



# Procurement Times

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GOVERNMENTWIDE ACQUISITION CONTRACT (GWAC) CENTER

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## Directors' Corner

October 1, 2009 represents the first day of the post Y2K decade in Federal government. It's amazing how fast the first 10 years of the 21st century have gone and even more remarkable how much technology and Federal acquisitions through GSA led Governmentwide Acquisitions Contracts (GWACs) has evolved and progressed. With such a proven track record with GSA's first three Enterprise GWACs (ANSWER, Millennia, and Millennia Lite) and the bright future ahead with the start of the Alliant GWAC, the Enterprise GWAC Centers are very well positioned on the dawn of this new decade to continue executing its mission: Support our customers meet their respective missions by providing innovative Governmentwide IT contracts, flexible streamlined processes, acquisition and technical expertise, and responsive service.



Casey Kelley  
Director  
Enterprise GWAC  
Center—West

With success comes imitation and the saying goes that the highest form of flattery is imitation. That being said, the GSA Enterprise GWAC Centers are both flattered and aware that other GWACs exist within other agencies and that our customers have choices. Our goal is to be that first choice by continuing to develop very strong GWACs and expand our value add to our customers, leveraging our teams vast experience built from a foundation of a decade of success.

Case in point being how our team from the Enterprise GWAC Center—Southwest, stepped up and led by example in working outside the box and successfully executing the first Alliant task order, utilizing ARRA funds under some challenging conditions. This leadership is further demonstrated by now providing scope compatibility reviews for our customers at no cost and utilizing our acquisition and technical expertise as requested to create quality SOWs that are in scope of Alliant.

This issue contains more information on the types of innovative value add that the Enterprise GWAC Centers continue to develop that compliments the strength of our already strong GWAC contracts. We look forward to continuing our partnership with our customers as we enter this new decade and will continue to not rest on our laurels by staying engaged and creatively looking at ways in which we can continue to provide value.



Patricia Renfro  
Director  
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*Success is the good fortune that comes from aspiration, desperation, perspiration, and inspiration.—*

*Evan Esar*

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## GSA Awards First Alliant Task Order

The team of U.S. General Services Administration (GSA) Contracting Officers Valerie Bindel and Todd Richards awarded the first Alliant task order to Smartronix for redesign of the Recovery Accountability and Transparency Board (RATB) web site on July 8, 2009. The award, valued at \$17,948,518.00 over a five year (base plus four one-year options) period. It took a total of 31 days from requirements definition to award; a greatly reduced procurement lead time compared to the typical contract acquisition cycle that may take upwards of one year. The lead time of 31 days is specific to this requirement and was accelerated to meet the President's mandatory web site launch date. Lead times are specific to each Order and timelines will vary depending on the magnitude, complexity, and geographic reach of each requirement. Ordering Contracting Officers should consider the specifics of their requirement and manage timelines to achieve the best outcome in a streamlined and cost effective manner.

The government team evaluated several acquisition options for these critical services and determined that the Alliant GWAC was the best contract vehicle to provide the integrated IT services quickly and efficiently. GSA's recently awarded Alliant GWACs offer Government customers a comprehensive and flexible IT scope, hybrid pricing options, premier Industry Partners and easy access to worldwide state of the art solutions. GSA is confident that these same benefits will be seen by other federal agency customers.



- Todd Richards and Valerie Bindel

## GSA GWACs and ARRA: A Winning Combination



The American Recovery and Reinvestment Act (ARRA) was signed into law by President Obama on February 17, 2009. It is an unprecedented effort to jump start the American economy, create or save jobs, and put a down

payment on addressing long-neglected challenges nationally. The GSA's Governmentwide Acquisition Contracts (GWACs) support federal agency's mission within the scope of ARRA by offering the Government clients quick access to a highly qualified pool of IT contractors offering state of the art solutions. The Alliant GWACs were specifically structured to support a diverse and worldwide clientele. Alliant's streamlined ordering process, competitive pool, flexible pricing options, and ancillary support options offer clients quick and easy access to a comprehensive and flexible IT contract, reduced procurement

lead times, optimal risk mitigation and ease in acquiring an integrated IT solution. GWAC benefits go hand in hand in support of ARRA's requirements for competition, fixed price contracts, and rapid response. The GSA GWACs combined with ARRA can help:

- (1) Customize customer requirements;
- (2) Reduce up-front acquisition lead times which reduces cost; and
- (3) Provide on-line tools that perform market research and access quotes/RFPs quickly.

A recent example of an ARRA funded project under the Alliant GWAC is the \$17 million Order for the Recovery.gov issued on July 8, 2009.

For more information on how the GWAC Program can help you, please go to the Alliant webpage at [www.gsa.gov/alliant](http://www.gsa.gov/alliant).

- Paul Martin

## 1<sup>st</sup> Alliant Program Management Review (PMR)

In August, the Enterprise GWAC Centers held its first Alliant Program Management Review (PMR) hosted by Northrop Grumman in Fairfax, Virginia. The PMR provides an opportunity for Industry Partners, GWAC Center associates, and Regional representatives to communicate current issues, discuss business opportunities, and review future and ongoing initiatives.

Guest speakers included:

- Ed O'Hare, Assistant Commissioner, Federal Acquisition Service (FAS) Office of Integrated Technology Services. Mr. O'Hare discussed vision and priorities of the Integrated Technology Services and the role of GWACs
- Mary Powers-King, Director GWAC and IT Schedule Programs, provided an overview of the vision and priorities of the Alliant Program
- Steve Viar, Director, Assisted Acquisition Service (AAS) FEDSIM, Jessica Reed, Director, AAS National Capital Region (NCR), Mark Aucello, Director, AAS R3, Bob Vitelli, AAS R3 Acquisition Operations, each provided an overview on various subjects (e.g., streamlined acquisition methodologies and multiphase approaches) and shared specific information on their anticipated requirements pipeline from their respective region.

Industry Partners and the Ordering Contracting Offi-

cers were given award plaque for the first issued Task Orders under Alliant. The recipients were:

1. Smartronic, Inc. (OCO: Todd Richards, GSA)
2. General Dynamics One Source (OCO: Lorraine Smicker, Dept of Treasury)
3. Dynamics Research Corporation (OCO: Karen Newlander, DMA)
4. ITS Corporation (OCO: Reva Huthinson, GSA)

There were well over 170 in attendance and it was a very successful event! Preparations for the next PMR to take place in San Diego are currently underway.

- Jennifer Jeans



## A Well Defined Statement of Work is a Win Win for All Parties

We would like to take this opportunity to dispel the myth that a large contractor pool automatically results in large contractor response rates. Achieving a balance between competition and quality proposals and ultimately project success at the Order level is more a function of a well defined statement of work (SOW) or Performance Work Statement (PWS) than the size of a contractor pool. The initial investment of time and effort to write a clear and high quality SOW/PWS will:

- Promote adequate competition and increased use of Firm Fixed Price (FFP) contracts, the preferred contract type
- Enable offerors to clearly understand the requirement and needs of the agency so that an informed bid/no bid decision can be made and only those most likely to win will participate
- Allow offerors to more accurately cost or price their

proposals and submit higher quality technical proposals

- Provide a baseline for the development of other parts of the solicitation, particularly the evaluation criteria, technical proposal instructions and independent government cost estimate
- Facilitate establishment of appropriate measurable performance standards
- Minimize the need for change orders which can increase the cost or price and delay completion
- Enable both the government and contractor to assess performance more consistently
- Reduce the potential for claims, disputes and protests

If time permits, the use of a draft SOW/SOW which solicits contractor input early in the acquisition process is a proven method to refine the final SOW. This promotes clarity and optimizes participation from those most qualified to perform—a win-win for all parties.

- Mimi Bruce and Rebecca Eden

## Alliant Scope Compatibility Review

The Alliant and Alliant Small Business teams offer Contracting Officers and Program Managers a unique and valued service in the form of a Pre Award Scope Compatibility Review process whereby experienced Contracting Officers and Technical Representatives meet to review and evaluate submitted Statements of Work (SOW), Performance Work Statements (PWS) or Statements of Objective (SOO) documents in an effort to determine overall Alliant scope compliance. **This quality assurance service is optional and offered at no cost** and affords the Ordering Contracting Officer (OCO) an outside opinion to aid in making a scope determination decision for their solicitation while also acting as a risk mitigation tool that all parties view as a significant value add.

GWAC Program Teams meet every Tuesday and Thursday with an eye toward generating a formal, written response within 2-5 business days. To date - the combined number of reviews (i.e., Alliant and Alliant SB) are approaching the century mark and the feedback from customers in the contracting community has been very favorable ensuring the program's

continued support and success.

To submit a project for review, simply attach a completed Scope Compatibility Review Form, a copy of your SOW, PWS or SOO and email everything as attachments to your GWAC of choice:

- Alliant Small Business: [sowreview@gsa.gov](mailto:sowreview@gsa.gov)
- Alliant Enterprise: [alliantsowreview@gsa.gov](mailto:alliantsowreview@gsa.gov)

We also suggest you use the email to summarize the project and offer any other information you think the review team might find useful.

To obtain a copy of the Scope Compatibility Review Form – or learn more about the process – please visit our web sites:

- <http://www.gsa.gov/alliant>
- <http://www.gsa.gov/alliantsb>

- *Richard Blake*



## Competition in Contracting



On March 4, 2009 President Barack Obama issued a memorandum to the heads of executive departments and agencies on the subject of Government Contracting. In that memo the President noted that reports by agency Inspectors General, the Government Accountability Office (GAO), and other independent reviewing bodies have shown that noncompeti-

tive contracts have been misused, resulting in wasted taxpayer resources, poor contractor performance, and inadequate accountability for results.

Subsequently, the President directed the Director of the Office of Management and Budget (OMB), in col-

laboration with designated officials and their councils, and with input from the public, to develop and issue by September 30, 2009, Governmentwide guidance to govern the appropriate use and oversight of sole-source and other types of noncompetitive contracts and to maximize the use of full and open competition and other competitive procurement processes.

The Governmentwide Acquisition Contracts (GWACs) managed by GSA offer a quick and easy solution to achieving competition. GWACs offer a robust pool of highly qualified IT contractors who must be afforded a fair opportunity to be considered for each order exceeding \$3,000. Thus, Alliant is an excellent mechanism for procuring information technology services in accordance with the presidential directive for competition.

- *Robert Sheehan*

## Millennia Partner Recognized by NASA Stennis Space Center

Computer Sciences Corporation (CSC) was recently recognized by the National Aeronautics and Space Administration (NASA) Stennis Space Center as its 2009 Large Business Prime Contractor of the year for its Small Business work under a Millennia Task Order. CSC began its award-winning Supplier Diversity Program more than 20 years ago. It was designed and implemented so that qualified small businesses and suppliers of diverse backgrounds have an equal opportunity to compete for procurements. It is CSC's policy to ensure that these suppliers receive the maximum opportunity to participate in the procurement processes that are used to provide CSC with products and services.

CSC's best practices for achieving high small business participation include:

- Training and other informational material to promote the use of diverse suppliers is provided to buyers, contract administrators, subcontract administrators, program managers, and business development and proposal managers along with the general CSC employee population;
- Ensuring that company procurement policy and processes are in place to support supplier diversity initiatives;
- Encouraging management to include as part of their project status reviews, the monitoring and

evaluation of the amount of subcontracts awarded to diverse suppliers;

- Supporting community organizations that work to increase opportunities for diverse suppliers while actively participating in numerous organizations within these communities;
- Performing outreach to diverse supplier groups and individuals through their Supplier Diversity Office, annually participating in over 100 supplier diversity events, counseling over 2000 representatives of companies owned by diverse suppliers, maintaining a CSC Supplier Diversity Web Page on their corporate drive located at [www.csc.com/supplierdiversity](http://www.csc.com/supplierdiversity) and;
- Participating in the NASA, Department of Defense (DoD) and several civil agency mentor-protégé programs.

CSC's focus on its Buyer Diversity Program and continued emphasis on small business participation contributed to this very special recognition as "NASA Stennis 2009 Large Business Prime Contractor of the year for Small Business." The GWAC Center offers their congratulations to CSC!

- Jason Schmitt

## ANSWER GSA's First Governmentwide Acquisition Contract

GSA's ANSWER GWAC is the first Governmentwide Acquisition Contract that has left an enduring legacy and stellar record over its decade long run. Although new orders may no longer be issued against this contract; orders placed prior to ANSWER's June 30, 2009, expiration may have a performance period of up to five years. ANSWER's achievements include 3,925 awarded task orders with a cumulative obligated amount of \$6.42 Billion and a total estimated value of \$9.21 Billion.

ANSWER Top Lifetime Customer Agencies:

- Army - \$2.15 B
- Navy - \$1.54 B
- Air Force - \$1.13 B
- DOD - \$454.4 M
- Dept of Health and Human Services - \$364.4 M

With outstanding customer satisfaction results, the Industry Partners are recognized for providing excellent solutions to customer agencies. ANSWER's success can be summed up in one word "Partnership" - A truly collaborative effort between Government and Industry. A winning formula for success. - Diemle Phan



Original crew from start of ANSWER 10 years later

## Enterprise GWAC Centers Provide Technology Training at GSA Outreach Asia



In an era of acquisition challenges, resource issues and cost constraints, the goal of the first-ever Outreach Asia, held July 21-23 at Yokota Air Base, Japan, was to bring opportunities, ideas and solutions to GSA customers in the Asia Pacific Region. This event brought together government acquisition professionals and GSA contractors to provide a platform for education, networking, idea sharing and problem solving. Over 400 customers from Guam, Hawaii, mainland Japan, Okinawa, and Korea attended.

The training conference and expo featured 28 distinct mission-oriented courses, including 25 offering Continuous Learning Point (CLP) credit, for a total of 55 hours of instruction. Enterprise GWAC Center team members Mimi Bruce and Shan Clark taught courses entitled, "GSA Information Technology: What Is Right For You?" and "Alliant and Alliant SB: GSA's Next Generation GWACs" during the event. Audiences were very appreciative of the training content and opportunity to ask specific questions about their technology needs. - Shan Clark

## Simplified Task Order Selection Process a Win Win for All on Alliant

Alliant was awarded under full and open competition utilizing best value source selection procedures under FAR Part 15.3. Therefore, the contractor pool has already undergone one round of competition via formal source selection procedures. Hence, FAR 16.505 advocates a streamlined approach for the Task Order selection process and further clarifies that Task Order Selection is not subject to FAR 15.3 source selection procedures. Neither formal scoring (colors/numeric)... schemes nor formal source selection plans are required. However, the rationale for tradeoffs between cost/price and non-price factors must be documented. Task Orders may be awarded on price alone or on price and relevant non-price factors. The relative order of importance of the selection criteria must be indicated in the Task Order RFQ/RFP. The following highlights streamlined ordering techniques and provides examples of simplified evaluation criteria for consideration as appropriate when developing your RFP:

- Draft Sows/draft RFPs/ RFIs and SOOs
- Oral proposals
- Use of multi-phased approaches if appropriate
- Limit evaluation criteria to price and minimal other non-price factor(s)-- those that are true discriminators and appropriate based on the

- complexity and risk factors of your acquisition
- Some non-price factor you may consider are:
  - Past performance (i.e., quality schedule and cost control)
  - Key Personnel Experience
  - Technical Approach including staffing plan or ask the contractor for a combined work breakdown structure with staffing to insure understanding of the requirement (a combined cost technical proposal could also be used with this approach)
  - Ask the contractor to explain why they are the best contractor for the award, what attributes/factors distinguish them from the competition and how these factors benefit the government

Understanding your requirement and the desired performance outcomes are valuable in selecting evaluation criteria that are true discriminators. If time permits, the use of draft SOWs has proven helpful in facilitating a well-defined requirement and thoughtful cost effective proposals. A simplified selection process that includes refining your requirement through early communication with offerors and minimal selection criteria sets the stage for a win win for all parties.

- Rebecca Eden and Mimi Bruce

## The Enterprise GWAC Centers Welcome Two New Associates

### Valerie Bindel—Contracting Officer

Valerie Bindel joined the GSA Enterprise GWAC Center Fort Worth office on May 11, 2009 as a Contracting Officer. Valerie has a Bachelor's Degree in Business Management and worked for the IT Schedule 70 program for a year prior to joining the GWAC Center. She gained most of her contracting experience during her time with the Assisted Acquisition Service Division of FAS, where she worked from 2000 to 2008.

Valerie has been an integral part of the GWAC team, working on a number of special projects including the Recovery Accountability Transparency Board (RATB) task order for the Recovery.gov redesign, which was the first task order awarded under the Alliant contract. Valerie is now working on another RATB IT project for fraud detection. Prior to these projects, Valerie assisted with the Presidential Transition orders for George Bush's move to Dallas, Texas.

Valerie loves to spend time with her family. She enjoys watching her three sons play baseball and tennis, and she enjoys going on bike rides. She also loves to travel and ABSOLUTELY LOVES to cook.



Valerie is passionate about her family and friends. Being a mom is the number one priority in her life. She is super mom...balancing work and motherhood, attending all child events such as school award ceremonies and kindergarten graduations.

Valerie has been with GSA for 20 years and really enjoys working with the GWAC group because it feels like a family.

### Jennifer Jeans—Business Management Specialist

Jennifer Jeans joined GSA on June 22, 2009 as a Business Management Analyst. She worked as a contractor at the Enterprise GWAC Center San Diego since 2003, serving as the Contract Specialist / Team Lead. Jennifer has worked as a government contractor for over 16 years, wearing multiple hats in fields such as administration, contract and project management, facility security and human resources. In the private sector, she worked for Gateway headquarters for over four years as the Human Resources Support Specialist.

A few of Jennifer's responsibilities at the Center include: implementing business development initiatives, developing communication strategies to promote GWACS, performing market research, and attending site visits at customer agencies. She also assists with executing draft business plans, business case analysis templates, performance measures, and bench marking studies.

Jennifer's world centers around her family. She is currently focused on her daughter going to college this fall and attending her son's high school football games.

When she does have down time, she is usually resting and catching up with the news. Jennifer is a huge "Lost" fan and enjoys science fiction movies. She occasionally goes on motorcycle rides with her husband, visiting the beautiful sites of San Diego. She also loves to travel. She would like to one day take a dream vacation to Europe.



- Anjanette Magante

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#### Alliant

#### ANSWER

#### Millennia

#### ITOP II

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

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

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

[www.gsa.gov/itop2](http://www.gsa.gov/itop2)

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#### Millennia Lite

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

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

We're on the web  
[www.gsa.gov/gwacs](http://www.gsa.gov/gwacs)

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### Upcoming Events

#### Hanscom AFB DPA Training Boston MA

September 22, 2009

#### AFCEA Dayton, OH

October 20—22, 2009

#### Alliant Conference 1105 Government Information

Washington DC  
November 5, 2009

#### Enterprise GWAC Center—Southwest

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