



# Small Business In Focus

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## Small Business GWAC Center

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## Director's Corner



Mary Parks, Director, Small Business GWAC Center

As we begin a new Fiscal Year, I like to reflect on the accomplishments of the last year, some of the challenges that we faced and the opportunities that lie ahead. This 1<sup>st</sup> newsletter of FY 09 shares information regarding new initiatives in government and changes in the regulatory environment that we will be facing this year as we transition to a new President with new priorities.

Our Small Business GWACs:

8(a) STARS reached the highest obligated sales volume at over \$550 Million in FY 08. That brought the total obligated sales over the life of the contract to \$1.5 Billion. Our challenge for this year is to keep the momentum going as we exercise the last 2-year option on this GWAC.

VETS had a great second year, with over \$143 Million in obligations for FY 08. That brought the total obligated sales to \$186 Million. The total estimated value of those task orders, if options are exercised will be \$550 Million. Our challenge this year is to continue to grow this vehicle, and expand its market reach.

COMMITTS NG was transitioned to GSA in March 2008 and two task orders were awarded during the 4<sup>th</sup> quarter of FY 08. Our challenge for this year will be to continue to improve business on this vehicle, and offer more opportunities for small businesses through COMMITTS NG.

Alliant SB presents a unique challenge as we are working diligently to get this small business set-aside awarded and launched in FY 09.

Our Business Development and Contracting staffs spent a great deal of time providing customers with training on our small business contracts this fiscal year. We've provided training face-to-face, through webinars, by telephone and through our Center for Acquisition Excellence to over 900 agency customers in FY 08. Many of those customers received continuous learning point (CLP) credit for those training sessions. If any of you are interested in having our staff provide additional training to contract specialists, program officials or others, please contact us early in FY 09.

Enjoy this newsletter and take advantage of all the articles that will help you deal with the challenges of this coming year.

*"I found that the men and women who got to the top were those who did the jobs they had in hand, with everything they had of energy and enthusiasm and hard work." – Harry S. Truman*

## GWAC Briefing

### Air Force Director of Small Business Programs Briefed on GSA Small Business GWACs

Matthew Verhulst, Contracts Division Director and Jean Oyler, Business Development Director were joined by Jim Ghiloni, Director for GWAC Programs at a briefing for Mr. Ron Poussard, Director, Office of Small Business Programs for the Air Force on September 8 in Washington, DC. Mr. Poussard and Mr. Eugene Toni, SDVOSB Program Advisor, invited the team to brief them on GSA's small business GWACs, with specific interest in the VETS GWAC and what GSA can do to expand awareness and usage within the Air Force. Also addressed were topics such as contractors' ability to offer new technologies such as cybersolutions and ways GSA and the AF Office of Small Business Programs can support each other for the advancement of small business including dissemination of a noteworthy AF policy memo encouraging use of the VETS GWAC for FY08 procurements.

### State Department Trained on COMMITS

Todd Tekesky, COMMITS Procuring Contracting Officer, and Lori Hanavan, Business Development Specialist, provided COMMITS NexGen GWAC training to the U.S. State Department, DC office, on September 11, 2008 via videoconference. State Department associates were trained on the features of the contract and actively asked questions about the COMMITS contract.

### Air Force IT Conference

Lori Hanavan, Business Development Specialist, represented the Center at the Air Force Information Technology Conference held in Montgomery, Alabama from August 25-27. Lori presented a seminar session on "Fulfilling IT Mission Requirements through Small Business GWACs". The seminar was attended by both industry and military representatives, and included a lengthy question and answer session. Industry attendees were very interested in potential opportunities for a follow on 8(a) GWAC and subcontracting opportunities.

## Center's Parks and Claypole Attend the 2008 GSA Network Services Conference



Mary Parks, Director, and Misty Claypole, Contracting Officer, attended the GSA, Federal Acquisition Service, Integrated Technology Services, Network Services Conference in Dallas, Texas, August 11 – 14. The theme of the conference was "Accelerate: Launching a Global Infrastructure" which focused on the full network offerings available through GSA. Misty conducted two training courses during the week entitled "How to Achieve Small Business Goals Using ITS."

## GWAC Industry Partners Visit the Center

### Veteran Engineering and Technology, LLC

The Center welcomed VETS GWAC prime contract holder Veteran Engineering and Technology, LLC from Colorado Springs, CO for a visit on September 5th. Craig Newmaker, Vice President, Veteran Engineering and Technology, LLC met with Janna Babcock and Greg Byrd, Contracting Officers, and Jihyun Huyck, Business Development Specialist of the Small Business GWAC Center to discuss subcontract reporting and limitations, future task awards against the VETS GWAC, and the next fiscal year.



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## DV United LLC

VETS GWAC prime contract holder, DV United LLC, visited the Center on August 18. Tom Dalton and Courtney Black of TDG Inc., one of the nine members of the Joint Venture visited with the Center's Contracting and Business Development staff.

## VETS Prime Contractor Ranks among the Fastest Growing Companies

Centuria, a VETS GWAC contract holder, was ranked 79<sup>th</sup> on Federal Times' 2007 annual ranking of the Top 100 Governmentwide Acquisition Contract (GWAC) vendors. Additionally, Centuria was selected as one of the 50 fastest growing companies in Virginia by the Deloitte Technology FAST 50 and also reached the 191<sup>st</sup> spot on the Inc.500, an annual ranking of the 500 fastest growing private companies by Inc.com. Congratulations!

## Business Development Director Oyler Receives Master's Certificate in Project Management

Jean Oyler, Business Operations Manager, received a Master's Certificate in Project Management on September 25. The Master's Certificate in Project Management, offered by the George Washington University School of Business, is awarded to those who successfully attain the knowledge and experience to oversee all aspects of project management, including initiation, scheduling, quality, procurement and communications issues.

## Center Associates Receive Level III FAC-C Certifications

Misty Claypole and Sue Cumpston, Contract Specialists, received their Federal Acquisition Certification in Contracting (FAC-C) Level III Certifications on September 12. Congratulations, Misty and Sue!

## Small Business GWAC Sales

Total obligated order value as of September 30, 2008:

- ★ **8(a) STARS \$1,483,151,890**
- ★ **COMMITTS NexGen \$476,190\***
- ★ **VETS \$186,448,228**

For a listing of customer agencies visit [www.gsa.gov/sbgwac](http://www.gsa.gov/sbgwac) and click "Small Business GWAC Sales".

\*new orders since COMMITTS' transfer to GSA

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

- At completion of task order performance, the client agency is required by the FAR to complete a past performance record for the contractor. We recognize customer agencies may already have established past performance systems they routinely utilize (i.e., CPARS or PPIRS), which are acceptable. We ask that a copy of the past performance record entered into those systems be transmitted to the GWAC PCO when it is completed. The Center may inquire about contractor performance from time to time by survey or telephone call.
- To get proper socioeconomic credit on your GWAC task order it must be entered in <https://www.fpds.gov> using the GWAC Contract Number. More information on [socioeconomic credit](#) is available on our website.

## Selling to the Federal Government 101



### Small Business Contracting Numbers

Do you know the government's annual procurement goals for small businesses? Do you know which agencies met their small business goals in 2007 and which didn't? As small business contract holders, you of course answered "yes". As a reminder, the statutory goals are as follows:

- 23 percent of prime contracts for small businesses;
- 5 percent of prime and subcontracts for small disadvantaged businesses;
- 5 percent of prime and subcontracts for women-owned small businesses;
- 3 percent of prime and subcontracts for HUBZone businesses;
- 3 percent of prime and subcontracts for service-disabled veteran-owned small businesses.

According to the U.S. Small Business Administration's annual small business procurement scorecard, small businesses won a record \$83.2 billion in federal prime contracts in FY 2007, an increase of almost \$6 billion from 2006. 17 of 24 federal agencies met the 2007 small business goal, view the list of 17 agencies at [www.sba.gov/news](http://www.sba.gov/news). Search for the news release number 08-107.

More information such as individual agency goals and previous fiscal year goal accomplishments can be viewed at [the SBA Governmentwide Procurement Preference Goaling Program](http://www.sba.gov) website. In addition, the Small Business Goal Accomplishment Reports are available at [www.fpds.gov](http://www.fpds.gov).

It is the government's policy that all small businesses have the maximum practicable opportunity to participate in providing goods and services to the government. As small business contract holders, you are able to emphasize the socioeconomic value of the small business GWACs

for your customer agencies, while you promote your GWAC vehicles' other benefits such as the highly qualified small businesses, the contract's streamlined ordering procedures and its capability to acquire information technology (IT) services and IT services-based solutions.

For customers, utilization of Small Business GWACs will continue to help agencies sustain their small business procurement achievements and similarly help those agencies that have an accomplishment gap.

## Small Business GWAC Quiz

1. How many vendors are on the **COMMITTS** NexGen contract?
  - a. 1
  - b. 2
  - c. 3
  - d. 4
2. How many options are remaining on **COMMITTS**?
  - a. 1
  - b. 2
  - c. 3
  - d. 4

ANSWERS

1. 4

2. 3

## Acquisition Corner

### Think a Project is too Big for Small Business – Think Again

Let's talk. Yes, on the face of it one might presume to rely upon large businesses to complete high dollar and/or complex information technology (IT) projects without considering other firms because the IT majors are reputed to have the resources as they're ... well ... big. It is true that large businesses often do a fine job on such projects because they are used to doing them (know-how) and can often readily provide the resources, making it seem like the path of least resistance. However, before writing off a small business from such an opportunity it begs the questions about what is, and what isn't, within the means of small businesses, and what is it that would inspire confidence in the capabilities of small businesses to successfully complete a project. GSA's Small Business Governmentwide Acquisition Contracts (GWACs) Center is aware of these interests and can help you answer the questions. Large businesses are not the only ones who have experience with such projects or the means to assemble the resources to handle them – in many cases small businesses can too! So, let's tackle some of the common misconceptions about small businesses.



Where do small businesses come from? Well, the ones on GSA's Small Business GWACs for IT services and IT services-based solutions, i.e. 8(a) STARS – a GWAC with 8(a) certified firms, VETS – a GWAC with service-disabled veteran-owned small businesses and COMMITS NexGen – a GWAC with small businesses, are run by people who used to do big projects for the IT majors, the Armed Forces and other organizations. These are people who have the drive that has led them to create or join small businesses. These entrepreneurs have established businesses where they have the freedom and control to exercise their initiative and practice personal customer service, where decisions makers are immediately available to customers, free from the bureaucracy of larger organizations. What is a large business? In many cases, large businesses are, in essence, a collection (akin to a team) of smaller business units welded together after mergers and acquisitions - often of previously small businesses.

Now let's talk about another issue – resources. Sometimes small businesses may be overlooked for high dollar and/or complex projects because it is assumed they would not have the necessary bench strength.

By way of comparison, it is useful to consider a typical vignette about how large businesses engage potential projects. Sure, they are going to put together a team to meet with you and discuss requirements. That's typically their full-time outreach and capture management team that is proficient at saying the right things, and often are not the people that would do the work. In that model a big business will have to later assemble a team from existing in-house personnel and/or hire some folks to work on your project and/or access their subcontractors (often small businesses) to do the work.

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## Acquisition Corner

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Small businesses too will assemble a team to meet with you and discuss requirements, however oftentimes this will consist of senior company officers and/or the project manager. Small businesses on GSA's small business GWACs are adept at undertaking work at a range of dollar amounts (the largest task order exceeds \$200M, while many more are at various lower dollar amounts) and both complex work consisting of consolidating multiple previous projects (which does not require a bundling justification under these GWACs) and also less complex work. The small business GWACs were designed to support scalable teaming arrangements which promote the prime contractors doing their fair share of the work on each task order by utilizing an optimal mix of their in-house bench strength, while leveraging corporate reach back to meet the scale of the opportunity and ensure smooth transitions. Each GWAC's Ordering Guide addresses this matter under the Subcontracting heading. In effect, while each small business prime contractor is accountable to ensure they add significant value to every task order, they are able to utilize strategic subcontractors as force multipliers.

So, how do you check out these small businesses? The Small Business GWAC Center encourages consideration of and advocates for small businesses by promoting and supporting non-binding capabilities requests. These allow agencies to consider the benefits of using small businesses for task orders for IT services and IT services-based solutions, enabling review of each firm's core competencies, bench strength and scalability. The Small Business GWAC Center has tips on how to make the capabilities statement request process meaningful, including how to get the most out of the process. We would appreciate the opportunity to support you as you explore the potential of these very highly qualified firms, to include not only the considerations mentioned above, but also security clearances, FISMA compliance, EVMS credentials, ISO

certifications, CMM certifications and more. If you're dubious when you try this we think you will be pleasantly surprised, while if you're optimistic when you try this we believe your optimism will be validated.

For more information please contact the 8(a) STARS team at [8astars@gsa.gov](mailto:8astars@gsa.gov), the VETS GWAC team at [vetsgwac@gsa.gov](mailto:vetsgwac@gsa.gov) and the COMMITS NG team at [commits@gsa.gov](mailto:commits@gsa.gov).



## Spotlight

Lori Hanavan  
Business Development Specialist

Lori Hanavan joined the Small Business GWAC Center in June of 2008. Prior to joining the Center Business Development Team, Lori worked for GSA's Customer Accounts and Research Office as a Customer Service Director. Lori has a Bachelors Degree in Criminal Justice from the University of Central Missouri and a Masters Degree in Management from Webster University-St. Louis. In her free time, Lori enjoys spending time with her 8 month old son, traveling and attending Kansas City Chiefs games. Lori's favorite vacation was a cruise to Nassau, Bahamas and Key West, Florida.

## 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 13	<a href="#">HHS Industry Day</a>	Washington, DC
November 13-14	Air Force Service-Disabled Veteran Small Business Conference	Tampa, FL
November 17-18	<a href="#">NASA Small Business Symposium</a>	Washington, DC
November 17-19	<a href="#">Tinker and the Primes National Business Event</a>	Tinker AFB, OK
November 18-19	<a href="#">Army MEDCOM - Alamo VOSB/SDVOSB Conference &amp; Expo</a>	San Antonio, TX
November 20-21	<a href="#">NCMA Government Contract Management Conference</a>	Bethesda, MD
December 1-5	<a href="#">Air Force ISR Agency Communication and Information Assurance Conference</a>	San Antonio, TX

## Contact Us

(877) 327-8732



2009 GSA EXPO  
San Antonio  
Texas

June 9-11, 2009  
[www.expo.gsa.gov](http://www.expo.gsa.gov)

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