



2020

Missile Defense Agency
Office of Small Business Programs
Virtual Conference



*Alabama's Resource for
Government Contracting*

PROCUREMENT TECHNICAL ASSISTANCE CENTER

Funded in part through a
Cooperative Agreement with
U.S. Department of Defense



What is PTAP?

- The national **Procurement Technical Assistance Program (PTAP)** was authorized in 1985 by Congress and is administered by the Department of Defense and managed by the Defense Logistics Agency (DLA) <http://www.dla.mil/smallbusiness/pages/ptap.aspx>
- There are over 300 PTAC offices in the United States <http://www.aptac-us.org/>
- 7 PTAC's are located in Alabama <http://al-ptac.org/>
- Matching funds are provided by host institutions in Alabama – seven state university systems



DLA Small Business

DLA Small Business Home

What DLA Small Business Offers ▼

Doing Business with DLA Small Business ▼

About DLA Small Business ▼

Procurement Technical Assistance ▼

DLA Offices of Small Business Programs ▼

Contact DLA Small Business

Outreach Calendar

ASSIST- Specifications and Standards

The Procurement Technical Assistance Program (PTAP)



The Procurement Technical Assistance Program was established to expand the number of business capable of participating in government contracts. The program administered by DLA's Office of Small Business in cooperation with states, local governments and nonprofit organizations.

Under the program, Procurement Technical Assistance Centers (PTACs) help businesses pursue and perform under contracts with the Department of Defense, other federal agencies, state and local governments and with government prime contractors. Most of the assistance the PTACs provide is free.



PTAC support to businesses includes registration in systems such as the System for Award Management (SAM), identification of contract opportunities, help in understanding requirements and in preparing and submitting bids. **Read reviews from businesses about the support they received from the PTACs.**

The PTACs have a local presence in all 50 states, Washington, D.C., Puerto Rico and Guam. Other PTACs specialize in assistance to federally recognized Indian tribes and Alaska Native entities, their members and reservations throughout the country.



Services

- **One-on-one counseling** at no cost with professionally certified procurement professionals
- Evaluate your firm's potential to compete in diverse government markets
- SBA Goaling for Agencies and Large Prime requirement for Small Business Utilization
- **Identify SBA and VA certification program eligibility**
 - **8(a), HUBZone**
 - **WOSB/EDWOSB**
 - **SDVOSB and VOSB (SBA and VA)**
 - **All Small Mentor Protégé Program**
- No Cost assistance with **SAM** (the System for Award Management)
- Contracting Opportunities in Beta.SAM.gov
- No Cost **Bid Match** service

OTHER SERVICES

- **UNDERSTANDING FEDERAL ACQUISITION REGULATIONS AND PROGRAM REQUIREMENTS – OPEN FAR CASES**
- **UNDERSTANDING HOW SMALL BUSINESSES COMPETE**
 - Prime / Subcontracting
 - Mentor/Protégé
 - Joint Ventures
 - SBIR/STTR
- ****Assist with marketing research, analyzing competition, capability statements AND your differentiators, business development, and networking**

AND MORE SERVICES

- AFFILIATION RULES/SIZE DETERMINATIONS
- GOVERNMENT BUYING METHODS
- UNIFORM CONTRACT FORMAT
- SOLICITATION REVIEW
- CONTRACT MANAGEMENT
- GSA SCHEDULES
- GETTING PAID

<https://www.uah.edu/sbdc>

Cyber Security: CMMC Certification

Contract Types

Proposal Writing

DCAA Training

GSA Schedules

Contracting 101

SBA Certifications

Non Manufacturer Rule

Beta.SAM.gov

PTAC UPDATES

- CMMC REQUIREMENTS
- COVID 19 RESPONSES
 - CARES ACT SECTION 3610
 - SBDC Assistance SBA loans
- SBA LEGISLATIVE CHANGES TO SIZE, ASMPP, JOINT VENTURES, HUBZONE, WOSB/EDWOSB
- BETA.SAM.GOV

PTAC UPDATES

CYBER SECURITY MATURITY MODEL CERTIFICATION (CMMC)

- Multiple maturity levels ranging from Basic Cyber Security Hygiene to Advanced
- IMPACTS DOD SUPPLY CHAIN
- SECTIONS L AND M IN RFPS

PTAC UPDATES

- DOD COVID 19 RESPONSE TO CARES ACT SECTION 3610
- <https://www.acq.osd.mil/dpap/pacc/cc/COVID-19.html>

CERTIFICATIONS

- SBA SIZE CERTIFICATION
 - EFFECTIVE JAN 2020-and before JAN 6, 2022
 - *Companies may elect to choose 3 OR 5 YEAR AVERAGE “annual receipts”*
 - Jan 6, 2022, companies will determine total receipts over it most recently completed 5 fiscal years divided by 5.

UPDATES ON SBA CERTIFICATIONS

- **WOSB/EDWOSB CERTIFICATION**

- SBA EXPECTS TO PUBLISH REGS JUNE 30 EFFECTIVE 30 DAYS LATER – Letters will be going out to WOSBs in certify.sba.gov

- **NO SELF CERTIFICATION**

- APPROVED THIRD PARTY OR

- FREE SBA CERTIFICATION

BETA.SAM.GOV

- FBO.GOV TRANSITIONED NOV, 2019
- FPDS.GOV Reporting MOVES
SPRING 2020
- ENTITY REGISTRATIONS (SAM.GOV)
- CPARS

HOW TO RESEARCH AND MARKET YOUR CAPABILITIES TO FEDERAL AGENCIES AND PRIMES

- GOVERNMENT MARKET RESEARCH
- SMALL BUSINESS MARKET RESEARCH
- MARKETING CAPABILITIES
 - DEVELOPING TRUSTED RELATIONSHIPS AND PERFORMING WELL ARE THE BEST MARKETING TIPS!

GOVERNMENT MARKET RESEARCH

- AGENCIES DO MARKET RESEARCH guided by the FAR

“Market research is a continuous process for gathering data on product characteristics, suppliers’ capabilities, and the business practices/trends that surround them — plus the analysis of that data to make smart acquisition decisions.” (FAR 2.1)

FAR 15.201

- Exchanges with Industry before receipt of Proposals
 - Industry or small business conferences
 - Public Hearings
 - Market Research (FAR PART 10)
 - One on One Meeting with Potential Offerors
 - Presolicitation Notices
 - Draft RFPs
 - RFI
 - Presolicitation or proposal conference
 - Site Visits

WHY SHOULD SMALL BUSINESSES DO MARKET RESEARCH?

- SYSTEMATIC APPROACH FOR ENTERING THE FEDERAL MARKETPLACE
- USE YOUR BUSINESS DEVELOPMENT TIME EFFECTIVELY
- INCREASES YOUR SUCCESS RATE

THANK YOU Dr. Gary Heard – SBA PCR, COC

SMALL BUSINESS MARKET RESEARCH

- FPDS.GOV
- AGENCY Websites “HOW TO DO BUSINESS WITH”
- LARGE PRIME CONTRACTOR WEBSITES
 - REGISTER AS A SUPPLIER
 - THEIR CUSTOMERS
 - ABOUT US, BIOS, NEWS

SMALL BUSINESS MARKET RESEARCH

- USA SPENDING
- BETA.SAM.GOV FOR CURRENT SOLICITATIONS- RESEARCH SOW AND PWS –CUSTOMER LANGUAGE
- MONITOR TRENDS IN GOVERNMENT CONTRACTING AND LEGISLATIVE CHANGES

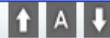
FEDERAL PROCUREMENT DATA SYSTEM

- FPDS.GOV
 - AWARDED CONTRACT INFORMATION
HOW THE GOVERNMENT BUYS YOUR
PRODUCTS AND SERVICES
 - EZ SEARCH BY NAICS AND KEYWORDS
 - KEYWORD SEARCH IS THE BEST
 - Refine search by an advance search
 - VIEW REQUIREMENTS, CONTRACT TYPE, SET
ASIDE
 - NARROW SEARCH BY AGENCIES AND
CONTRACTING OFFICES, LOCATION, PSC OR
FSCs
 - CREATE AD HOC REPORTS (reports migrating
to beta.sam.gov)



Federal Procurement Data System - Next Generation

>> [Home](#) >> [Newsroom](#) >> [Reports](#) >> [Status](#) >> [Worksite](#) >> [Archives](#) >> [Training](#) >> [Help](#)



Login

Log-In:

Password:

[Log In](#)

- >> [Forgot Your Password?](#)
- >> [Security and Privacy](#)
- >> [Contact Help Desk](#)
- >> You must click [here](#) for very Important D&B Information

Registration

- >> [Register](#)
- >> [Who Should Register?](#)

FAQs

ezSearch

ezSearch contains procurement data as well as additional NASA data (for example, financial assistance actions).

Attention: FPDS contract data reports are now available at [beta.SAM.gov](#)

While FPDS remains the authoritative source for contract data reports, users should begin using the [beta.SAM.gov](#) Data Bank to run standard, static, administrative, and ad hoc reports. On May 16, 2020, contract data report functionality will be decommissioned from FPDS and will only be available at [beta.SAM.gov](#).



NOTICE: FPDS Downtime Notification

The FPDS production application (<https://www.fpds.gov>) will be down for scheduled maintenance on Saturday, April 18, 2020 from 8:00 AM - 3:00 PM (EDT).

During the downtime the FPDS web portal, web

Help Desk End-of-Year Support

With the fiscal year ending on Monday, September 30, 2019, the FPDS Tier 2 Support Desk hours will be extended beginning on Friday, September 27 at 8:00 PM (EDT) and continuing through Monday, September 30 at 11:59 PM (EDT).

NIA Extension for OIR and OES

Reports Migration

>> Reports will be migrated to [beta.SAM.gov](#) in **29 days**

Top Requests

- >> [COVID-19 Report](#)
- >> [Hurricane Sandy Report](#)
- >> [Hurricane Michael Report](#)
- >> [Hurricane Florence Report](#)
- >> [Hurricane Harvey Report](#)
- >> [Hurricane Maria Report](#)
- >> [Hurricane Irma Report](#)
- >> [Other Hurricane/Disaster Relief](#)

Latest News

- >> [Reports Migration](#)
- >> [NIA Code - Hurricane Dorian \(H19D\)](#)

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Show All X



Type one or more keywords you would like to search on:

"program management"

Go

Clear

Advanced Search

Contracts

ICD

Recovery

To submit comments, please [click here](#)

Search took 0.2 seconds

Result Page: 1 2 3 4 5 6 7 8 9 10 Next

PDF CSV RTOM 0.3

You must click [here](#) for very important D&B information.

10: Department Full Name

[T OF DEFENSE \(39436\)](#)
[NATIONAL SECURITY, DEPARTMENT OF \(5164\)](#)
[NATIONAL AERONAUTICS AND SPACE ADMINISTRATION \(3657\)](#)
[FEDERAL SERVICES ADMINISTRATION \(3056\)](#)
[DEFENSE AFFAIRS, DEPARTMENT OF \(1524\)](#)
[TRANSPORTATION, DEPARTMENT OF \(1442\)](#)
[COMMERCE, DEPARTMENT OF \(1228\)](#)
[ENERGY, DEPARTMENT OF \(1177\)](#)
[JUSTICE, DEPARTMENT OF \(946\)](#)
[HEALTH AND HUMAN SERVICES, DEPARTMENT OF \(912\)](#)

10: Contracting Agency Name

[T OF THE NAVY \(30754\)](#)
[NATIONAL AERONAUTICS AND SPACE ADMINISTRATION \(3657\)](#)
[T OF THE ARMY \(3526\)](#)
[FEDERAL ACQUISITION SERVICE \(2431\)](#)
[T OF THE AIR FORCE \(2186\)](#)
[DEFENSE AFFAIRS, DEPARTMENT OF \(1524\)](#)
[FEDERAL EMERGENCY MANAGEMENT AGENCY \(1437\)](#)
[ENERGY, DEPARTMENT OF \(1177\)](#)
[OFFICE OF PROCUREMENT OPERATIONS \(987\)](#)
[FEDERAL AVIATION ADMINISTRATION \(880\)](#)

10: Vendor Full Name

[HAWKINS MARINE USA INC \(3713\)](#)
[INDUSTRIES, INC. \(2450\)](#)
[MULTINATIONAL LOGISTIC SERVICES LIMITED \(2104\)](#)
[HAWKINS MARINE PRODUCTS \(US\) COMPANY \(1814\)](#)

List Of Contract Actions Matching Your Criteria

Award ID (Mod#): [140D0420P0039](#) (0) [\(View\)](#)
Vendor Name: [BOWHEAD PROGRAM MANAGEMENT & OPERATIONS, LLC](#)
Date Signed: April 15, 2020
Referenced IDV:
NAICS (Code): ADMINISTRATIVE MANAGEMENT AND GENERAL MANAGEMENT CONSULTING SERVICES ([541611](#))
Vendor City: SPRINGFIELD
Vendor State: VA
Global Vendor Name: [BOWHEAD PROGRAM MANAGEMENT & OPERATIONS LLC](#)

Award ID (Mod#): [2032H820F00094](#) (0) [\(View\)](#)
Vendor Name: [ACCENTURE FEDERAL SERVICES LLC](#)
Date Signed: April 15, 2020
Referenced IDV: [TIRNO17Z00002](#)
NAICS (Code): ADMINISTRATIVE MANAGEMENT AND GENERAL MANAGEMENT CONSULTING SERVICES ([541611](#))
Vendor City: ARLINGTON
Vendor State: VA
Global Vendor Name: [ACCENTURE INC.](#)

Results 1 - 30 of 62866 as of Apr 16, 2020 5:01:17 PM

Award Type: PURCHASE ORDER
Contracting Agency: [DEPARTMENTAL OFFICES](#)
Action Obligation: \$633,500
Contracting Office: [IBC ACQ SVCS DIRECTORATE \(00004\)](#)
PSC (Code): SUPPORT- PROFESSIONAL: OTHER ([R499](#))
Vendor DUNS Number: [080093282](#)
Vendor ZIP: [221501822](#)
Global DUNS Number: [080093282](#)

Award Type: BPA CALL
Contracting Agency: [INTERNAL REVENUE SERVICE](#)
Action Obligation: \$728,729.26
Contracting Office: [NATIONAL OFFICE - PROCUREMENT OBO](#)
PSC (Code): SUPPORT- PROFESSIONAL: PROGRAM MANAGEMENT/SUPPORT ([R408](#))
Vendor DUNS Number: [139727148](#)
Vendor ZIP: [222031807](#)
Global DUNS Number: [985015354](#)

Search Criteria

To remove the criteria or a portion of the search criteria click the button next to each search level.

X "program management"

Sort By

This section allows the user to sort the existing list of contracts by various fields within the contract. For example you can sort the existing list of contracts by Date Signed or Contract Type. Click on the appropriate field to Sort By. Only one Sort can be conducted at a time.

Sort Order: Descending

- [Relevance](#)
- [Contract Type](#)
- [Agency Code](#)
- [Agency Full Name](#)
- [Date Signed](#)
- [Contracting Agency ID](#)
- [Contracting Agency Name](#)
- [Department Full Name](#)
- [Action Obligation \(\\$\)](#)
- [NAICS](#)

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SBA Table of Size S....xlsx

Show All X



DOING BUSINESS WITH...Understand your customer's mission!

RESEARCH AGENCY
SMALL BUSINESS OFFICE
WEBSITES FOR “HOW
TO DO BUSINESS WITH”
INCLUDING SMALL
BUSINESS SPECIALISTS
CONTACT INFORMATION
&
PROCUREMENT
FORECASTS

MARKETING

- REFINE capability statement/elevator pitch/business cards/SBA PROFILE
- UNDERSTAND agency acquisition process
- RESEARCH contract vehicles:
GSA MULTIPLE AWARD SCHEDULE, OASIS, CHES, SEWARD STARBU

MARKETING

- MONITOR SPECIAL NOTICES IN BETA.SAM.GOV
 - INDUSTRY DAYS
 - EXHIBIT
- CONFERENCES
 - EXHIBIT
 - OFFER TO BE A SPEAKER IF YOU ARE A SUBJECT MATTER EXPERT
- SCHEDULE BRIEFINGS WITH PRIMES AND AGENCIES
 - OSBPS, PEO OFFICES , TECHNICAL REPS, CONTRACTING OFFICES
- BUSINESS MATCHMAKERS
 - ONE-ON-ONES
- NETWORKING EVENTS
- TRAINING EVENTS
- BID, WIN OR LOSE, DEBRIEF

MJ's Steps to Doing Business with the Government

- Assess your company's Contract Readiness
- Identify Industrial codes
- Do Market Research
- Determine eligibility for SBA Set Aside Contracting Programs
- Capability Statement – a living document
- Register in SAM and optimize SBA profile
- Understand Acquisition Process (FAR) and Government Buying Methods
- **Business Development/CAPTURE

CONTRACTING READINESS

SBDC RESOURCES FOR BUSINESS

PTAC RESOURCES FOR CONTRACTING

- **GOOD BUSINESS PRACTICES REDUCE RISK!**
 - **BUSINESS PLAN**
 - **MARKETING PLAN**
 - **ADEQUATELY INSURED**
 - **BUSINESS DEVELOPMENT, CAPTURE MANAGEMENT, PROJECT MANAGEMENT**
 - **INFORMATION SECURITY STANDARDS (NIST 800-171 –FAR 52.204.21 and DFARS 252.204.7012) PTAC TRAINING CMMC**
 - **PERSONNEL, FACILITIES, EQUIPMENT**
 - **FINANCIALLY STABLE – ADEQUATELY CAPITALIZED**
 - **COMPLIANT WITH DEPARTMENT OF LABOR and IRS LAWS**
 - **SYSTEMS TO TRACK TIME, COSTS (adequate accounting system), AND PERFORMANCE (Important for all contracts including SBIR/STTR)**
 - **SUCCESSFUL PAST PERFORMANCE**

Join us OCTOBER 21, 2020 at the Von Braun Center for the Huntsville-Redstone Small Business Contracting Conference & Expo

<https://www.contractready.org/redstone-arsenal>



CONTACTS

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