



Small Business In Focus

April 2009

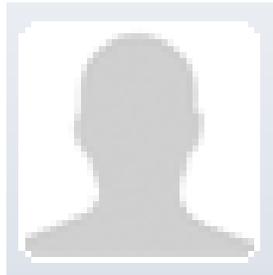
Volume 3, Number 16

Small Business GWAC Center

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In This Issue

- Director's Corner
- Alliant Small Business GWAC
- 8(a) STARS II
- Center Hosts VETS GWAC Program Meeting
- Center Hosts 8(a) STARS Industry Partner Meeting
- Conference Participation
- Center Honors Mary Parks with a Farewell Reception
- Center's Jim Van Hooser Retires
- GWAC Industry Partner Visits
- Small Business GWAC Sales
- KUDOS & Accolades
- Selling to the Federal Government 101
- Small Business GWAC Quiz
- Acquisition Corner
- Spotlight
- Upcoming Events



Director (vacant), Small Business GWAC Center

Director's Corner

- Jean Oyler, Acting Director

We've all learned a great deal about transition these past few months as we witnessed the inauguration of a new president and the subsequent changes in agency leadership. The same holds true for those of us within GSA and the Small Business GWAC Center.

From our last issue, you learned about the transition in leadership taking place in the Center with Matt Verhulst and me rotating as Acting Center Director. We are honored to have been given this responsibility and rest assured that it is one we take with the best interests of the Center, our customers and industry partners at heart.

Early on, we had the pleasure of congratulating the newest members of our small business contractor family, the Alliant Small Business (SB) GWAC awardees as they received their Notices to Proceed on February 2nd. This long-awaited moment signified the contract's "grand opening" in time for the upcoming federal buying season. As you will read in this issue, the Alliant SB team is fully engaged in launching the contract by populating the contract's website, www.gsa.gov/alliantsb, training customers and developing relationships with the industry partners. We are very pleased in the customer and industry feedback received to date and look forward to an exciting spring and summer.

Also in February, the American Recovery and Reinvestment Act was signed into law and with it, came billions of dollars of stimulus funds for federal agencies including those for IT projects. Each of our small business GWACs is poised to assist federal customers with their acquisition needs through streamlined ordering procedures, advanced statement of work review procedures and consultation with our Center's staff. We invite you to let us know how we can help your agency address its stimulus project requirements while achieving socioeconomic goals.

Finally, our Center was pleased to post a draft Request for Proposals (RFP) for 8(a) STARS II, our next 8(a) competitive procurement. In March, the team hosted 10 industry conferences nationwide to review the draft and now is consolidating responses from industry in anticipation of the release of the final RFP in May. Stay tuned to the FedBizOpps website at www.fbo.gov for developments in this exciting new procurement.

"...who waits until circumstances completely favor his undertaking, will never accomplish anything." – Martin Luther

Alliant Small Business GWAC

Alliant SB GWAC Contractors Granted Notices to Proceed

The Center issued Notices to Proceed on February 2nd to 72 contract holders on the Alliant Small Business Information Technology contract. The notices signify the final step in the award process and allow contractors to begin marketing the contract and accepting task orders. The contract has a five-year base period with one, five-year option and is valued at \$15 billion. For updates on the Alliant Small Business GWAC, visit www.gsa.gov/alliantsb.

Center Hosts Alliant SB Post-Award Webinar

On February 19, the Center hosted a post-award conference for the Alliant SB Industry Partners. Welcoming the Center's newest industry partners were John Johnson, Assistant Commissioner, GSA FAS Integrated Technology Services; Mary Powers-King, Director, GSA GWAC and IT Schedule Programs; Jim Ghiloni, Director, Center for GWAC Programs, and Greg Byrd and Lee Tittle, Contract Specialists, Dean Cole, Business Development Specialist, Matt Verhulst, Director of Contracts Division, and Jean Oyler, Business Manager, from the Center. Topics included the Alliant SB scope, how customers access the contract, and how to respond to task order opportunities. The webinar was attended by 135 participants from 72 awardees and 12 joint venture members.

Alliant SB Outreach

DOI's National Business Center Hosts Training on Alliant Small Business

The Alliant Small Business Team consisting of Jean Oyler, Director, Business Operations Division, Greg Byrd, Contracting Officer, and Lee Tittle, Contract Specialist, conducted Delegation of Procurement Authority (DPA) training at the Department of Interior's National Business Center, in Herndon, Virginia on March 16. Hosted by its Small Business

Office, the session covered topics such as scope and ordering procedures and resulted in 14 DPAs being granted to warranted contracting officers.

GWAC Customers First to be Trained on Alliant Small Business GWAC

Delegation of Procurement Authority Training for current GWAC customers commenced on February 12 with two sessions held via webinar. The sessions were attended by more than 200 participants representing 17 federal agencies. DPA training webinars were offered continuously during March on the 4th, 18th and 25th to accommodate customer demand. To date, nearly 400 customers received training resulting in more than 80 DPAs.

GSA Assisted Acquisition Offices Host Training on Alliant Small Business

Additional DPA training was conducted during the month of March through regional visits to GSA FEDSIM and Assisted Acquisition Service offices in San Francisco, Atlanta, Philadelphia, and Washington, DC.

8(a) STARS II

Center Releases 8(a) STARS II Draft Solicitation & Hosts Industry Conferences



The Center announced the release of a Draft Request for Proposals (RFP) for a next-generation 8(a) GWAC, tentatively titled 8(a) STARS II on February 25. GSA hosted 10 industry conferences in seven locations to discuss the draft RFP. The [Fedbizopps](#) posting is under special notice number 2009MJC00002 at www.fbo.gov.

Industry Conferences

Nearly 1,000 individuals participated in the conferences held nationwide during the weeks of

March 9th and March 23rd, 2009. Conference attendees were provided with an in-depth overview of the GSA 8(a) STARS II draft request for proposals and participated in question and answer sessions. Conducting those conferences for the SBGWAC Center were Misty Claypole, Contracting Officer, Matthew Verhulst, Director, Contracts Division, and Herman Lyons and Lori Hanavan, Business Development Specialists. The 8(a) STARS II GWAC represents a \$10 billion opportunity for 8(a) designated firms.



Center's Misty Claypole and Matt Verhulst answer questions from interested parties at the March 9th Kansas City Conference for 8(a) STARS II.

For more information on the GSA 8(a) STARS II GWAC, please visit www.gsa.gov/8astars2.

Center Hosts VETS GWAC Program Meeting

The Center's VETS GWAC team held its semi-annual program meeting via webinar on January 14. Approximately 49 industry representatives from 36 firms attended. The discussion included VETS sales, training and outreach efforts, reporting, task order feedback, and sales reporting in the GWAC MM. Speakers from the Small Business GWAC Center were Jihyun Huyck, Business Development Specialist, Janna Babcock, Procuring Contracting Officer, Lee Tittle, Contract Specialist, and from the Center for GWAC Programs, Angela Joslin, Program Analyst. The next meeting is scheduled for July 20, 2009.

Center Hosts 8(a) STARS Industry Partner Meeting

The Center's 8(a) STARS GWAC team held a program meeting via webinar for the 8(a) STARS contract holders on February 11. More than 100 industry representatives participated to hear about the upcoming option exercise, size re-representation, reporting requirements and the GWAC Management Module (GWAC MM).



Conference Participation

Center's Cumpton Attends Small Business Expo in St. Charles, Missouri

Sue Cumpton, Contract Specialist, attended the St. Louis Small Business Expo in St. Charles, MO, on March 18. There were over 100 exhibitors at the conference. Sue worked at a booth on behalf of the Office of Business and Support Services talking to small businesses about opportunities with the Federal Government. Small businesses had the opportunity to network and attendees also received help on How to Market in Today's Web World, How Email Newsletters can be Valuable Business Tools and Selling When No One Is Buying. One of the attendees at the conference was a successful small business who got its start as an 8(a) STARS Industry Partner.

Center Honors Mary Parks with a Farewell Reception



Mary Parks, Acting Associate Administrator for the GSA Office of Small Business Utilization

After 33 years in the Heartland Region, Mary Parks took another step in her government career and moved to Washington, DC to serve as the

Acting Associate Administrator for the GSA Office of Small Business Utilization effective March 1, 2009. The Small Business GWAC Center honored Mary with a farewell reception on January 22nd, and a luncheon on January 30th. Many Heartland associates, friends and family turned out to wish her all the best in her new endeavor.

Center's Jim Van Hooser Retires

Also departing from the Small Business GWAC Center was Jim Van Hooser. The Center hosted a retirement luncheon for Jim at the local Carrabba's Italian Grille restaurant on January 28th. After 35 years with GSA, Jim decided it was time to retire from Federal service and spend more time with his wife, Cindy to pursue their love of travel and photography!

Jim takes with him a wealth of information, and we are sad to see him go, but wish him the best in his future travels and expeditions!



Mary Parks presents a retirement gift to Jim Van Hooser at a reception held, January 28, 2009

GWAC Industry Partner Visits

The Center welcomed the following small business GWAC contract holders:

Alliant Alliance, LLC GS-06F-0661Z

Alliant Alliance, LLC, a prime contract holder on the Alliant SB visited the Center on March 30.

Creative Computing Solutions, Inc. GS-06F-0612Z

Creative Computing Solutions, Inc., a prime contract holder on the Alliant SB visited the Center on March 19.

OnPoint Consulting, Inc. GS-06F-0648Z

OnPoint Consulting, Inc., a prime contract holder on the Alliant SB visited the Center on March 19.

Catapult Technology, Ltd.

GS-06F-0511Z (VETS), GS-06F-0334Z (8(a)STARS) and CM1301-05-CT-0050 (COMMITTS NG)

Catapult Technology, Ltd, a prime contract holder on the VETS, 8(a) STARS and COMMITTS NexGen GWACs visited the Center on March 10.

Innovative Management Concepts, Inc. GS-06F-0529Z

Innovative Management Concepts, Inc., a prime contract holder on the VETS GWAC visited the Center on February 17.

Small Business GWAC Sales

Total obligated order value as of March 31, 2009:

- ★ **8(a) STARS \$1,785,854,053**
- ★ **COMMITTS NexGen \$476,190***
- ★ **VETS \$311,351,937**

For a listing of customer agencies visit www.gsa.gov/sbgwac and click "Small Business GWAC Sales".

*new orders since COMMITTS' transfer to GSA

KUDOS & Accolades

VETS GWAC Prime Contractor MicroTech Honored as Fastest Growing

MicroTechnologies, LLC (d.b.a. MicroTech), a prime contract holder on the VETS GWAC was honored by the Fairfax County Economic Development Authority at the 2009 Celebration of Northern Virginia Business Success, held January 27 at the Ritz-Carlton Tysons Corner. The event highlighted a number of local businesses that are among the largest in their category or have grown quickly in the last several years. This was the second straight year that MicroTech was selected for the gala honor.

GWAC Team Members Receive ITS Assistant Commissioner's Awards

Several members of the GWAC Program, including associates from the Small Business GWAC Center were recognized with the Information Technology Services Assistant Commissioner's Awards. The awards ceremony took place during the ITS All Hands meeting held at the Crystal City Hyatt on March 17. The Alliant Small Business Team, composed of Jim Ghiloni, Director, GWAC Program, Betty Estey, Supervisory Contract Specialist, Matt Verhulst, Director, Small Business GWAC Contracts Division, Greg Byrd, Contracting Officer, Lee Tittle, Contract Specialist, and Dean Cole, Business Development Specialist, were recognized for their work on the evaluation and award of the Alliant Small Business GWAC. Another team recognized with this award was the Team Leaders appointed to begin the process of documenting the GWAC Program's Concept of Operations. Team members from the GWAC Program Office were Lillian Miller; from the Enterprise West GWAC Center, Tony Ojeda, Contract Specialist; and from the Small Business GWAC Center, Misty Claypole, and Chris Carver, Program Analyst. Congratulations, teams!



Reminders for the GWAC ordering contracting officers (OCOs) --

- Provide a complete copy of the order, e.g., the signature page, the work statement and the line items to the respective GWAC's email address or fax upon order award.

Reminders for the GWAC Contractors --

- As one of the frequently asked questions, "Where can we find the obligated dollars of one of our GWACs?" Answer: At www.gsa.gov/sbgwac, click on "Small Business GWAC Sales" or run a report in FPDS-NG, www.fpds.gov.

Selling to the Federal Government 101



FedBizOpps Opportunity Research

In our recent newsletters we discussed how to identify small business contracting goals, research agency forecasts, and how to contact agency small business advocates. In this article we would like to focus on identifying real-time procurement opportunities via FedBizOpps.

FEDBIZOPPS

FedBizOpps (FBO) is the central repository for federal government procurement opportunities. On FBO, agencies post procurement opportunities in an effort to identify potential supply sources. In the month of February 2009, over 11,500 postings were made on FBO. Key to note is that the FBO site and its associated research features are

(continued on left hand side of next page)

offered at no cost to the vendor community.

FBO offers unique tools for the vendor community, including the ability to set up automated searches and receive notifications of new procurement opportunities. Each vendor can perform a generic search independently or create a profile to use FBO's enhanced search features. Once the user's profile is created, he/she can set up filters to capture applicable opportunities.

For the Small Business GWAC Industry Partners, applicable FBO search criteria might include a NAICS code(s), small business set aside code, or classification code. Users with profiles can set up a "search agent" which filters all opportunities on a scheduled basis to identify the most applicable opportunities for your business. You can even schedule email notifications for matching opportunities. For a demonstration on setting up these useful search tools, please visit www.fbo.gov and click on "General Info."

Very recently, the Small Business GWAC Center issued a draft RFP on FBO for the 8(a) STARS II GWAC. This draft RFP represents a \$10 billion opportunity for 8(a) certified IT service solution firms. Were you notified of its posting???

Please Note: In order to provide additional assistance to our industry partners, the Small Business GWAC Center conducts a weekly FBO opportunity search. The results of the search are distributed to the Contract Managers for each Industry Partner. This search is designed to identify potential opportunities to pursue.

★ FEDBIZOPPS.GOV



Find Opportunities
NO REGISTRATION REQUIRED
[Advanced Search](#) ▶ [View By Agency](#) ▶

Small Business GWAC Quiz



1. 8(a) STARS II will be the Small Business GWAC Center's ___ Generation 8(a) GWAC.
 - a. 1st
 - b. 2nd
 - c. 3rd
 - d. 4th

2. What types of contracts are allowed under the Alliant SB GWAC?
 - a. Firm-Fixed-Price
 - b. Labor Hour and Time and Material
 - c. Cost Reimbursement
 - d. All of the above



Send your answers to the above questions to sbgwac@gsa.gov. A lucky winner with correct answers will be selected to receive a gift from the Small Business GWAC Center. The winner's name will be announced in the following issue of this newsletter, *Small Business In Focus*.

Acquisition Corner

8(a) STARS II

Outreach to Industry

The Small Business GWAC Center hosted ten Industry Conferences in March of 2009 to preview the Draft Request for Proposals (DRFP) for a new 8(a) GWAC, tentatively titled 8(a) STARS II. Conferences were hosted in Kansas City, Denver, Oakland, Seattle, Fort Worth, Atlanta, Washington DC, and via a nationwide audio conference.

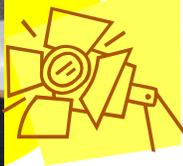
The 8(a) STARS II GWAC is designed to give federal contracting opportunities to small, disadvantaged firms, who are historically left out of the procurement marketplace. The STARS II GWAC is expected to build upon the achievements of its predecessor, 8(a) STARS (www.gsa.gov/8astars), and will incorporate best practices and lessons learned from the synergistic partnership with industry, DoD and Federal Civilian agencies. STARS II will promote the use of performance-based contracting and will accommodate task orders with the following terms: fixed price, time and materials, and labor hour. 8(a) STARS II will also allow requiring activities to choose among the incentive features found in FAR 16.4 that are tied to FP, T&M and LH terms.



The STARS II scope consists of two constellations/levels, each comprised of four independent functional areas (FAs). The levels are differentiated by certain qualification requirements identified in the draft RFP. Although the single North American Industry Classification Systems (NAICS) code most closely tied to the entire GWAC is 541512, each FA is assigned its own NAICS code (see the draft RFP) along with their associated size standards. The 8(a) STARS II contract is designed to have a 5 year base, with one 5-year option and a \$10B program ceiling.

The 8(a) STARS II Draft RFP was released on February 25th, 2009 and closed on March 31st. Interested parties can anticipate the release of the Final RFP in early May on Fedbizopps (FBO.gov). GSA is anticipating making awards for the 8(a) STARS II GWAC in early 2010, at which point Federal Contracting officers will have the opportunity to obtain a delegation of procurement authority to utilize the contract.

For more information on the GSA 8(a) STARS II GWAC, please visit www.gsa.gov/8astars2.



Spotlight

Dean Cole
Business Development Specialist

Dean Cole “officially” joined the Small Business GWAC Center, as a Business Development Specialist, in February of 2008. The year prior, he was detailed to the Small Business GWAC Center to help evaluate the Alliant and Alliant SB GWACs. Dean has been with GSA for 17 years. Prior to his current position, he was a Project Manager and Program Manager with the Assisted Acquisition Service, and a Systems Manager with Network Services. Over his years with GSA, Dean has participated on over a dozen process teams and served as Team Lead on many. He has a Master’s Certificate in Project Management and is a certified COR/COTR. Dean has a Bachelor’s degree in Telecommunications Management and an Associate’s in Electronics, both from DeVry University. In his free time, Dean likes relaxing with his family, playing golf, bowling, and spending time outdoors camping, fishing and hunting.

Upcoming Events



The Small Business GWAC Center participates in a variety of events throughout the year. Many events offer training on GSA’s GWACs as well as networking opportunities for small business. Please monitor our website for updates.

May 6	COMMITTS NexGen Program Webinar	Webinar
May 29	Rep. Ike Skelton Procurement Conference	Warrensburg, MO
June 9-11	GSA Expo	San Antonio, TX
July 20	VETS GWAC Program Meeting	Las Vegas, NV
July 20-23	5th Annual National Veteran Small Business Conference and Expo	Las Vegas, NV

Contact Us

(877) 327-8732



2009 GSA EXPO
San Antonio
Texas

June 9-11, 2009
www.expo.gsa.gov

Please send us your suggestions for *Small Business In Focus*.

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