



Small Business In Focus

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Small Business GWAC Center

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The Small Business GWAC Center wishes all a prosperous new year!

Director's Corner



Mary Parks, Director, Small Business GWAC Center

They say that life is a journey and sometimes you end up in places you never expected to be. That is the case with me as I write this last Director's Corner Column for our Small Business GWAC newsletter. I had very carefully planned my retirement from GSA and was looking forward to spending the cold month of February on the sunny beaches of Cabo San Lucas, Mexico, when I received one of those unexpected surprises. Instead of retiring, I will be moving to another phase of a great government career to GSA's Office of

Small Business Utilization in Washington DC on March 1, 2009 – after spending that much needed break on the beach. I am looking forward to the challenges of a new position and new responsibilities, yet am sad to leave our Small Business GWAC Center, which has grown into a dynamic, innovative and responsible organization, with people who truly care about the business of government and small business opportunities in particular.

In the coming months, Jean Oyler and Matthew Verhulst and staff members will work through this change in leadership while continuing to provide many new opportunities for small businesses through the VETS, COMMITS NG, 8(a) STARS and Alliant Small Business GWACs.

I'm hoping that in the coming months many of the relationships that we've developed throughout the years in my role at GSA will continue to flourish and grow, and that I'll see many of the industry partners and customers that have become such an important part of our successes. I have been blessed in my years with GSA. I have a superb group to work with and memories that will last a lifetime. Thank you for being a part of those memories.

"Often do the spirits
Of great events stride on before the events,
And in to-day already walks to-morrow." – *Samuel Taylor Coleridge*

GSA Announces Alliant Small Business Selections



GSA announced the selection of 72 firms for award under the Alliant Small Business Governmentwide Acquisition Contract on December 18. The contract supports a broad range of information technology services for federal agencies. It 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. Congratulations to all Alliant Small Business contractors! We look forward to many exciting and prosperous years ahead.

GWAC Center Outreach

Small Business GWAC DPA Training Delivered at Dept of Treasury IRS, Oxon Hill, MD

Jihyun Huyck, Business Development Specialist, Aletha Pelham, Contracting Specialist, Todd Tekesky, Contracting Officer, and Herman Lyons, Business Development Specialist, conducted three training sessions at the Department of Treasury-IRS in Oxon Hill, MD on Tuesday, December 9. The training sessions included an overview of the Small Business GWAC Center contracts as well as Delegation of Procurement Authority for 8(a) STARS, VETS, and COMMITS contracts. The training resulted in 23 delegations being granted to IRS contracting officers. The overall training Evaluation score was 4.68 out of a possible 5.

Dept of Veterans Affairs, Austin Automation Center, Austin, TX

Janna Babcock, Contracting Officer, and Jean Oyler, Director, Business Operations, offered Delegation of Procurement Authority (DPA) training on December 4th at the Department of Veterans Affairs, Austin Automation Center, Austin, TX. The DPA training will allow ordering Contracting Officers direct access to VETS GWAC. Upon completion of

the training, warranted contracting officers were granted a DPA and one hour of Continuous Learning Points (CLP) credit. A second session was held as an update for the VETS contract vehicle for management and those who already have a VETS Delegation. It highlighted VETS' successes, policy updates relevant to task order contracting, pertinent changes to the ordering guide, and facilitated an informal Q&A session with the attendees. Karen Beyer, Customer Service Director from the GSA Greater Southwest Region, was in attendance with an invitation to the GSA 2009 Expo and an offer of GSA specific training, such as e-Buy for attendees and customers.

Training Offered at GSA National Capital Region and FEDSIM Offices

Jean Oyler, Business Operations Manager, and Matt Verhulst, Contracts Division Director provided Delegation of Procurement Authority training to 29 GSA FAS Assisted Acquisition Services associates in the National Capital Region and the Federal Systems Integration and Management Center (FEDSIM) on November 6 in Washington, DC. The training focused on the 8(a) STARS, VETS, and COMMITS NexGen small business GWAC websites as well as recent policy and contract updates of interest to the attendees such as task order protestability, periods of performance, statement of work reviews and socioeconomic credit for FAS customers.

GWAC Centers Present Combined GSA GWAC Training for Army Customers

Jihyun Huyck joined Mimi Bruce, Director of Client Support, and Rebecca Eden, Procurement Analyst, GSA Enterprise GWAC Center West, to present combined GWAC training at Ft. Eustis in Newport News, VA, on October 22nd. This training was initiated by John Engle, Customer Service Director from the GSA Mid-Atlantic Region, who coordinated with Ft. Eustis to invite GWAC representatives to speak on their program. The training content was designed to provide a Delegation of Procurement Authority for Army contracting officers at Ft. Eustis to gain access to all six GSA GWAC contract vehicles, ANSWER, Millennia, Millennia Lite, 8(a) STARS, VETS, and COMMITS NexGen. The training was delivered in two sessions and was attended by a total of 48 Contracting Officers and Contract Specialists. The topics included an overview of the GSA GWAC Program, ordering procedures with each contract's terms and conditions and the benefits of using GSA GWAC vehicles. The course

provided the attendees with 1.2 CLP credits.

Briefing at AFCEA-Dayton

Lori Hanavan, Business Development Specialist, presented a course entitled "An Update on GSA's Governmentwide Acquisition Contracts" to conference attendees at the 2008 AFCEA InfoTech Conference in Dayton, OH on October 21st. Course attendees included contracting staff from the Wright-Patterson Air Force Base, Small Business GWAC Industry Partners, and other small business representatives. Topics included an overview of the GSA GWAC Program, discussion of NDAA 2008, and contract capabilities.

Training Provided for Department of Transportation

Jean Oyler, Business Operations Manager, and Dean Cole, Business Development Specialist, provided GWAC overview training to 24 Department of Transportation (DOT) acquisition personnel in DC. The training was held in DOT's Navy Yard facility on October 8.

Briefing for the Treasury Office of Small & Disadvantaged Business Utilization

Also on October 8, Jean and Dean visited Teresa L.G. Lewis, Director of the Office of Small & Disadvantaged Business Utilization for the Department of Treasury in Washington, DC. This meeting resulted in a potential opportunity to offer delegation of procurement authority training for all 10 Department of Treasury bureaus, one of which was actualized with the IRS bureau training on Dec 9 as reported in this issue.

Conference Participation

Center Director Participates in VET-Force Meeting

Mary Parks, Director, attended the VET-Force meeting on December 16, hosted by the Vietnam Veterans of America in Silver Spring, MD. Mary presented information to the group on the various processes the GWAC Center has put in place to manage the success of the VETS GWAC. VET-Force organized in 1998 to advocate for the development and passage of Public Law 106-50, the Veterans Entrepreneurship and small business

act of 1999. VET-Force is comprised of over 200 organizations and affiliates who have made it their mission to monitor the implementation of the programs, agencies and organizations referenced under the law.

Center Attends 2008 Service-Disabled Veteran-Owned Small Business (SDVOSB) Technology Conference at MacDill Air Force Base

Jihyun Huyck, Business Development Specialist, represented the VETS GWAC at a Round-Robin/Business Opportunities panel during the SDVOSB Technology Conference & Expo, held at MacDill AFB, FL, November 13-14. Stephen McFarland, Customer Service Director from the GSA Southeast Region, also joined the panel to represent GSA in addition to staffing a GSA exhibit table. The event was attended by over 390 military, government, and industry representatives and a total of 100 vendors, including VETS GWAC holders, hosted exhibit booths.

Center Attends the USDA/NITC Tech Expo in Kansas City

Lori Hanavan and Herman Lyons, III, Business Development Specialists, participated in the Regional USDA Technology Expo hosted by the National Information Technology Center (NITC), in Kansas City, MO, on November 6. This annual IT event provides updates on the latest products and services available from quality IT companies and is promoted to all government IT personnel in agencies within the region. Lori and Herman visited with several GSA Small Business GWAC vendors, who were among over 50 exhibiting companies at this year's expo.

Center Director Featured Speaker at NCMA Chapter Meeting

Mary Parks, Director, was the featured speaker at the December 11th Kansas City Chapter of the National Contract Management Association meeting. Mary spoke on the Small Business Governmentwide contracts the Center manages, as well as the many success stories the contractors and federal customers have shared on the use of 8(a) STARS and the VETS GWACs.

Briefing at San Diego IAC



Mary Parks, Director, was an invited speaker for the Southern California Government IT Community ACT/IAC Speakers series in San Diego, CA on October 7. Mary was joined by Randy Slager, CEO and Founder of Catapult Technology, an established 8(a), Service-Disabled Veteran-owned small business information technology firm. The speakers highlighted opportunities for small businesses in the federal marketplace.

NOAA GWAC Industry Day Event

On Thursday, October 9, Jean Oyler, Business Operations Manager, and Dean Cole, Business Development Specialist, took part in the NOAA GWAC Industry Day in Silver Spring, MD. The event included representatives from GSA, National Industries for the Severely Handicapped (NISH), National Industries for the Blind (NIB) and National Institutes of Health (NIH). Jean had a speaking role, covering how to incorporate small business GWACs into acquisition strategy, and Dean worked the GSA table along with members of GWAC Program Office/Enterprise GWAC Offices. Among the vendors in the exhibit hall, 25 were GWAC contract holders. Approximately 150 NOAA acquisition personnel were in attendance and earned 1.0 CLP.

Center Welcomes New Associate



Herman Lyons
Business Development Specialist

Herman Lyons joined the Center on October 14th as a Business Development Specialist. Herman previously worked with the Federal Aviation Administration as an Air Traffic Controller and also has 4 1/2 years experience working for a GSA Multiple Award Schedule holder. He holds his BSBA in Management and MBA in Marketing from the University of Central Missouri. In his spare time, Herman enjoys fishing, hunting, and spending time with his wife and 7-year old son.

GWAC Industry Partner Visits

The Center welcomed the following small business GWAC contract holders:

Veterans Enterprise Technology Solutions, Inc.

Veterans Enterprise Technology Solutions, Inc. (VETS Inc.), a VETS GWAC prime contract holder, visited the Center on November 11. Jim Moody, Chief Operating Officer visited with the Center staff about various contracting issues. The discussion included input on marketing the VETS GWAC, how to find awarded task information, and subcontract reporting. VETS Inc. won the 100th task awarded against the VETS GWAC.

Metters Industries, Inc.

Michael Neyland, Chief Operations Officer and Suzanne Riester, Contracts Manager from Metters Industries, Inc., a VETS GWAC prime contract holder, visited the Center on October 1. The discussion included input on marketing the VETS GWAC, how to find awarded task information, and subcontract reporting.

Indus

Indus, an industry partner on the COMMITS NexGen GWAC, visited the Center on October 14th. Indus representatives Mike Bowers and Michael Mullen, along with the Center staff discussed current activities on the COMMITS NexGen contract. Key interests of the Indus team were the upcoming contract option, business opportunities, and agency socioeconomic credits.

CDO Technologies, Inc.

The Center welcomed 8(a) STARS prime contract holder, CDO Technologies, Inc., from Dayton, Ohio on October 23. Dave Chandler, Director of Business Development-Government Services with CDO met with the Center staff to discuss small business size re-representation, new task order protest language from the 2008 National Defense Authorization Act

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and upcoming business opportunities for 8(a) STARS.

STG, Inc.

STG, Inc., a COMMITS NexGen prime contractor, visited the Center on October 9. Tom Bertke, Director of Business Development, and the Center staff discussed size representation and marketing the COMMITS NexGen contract.

KUDOS & Accolades

MacDill AFB Small Business Specialist Receives the Golden Talon Award

The Small Business GWAC Center would like to extend congratulations to Nelson Escribano, Small Business Specialist, MacDill AFB, FL, who received the Golden Talon Award Nov. 17 at the 2nd SDVOSB Program Awards Ceremony at the Pentagon. Mr. Escribano was one of six individuals recognized in the Department of Defense for his efforts in going beyond goals to advance the objectives of the service-disabled veteran-owned small business or SDVOSB program. Mr. Escribano more than doubled the assigned goal of 3 percent by obligating \$6.91 million, or 6.44 percent of contract dollars, to SDVOSBs. It was the third year in a row that Mr. Escribano exceeded the category goal.

One of his other achievements include hosting a SDVOSB conference in which our Center participated in November 2008.



Nelson Escribano (center), recipient of the Golden Talon Award at the 2nd Annual Service-Disabled Veteran-Owned Small Business Program Awards Ceremony, is flanked by Ronald A. Poussard (left), the director of the Secretary of the Air Force Small Business Programs, and James I. Finley, deputy under secretary of defense for acquisition and technology. Mr. Escribano is the small business specialist at the 6th Air Mobility Wing, MacDill Air Force Base, Fla. The award ceremony was held at the Pentagon Conference Center Nov. 17. (Courtesy photo/CorpComm Inc.)

Mr. Escribano sent us the following note on the Center's participation in the MacDill AFB's SDVOSB Conference and Expo, November 13-14, 2008.

"I wish to say "Thank You" as well for attending and participating in the conference! I received very positive feedback from many vendors who spoke with you and had the opportunity to meet so many other vendors as well at this networking event! It would not have been a success without you, Mr. McFarland, and the support from the GSA GWAC Center!"

VETS GWAC Contractors Growing FAST



Two VETS GWAC contractors shared success stories on their awards:

HMS Technologies, Inc, a VETS GWAC contract holder, was ranked 68th on Federal Times' 2007 annual ranking of the top 100 Governmentwide Acquisition Contract (GWAC) vendors. Additionally, Harry Siegel, President and CEO of HMS Technologies, Inc. was named as the 2008 West Virginia Small Business Person of the Year.

Med Trends, a VETS GWAC contract holder, was named as the fastest growing business "Rising Star" for 2008 in Maryland by the Deloitte's Technology FAST 50 Program and also named as the third fastest growing company in the entire country as Deloitte's Top 3 "Rising Stars" for 2008.

Congratulations to Med Trends and HMS Technologies!

Small Business GWAC \$ales

Total obligated order value as of December 31, 2008:

- ★ **8(a) STARS \$1,671,840,552**
- ★ **COMMITS NexGen \$476,190***
- ★ **VETS \$268,423,102**

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

*new orders since COMMITS' transfer to GSA

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

- If responsibility for a task is transferred to a **new** contracting officer, please send that information to the Small Business GWAC Center at 8astars@gsa.gov, commits@gsa.gov, or vetsgwac@gsa.gov.

Selling to the Federal Government 101



Use small business procurement reports to your advantage

In the last issue, we addressed small business contracting goals. Now that you have researched federal agency small business goals do you know how to use this information to your advantage? As a small business GWAC holder your ability to leverage your small business and socioeconomic designations with the needs of the federal government can greatly determine your success.

Just as you have researched agency small business goals you should research what products and services federal agencies are procuring, planning to procure, and how they will procure them. A great way to find this information is through federal agency procurement forecasts. This excellent resource is updated annually and can help you identify the products and services that federal agencies plan to procure. Based on your findings, narrow your marketing efforts to specific agencies based on their needs and your capabilities. Federal agency procurement forecasts can be found at www.acquisition.gov.

Contact the Office of Small and Disadvantaged Business Utilization (OSDBU) within the federal agencies you plan to target market. The OSDBU is the primary advocate within each Federal Executive Agency responsible for promoting the maximum

practicable use of all designated small business categories within the Federal Acquisition process. The goal of the OSBDU and each of these offices is to advocate for and manage the small business utilization programs for their organization. It is important you make contact with the OSDBU and share your capabilities with them. Please visit www.osdbu.gov for more information on the OSDBU Interagency Directors Council.

Now that you have a grasp on agency small business performance goals, reviewed procurement forecasts, and have made contact with the OSDBU, you are ready to launch your marketing campaign. Remember, as a small business GWAC contract holder you belong to an elite group of high-quality contractors who can provide total IT Solutions. You are encouraged to emphasize the socioeconomic value of your small business GWACs for your customer agencies, while you promote your GWAC vehicles.

Small Business GWAC Quiz

1. Federal buyers choosing to use a GWAC must receive a short training/orientation called _____.
2. What training options are available to receive the above mentioned training/orientation?
 - a. Onsite training
 - b. Conference calls
 - c. A self-paced online course at the GSA Center for Acquisition Excellence, www.gsa.gov/cae
 - d. All of the above

ANSWERS:

1. Delisted Procurement

2. b

Acquisition Corner

Some Parting Thoughts

I am retiring after 35 years with GSA, so this will be my last column. For my final column, I have been asked to pass on some of the wisdom I have gained in my many years of contracting. Wisdom comes from experience, including trying experience, which is the type of experience you tend to learn from. If you're lucky or smart, you can learn vicariously. Anyway, here is a quick list oriented to Government contracting:

- If for your contract review the choice will be between a reviewer who has a strong contracting background and one who knows nothing about contracting, hope the one with the strong contracting background gets the assignment. Trust me on this.
- Not even mothers love ambiguities, so watch out for them. They can be very costly.
- Always know what you are buying. This sounds so fundamental as to go without saying, but those of you with experience in fields with rapidly changing technology know this is not always as simple as you would think.



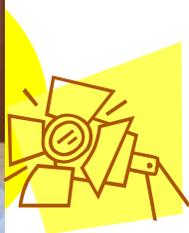
- Check the math. Math errors are not only embarrassing, they can cause real problems if not caught soon enough.
- In general, longer justifications are weaker justifications. Watch out for moving target words/phrases such as "up to" and "level of effort."
- And finally, it's been said many ways and times before, but it remains all too true: Never sign anything brought to you late on a Friday afternoon that is "urgent" and has to go out right away leaving no time to read all of it first. Or, if you do plan to sign it, make sure your credit card bills are paid up and your kids are through college.

Good luck to all of you; your nation depends on you. Seriously, it does.

Jim Van Hooser
Contracting Officer



James Van Hooser
Contracting Officer



Spotlight

After three years in the Army and 35 years working for GSA, most recently as a Contracting Officer in the Small Business GWAC Center, Jim Van Hooser is retiring. He is married and has one daughter, who lives in New York. He is looking forward to having more time for landscape and travel photography with his wife, Cindy, and to resume writing suspense thrillers. Their first trip after retirement will be to Africa, where they will visit South Africa, Kenya, and Egypt. Best wishes and congratulations, Jim!

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.

February 11	8(a) STARS Program Webinar	Webinar
April 5-8	NCMA World Congress	Long Beach, CA
April 20-24	DISA Customer Partnership Conference	Anaheim, CA
April 22	19th Annual OSDBU Procurement Fair	Chantilly, VA
May 6	COMMITTS NexGen Program Webinar	Webinar
May 18-22	DoD Small Business Conference	TBD
June 9-11	GSA Expo	San Antonio, TX

Contact Us

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2009 GSA EXPO
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