as well as executive orders and other presidential documents	https://www.federalregister.gov/

Office of Small and Disadvantaged Business Utilization
Office of Small Business Programs

Department of Defense	http://business.defense.gov/
Department of Agriculture	https://www.dm.usda.gov/smallbus/index.php
Department of the U.S. Air Force	http://www.airforcesmallbiz.af.mil/
Department of the U.S. Army	https://osbp.apg.army.mil/
Defense Contract Management Agency	http://www.dcma.mil/smallbusiness/
Defense Information Systems Agency	https://disa.mil/About/Small-business
Defense Logistics Agency	http://www.dla.mil/HQ/SmallBusiness.aspx
Department of Education	https://www2.ed.gov/about/offices/list/ods/osdbu.html
Department of Energy	https://energy.gov/osdbu/office-small-and-disadvantaged-business-utilization
Environmental Protection Agency	https://www.epa.gov/aboutepa/about-office-small-and-disadvantaged-business-utilization-osdbu
Federal Aviation Administration	https://www.sbo.faa.gov/Home.cfm
General Services Administration	https://www.gsa.gov/about-us/organization/office-of-small-business-utilization
U.S. Geological Survey	https://www2.usgs.gov/contracts/USGS-SmallBus.html
Department of Health & Human Services	https://www.hhs.gov/grants/small-business-programs/index.html
Department of Housing and Urban Development	https://www.hud.gov/program_offices/sdb
Department of Labor	https://www.dol.gov/agencies/oasam/centers-offices/business-operations-center/osdbu/regs/procurement
US Fish and Wildlife Service	https://www.fws.gov/cfm/Small%20Business/sba_home.html
National Aeronautics and Space Administration	https://www.osbp.nasa.gov/
National Science Foundation	https://www.nsf.gov/about/contracting/osdbu.jsp
Department of the Navy	https://www.secnav.navy.mil/smallbusiness/Pages/default.aspx
Social Security Administration	https://www.ssa.gov/agency/osdbu/
Department of State	https://www.state.gov/bureaus-offices/office-of-small-and-disadvantaged-business-utilization
Department of Transportation	https://www.transportation.gov/osdbu

Department of the Treasury	https://www.treasury.gov/about/organizational-structure/offices/Mgt/Pages/dcfo-osdbu-contacts-osdbu.aspx
Department of Veterans Affairs	https://www.va.gov/osdbu/
State of California - Department of General Services State of Alaska, Division of General Services State of Arizona, Contracting State of Hawaii, State Procurement Office State of Idaho, Department of Administration State of Montana, One Stop Vendor Information State of Nevada, Department of Administration State of Oregon, Oregon Procurement Information State of Utah, Department of Administrative Services State of Washington, Enterprise Services State of Wyoming, General Services Division	http://www.dgs.ca.gov http://doa.alaska.gov/dgs/ http://www.spo.az.gov/ http://www.spo.hawaii.gov/ http://purchasing.idaho.gov/ http://vendor.mt.gov/ http://purchasing.state.nv.us/ http://orpin.oregon.gov http://www.purchasing.utah.gov/ http://www.ga.wa.gov/index.htmlhttps://ai.wyo.gov/divisions/general-services/purchasing
Army Corps of Engineers	http://www.usace.army.mil/Business-With-Us/Small-Business/
Bureau of Reclamation	https://www.usbr.gov/mso/aamd/downloads/BOR_SMALL_BUSINESS_PROGRAM_March_2017.pdf
Department of Interior	https://www.doi.gov/pmb/osdbu
US Forest Service	https://www.fs.fed.us/business/incident/index.php
National Guard Bureau	http://www.nationalguard.mil/Leadership/Joint-Staff/Special-Staff/Small-Business-Programs/
Department of Agriculture	https://www.dm.usda.gov/smallbus/index
Department of Energy	https://energy.gov/osdbu/office-small-and-disadvantaged-business-utilization http://energy.gov/osdbu/small-business-services/small-business-points-contact
National Security Agency	https://www.nsa.gov/business/small-business-office/
Defense Intelligence Agency	http://www.dia.mil/Business/Office-of-Small-Business-Programs/