

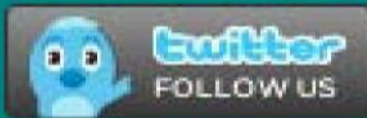
## Small Business GWAC Center

1500 E Bannister Rd  
Room 1076  
Kansas City, MO 64131  
<http://www.gsa.gov/sbgwac>

(877) 327-8732

### In This Issue

- Director's Corner
- GWAC Training
- Small Business GWAC Sales
- Selling to the Federal Government 101
- Kudos and Accolades
- Upcoming Events



### Director's Corner

As we enter the New Year and begin what we believe will be a successful and busy 2013, it is important to reflect on our small business accomplishments. Fiscal year 2012 was a busy year for the Small Business GWAC (SBGWAC) Center, and from the results posted, a busy one for our small business industry partners as well.



Steve Triplett, Director,  
Small Business GWAC  
Center

Training has proven to be a valuable tool for the SBGWAC Center. In 2012, we participated in a variety of training venues such as webinars, GSA Expo and personal training for agencies such as Broadcast Board of Governors and USDA in Washington, D.C. In addition, Delegation of Procurement Authority (DPA) training was provided to over 580 contracting officers.

Our newest GWAC, 8(a) STARS II, has the following highlights:

- 326 task orders with over \$240 million in obligated sales
- 230 scope compatibility reviews with a potential value of \$1.9 billion
- 600 delegated contracting officers who may place orders on the contract

VETS has the following highlights:

- 27 task orders with over \$271 million in obligated sales
- 34 scope compatibility reviews with a potential value of \$200 million
- 631 delegated contracting officers who may place orders on the contract

Alliant SB has the following highlights:

- 67 task orders with over \$515 million in obligated sales
- 88 scope compatibility reviews with a potential value of \$2.2 billion
- 829 delegated contracting officers who may place orders on the contract

These successes could not have been achieved without the excellent marketing and performance of our industry partners.

Please remember that our team is here to assist you. Whether you are a customer with a requirement that you'd like us to review or an industry partner with a customer referral, we are available to offer training and assistance wherever it is needed. Feel free to contact us, if we can help in any way.

Thank you for your support and commitment. We are looking forward to continued success in FY 2013.

Stephen Triplett

Director  
Small Business GWAC Center

"Don't be afraid to give up the good, to go for the great".  
John D. Rockefeller

---

## GWAC Training

### VETS GWAC DPA Training

On July 12th, Janna Babcock, contracting officer, and Jihyun Huyck, business development specialist held a DPA session on the VETS GWAC, via webinar. The session had good attendance with contracting personnel from the Department of Justice (DOJ) Acquisition Management team and the United States Department of Agriculture (USDA) Food and Nutrition Service. The group was referred by former attendees at their departments. As a monthly VETS DPA webinar, it introduced the VETS contract and explained its scope, advantages, ordering procedures and the contract's current mix of industry partners.

### Joint GWAC DPA Training

Dean Cole, Lori Hanavan, and Jihyun Huyck, business development specialists presented joint GWACs DPA training for the 20th Contracting Squadron located at Shaw AFB, SC, via webinar, on August 9th. The presentation explained the GWACs' basic ordering process, features and benefits, and resources available for GWAC customers. Approximately 15 members of the acquisition staff attended the training.

### 8(a) STARS II DPA Training

Lori Hanavan and Herman Lyons, business development specialists conducted 8(a) STARS II DPA training on July 10th for the Army Mission & Installation Contracting Command. This DPA training was coordinated by the Office of Small Business Programs. It was open to all federal employees and was attended by 25 acquisition and program personnel representing eight federal agencies. Training topics included an overview of the GSA's GWAC portfolio, 8(a) STARS II features and benefits, how to access the GWAC, and available support and resources provided by the SB-GWAC Center.

Lori Hanavan and Herman Lyons delivered monthly 8(a) STARS II DPA training on August 14th. This training was attended by over 30 acquisition personnel interested in learning how the 8(a) STARS II may help accomplish their IT acquisition needs. Training attendees who obtain a DPA have direct access to the GWAC.

Future Small Business GWAC training sessions may be found on [www.gsa.gov/events](http://www.gsa.gov/events) or by visiting <http://www.gsa.gov/gwacs>.

---

## Small Business GWAC \$ Sales

Total obligated order value as of September 30, 2012:

* 8(a) STARS	\$4,096,861,476.00
* 8(a)STARS II	201,622,724.14
* Alliant Small Business	\$946,603,764.49
* VETS	\$1,296,037,956.92

For additional sales data visit [gsa.gov/gwacdashboards](http://gsa.gov/gwacdashboards).

---

## Alliant SB Surpasses \$1B In Obligated Sales

GSA's largest total small business set aside GWAC has eclipsed the \$1 billion obligated sales mark. This sales mark occurred four months prior to Alliant SB's 4th anniversary. Due to its success, the total estimated amount, if all options are exercised, is \$3,111,944,023.84, shared among 53 of the 69 contract holders. So far, 27 different agencies have placed task orders on Alliant SB, taking advantage of its ease of use and earning small business credit.

---

## DoD Memo Supporting Small Business Contracting

The Office of the Secretary of Defense believes that small businesses are a key component of the defense industrial base and that they contribute to the depth and breadth of products, services, and solutions. Due to the strength of small businesses, the offices of small business programs are encouraged to maximize the use of all available authorities to acquire products and services from small business in support of the warfighters and to achieve the department's goals throughout FY 2013.

Additional details are provided within the July 14, 2011 [memorandum](#).

---

## GSA Memo Supporting Use of Existing Acquisition Vehicles

As the federal government's lead procurement organization, GSA employees are required to use existing GSA acquisition vehicles before establishing new contracts for similar products or services. Contract vehicles include the Federal Strategic Sourcing Initiative (FSSI), the Multiple Award Schedules (MAS), Governmentwide Acquisition Contracts (GWACs) and other multiple agency solutions.



GSA's GWAC Dashboard

---

## GWAC Program Launches New Dashboards

GSA's GWAC program is pleased to announce their newest offering, **DASHBOARDS!**

Over the past several years the GWAC Program has received several requests by federal agencies and industry partners to increase transparency by sharing GWAC task order data to assist with market research endeavors. The GWAC Program is committed to your success and clearly understands the importance of sharing historical task order data in easy-to-interpret formats.

The Dashboards allow interested parties to view non-classified task order data through easy-to-use dashboards. Additionally, users may create customized reports that may be downloaded to serve their individual needs. The information provided allows industry partners to leverage GWAC data and federal customers to monitor their agency's use of GSA GWACs, respond to data calls, and prepare for executive briefings.

The dashboards also facilitate the GWAC Program's ability to respond to FOIAs, Congressional inquiries, data calls, and prepare for briefings, events or customer visits. The dashboards may be accessed at [gsa.gov/gwacdashboards](http://gsa.gov/gwacdashboards).

Please send any questions to [herman.lyons@gsa.gov](mailto:herman.lyons@gsa.gov).

---

## Selling to the Federal Government 101

### Tips for Success

FY 2012 was a great year for the SBGWAC Center. Not only did we increase customer engagement and training, but we had the chance to meet in person with many of our industry partners representing 8(a) STARS II, Alliant SB, and VETS GWACs. These meetings always provide great dialogue and sharing of information. While each meeting is important and a great learning opportunity, we have seen many conversations focused on the success of our industry partners. We're frequently asked the question, "What are the attributes of the most successful industry partners?" Well here they are:

- ❖ Understand their GWAC - ability to explain the value proposition to customers
- ❖ Invest time into market research - understand the market and needs of customers
- ❖ Conduct target marketing - predetermine the audience or group of customers to focus on
- ❖ Stick to core competencies - do what you do, and do it better than anyone else
- ❖ Take advantage of opportunities to meet customers - attend conferences, tradeshow and actively participate
- ❖ Focus on relationships - develop a rapport with customers

As you develop your business plans for FY2013, consider implementing some of these tactics. You'll be happy you did!

---

## Kudos and Accolades

OBXtek was recognized by Inc. magazine as the 35th fastest growing business in the US and the 4th fastest growing business in the government services industry. Bruce "Ed" Jesson stated that this would not have happened without the support of the SBGWAC Center associates.

We congratulate OBXtek for this achievement!



Photo of Jason Klumb and Lori Hanavan

Lori Hanavan recently received her 10 year pin for continued service to the Federal Government. In her role as an 8(a) STARS II business development specialist, she provides training to both industry and customers and assists the contracts team with support requirements. Prior to joining the SBGWAC Center, Ms. Hanavan was a supply management specialist within the GSA Federal Acquisition Service's Customer Accounts and Research Team. In this role, she served the various needs of customers within the Heartland Region. Ms. Hanavan joined GSA under the Federal Career Intern Program in September of 2002. She enjoys assisting small businesses in working with the federal government and is looking forward to the continued success of 8(a) STARS II.

---

## DID YOU KNOW!

You can be notified whenever an Alliant, Alliant SB, 8(a) STARS II or VETS page is updated with new information through a new tool called GovDelivery.

This tool can be accessed through the following websites:

[www.gsa.gov/Alliant](http://www.gsa.gov/Alliant)

[www.gsa.gov/AlliantSB](http://www.gsa.gov/AlliantSB)

[www.gsa.gov/Stars2](http://www.gsa.gov/Stars2)

<http://www.gsa.gov/VETS>

You will then be able to click the following statement:

["Get email updates when this page changes"](#)

## State Dept Places Its First VETS GWAC Order

The Department of State issued its very first task order on the VETS GWAC on Sept 21st. The task was for State's consular policy review and development system support, with an initial obligation value of \$2.3M. The total estimated value of the task is \$11.7M. With this order, VETS GWAC currently has orders from 18 different federal agencies.

## New SBA Platform Lets Small Businesses Tell Their Stories

Since everyone has a story to tell, the U.S. Small Business Administration (SBA) is giving entrepreneurs a new online platform to share their stories and showcase their successful and thriving businesses.

SBA has just launched *Small Business Owner's Speak*, an interactive platform featuring videos by entrepreneurs from across the country who have started or grown a business with the help of SBA. More information about this video showcase and its process can be found at <http://www.sba.gov/stories>.

## 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 <http://www.gsa.gov/sbgwac> for updates.

Date	Event/URL	Location
November 6, 2012	<a href="#">Marketing Workshops for Small Businesses</a>	Webinar
November 6, 2012	<a href="#">Kansas City's Small Business Networking Events</a>	Kansas City, MO
November 7, 2012	<a href="#">Joint Alliant and Alliant Small Business DPA Training</a>	Webinar
November 8, 2012	<a href="#">USDA/NITC Tech Expo</a>	Kansas City, MO
November 13, 2012	<a href="#">8(a) STARS II GWAC DPA Training</a>	Webinar
November 14, 2012	<a href="#">Joint Alliant and Alliant Small Business DPA Training</a>	Webinar
November 15, 2012	<a href="#">VETS DPA Training</a>	Webinar
November 28, 2012	<a href="#">Joint Alliant and Alliant Small Business DPA Training</a>	Webinar
December 5, 2012	<a href="#">Joint Alliant and Alliant Small Business DPA Training</a>	Webinar
December 11, 2012	<a href="#">8(a) STARS II GWAC DPA Training</a>	Webinar
December 12, 2012	<a href="#">Joint Alliant and Alliant Small Business DPA Training</a>	Webinar
December 13, 2012	<a href="#">VETS DPA Training</a>	Webinar
December 19, 2012	<a href="#">Joint Alliant and Alliant Small Business DPA Training</a>	Webinar
December 26, 2012	<a href="#">Joint Alliant and Alliant Small Business DPA Training</a>	Webinar

# Small Business GWAC Word Search

H G B L U S D G W A C B X G T  
K C L S H S N A L V P H N G H  
G M R Y T E W E S F O O Z N R  
E H J A L N I H P H I T Q I E  
R S Q O E I A S T T B O Z N S  
F A I Z S S K I A F V O O I H  
N P Y R R U E G L A S V A A O  
J B A G M B E R H L D W K R L  
I T V V U L P A T K A Q Q T D  
S V L T E L H Y Z E Y H N Y J  
G X E D X A H I L G K Q N Q U  
B N X T N M W E I V E R W O S  
K T M C S S D R R U F E A J M  
F E D B I Z O P P S E L N M K  
L X K E A O O M C N J L J P T

**GWAC  
Dashboard  
Delegation  
VETS**

**Fedbizopps  
Threshold  
SOWReview  
Alliant SB**

**Market Research  
Training  
STARS II  
Small Business**