

GSA



DOING BUSINESS
WITH GSA

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GSA OSDBU Overview



GSA'S Regional Offices

- Region 1: Boston, MA
- Region 2: New York, NY
- Region 3: Philadelphia, PA
- Region 4: Atlanta, GA
- Region 5: Chicago, IL
- Region 6: Kansas City, MO
- Region 7: Fort. Worth, TX
- Region 8: Denver, CO
- Region 9: San Francisco, CA
- Region 10: Auburn, WA
- Region 11: Washington, DC

Connecting with Industry Virtually

Webinar Courses Include:

- Getting on the GSA Schedule: What You Need to Know
- Marketing Your GSA Contract
- Understanding the Federal Procurement Data System (FPDS)
- Accessing Procurement Opportunities



What is a GSA Schedule?

- Indefinite delivery, indefinite quantity (IDIQ), long-term contracts
- Provide fast, flexible, cost-effective procurement solutions
- Represents approximately 21% of overall Federal procurement spending
- Requires commitment and effort to be successful

Overview of Consolidation Phases

MAS Consolidation



Phase One

Develop the New Schedule

- ✓ Create a new solicitation for the single schedule
- ✓ Review every term and condition
- ✓ Map duplicate Special Item Numbers (SIN) across the current solicitations
- ✓ Use Category Management to better organize offerings
- ✓ Release new schedule and close existing schedules to new offers

Phase Two

Mass Modifications

- Complete mass modification for all existing contract holders (simply to update terms and conditions)
- Contracts retain current schedule contract number
- Vendors may select SINs that were previously on separate schedules

Phase Three

Multiple Contract Consolidation

- Consolidate multiple contracts into a single contract for those contractors

✓ One Solicitation

✓ One Schedule

✓ From 888 SINs to 317 SINs

The 12-MAS Categories

IT

Professional
Services

Industrial
Products &
Services

Transportatio
n

Travel

Human Capital

Office MGMT

Furniture

Facilities

Scientific
MGMT

Security

Miscellaneous

Required Commitments to Consider

Minimum Qualifying Sales:

- You must generate at least \$25,000 in sales within the first 2 years of your GSA Schedule contract and at least \$25,000 each year thereafter.
- The average time it takes to secure a contract is between 18-24 months (according to the SBA).
- The government may cancel your schedule contract in accordance with clause 552.238-73, for failure to meet minimum sales criteria, specified above.

Market Research & Marketing

- Market research and marketing your GSA Schedule contract is critical to your success!



Prerequisites

- Must be in business for two years and you must provide two years of financial statements. **(unless you are seeking a contract under the IT Category)**
- Ability to demonstrate past performance
- Products must be commercially available
- Products must be compliant with the Trade Agreements Act



IT Category Startup Springboard:

The Springboard focuses on companies with fewer than 2 years of experience.

- Use professional experience of executives and key personnel as a substitute
- Use project experience of key personnel, and
- Provide financial documentation that demonstrates the company's financial responsibility in lieu of submitting 2 years of financial statements.

For more information visit: www.gsa.gov/springboard

Category Management Explained

Category Management (CM) is:

“the business practice of buying **common goods and services as an enterprise** to eliminate redundancies, increase efficiency, and deliver more value and savings from the Government's acquisition programs.”

CM Example: Navigating your Travel



As a consumer, tools are available to navigate open markets and find best prices. These tools help save time and almost guarantee that you are getting the best deal available.



Government-Wide Spend Categories

Facilities & Construction <ul style="list-style-type: none">• Construction Related Materials• Construction Related Services• Facilities Purchase & Lease• Facility Related Materials• Facility Related Services	Professional Services <ul style="list-style-type: none">• Business Admin Services• Financial Services• Legal Services• Management & Advisory Services• Marketing & Public Relations• Research & Development• Social Services• Technical & Engineering Services	IT <ul style="list-style-type: none">• IT Software• IT Hardware• IT Consulting• IT Security• IT Outsourcing• Telecomms	Medical <ul style="list-style-type: none">• Drugs & Pharmaceutical Products• Healthcare Services• Medical Equipment, Accessories, & Supplies	Transportation & Logistics <ul style="list-style-type: none">• Fuels• Logistics Support Services• Motor Vehicles (non-combat)• Package Delivery & Packaging• Transportation Equipment• Transportation of Things
Industrial Products & Services <ul style="list-style-type: none">• Basic Materials• Fire/Rescue/Safety/Environmental Protection Equipment• Hardware & Tools• Industrial Products Install/Maintenance/Repair• Machinery & Components• Oils, Lubricants, & Waxes• Test & Measurement Supplies	Security & Protection <ul style="list-style-type: none">• Ammunition• Protective Apparel & Equipment• Security Animals & Related Services• Security Services• Security Systems• Weapons	Human Capital <ul style="list-style-type: none">• Compensation & Benefits• Employee Relations• Human Capital Evaluation• Strategy, Policies, & Ops Planning• Talent Acquisition• Talent Development	Office Management <ul style="list-style-type: none">• Furniture• Office Management Products• Office Management Services	Travel <ul style="list-style-type: none">• Employee Relocation• Lodging• Passenger Travel• Travel Agent & Misc. Services



Spend Under Management (SUM) BIC Model

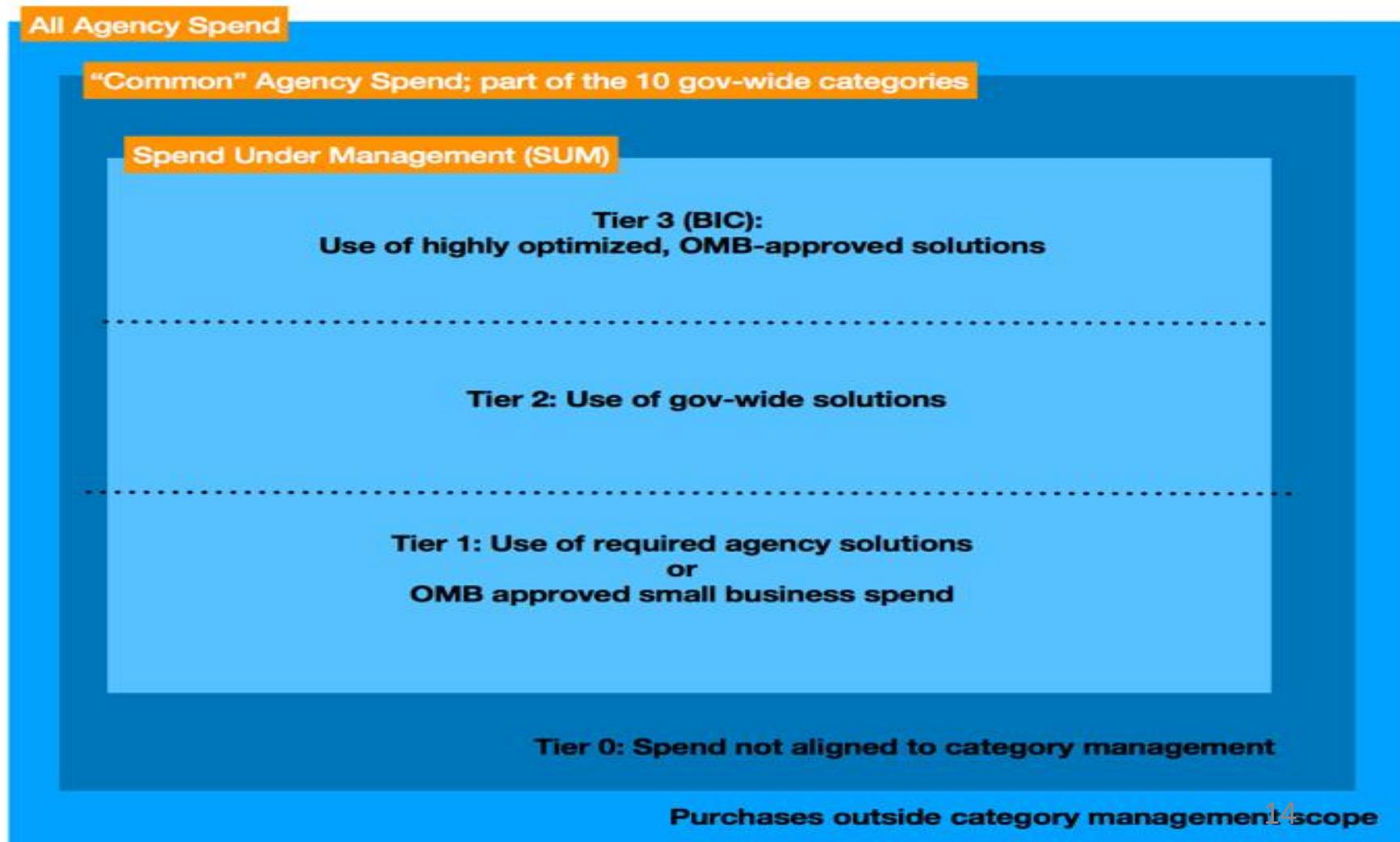
View this as a Venn Diagram. Each box indicates a further subset of spend.

Key takeaways:

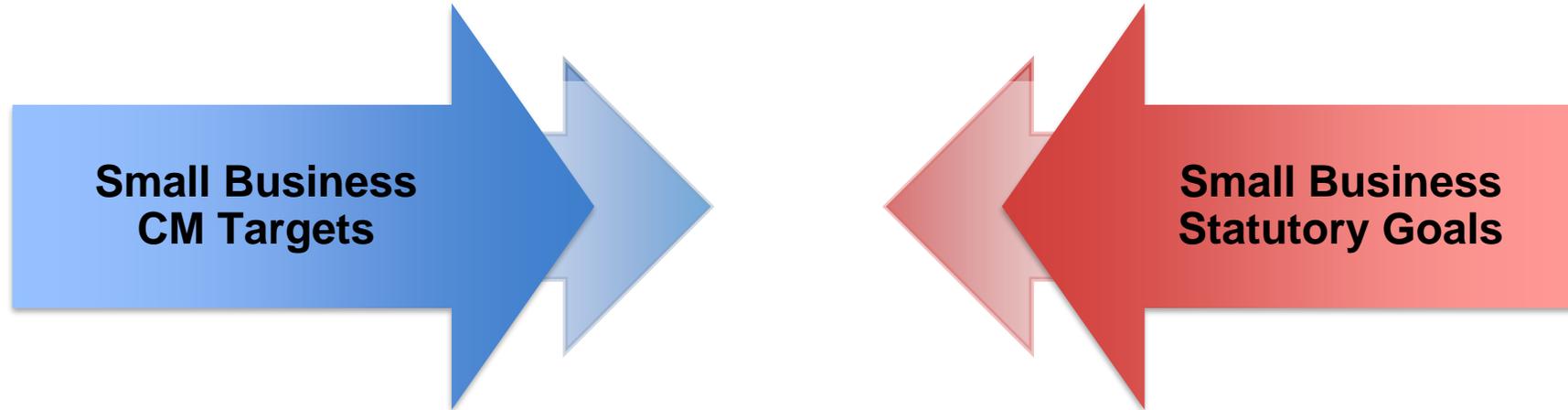
All Best-in-Class (BIC) spend is part of SUM, but not all SUM spend is BIC

Small business spend can be counted as tier 1 even if it otherwise would be tier 0 after OMB approval (see M-19-13)

Agencies have both a BIC goal and a SUM goal that are set out by the President's management agenda.



Small Business & Category Management



- Each Category has Small Business Targets .
 - Each Category will be measured on the level of Small Business Participation.
 - Use of BIC vehicles will **NOT** take precedence over meeting small business goals.
 - CM will help 1102s find small businesses that meet their acquisition requirements for common spend on goods and services faster.
- Each federal agency is still required to meet Statutory Small Business Goals to include each socioeconomic category.
 - This is part of the Small Business Scorecard for each agency.
 - Ensures maximum practicable opportunity for small businesses to compete at both the prime contract and subcontracting level.



You Don't Have to Navigate This Highway Alone!



Still Have Questions? Contact Your Local Small Business Specialist

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Home / Small Business

First, go to gsa.gov/osdbu, scroll down to “Small Business Resources,” then select “News, Events, and Contact”

Small Business Resources

- Training for Small Businesses
- Video Resources
- Policy & Regulations
- News, Events, and Contact
- Follow OSDBU on Twitter or explore other GSA social media
- Find out the latest contract award info at [FBO.gov](https://fbo.gov)

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Home / Small Business / Small Business Resources / SBU Events and Contacts

Second, go to contacts by region and select “small business support contacts.”

Small Business Resources

Events

Events

Veteran Focused Training: GSA's Global Supply...

Oct 2019 | 2:00 pm - 3:00 pm EST | Online

Contacts by region

Review the small business support contacts and choose an advocate near you.

Submit a question

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Home

Contact information for Small Business Support

This group provides access to GSA's nationwide procurement opportunities through outreach, training and counseling. They are advocates for small and disadvantaged businesses, including women-owned, veteran-owned and Hubzone firms.

Filter by State or Region:

All Locations

Name	Contact Info	State or Region	Serves
City Ash	Phone: 312-353-1100 Email: ash@gsa.gov	AL, FL, GA, KY, MS, NC, SC, TN	General Services Administration
Shannon Banks Supervisory Small Business Specialist 3800 230 S Dearborn St CHICAGO, IL 60603-1425	Phone: 312-353-1100 Email: shannon.banks@gsa.gov	IL, IN, MI, MN, OH, WI	General Services Administration
La'Vida Barnes (La Vida) Small Business Specialist 11A00 819 TAYLOR ST FORT WORTH, TX 76102-6124	Phone: 817-978-0441 Email: lavida.barnes@gsa.gov	AR, LA, NM, OK, TX	General Services Administration
Janice Bracey Small Business Specialist	Phone: 212-264-1235		

Finally, select your state location for the OSDBU POC near you.



Still Have Questions? Contact Your Local Small Business Specialist

Name	Email/Phone	Region	States
Jerry Smith	Jerry.smith@gsa.gov 617-565-8102	R1	CT, MA, ME, NH, RI, VT
Janice Bracey	Janice.bracey@gsa.gov 212-264-1294	R2	NJ, NY, PR, VI
Helena Koch	Helena.koch@gsa.gov 215-518-9778	R3	DE, MD, NJ, PA, WV (NJ/services all territories south of Princeton/ MD: services every county except Montgomery & Prince George's counties/VA: services every county except Fairfax, Loudon & Prince William Counties)



Still Have Questions? Contact Your Local Small Business Specialist

Name	Email/Phone	Region	States
Chasity Ashe	Chasity.ashe@gsa.gov 404-215-6856	R4	AL, FL, GA, KY, MS,NC,SC,TN
Shannon Banks	Shannon.banks@gsa.gov 312-353-1100	R5	IL, IN, MI, MN, OH, WI
Bill Strobel	William.strobel@gsa.gov 816-926-3258	R6	IA, KS, MO,NE
Albert Garza	Albert.garza@gsa.gov 817-978-2828	R7	AR, LA, NM, OK, TX



Still Have Questions? Contact Your Local Small Business Specialist

Name	Email/Phone	Region	States
Eric Rettig	Eric.rettig@gsa.gov 303-462-5119	R8	CO, MT, ND, SD, UT, WY
Anthony Caruso	Anthony.caruso@gsa.gov 213-894-3210	R9	AS, AZ, CA, CM, EA, GU, HI, NV
Kenyon Taylor	Kenyon.taylor@gsa.gov 253-931-7956	R10	AK, ID, OR, WA
Ralph Buchanan	Ralph.buchanan@gsa.gov 202-969-5647	R11	DC, MD, VA (MD/services Montgomery & Prince George's counties/VA: services Fairfax, Loudon & Prince William Counties)

QUESTIONS?