



Volume 1, Issue 2

May 2007

Special points of interest:

- Director's Corner by Debbie Harms –What's New
- New Marketing Assistance Menu—Federal Marketing Research
- Tips On Submitting Your Contract Modifications
- Industry Forum Held in Kansas City
- Business Statistics for the CFMH Schedules Program
- Welcoming New Industry Partners to CFMH

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CFMH Chatter

Director's Corner - by Debbie Harms



This is the Center's second quarterly issue of the Chatter, and I hope you find this forum both instructive and interesting. In this issue we'll provide you with an overview of our Industry Forum held here in Kansas City 27-29 April. The survey comments showed the event was a tremendous success. If you weren't able to attend this year we certainly look forward to seeing you next year.

In addition, the Marketing Assistance Process was officially presented at the Industry Forum by the Business Management Division, and in this issue we are highlighting one facet of this Assistance process. This facet is "Federal Marketing Research". The Business Management Division has put together a great program. They have assembled some excellent information to assist Industry Partners (IPs) with better marketing themselves. Please feel free to comment on the topics presented here as the BMD is looking to tailor the assistance program to meet Industry needs.

Another topic in this issue is helpful information on submitting your contract modifications. We hope to include helpful and instructional information each issue to help make your contracting interactions more user-friendly. Ellie Upchurch and Jay Willingham are the Supervisors for our MAS contracts and will be providing input to the newsletter on a regular basis as issues arise. If you have a need for specific information, please let us know, and we will try to include answers to your questions in every issue.

In each issue, we also plan to provide some of the business statistics concerning both the 51V and 03FAC Schedules to let you know how well sales and customer usage of our e-Tools are progressing. We will also introduce new IPs that have been awarded contracts since the last issue was published. Year to date, our total sales are up over 6% from last year. We thank all of our IP's and their sales teams for their efforts.

Finally we want to highlight the successes that you experience in support of our federal customers. This issue includes a success story from Applied Industrial Technologies and their interaction with the Marine Corps Air Station at Cherry Point, SC. We are enthusiastic about letting everyone know that there are many roads to success in the Federal Marketplace and we need to stop and celebrate our successes along the way.

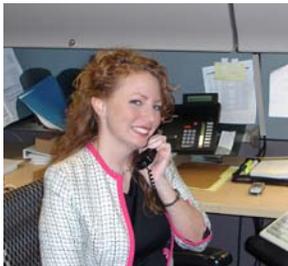
I am excited about the future of our Center and the success of both the 51V and 03FAC contracts. There are many new initiatives, changes in regulations, and opportunities arising. In each newsletter, we will try to put them into perspective and provide you with an informative and entertaining publication.

Until next quarter - DEBBIE HARMS

Marketing Assistance – Federal Market Research



“Market research can be challenging. Let us help you identify market research strategies to get you started.”



Call (816) 926-6760 to schedule a meeting with the Business Management Division.

The Center officially rolled out the new “Marketing Assistance” process at the Kansas City Industry Event in March. The Center has been piloting the process since early March, and feedback from participating Industry Partners (IP) has been extremely positive. During the pilot period, the Center has been limiting the number of the half-day assistance sessions to two per week, but we plan on expanding the offering immediately following the EXPO. Because not all IPs were able to attend the Industry Event, the Center would like to use the Newsletter to highlight different topics that are covered during the assistance sessions. This edition will highlight *Federal Market Research* topics. In the next edition, we will cover “*Making Contacts and Gaining Access*”.

The following chart illustrates many of the topics discussed under *Federal Market Research* in each assistance session:

CFMH Provides:	Industry Partner Provides:	Expected Outcomes:
Shared insight from Business Management Division on the requisite strategies your company needs to employ that insures you understand the ever evolving market for your portfolio.	Current market research strategies	IPs should leave each session with a thorough understanding of the many avenues available to better understand the federal market for their offerings.
FPDS data for your portfolio, and training on how to access this data.	Data currently used to identify target market	Knowledge of which federal agencies are procuring products/services in your portfolio, and the dollar amount procured.
Training on navigating through current and archived Fed Biz Ops opportunities	Data currently used to identify current opportunities	Knowledge on how to access active/historic solicitations for your portfolio.
Overview of Small Business Development Center (SBDC) Offerings	If applicable, be prepared to discuss relationship with local SBDC Office	Knowledge of what SBDC Offices have to offer, and location of your local office.
Overview of Procurement Technical Assessment Center (PTAC) Offerings	If applicable, be prepared to discuss relationship with local PTAC Office	Knowledge of what PTAC Offices have to offer, and location of your local office.



CFMH Business Management Division

Front left, BMD Director—Tim Benoit, Mary Snodderly, CFMH Director—Debbie Harms, Dana Fairley, Joan Green. Back left, Dave Schaad, Mike Dean, Jennifer Hazelman, and Gary Jenkins.



Questions Regarding Contract Modifications



Do any of these questions sound familiar? Have you been waiting to do a contract modification because you just weren't sure what you had to do? Good news! A package explaining the contract modification process has been developed to assist you.

The package was released at the CFMH SuperStore Leadership Council (SLC) meeting in Orlando this month during the GSA Expo. For those unable to attend the Expo, you will receive this information via email in the near future.

Schedule 51V - Hardware SuperStore Solicitation Has Been Refreshed

On April 10, 2007, the 51V solicitation "6FEC-E6-070173-B" was issued to refresh various clauses and introduce the new Leasing and Rental Department.

The Leasing and Rental Department offers customers the option to lease or rent any of the products and equipment available on the 51V Schedule except consumable products like paint.

CFMH sales on GSA Advantage !™ in 2006 topped \$25 million. Don't miss out!!

Use the new SIP version v7.0 to get your products and services loaded to GSA Advantage !™ today.

May 2007

Sun	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



"The new Leasing and Rental Department offers customers the option to lease or rent any of the products and equipment available on the 51V Schedule except consumable products like paint."



The 8th Annual CFMH Industry Forum Was a Great Success



Jim Williams
Commissioner
Federal Acquisition Service



Brad Scott
GSA Regional Administrator



Sharon Henry
Assistant Regional Administrator
Federal Acquisition Service

We would like to take this opportunity to recap our Industry Event we held March 27-29 in Kansas City. To begin with, the Center knows it is often difficult to get away for three days. For this reason, we try to improve the content of each annual conference to the point that attendees find the training and networking opportunities invaluable. Based on the feedback we received, we achieved that goal with the March show.

We started the conference on Tuesday morning with a series of SuperStore Leadership Council (SLC) meetings. The governing SLC group met first, followed by meetings by the SLC Trade Agreements Act Subcommittee and the SLC Marketing Subcommittee. All three meetings were heavily attended, and the significant dialogue was documented and the assigned action items are currently being worked.

We began the main conference Tuesday afternoon with a series of presentations by key GSA senior managers and other Washington D.C. professionals. We were privileged to have our very own Bradley Scott and Sharon Henry kick off this session. This was also our first opportunity to have our FAS Commissioner, Jim Williams, speak at our event. The insight that he and Assistant Commissioner for Acquisition Management, Michael Sade provided on the future direction of the Schedules Program, and the ongoing efforts to improve relations with the DoD was much appreciated by all attendees. During Tuesday afternoon, we were also privileged to have dialogue with Jonathan Aronie, a prominent DC contract litigation attorney, Larry Allen from the Coalition for Government Procurement, and Bill Gormley from the Washington Management Group. In addition, Dan Carson provided an update on the latest changes with JWOD. Immediately following the presentations, we all attended a wonderful reception, sponsored by several of our Industry Partners, which created significant networking opportunities.

We opened Wednesday with a series of educational breakout sessions. The topics for the sessions ranged from *GSA e-Tools*, and *Marketing Assistance* to *New CFMH initiatives* and *Contractor Teaming Arrangements*. In total, we held six different sessions Wednesday morning along with an opportunity for Industry Partners to meet with the Contracting Officer or Business Development Specialist. Again, feedback from the training sessions was very positive.

During lunch Wednesday, we were fortunate to hear Steve Palermo narrate his motivational life story. Following Steve, CFMH presented awards to four companies who had distinguished themselves in customer service and innovative marketing during FY06. The awards were presented to Applied Industrial, Consolidated Engineering Services, Richards Equipment, and Brooks Range Contract Services. We spent the rest of the afternoon listening to Walter Eckbreth discuss the changing role of the IOAs, and to Bryon Grable and Jeff Manthos discuss Disaster Recovery and Preparedness.

On Thursday, the final day of our event, we again spent the morning offering breakout sessions on topics such as *DoD Email*, *Subcontracting Plans*, and *Radio Frequency Identifier (RFID)*. Again, six different breakout sessions were offered, and feedback was very positive.

After lunch, we held a Energy Services Roundtable session where we discussed several items of interest to Industry Partners involved with this sector. This grouping of contractors will be a focus for our Center for the remainder of this year and next, and we were happy that we were able to get several issues out in the open during this session.

Presentations given at the forum are available on the web at:

<http://r6.gsa.gov/fss/cfmh/2007industryday/default.html>



Customer Success Story

From: JJ Chadwick Utilities Supervisor MCAS Cherry Point—

“On January 17, the secondary clarifier unit at the sewage treatment facility failed. It was determined failure occurred due to a bearing problem within the drive unit. This equipment is essential for NPDES permit compliance and a timely repair was critical.

A contract for repairs was awarded and the contractor obtained price quotes and delivery dates for the material needed to make the repairs. It was discovered that the manufacturer did not stock the particular bearing and it would take anywhere from four to eight weeks delivery.

With the potential for permit violations and fines totaling up to \$10,000 per day, it was decided to contact other vendors for this bearing. Your company [Applied Industrial Technologies] was contacted and not only could you deliver the bearing the next day the price cost was even less. It was due to your diligent research that the Air station saved money on violation fines and repair costs. The total savings on the bearing \$800.00, each and the estimated savings on violation fines were between \$200,000.00 to \$400,000.00. On behalf of the Air Station I would like to extend my appreciation for the cost savings incurred due to your excellent response in our time of need. “

SIGNED— Johnnie J. Chadwick

Thanks to Applied Industrial Technologies for sharing their story! If you have a brief success story you would like to share, please submit it to Dave Schaad at dave.schaad@gsa.gov.

“It was due to your diligent research that the Air station saved money on violation fines and repair costs.”



Kudos and Comments From The Industry Forum

“I enjoyed attending the 2007 Industry Day event; it was very informative and beneficial.”

“I’m putting down all 5’s on the forum survey. This has been an outstanding event!”

“This has been a wonderful experience. This show was an excellent event to attend.”

“I want to thank you for the invitation to the GSA meeting... everyone was so nice and offered helpful hints in better pursuing business with the Federal Government. The one theme of partnership was one that was well labeled. “

“The Industry Day meeting was very informative and helpful.”

“Last week was excellent. I learned many useful things in each session that I attended.”

“I want to thank you... It was my 2nd year attending and I felt that I learned even more than last years. The CFMH did a wonderful job in selecting speakers and disseminating information to the industry partners.”

Thanks for the great comments!

The CFMH



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CFMH Statistics for FY2007

Total Sales by Schedule Through 2nd Quarter:

51V - \$ 325,418,000

03FAC - \$ 71,001,000

<u>2nd Qtr FY06</u>	<u>2nd Qtr FY07</u>	<u>Difference</u>
\$372,280,000	\$396,419,000	+6.48%

Schedule	Closed RFQs	Responses	Quotes	RFQs w/ Responses	RFQs w/ Quotes	Response Rate	% of Total
51V	288	2086	981	289	231	100%	7.5%
03FAC	47	400	25	45	17	95.7%	1.2%

We appreciate all of your hard work. Thank you!

The CFMH



Welcome to our new Center for Facilities Maintenance and Hardware Industry Partners!

<u>Company Name</u>	<u>Date Of Award</u>	<u>Contract NR</u>	<u>Schedule # & [SIN(s)]</u>
S&L Products and Services Inc.	Jan 31, 2007	GS-06F-0025T	51V [834-900]
S.G. Pinney & Assoc. Inst.	Feb 1, 2007	GS-06F-0027T	51V [550-001, 612-209, 613-001]
Silky USA LLC	Feb 4, 2007	GS-06F-0026T	51V [613-001]
Mid-Georgia Industrial Sales, Inc.	Feb 12, 2007	GS-21F-0001T	51V [550-001, 600-001, 612-209, 613-001, 614-001]
Engineered Abrasives	Feb 14, 2007	GS-06F-0028T	51V [577-005]
Allied Electronics, Inc.	Feb 19, 2007	GS-06F-0029T	51V [105-002]
Caldwell and Gregory Inc.	Mar 1, 2007	GS-21F-0002T	51V [639-001, 639-003]
Fort Bend Mechanical, LTD	Mar 7, 2007	GS-21F-0004T	03FAC [811-005]
Moore, Benjamin & Co.	Mar 11, 2007	GS-21F-0003T	51V [834-004, 834-005, 834-007]
Commercial AG & Electric, Inc.	Mar 21, 2007	GS-21F-0006T	03FAC [811-002, 811-005]
Central Wholesalers, Inc.	Mar 31, 2007	GS-21F-0005T	51V [105-001, 105-002, 105-003]
Skymart Sales Corp.	Apr 8, 2007	GS-21F-0007T	51V [834-900]