

Government Contracting Essentials: Sell to the Government

Presented by

*Kate Hoy
Washington PTAC*



WASHINGTON
PTAC

A program of the Thurston EDC

Today's Presentation

**LAYING
THE
GROUNDWORK**

- Introduce you to the basics of government contracting
- Introduce you to the basics of certifications
- Next Steps and Resources
- Q & A

➤ But first: What is a PTAC??



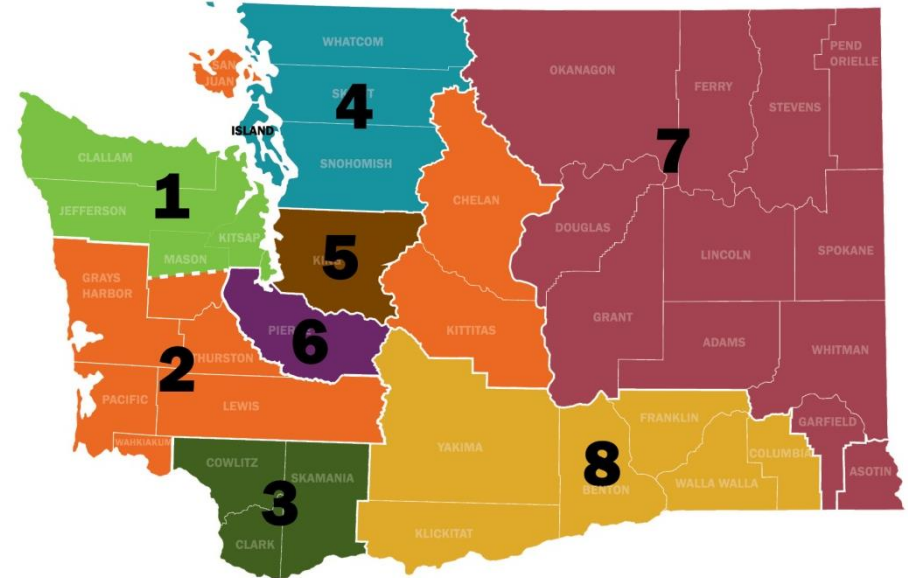
WASHINGTON
PTAC

A program of the Thurston EDC

Washington PTAC Program

We offer assistance to small businesses who wish to sell to federal, state and local governments.

- Finding opportunities to bid
- Interpreting solicitations and regulations
- Certifications & registrations
- Marketing to government buyers
...and much more



We provide these services through:

- Workshops
- One-on-one Counseling Sessions
- Matchmaking events
- Optional Bid Match service (*fee-for service*)

P
Procurement
T
Technical
A
Assistance
C
Center

➤ Basics of Government Procurement



WASHINGTON
PTAC

A program of the Thurston EDC

4 Key Steps to Government Contracting

1. *Research*

2. *Register* on appropriate sites

3. *Respond* to a solicitation

4. *Receive* a contract!!

How do I get started?

By doing some market research:

WHO am I selling to?

WHAT are they buying?

HOW are they buying it?

Who can I sell to?

**Over 2000
Federal Agencies**

**But WAIT!
There's more!**

Examples Include:

Departments of...

Defense

Transportation

Veteran Affairs

Corrections

Homeland Security

Other

Military bases

Border Patrol

National Endowment of the Arts

US Post Office

FAA

NASA

(see *List of Federal Agencies* in
Wikipedia for more...)

**190
State Agencies,
Departments and
Commissions**

**But WAIT!
There's more!**

Examples Include:

State Departments of:
Transportation
Education
Corrections

Other:
State Convention & Trade Center
Wine Commission
Office of Tourism
Northwest Indian Fisheries Commission
Historical Society
State Fire Marshal

(see *List of Government Agencies* at
access.wa.gov for more....)

**39
Counties**

Examples Include

Law Enforcement
Construction
Rural Health
Sheriffs Department
Parks and Recreation

**But WAIT!
There's more!**

281
Municipalities
(Cities, towns)

Examples Include

Law Enforcement
Fire Services
Libraries
Parks and Recreation

But WAIT!
There's more!

Ports

Tribal Entities

Schools, K - 12

State Colleges and other higher education

Utilities

Transit Authorities

49 other states!

What do they buy?

Specially Funded Projects

Consultants
Technology expansion
Research
Wellness programs
On Line training
Website
design/enhancement
Wildlife Programs
Educational Videos

Day-to-day Services

Janitorial
Pest Control
Vehicles and vehicle
maintenance
Staffing
Food Services
Printer/copier repair
Electrical/Building Repair
Laundry
Insurance

Construction

Engineering
Architecture/Design
Surveying, Assessments
General Contractors
Project Management
Environmental Testing

Products

Repair/Maintenance Parts
Office Supplies
Promotional Items
Uniforms/badges
Furniture
Computers/hardware

How do they buy it?

They Post Solicitations

- \$25k or greater are posted publicly
- At least 2 qualified bids must be received in order for there to be an award
- The process to register and bid on government contracts is FREE
- You do not have to be certified to bid on federal contracts that are set aside for Total Small Business

They Use Prime Contractors

- Large private companies
- Held to the same 23% set aside thresholds as direct government agencies
- Have their own on-boarding and bidding processes

They Place Multiple Vendor Award Contracts

- GSA Schedules (federal)
- MATOCS (federal construction)
- Use of Cooperative Purchasing Agreements (regional)
- Statewide Contracts (state)
- Rosters, QVL Lists (city or local)

Bonus Question:
How does the government
help small businesses?

By Creating Small Business Opportunities

STATE

- \$13,000 or smaller contracts should go to **qualified** small businesses
- Veteran Owned Certification (WDVA)
- Small Business Designation in WEBS

FEDERAL

- \$150,000 or smaller contracts should go to **qualified** small businesses
- 23% of all purchases to be Set Aside for **qualified** small business

WOSB, EDWOSB
VOSB/SDVOSB/CVE
8 (a)
Hubzone

➤ Basics of Government Certifications



WASHINGTON
PTAC

A program of the Thurston EDC

Federal Law states that....

1. 23% of all federal purchases go to qualified small businesses - *Small Business Act of 1977*

2. Federal agencies have internal goals to meet for disadvantage businesses that include:

5% Women Owned Businesses

5% Small Disadvantage Business (8(a))

3% Service Disabled vet

3% HUBZone

3. The Small Business Administration (SBA) is responsible for the oversight and establishment of these goals

Washington State Law says

1. All state agencies, boards, departments and commissions are prohibited from using any equal opportunity programs that grant preferential treatment in hiring. Initial consideration of race, sex, color, ethnicity or national origin may continue through outreach efforts. No comparable aggressive action to end equal opportunity programs that grant preferential treatment.

Which translates to: Washington State has no formal set aside programs in place.

Myths About Certifications

**Certifications
Explained!!**

1. You do not **have** to be certified to bid on solicitations. It's a choice.
2. Certifications do NOT guarantee business
3. Regardless of certification, you still will need to market your services, seek solicitations, win and perform on contracts

What is the WOSB Certification?

1. The Woman Owned Small Business (WOSB) Federal Contract Program was implemented in February 2011.

2. This program enables both Women Owned and Economically Disadvantaged WOSBs (EDWOSBs) to compete for federal contracts that are set-aside for WOSB/EDWOSBs in industries where women-owned small businesses are under-represented.

You can check which industries are considered under-represented at SBA.gov/WOSB

What do I need to Know?

1. The business must be owned 51% by a woman
2. The woman must work full time in the business and hold the highest rank
3. Only certain NAICS codes are considered under represented and are ever set aside for Women owned businesses.
4. Some prime contractors will require the third party verification certification and will not accept the self certify in SAM

What is the SDVOSB Certification?

SDVOSB – Service Disabled Veteran Owned Business

1. The Veterans Entrepreneurship and Small Business Development Act of 1999 established the baseline for contracting officers to set aside contracts for small business concerns owned and controlled by **service-disabled veterans**.
2. There are two certifications - SELF CERTIFY on SAM or get CVE certified through the Department of Veteran Affairs
3. You can find out more at [SBA.gov/VOSB](https://www.sba.gov/vosb)

What do I need to Know?

1. The business must be owned 51% by a service disabled Veteran
2. The veteran must work full time in the business and be in control of the business
3. The CVE verification is necessary to sell to the VA and the FAA in order to take advantage of the Veterans First Initiative
4. The Service Disabled Veteran (SDV) must have a service-connected disability that has been determined by the Department of Veterans Affairs or Department of Defense

What is the 8(a) program?

1. The 8(a) is a Business Development Program for small disadvantaged businesses who meet the criteria. The 8(a) Program offers a broad scope of assistance to firms that are owned and controlled at least 51% by socially and economically disadvantaged individuals
2. You can only get 8 (a) certified via the SBA.
3. You can find out more at [SBA.gov/8a](https://www.sba.gov/8a)

What do I need to Know?

1. The program tracks the individual owner – not the business. A person only gets ONE chance at participating in the program
2. The program is 9 years long and requires applications, annual reviews and business planning
3. The small business owner will be required to maintain both their commercial and government accounts throughout the program

What is a HUBZone certification?

1. The Historically Underutilized Business Zones

(HUBZone) certification process was part of the Small Business Reauthorization Act of 1997

2. The program helps small businesses in urban and rural communities gain preferential access to federal procurement opportunities.

3. You can only get HUBZone certified by the SBA.

4. You can find out more at [SBA.gov/HUBZone](https://www.sba.gov/hubzone)

What do I need to Know?

1. Your firm's principal office must be located in a HUBZone (see [SBA.gov/HUBZone Map](https://www.sba.gov/hubzone-map))
2. This certification is the only certification that offers a price advantage against large businesses.
3. Most contracting officers are not meeting their HUBZone goals because of a shortage of HUBZone certified firms
4. One main requirement of the HUBZone program is 35% of your employees must reside in a HUBZone

What is the DBE/SBE certification?

DBE – Disadvantaged Business Enterprise

SBE – Small Business Enterprise

1. Since 1983, a statutory provision was passed requiring at least 10% of the funds authorized for the highway and transit financial assistance programs be expended with DBEs.
2. There are three major DOT operating administrations are involved in the DBE program. They are the Federal Highway Administration, the Federal Aviation Administration and the Federal Transit Administration
3. You can find out more at OMWBE.wa.gov

What do I need to Know?

1. You get DBE certified through your state's Department of Transportation. In Washington, that is the Office of Minority and Women's Enterprises, OMWBE
2. This certification most beneficial to construction
3. If you do not qualify as a DBE, you will qualify as an SBE, still allowing prime contractors to meet with goals

Other Certifications

SBE – Small Business Enterprise – sometimes also used on a city level.

MBE – Minority Business Enterprise – through either the OMWBE or a third party certifier for a fee, typically used by commercial organizations or prime contractors

WBE, CBE, and other

Handout

Important Links

[OMWBE.gov](https://omwbe.gov) – state certifications

www.SBA.gov/CERTIFICATION – for information on federal certifications WOSB/VOSB/SDVOSB, HUBZone and 8 (a)

WashingtonPTAC.org

➤ Is Government Contracting for You??



WASHINGTON
PTAC

A program of the Thurston EDC

Self Assessment Time

LAYING
THE
GROUNDWORK

Are you **ready to compete**?

Do you have past performance in the commercial or private sector?

Do you have the time and resources to commit to the process?

Are you financially stable?

BEST AVENUE FOR SUCCESS IN GOVERNMENT CONTRACTING

- Create a solid business plan
- Have 2 years experience in the commercial market
- Create a government Target Market plan by answering:
Who am I selling to? What do they buy? How do they buy it?
- Have strong cash flow, line of credit, and/or loan in place (be able to cover expenses for 3-6 months)

ANY QUESTIONS? Contact your local PTAC Counselor or attend one of our advance trainings!

➤ Next Steps and Resources



WASHINGTON
PTAC

A program of the Thurston EDC

If you are....

- In the conceptual stages of business
- Have less than one year in business
- Are not financially secure

You may want to:

- Meet with the EDC resource partners (SCORE, SBDC, WCWB) in order to secure more commercial work before going into government contracting

If you are....

- A legally established business
- Experienced in the current business
- Ready to explore government contracting further

You may want to:

- Meet with a PTAC counselor to learn about your opportunities in government contracting.

➤ Introductions and Q&A



WASHINGTON
PTAC

A program of the Thurston EDC

➤ Want to set up an
appointment?

Kate Hoy, khoy@thurstonedc.com
360-464-6042

www.washingtonptac.org



WASHINGTON
PTAC

A program of the Thurston EDC

Federal: [fbo.gov](https://www.fbo.gov)

[SAM](#)

[DSBS](#)

State: des.wa.gov

[Webs](#)

[Current contracts](#)

State: [OMWBE.gov](https://omwbe.gov)

Database

[City of Seattle](#) Purchasing

[The Buy Line](#) - Solicitations

[Current Contracts](#)

SBA: [SBA.gov](https://www.sba.gov)

[WOSB](#)

[CERTIFY](#)

[HUBZONE MAP](#)

[NAICS CODES](#)



WASHINGTON
PTAC

A program of the Thurston EDC