



Small Business In Focus

October 2007

Volume 2, Number 10

Small Business GWAC Center

1500 E Bannister Rd
Room 1076
Kansas City, MO 64131
www.gsa.gov/sbgwac
(877) 327-8732

In This Issue

- Director's Corner
- GWAC Customer Training
- VETS Quarterly Program Meeting Held via Webinar
- Air Force Memo Supports VETS
- Network Services Conference
- TechNet Mid-America 2007
- VETS GWAC Delegation Training Goes Online
- Small Business GWAC Sales
- VETS Contractor Receives an Inaugural SDVO Small Business Award from DoD
- Selling to the Federal Government 101
- SB GWAC Quiz
- Acquisition Corner
- Spotlight
- Upcoming Events

Director's Corner



Mary Parks, Director, Small Business GWAC Center

It's been a very eventful year for small businesses. The new rule on small business size re-representation was published, the first 8(a) STARS option was exercised, and the sole source threshold on 8 (a) STARS was increased to \$3.5 million. The VETS GWAC, our service-disabled small business set-aside, was awarded in December and we're on track to award Alliant Small Business, our small business set-aside GWAC, in December of this year.

I'd like to recognize the contributions of our Industry partners, our federal customers, and the small business GWAC staff for making this one of our most successful years in recent history. Sales on 8(a) STARS increased 17% over last year, and the cumulative obligated value of orders placed against the 8(a) STARS contract reached \$930 million dollars. We'll reach that billion dollar mark this quarter. The VETS GWAC has been a model for success. Half of the industry partners have received orders, and obligated sales have reached \$44 million, with the total estimated value totaling \$220 million including the exercise of options. This is a great accomplishment for the VETS contract holders.

Our work is not done. We have a lot to accomplish in fiscal year 2008, and believe with the help of all of you, we will continue to see success in our small business contracts as well as the small business community.

"Action springs not from thought, but from a readiness for responsibility."

– Dietrich Bonhoeffer

GWAC Customer Training

Army at Ft. Monmouth

Matt T. Verhulst, Contracts Division Director, presented an overview of the VETS GWAC to the U.S. Army at Ft. Monmouth, NJ on October 5. The presentation was attended by over 200 Army acquisition workforce associates. Judy Poskanser, Director Customer Accounts and Research Division, GSA Northeast and Caribbean Region, and Robert Johnsen, Regional Customer Relationship Management and Outreach, arranged and facilitated the presentation.

MacDill Air Force Base

Janna Babcock, VETS Procuring Contracting Officer (PCO) and Misty Claypole, 8(a) STARS PCO presented Delegation of Authority training to an audience of 35 contracting professionals at MacDill Air Force Base, FL, on August 30. Attendees included the US Special Operations Command as well as the Air Mobility Command at MacDill AFB. Eleven Contracting Officers received delegations of ordering authority for 8(a) STARS and VETS.

DoD's North Central Regional Council for Small Business Education and Advocacy

Jean Oyler, Business Operations Director, delivered an overview of the VETS GWAC to 15 small business specialists and representatives from Procurement Technical Assistance Centers at the DOD North Central Regional Council for Small Business Education and Advocacy on August 29 in Chicago, IL. The purpose of the briefing was to build awareness of the VETS GWAC among the small business specialists on how federal agencies can use VETS as well as how industry may participate through subcontracting and teaming with VETS prime contractors. The briefing was a result of an invitation from the Small Business Director, Air Mobility Command at Scott AFB, IL.

US TRANSCOM and Air Mobility Command

The Center was invited to provide training on the VETS GWAC by the US TRANSCOM and Air Mobility Command (AMC) at Scott AFB, IL, on July 30. The Center's Jean Oyler, Director of Business Operations and Jihyun Huyck, Business Development Specialist

briefed contracting officers, program/project managers and small business specialists on VETS. Both sessions with TRANSCOM and AMC had 11 attendees each and a total of 4 contracting officers were granted Delegation of Ordering Authority for VETS.

GSA FEDSIM, Dept of Health and Human Services and Social Security Administration

On July 31, Janna Babcock, Contracting Officer, and Mary Parks, Center Director, visited the General Services Administration, FEDSIM office in Springfield, VA to conduct VETS Overview and Delegation of Ordering Authority training. The training consisted of a PowerPoint Presentation and a demonstration of how to access pertinent information on the VETS GWAC website. The presentation included VETS definitions and scope, ordering procedures, and benefits to customers. There were 29 officials including contracting personnel and program office personnel. On August 1, the same presentation was given for the Department of Health and Human Services, Social Security Administration (SSA) in Baltimore, MD. There were 24 officials that attended the training from SSA.

Social Security Administration

Mary Parks, Director, visited the Office of Acquisition and Grants of the Social Security Administration (SSA) in Baltimore, Maryland, May 1, 2007, on the Veterans Technology Services (VETS) GWAC. The Office of Acquisition and Grants is responsible for the procurement of information technology for the SSA nationwide. The SSA indicated that they were very interested in increasing its Service Disabled Veteran Owned Small Business numbers, and is hoping to use the VETS GWAC in order to do so.

VETS Quarterly Program Meeting held via Webinar

The Center conducted a web-based program meeting with the VETS prime vendors on October 17. VETS GWAC contractors were interested in topics including subcontracting reports, IRS form 1099 "employees" and security clearance. The Center shared the contract success stories to date, and talked about planned outreach activities,

proven ways to present procurement administrative lead time savings gained by using the VETS GWAC, and key interests of clients who want to use the contract directly.

Air Force Memo Supports VETS

The VETS GWAC was specifically mentioned in a memo dated August 7, 2007 signed by Charlie Williams, Jr., Deputy Assistant Secretary (Contracting), and Ronald A. Poussard, Director of Small Business Programs with the Department of the Air Force as a tool to assist Air Force contracting activities in meeting not only their small business goals, but also their 3% service-disabled Veteran-owned small business (SDVOSB) goals. The memo states that nearly 25% of Air Force procurement dollars are spent in the month of September. Contracting activities are encouraged to utilize the GWAC and other procurement tools available to them to their full potential in meeting their procurement goals. The memo is posted on the VETS website, www.gsa.gov/vetsgwac.

Network Services Conference

Misty Claypole, Contracting Officer, attended the GSA FAS ITS Network Services Conference August 6-9, in Denver, Colorado. The theme of the conference was "Transformation: A Different View." While at the conference, she presented two seminars titled "Fulfilling It Mission Requirements through Small Business - how to Incorporated GSA's Small Business Set-Aside Contracts into Your Acquisition Strategy." The seminars featured an overview of the Small Business GWACs as well as case studies of sample task orders representing actual customer requirements.

TechNet Mid-America 2007

Jean Oyler, Director of Business Operations and Jihyun Huyck, Business Development Specialist participated in the TechNet Mid-America 2007 Conference, July 31-Aug 1, in Collinsville, IL. The Conference, sponsored by the AFCEA Scott-St. Louis Chapter, hosted more than 80 exhibitors including government agencies and information technology firms involved in government contracting. The Small Business GWAC Center staff promoted the GSA GWAC

Program at the GSA booth along with Gary Cook, GSA IT Acquisition Center in Arlington, VA and Katie Buehne, Customer Service Director in the GSA Great Lakes Region (Region 5).

NEW! VETS GWAC Delegation Training Goes Online



In September, the Center announced a new online training module on the Veterans Technology Services Governmentwide Acquisition Contract entitled

"VETS GWAC Delegation of Ordering Authority," available at the [GSA Center for Acquisition Excellence](#). With the addition of the online training, federal customers now have several training options from which to choose including VETS sessions at conferences and events, onsite, telephonic as well as webinars. Federal contracting officers must be trained and granted a delegation of authority before placing orders on VETS.

Small Business GWAC \$ales

Total order value as of September 30, 2007:

- ★ **8(a) STARS \$930,262,491**
- ★ **HUBZone \$30,698,727**
- ★ **VETS \$44,862,502**

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

VETS Contractor Receives an Inaugural SDVO Small Business Award from DoD

HMS Technologies, a VETS GWAC contractor has been selected to receive an Inaugural Service-Disabled Veteran-Owned Small Business Achievement Award by the Office of the Secretary of Defense. The selection criteria included the company's successes based on business acumen,

(continued on left hand side of next page)

high-level competitiveness and rapid growth. Additional criteria included the firm's corporate culture related to employing service-disabled veterans and veterans as well as contributions made to the veteran/service-disabled veteran community. HMS will be formally recognized at the Pentagon on November 5, 2007. Congratulations to HMS!

Selling to the Federal Government 101



Kicking Off FY 08 in Style

With the Fiscal Year 08 begun, we thought this would be a good time to talk about doing some practical maintenance work, such as making sure your company point of contact information is current in various government databases and in your marketing publications.

First of all, GWAC Industry Partners should notify the Small Business GWAC Center when relevant changes occur. Examples include:

- Change of Contract Manager
- Change of contract information, i.e.
 - Address, Fax Number, Phone Number, Email, Website
- Change of ownership (see FAR 52.215-19 Notification of Ownership Changes)
- Change of company name

As a government contractor, you are more than likely listed in many databases that identify your business, send you notifications on government opportunities and updates on regulations, etc. The following are a few of those that must have a timely update:

- Central Contractor Registration (CCR), www.ccr.gov
- GSA e-Buy, www.ebuy.gsa.gov

- FedBizOpps, www.fbo.gov
- VETBiz.gov - if you are a veteran-owned business

In addition to the above, you shouldn't forget other governmental and commercial sites in which you are registered for bidding and information exchange. Your updates should include refreshing your capability statements/work examples, entering your current POC data and updates to your own company website. Your marketing plan should also be updated for FY 08. Conduct a review of your market trends, compare to your current marketing strategies and activities and make the adjustments to your marketing mix of product, price, promotion and place. With promotion, for example, highlight success stories and show off your fast growth rate. Boast about your capabilities with successful past performances or current work examples. Send out messages to your target customers regarding projects you are capable of accomplishing.

It can be hard to find time to keep these up while you are out meeting with customers or writing proposals. By doing regular maintenance, you can avoid missing out on opportunities as a result of out of date or incomplete information.

Small Business GWAC Quiz

1. The VETS GWAC is set aside for which socioeconomic category?
 - a. 8(a) small business
 - b. Woman-owned small business
 - c. Service Disabled Veteran Owned small business
 - d. HUBZone small business
2. Which is not true about the GSA GWACs?
 - a. IT solutions contracts
 - b. Contract Access Fee exceeds 0.75%
 - c. Indefinite Delivery/Indefinite Quantity contracts
 - d. Streamlined ordering per FAR 16.505

Answers

Acquisition Corner

Procurement Administrative Lead Time (PALT)

What is PALT? From the Contracting Officer's perspective, it is the time necessary to move from receipt of requirements and funding to the award of a contract or task in a FAR compliant and fully documented fashion. Of course, from the program official's point of view, it can be viewed as ~~is~~ the amount of time from when they need it to when they get it (or at least until a contract/task for it gets issued), which is often frustrating.

We all know that the regulatory planning and competition requirements have to be met and that handling those issues pushes back planned project start dates. To complicate matters, those issues are often coupled with time sensitive project appropriations. So, what can be done to expedite procurements while keeping compliant with regulations, orders, directives, etc.? One very good way is through the use of task orders against established multiple-award contracts. For those, someone else has gone through the time and trouble to set up the contracts so that when you're ready to place a task order, there is a more efficient competitive process offering PALT gains and risk mitigation. Our Small Business Government Wide Acquisition Contracts (GWACs) provide you the following benefits:

- Customer maintains control of the acquisition when ordering directly, including the:
 - Order Scope
 - Evaluation methodology
 - Timetable
 - CLIN Structure
 - Contract Types(s)



- Assisted services organizations can be authorized by the Center to order on your behalf.
- Eliminates bundling justification and approvals.
- Simpler evaluation methodology than Part 15 procurements.
- Past performance reviews can be simplified.
- Guarantees protections from having to address schedule busting, resource intensive protests on their merits – unless the work is out of scope, exceeds the contract ceiling, is not ordered during the master contract life, and other unlikely events – all particularly unlikely when working with the Center.
- Requirement driven solicitation periods (the needs of the organization are balanced with the aim to promote competition).
- Known number of potential offerors. Easy multi-step method to narrow the field early using Fair Opportunity to be considered. This allows pre-planning for evaluation team staffing and workload.
- Debriefings are not required (but are encouraged).
- Corporate reach back – the GWAC process is scalable. That is, through teaming arrangements small businesses can team up to handle larger procurements than the companies normally would be able to handle on their own. This allows the award of larger tasks to the small business GWAC contract holders with full confidence they will be able to do the work timely and properly.

There you have it. You can reduce your procurement administrative lead time while increasing your small business utilization numbers and receive high quality contractor work all at the same time. Check out our web site to learn more www.gsa.gov/sbgwac Then look for the acquisition solutions box on the right side of the page.



Spotlight

Misty Claypole
Contracting Officer

Misty Claypole started working with GSA in February 2002 after working with the Air Force in Texas and Oklahoma for three years. She joined the Small Business GWAC Center in October 2003 and is currently one of the Procuring Contracting Officers for the 8(a) STARS GWAC. As one of the PCO's for the 8a STARS contract, Misty is responsible for managing over 220 Industry Partner contracts and providing assistance to more than 740 delegated Federal Agency contracting officers. As a result of her dedication, in June 2005, she was recognized with an "Above and Beyond Award" for outstanding support and dedication to small business. Misty has a Bachelor of Science degree in Geography from Missouri State University and worked toward a Master's in Geography at Oklahoma State University. She has a toddler son who keeps her busy, but enjoys traveling, baking, cheering for the Kansas City Royals and watching NASCAR. Her fondest travel memories include a tour to Heidelberg, Germany and hiking at Mt. Rainier, Washington.

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.

November 6	Kansas City's Networking Business Breakfasts	Kansas City, MO
November 8	Service Disabled Veteran-Owned Small Business Conference	Atlanta, GA
November 8-9	NCMA 26th Annual Government Contract Management Conference	Bethesda, MD
November 14	SDVOSB Industry Expo	MacDill, AFB
November 27	VETS GWAC Customer Training, EPA	Washington, DC

Contact Us

(877) 327-8732



2008 GSA EXPO
Booth sales start online on
Monday, Nov 5th at 12:00
pm EST
Find details at
www.expo.gsa.gov

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

*If you wish to unsubscribe from this newsletter, email to sbgwac@gsa.gov