



Small Business In Focus

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Small Business GWAC Center

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Director's Corner



Steve Triplett, Director, Small
Business GWAC Center

Greetings from GSA's Small Business GWAC Center. It is with great pleasure that I write this Director's Corner Article and announce the award of 8(a) STARS II.

Awarding 8(a) STARS II was an arduous task, and I would like to take this opportunity to thank everyone for their patience, contributions, involvement, and commitment to creating a contract vehicle which will allow 8(a) firms to compete in the federal market place.

8(a) STARS II re-affirms our commitment to 8(a) businesses while providing federal customer agencies an easy to use contract vehicle. We look forward to continuing the success of 8(a) STARS by keeping the tradition of providing customer agencies world class solutions for their IT mission requirements.

I would like to congratulate the successful 8(a) STARS II offerors and welcome you to our portfolio of Small Business Industry Partners. You are now amongst an elite group of small business IT firms whom I consider best-in-class. We look forward to working with you in the coming days and getting you started on the right track.

The coming weeks and months will be filled with many STARS II activities and will allow us to showcase many features and benefits of the GWAC to customers, as well as begin working with our industry partners. Please visit <http://www.gsa.gov/8astars2> for the latest information on STARS II.

Exciting times lie ahead for the SBGWAC Center, Industry Partners, and Customers. We thank you for your support and look forward to working with you.

Stephen Triplett

Director
Small Business GWAC Center

"A life is not important except in the impact it has on other lives."
Jackie Robinson

GWAC Training

8(a) STARS II GWAC Delegation of Procurement Authority (DPA) Training

The GSA Small Business GWAC Center hosted 8(a) STARS II GWAC DPA training for current 8(a) STARS GWAC users on May 19th and 26th. Contracting Officers from 17 agencies participated in the web based training and Q & A session. Following training, contracting officers were provided with a DPA to utilize the contract.

Small Business GWAC Center Conducts Training on the Proper Use of Alliant Small Business Contract

Greg Byrd, Procuring Contracting Officer for Alliant Small Business (SB), Lee Tittle, Contract Specialist, and Dean Cole, Business Development Specialist, conducted DPA training via teleconference on Wednesday, June 15th. The training, which covered both Alliant and Alliant SB GWACs, was presented to the Mission and Installation Contracting Command (MICC) Center, at Ft. Eustis, VA. Sixteen individuals, consisting of Contracting Officers, Contract Specialists and Project Managers were in attendance, three of whom received their DPA. The training was preceded by a live briefing on cloud computing, given by members of the Alliant SB Industry Council.



Small Business GWAC Center Conducts Training for Department of Justice

Herman Lyons, Business Development Specialist, and Lee Tittle, Contract Specialist, conducted Small Business GWAC overview training via webinar on June 28th. The training, which covered 8(a) STARS, Alliant Small Business, and VETS GWACs, was presented to Department of Justice (DOJ) small business advocates, contracting officers, and others involved in the acquisition process. The webinar was attended by 32 individuals representing 5 DOJ bureaus. This training was the result of attending the OSDBU Procurement Conference in Chantilly, VA.

Conference Participation

USDA/DOC Small Business Training and Matchmaking Event

Lori Hanavan and Lesa Steward, Business Development Specialists, attended the United States Department of Agriculture (USDA)/Department of Commerce (DOC) Small Business Training and Matchmaking Event in Overland Park, KS on June 28th. Conference attendees participated in a full day of workshops and panel discussions led by program and small business procurement officials. In addition, participants had the opportunity to meet one-on-one with USDA and DOC small business contracting specialists during a networking/matchmaking session.

Veteran Entrepreneur Training Symposium

Janna Babcock, VETS Contracting Officer, attended the Veteran Entrepreneur Training Symposium June 27th-30th, in Reno, NV. This Symposium was hosted by the National Veteran Small Business Coalition (www.nvsbc.com). Several VETS GWAC contract holders were in attendance at the Symposium.

MidAmerica Minority Business Development Council (MAMBDC)

Jihyun Huyck, Business Development Specialist, Small Business GWAC Center, participated at the MAMBDC Annual Business Opportunity Fair. This event was at the Bartle Hall in Kansas City, MO, on May 19th, and sponsored by MAMBDC. Local corporations facilitated various networking and trade show programs for over 500 attendees from both government and local businesses. Jihyun staffed an exhibit booth, along with members of the Heartland Region's Federal Executive Board, and answered questions from small businesses about GSA contracts and contracting opportunities.

Department of Energy Small Business Conference

Jean Oyler, Business Operations Manager, attended the Department of Energy's (DOE's) Small Business Conference held May 10th-11th in Kansas City, MO. Jean attended several workshops on doing business with the various DOE sites and visited with several Alliant SB, VETS, and 8(a) STARS industry partners in the exhibit hall and at the conference. DOE has issued several mission critical orders against Alliant SB and represents additional opportunity for the small business GWAC portfolio.

Department of Defense (DOD) Procurement Conference

Dean Cole, Business Development Specialist, attended

the 2011 DOD Procurement Conference and Training Symposium during the week of May 9th. The conference was held in Orlando, FL, with the emphasis being DOD's Better Buying Power initiative and their increased utilization of small business companies. Dean, along with John Cavadias, Alliant Contracting Officer, Enterprise GWAC Center, and members of the Southeast Sunbelt Region, worked GSA's Integrated Technology Services (ITS) booth at the event. The booth served as an opportunity to increase awareness of all GSA/ITS offerings, including GWACs and the rest of the ITS portfolio.

GSA Expo and ITS Network Services Conference

The Small Business GWAC center actively participated at the GSA Expo and ITS Network Services Conference held in San Diego, CA May 10th-13th. Lori Hanavan, Jihyun Huyck, and Herman Lyons, SBGWAC Business Development Specialists, conducted five training sessions including an overview of GSA's GWAC portfolio, an update on the VETS GWAC, and introduction to the 8(a) STARS II GWAC. Mimi Bruce, Director of Client Support, and Richard Blake, Business Management Specialist, Enterprise GWAC Center, hosted two training sessions on Alliant/Alliant SB GWACs. An estimated 300 GSA Expo and ITS Network Services attendees participated in the GWAC training sessions.

Small Business GWAC Sales

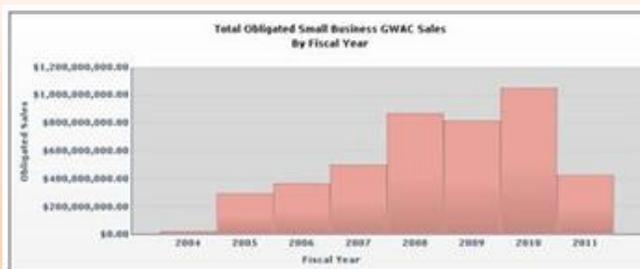
Total obligated order value as of June 30, 2011:

★ 8(a) STARS	\$3,414,680,381.28
★ Alliant Small Business	\$295,082,558.58
★ COMMITS NexGen	\$102,175,341.53
★ VETS	\$846,632,382.47

For additional sales data visit www.sbgwacsource.gov.

Conducting Market Research?

Check out www.sbgwacsource.gov for the latest Small Business GWAC data.



STARS II Update

The SBGWAC Center has recently awarded 8(a) STARS II. The Center is offering 8(a) STARS II GWAC Delegation of Procurement Authority Training to interested Federal personnel. Training dates and times may be accessed at www.gsa.gov/events. Look for more information on this exciting new contract in our next newsletter!

The 8(a) STARS II contract includes the following features and benefits:

- a five-year base with a five year option
- the ability to issue directed task orders up to \$4 Million
- the ability to access an additional tier of vendors with elite industry credentials
- 8(a) and other socioeconomic credits

For more information on the contract please visit <http://www.gsa.gov/8astars2>. If you have questions regarding 8(a) STARS II, please feel free to contact us at s2@gsa.gov.

SBGWAC Quiz



1. The Small Business GWAC Center requests task order data in order to comply with _____.
 - a. OMB Reporting Responsibilities
 - b. FPDS-NG Reporting Requirements
 - c. No Reason
2. What is the last day a task order may be awarded on the 8(a) STARS GWAC?
 - a. October 1, 2011
 - b. November 30, 2011
 - c. December 31, 2011

Answers Provided at Bottom of Last Page

Department of Defense Endorses GSA's Small Business GWACs

DOD recently issued a memorandum entitled "Better Buying Power: Guidance for Obtaining Greater Efficiency and Productivity in Defense Spending". This memorandum confirms DOD's commitment to removing any barriers that impede the maximum utilization of small businesses in performing their requirements. DOD encourages contracting officers to use GSA's Small Business GWACs, 8(a) STARS, 8(a) STARS II, Alliant SB, & VETS, to maximize small business prime contracting opportunities

Additional information is provided within the [memorandum](#).



Kudos and Accolades

Business Development Team Recognized during Public Service Recognition Ceremony



From left to right: Dean Cole, Jean Oyler, Lori Hanavan, Jihyun Huyck, and Herman Lyons

GSA's SBGWAC Center Business Development Team was nominated for the Greater Kansas City Federal Executive Board's Federal Team Awards. The annual awards, part of Public Service Recognition Week, celebrates public service and efforts to recognize current federal employees whose outstanding performance has served as an inspiration to others and/or brought credit to the Federal service. Recognized on May 4th were the Business Development Division Team nominees for promoting sustainability and customer service through the use of webinar technologies.

Babcock Honored at GSA Expo



From left to right: Tom Green, Deputy Associate Administrator, Office of Small Business Utilization, Janna Babcock, Contracting Officer, and Martha Johnson, GSA Administrator

Janna Babcock received the "Outstanding/Innovative Support for Service-Disabled Veteran-owned Small Business" award from the GSA Office of Small Business Utilization for 2011. This was the 6th Annual Above and Beyond Awards Ceremony. These special awards were established to increase the visibility of innovative acquisition processes and to improve the sharing of information about successful practices. Honorees were announced at the 2011 Excellence in Acquisition Awards Luncheon on May 11th by Jiyoung Park, Associate Administrator of the GSA Office of Small Business Utilization, at the GSA Training Conference and Expo 2011.

REMINDER

The ordering period for the 8(a) STARS GWAC ends November 30, 2011; all task orders must be completed no later than May 31, 2014.

Selling to the Federal Government 101



Preparing for End of Year Success

This time of year (end of the fiscal year) is often a busy time for the acquisition community. Contracting officers and procurement teams are working diligently in support of carrying out agency missions and obligating funding designated for this Fiscal Year (FY). Similarly, government contractors are combing through their contact lists making contracting officers aware of their capabilities in an attempt to lure business their way.

As a small business community, we understand the importance of creating year-end awareness, but often neglect to prepare for it. Preparation for year-end spending should start at the beginning of the year, or when you update your marketing plan. A solid marketing plan identifies your target market and tactics used to create awareness. If effective, your marketing plan will make you recognizable to your target audience throughout the entire year, providing consistent exposure.

Over the coming weeks and months, many of you will create, update, or finalize business plans for FY12. We encourage you to take lessons learned during this busy time of year and incorporate those into marketing plans for FY12.

Spotlight



Alex Wrisinger, Contract Specialist

Alex Wrisinger joined the Small Business GWAC Center in May on rotation from GSA's IT Schedule 70 as a Contract Specialist Intern. He has been with the GSA since December of 2009, and has a Bachelors and Masters in Business Administration from the University of Missouri. Alex enjoys traveling, watching sports, and playing golf in his free time.

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
August 7-10	GovEnergy	Cincinnati, OH
August 15-18	National Veteran Small Business Conference and Expo	New Orleans, LA
August 15-18	DISA Customer & Industry Forum	Baltimore, MD
August 23-25	LandWarNet	Tampa, FL
August 29-31	Air Force Information Technology Conference	Montgomery, AL
September 27-30	Minority Enterprise Development Week	Washington, DC