



Small Business In Focus

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Small Business GWAC Center

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Stephen Triplett, Director,
Small Business GWAC
Center

Director's Corner

It is truly an honor to serve as the Director of the Small Business GWAC Center. Let me assure you that our focus, awarding the best Small Business Contracts in Government, and providing outstanding support to our customers and industry partners, remains the Small Business GWAC Center's top priority.

As you are aware, the Small Business GWAC Center has a rich history and commitment to Small Business, beginning in 1999, when we took

responsibility for the 8(a) FAST contracts. At that time the FAST contracts had cumulative sales of \$106.3 million.

In 2002, we developed a business case for a GWAC for Historically Underutilized Business Zone firms or HUBZones. This was approved by the Office of Management and Budget and the contracts were awarded in January 2003. HUBZone GWAC include awards made in four of the seven functional areas with a value of \$36 million.

In May of 2004, we awarded 8(a) STARS, the replacement contract to 8(a) FAST, bringing 432 new 8(a) Industry Partners to the federal marketplace. To date, there have been over 7,000 ordering actions totaling \$1.9 billion in sales.

In 2007 and 2008, the Small Business GWAC Center launched two new information technology set-aside contracts, Veterans Technology Services, or VETS, and Alliant Small Business (SB). During the first two and a half of years after its award in 2007, VETS has been marching along with 107 task orders, worth over \$370 million. Our newest small business GWAC, Alliant SB, has also received its very first order from DISA, with a total estimated value of \$4.3 million.

Additionally, in March of 2008, the Commerce Information Technology Solutions Next Generation (COMMITS NG) was transferred to the Small Business GWAC Center. Since its arrival to the center, two orders were issued totaling over \$1.9 million in obligated dollars.

While these accomplishments are impressive, we in the Small Business GWAC Center fully understand that all of these accomplishments represent past achievements and serve as a solid foundation which we will build upon, because our work is not yet done! I look forward to meeting and working with each of you as we continue to promote Small Businesses across America and the world.

"We can never be certain about the future and therefore we must continue to be flexible and adaptable so that we can react quickly to the needs of our clients and our market place." – Talal Abu-Ghazaleh

Alliant SB Post Award Conference

The Small Business GWAC Center hosted a post-award conference with Alliant Small Business Industry Partners on April 28, in Washington, DC. The event, a follow-up to a post-award web conference held in February, served as an opportunity to update industry partners on contract administration, business development and client outreach efforts; and build relationships with the Alliant SB Team. FAS Commissioner Jim Williams provided opening remarks and congratulated all industry partners. Other speakers at the event included John Johnson, Assistant Commissioner, Integrated Technology Service; Mary Powers-King, Director, GWAC & IT Schedule Programs; Steve Kempf, Assistant Commissioner of Acquisition Management; Mary Davie, Assistant Commissioner of Assisted Acquisition Services; Steve Viar, Director, Federal Systems Integration & Management Center; and Jessica Reed, Director, Assisted Acquisition Services, National Capital Region. There were 197 participants, 169 of which represented 69 of the 72 Alliant SB awardees.



Alliant SB Post Award Conference, Washington, DC, April 28, 2009

Alliant SB Receives First Order

The Small Business GWAC Center is pleased to announce the first order issued against the Alliant Small Business GWAC. The Defense Information Systems Agency (DISA), named AAC, Inc., Alliant SB contract holder, as the recipient of the Global Combat Support System - Joint Software and Systems Performance Testing Support requirement. The contract period of performance

is July 14, 2009 through July 13, 2014 and is valued at \$4.2M.

GWAC Outreach

Lackland AFB

On June 10, Greg Byrd, Contracting Officer, Matt Verhulst, Contracts Division Director, and Jean Oyler, Business Development Director, visited Lackland AFB, TX at the invitation of the Air Force Intelligence, Surveillance and Reconnaissance (ISR) Agency. The purpose was to deliver Delegation of Procurement Authority (DPA) training for Alliant and Alliant SB to approximately 20 contracting officers. The AF ISR team also was interested in learning how Alliant SB may fulfill requirements currently being met by an internal contract that is nearing expiration.

Joint Delegation of Procurement Authority Training in Texas

Greg Byrd, Contracting Officer, Small Business GWAC Center, and Todd Richards, Contracting Officer with the Enterprise GWAC Center Southwest, delivered joint Alliant/Alliant Small Business DPA training to GSA Assisted Acquisition Services (AAS) and at the 12th Contracting Squadron at Randolph AFB, in San Antonio, Texas, on May 12 – 13, 2009. The training for AAS San Antonio represents the completion of the nationwide AAS forums that began in March. The training at Randolph AFB is the result of an invitation from the Small Business Office. Both training sessions were organized with assistance from the GSA Greater Southwest Region Customer Accounts and Research Division.

DPA Training at Environmental Protection Agency

Matthew Verhulst and Herman Lyons conducted Small Business GWAC DPA training at the Environmental Protection Agency in Kansas City, Kansas, on April 2. The DPA training allowed warranted contracting officers direct access to the 8(a) STARS, VETS, COMMITS NexGen, and Alliant SBGWACs. The overall training evaluation score was five out of a possible five. The course provided attendees with 1.5 Continuous Learning Points.

Center Hosts COMMITS NexGen Program Meeting

COMMITS NexGen Industry Partners participated in the COMMITS NexGen Governmentwide Acquisition Contract (GWAC) program meeting webinar on May 6, 2009. The webinar was conducted by Todd Tekesky, Procuring Contracting Officer, Matt Verhulst, Contracts Division Director, and Herman Lyons, Business Development Specialist. Industry partners were briefed on the future of the COMMITS NexGen GWAC, Contract Management, Business Development, and Marketing opportunities. The webinar was attended by 46 participants representing 25 COMMITS NexGen contract holders.

Treasury Policy Memo Endorses GSA GWAC Online Training



The Department of Treasury issued a policy dated April 2, 2009, directing all contracting officers and contract specialists in its bureaus who conduct information technology (IT) contracting to complete GSA's on-line GWAC Overview training. It also cited the online training for 8(a) STARS; COMMITS NexGen; the VETS GWAC, and Alliant Small Business as contracts supportive of the Department of Treasury's small business IT contracting goals. The Center has been diligent at developing relationships with client agencies, and appreciates the partnership with Treasury that has been cultivated over the last five years. The online training modules are available on GSA's Center for Acquisition Excellence website at <http://cae.gsa.gov>. The Treasury memo may be found at: <http://www.treas.gov/offices/management/dcfo/pr ocurement/policy/docs/ab09-03.pdf>

Conference Participation

GSA EXPO 2009

The Center actively participated in multiple events at GSA's EXPO in San Antonio, TX, June 8 – 12, 2009. The Small Business GWAC Center, in partnership with the Enterprise GWAC Center, hosted an Alliant and Alliant SB Industry Partner Meet & Greet networking session. This event served as an opportunity to update industry partners on contract administration, business development and client outreach efforts; and build relationships with the Alliant Program Teams. In addition to the industry partner meeting, Dean Cole and Herman Lyons, Small Business GWAC Center Business Development Specialists, and Todd Richards, Contracting Officer with the Enterprise GWAC Center, conducted training sessions on the Alliant & Alliant SB GWAC and other GWAC updates. Jihyun Huyck, Small Business GWAC Center Business Development Specialist presented the GSA's Multiple Award Schedules Program to the South Korean Delegation in the Korean language, and Dana Fairley, Business Development Specialist with the GSA Center for Facilities Maintenance and Hardware, was available to answer questions. Also participating in EXPO events were, Jean Oyler, Director, Business Development, Matt Verhulst, Contracts Director, Greg Byrd, Contracting Officer.



Center Supports MO Representative's Federal Procurement Conference

Sue Cumpton and Aletha Pelham, Contract Specialists, attended Missouri Representative Ike Skelton's Federal Procurement Conference on May 29, in Warrensburg, MO. Sue and Aletha represented the Small Business GWAC Center at the GSA exhibit. The event is aimed at enhancing

economic development by improving access to information for Missouri's small business firms. It is designed to help businesses learn how to expand their business through government contracting, discuss new market opportunities and make additional business contacts.

Center Participates in Annual OSDBU Procurement Conference

Lori Hanavan, Business Development Specialist, participated with GSA's Office of Small Business Utilization in the 19th Annual Offices of Small and Disadvantaged Business Utilization (OSDBU) Procurement Conference in Chantilly, VA, on April 22. More than 2,500 attended the conference, sponsored by the federal Offices of Small and Disadvantaged Business Utilization and the Federal Business Council Inc. The conference provided networking and educational opportunities for small businesses and brought small businesses, large corporations and government agencies together in one place. GSA National Capital Region's Small Business Utilization Center, the GSA Public Buildings Service Vendor Alliance Division, and the FAS Center for IT Schedule Programs, as well as the Small Business GWAC Center partnered in staffing three exhibit tables.

GWAC Industry Partner Visits

The Center welcomed visits from the following small business GWAC contract holders:

ECS, Inc

GS-06F- 0621Z;

DasNet Corporation

GS-06F-0614Z;

Metrica Team Venture

GS-06F-0640Z;

Management Technology, Inc.

GS-06F-0639Z;

Z Inc.

GS-06F-0623Z;

Alliant SB CTA

GS-06F-0601Z;

AAC Inc.

GS-06F-0592Z

Small Business GWAC Sales

Total obligated order value as of June 30, 2009:

★ **8(a) STARS \$1,931,610,319**

★ **COMMITTS NexGen \$476,190***

★ **VETS \$340,165,552**

*new orders since COMMITTS' transfer to GSA

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

KUDOS & Accolades



Catapult Technology Wins the Best in IT Infrastructure of the Outsourcing Excellence Awards

Catapult Technology, Ltd, a prime contract holder on the VETS, 8(a) STARS and COMMITTS NexGen GWACs, won the Best in IT Infrastructure category of the Outsourcing Excellence Awards this year in recognition of its partnership with GSA on the GSA Infrastructure Technology Global Operations (GITGO) contract. The Outsourcing Excellence Awards are presented by the Outsourcing Center, a prominent information portal on outsourcing. The Catapult-GSA partnership was also recognized at the "Oscars" of Outsourcing Awards Dinner on June 11, 2009 in the Forbes Galleries in New York City.

Veterans Engineering and Technology, LLC. Is Honored as the 2008 GSA Small Business of the Year in the Region

Veteran Engineering and Technology, LLC., a prime contract holder on the VETS GWAC, was selected as the 2008 GSA Small Business of the Year for the Pikes Peak Region after a formal ceremony in Colorado Springs at The Antlers Hilton Hotel. The selection criteria consisted of the amount of federal

contracting work won in the past year, quality performance and adherence to GSA federal contracting guidelines.

Ticknor, CCITE, Selected as the District 8(a) Minority Small Business Person of 2009

Ms. Cammy Ticknor, Principal of Computer Cite (CCITE), 8(a) STARS GWAC Prime contract holder, has been selected as the District 8(a) Minority Small Business Person of the Year for 2009 by the U.S. Small Business Administration of the San Francisco District Office. This selection as the District 8(a) Minority Small Business Person of the Year also nominates Ms. Ticknor for consideration of the Regional award. In August 2009, the SBA and U.S. Department of Commerce's Minority Business Development Agency (DOC/MBDA) will host the 27th Annual National Minority Enterprise Development Week in Washington, D.C. where the award for Nation Minority Small Business Person of Year Award will be presented among the Regional Awardees.

TechGuard CEO Participates in Obama's Cyber Security Review at White House

Suzanne Magee, CEO of TechGuard Security, 8(a) STARS Prime contract holder, attended the unveiling of the Obama Administration's 60-day cyber security review at the White House in Washington, DC on May 29, 2009. Suzanne Magee was invited to be present at the White House as President Obama turned his attention to the nation's cyber security, and announced plans to develop a national strategy to combat the threats.

NEW

Delegation of Procurement Authority (DPA) Request Procedure

With implementation of the GSA GWAC Management Module (GWAC MM), federal contracting officers can request a DPA for selected GWAC(s) through GWAC MM. GWAC MM is an online, web-based system for GWAC contract administrative information and is designed to meet the reporting needs of stakeholders such as OMB and GWAC customers.

Find the DPA request procedures posted on each small business GWAC's website (www.gsa.gov/alliantsb, www.gsa.gov/8astars, www.gsa.gov/commits, www.gsa.gov/vetsgwac), listed under the "Delegation of Procurement Authority" tab.

Selling to the Federal Government 101



OK, so you've been awarded a GSA Governmentwide Acquisition Contract (GWAC)...now what? Back in 2005, GSA put together a guide for industry called "**How to Market to the Federal Government**". The information contained in its pages still holds true today. Even you GWAC old-timers may learn a thing or two. Check out this excerpt from...

What is a successful marketing strategy?

We want you to be successful, and we will assist you in every way legally possible. But, just as you market your commercial business, you must market your business to government customers. Establishing a marketing strategy at the outset will help you to reach your target audience. The following section will assist you in creating a successful marketing strategy.

Where to Start? First understand your company's value position, i.e. what you can do to help solve an agency's problem. Consider what value your product or service brings to the customer.

To get a better handle on your value position, ask:

- What does your organization do?
- Who in the Government has a requirement for your product or service?
- How does your company help the government meet its goals and objectives?
- Provide examples of customers your organization has assisted in the past and the corresponding results.
- What appeal did your product or services have that caused customers to use you in the past?

After understanding your value position:

- Evaluate why the agency would buy your product or services.
- Get information on their budgets, and look

- at their mission and goals.
- It is also helpful to look at Government Accountability Office (GAO) Reports. To find copies of GAO Reports, go to: <http://www.gpoaccess.gov/gaoreports/index.html>.
- Get the agency's organization chart and then develop a call plan.

Maximize your company's web presence.

Make sure you provide the web address that sends the customer directly to your GSA contract information. Also, if you have a company website established, consider providing links through the GSA GWAC website's Contract Holder List, directly to your home page. This is an excellent way to "wow" your customers with all the services you have available. It's your contract...make the most of it. Additionally, remember to keep your contact information up to date. Better yet, set up generic contact information, including email address. That way, anyone in your company can monitor email, even if you're out of the office.

Next, make sure your company does the following:

- Target the size and scope of agency opportunities to be pursued within the next 12-18-24 months.
- Construct a database in which to track federal opportunities, including supplemental information (i.e., names, addresses, and phone numbers of agency contacts and procurement personnel).
- Prepare additional print and online materials marketing your company. Please use the GSA Star Mark to promote your company's benefit of being on a GSA GWAC. Electronic downloads available at: <http://www.gsa.gov/logos>



- Obtain copies of expiring contracts, if possible.
- Contact procurement, technical and program manager personnel in order to build relationships.
- Attend workshops to further develop presentation skills, to better understand the

federal purchasing processes and to improve your proposal preparation skills.

- Look for Inspector General Reports that identify problems your company can solve.
- Learn about the Agency's Budget and how much money they have going into various functional areas.

When an opportunity presents itself:

- Understand your organizations value relative to the opportunity, i.e. can you do it yourself, or should you team in order to fill gaps, with partners that would help you beat other team solutions?
- Does your team uniquely solve the Governments problem?
- Is it the right job for your company?
- Does your past performance give the customer confidence you can do the job?
- Understand what risks are involved and how would they would be mitigated?
- Develop a competitive matrix and rank yourself against others who are bidding.

For more information on marketing to the Federal Market, go to www.gsa.gov/market2feds.

Small Business GWAC Quiz



- Why are Blanket Purchase Agreements (BPAs) not authorized for GWACs?
 - Do not provide fair opportunity
 - GSA discourages the use of BPAs
 - BPAs are only for products and not services
 - Congress has put a stop to BPAs for FY09
- Which of the following is false regarding GSA GWACs Statement of Work Review?
 - Assists with risk mitigation
 - Determines befitting with GWAC contract(s)
 - Required per FAR 16.505



Send your answers to the above questions to sbgwac@gsa.gov. A lucky winner with correct answers will be selected to receive a prize from the Small Business GWAC Center. With the winner's permission, their name will be announced in the following issue of this newsletter, *Small Business In Focus*. Thank you for participating!



Congratulations to **Gerard (Jerry) Herrera** from Computer Cite (CCITE), 8(a) STARS contractor, who has been selected the winner from the last issue with the correct answers!!

1. 8(a) STARS II will be the Small Business GWAC Center's 3rd Generation 8(a) GWAC.
2. What types of contracts are allowed under the Alliant SB GWAC?
 - d. **All of the above** (Firm-Fixed-Price, Labor Hour and Time Material, Cost Reimbursement)

Acquisition Corner Recovery Act

Each of Governmentwide Acquisition Contracts (GWACS) managed by the Small Business GWAC Center (Center) have been modified to include the standard suite of clauses that support work under the American Recovery and Reinvestment Act of 2009 (Recovery Act). This was an essential step to help assure that applicable Recovery Act terms and conditions were addressed so that agencies may consider the GWACs for Recovery Act opportunities.

Since Recovery Act contracting remains relatively new, parties interested in learning more about it may take advantage of numerous resources, including those at the Recovery Act website and those of the Office of Management and Budget's, Office of Federal Procurement Policy geared to the Recovery Act:

<http://www.recovery.gov>

http://www.whitehouse.gov/omb/recovery_default/

It is important to point out that the scope of work for each GWAC has not changed. Each GWAC has simply gone through a clause refreshment to enable them to address Recovery Act opportunities.

This Center encourages federal customers who are interested in assistance with, or just a second review of, the compatibility of a Recovery Act requirement with one of the GWACs to contact the specific GWAC point of contact and request a scope compatibility review. More information about each GWAC is available at its website, which may be located by starting at the Center's website, www.gsa.gov/sbgwac. Each GWAC's website lists instructions for requesting a scope compatibility review, which is as simple as filling out a form and sending in the required information.



Stephen Triplett
Director



Stephen (Steve) Triplett joined the Small Business GWAC Center as the Center's new Director in April 2009. Steve started his career at GSA in 1990 as a Presidential Management Intern and has held several positions including Assistant Regional Administrator of the GSA Heartland Region Federal Supply Service. In that position, Steve worked closely with the GWAC Program and the Small Business GWAC Center so he was no stranger to the Center when he accepted the Director's position. In his spare time, Steve loves to golf, grill and spend time with his family. He is also a Kansas Jayhawks fan.

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.

August 7	DISA Forecast to Industry	Arlington, VA
August 10-13	2009 GSA Network Services Conference	Chicago, IL
August 11	U.S. Representative Dennis Moore's Procurement Conference	Overland Park, KS
August 11-14	10th Annual U.S. Department of Energy Small Business Conference	Long Beach, CA
August 24-26	Air Force Information Technology Conference and Expo *	Montgomery, AL

Contact Us

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

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