



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

Happy New Year! As we close the books on FY09 and begin FY10, I would like to share the major accomplishments of the Small Business GWAC Center in the last 12 months.

The 8(a) STARS GWAC reached \$578 million in obligated sales in FY09, surpassing the \$550 million in FY08. The total obligated sales over the life of contract have surpassed \$2 billion. 8(a) STARS was recently named to the 1105 Government Information Group survey of top 10 most popular contract vehicles list.

8(a) STARS II solicitation notice was posted on July 30 and closed on October 1. I am pleased to announce a robust number of packages were received in response to the solicitation.

The Alliant Small Business (ASB) GWAC is off to a good start. In ASB's eight month existence, there have been 10 task orders, awarded to nine different small businesses, valued at \$115 million. The Alliant Small Business GWAC was recently named to the 1105 Government Information Group survey of top 10 most popular contract vehicles list.

VETS GWAC had a great year with over \$209 million in obligations for FY09, surpassing the \$118 million in FY08. Total obligated sales now exceed \$356 million. Our challenge for this year will be to continue to grow and expand market reach.

COMMITTS NexGen had two task orders issued with an estimated value of nearly \$88 million. Our challenge for this year will be to continue to improve business on this vehicle, and offer more opportunities for small businesses through COMMITTS NexGen.

Our Business Development and Contracting staff continue to spread the gospel about Small Business GWACs. We've provided training onsite, through webinars, by telephone and online through GSA's Center for Acquisition Excellence to over 1,600 people.

These accomplishments were achieved because of your hard work and belief in small business's ability to consistently provide turn key solutions while exceeding expectations.

Although we achieved many successes in FY09, we are determined to make this new year the best ever for our Small Business GWACs, but we need your help. We know that you have many contracting choices to meet your IT needs and ask for your continued support as we move forward with the next generation of Small Business GWACs.

"...who waits until circumstances completely favor his undertaking, will never accomplish anything." – Martin Luther

GWAC Customer Training

Joint GWAC Training Conducted at Department of Treasury-Bureau of Public Debt

Todd Tekesky, Contracting Officer, and Herman Lyons, Business Development Specialist, conducted training at the Department of Treasury-Bureau of Public Debt in Parkersburg, WV on July 14, 2009. The training sessions included an overview of the GSA GWAC contracts as well as Delegations of Procurement Authority for 8(a) STARS, VETS, COMMITS NexGen, Alliant Small Business, Alliant, and Millennia Lite contracts. The training was delivered in two sessions and was attended by a total of 55 Contracting Officers and Contract Specialists.



GWAC Trainings held at Air Force Information Technology Conference

Jean Oyler, Business Operations Manager, delivered training on GSA's GWACs at the Air Force Information Technology Conference (AFITC), held in Montgomery, Alabama, August 24 - 27, 2009. The two sessions, "Update of GSA GWACs: What's New and Different," and "Alliant/Alliant Small Business GWAC Overview," were two of approximately 100 sessions available to nearly 5,600 attendees that week. More than 200 exhibitors participated in the conference including a GSA booth hosted by GSA's Customer Accounts and Research and Information Technology Services personnel.

Online Training Module Launched for Alliant and Alliant Small Business

The Alliant and Alliant Small Business (SB) Delegation of Procurement Authority (DPA) course has been added to the GSA Center for Acquisition Excellence's (CAE) training curriculum and is available to users as of Aug 7. The online course allows federal buyers of IT services solutions to take training at their own pace. It is also a good way for all those involved in IT procurements to learn how to use the Alliant and Alliant SB contracts. To access the course, simply visit the CAE website at www.cae.gsa.gov.

Center Supports GSA Network Services Conference

Three employees from the Small Business GWAC Center participated in GSA's Network Services Conference on August 10 - 14, 2009, in Chicago, IL. Misty Claypole and

Todd Tekesky, Contracting Officers, shared in presenting the session "GSA's Governmentwide Acquisition Contracts, What's New and Different for IT Buyers." Combined, the sessions were attended by more than 60 people. Chris Carver, Program Analyst, also attended the conference and assisted as room monitor. All three employees also participated by working the GSA GWAC booth, and were available to answer questions by customer and industry participants during the conference. A team from the Department of Veterans Affairs was recognized by the center for their successful development and implementation of Telecom Operations Support System utilizing the VETS GWAC.

SB GWAC Contract Highlights

VETS GWAC Program Meeting held at 5th Annual National Veterans Conference

The Small Business GWAC Center hosted a semi-annual Veterans Technology Services (VETS) GWAC Program meeting on July 20, 2009, in Las Vegas, NV, before the 5th Annual National Veteran Conference and Expo, July 20 - 23, 2009. Matt Verhulst, Contracts Division Director, Janna Babcock, Greg Byrd, and Todd Tekesky, Contracting Officers, and Jihyun Huyck, Business Development Specialist, discussed contract updates, reporting requirements, and VETS outreach events with the VETS prime contract holders. Additionally, two VETS industry partners presented survey findings, and led a discussion about various VETS GWAC topics. The meeting guests included Ruth Brado, Contracting Officer, USDA, Angela Joslin, GSA, GWAC Program Office, Bill Webster, Chairman, GSA 21 Gun Salute, and Mary Parks, Acting Associate Administrator, GSA Office of Small Business Utilization. The SB GWAC Center also hosted two workshops; a pre-conference session entitled "Federal Contracting 201" on July 20, 2009, which was attended by over 700 conference attendees, and a session on the VETS GWAC. The VETS GWAC session showcased VETS best practices for using the contract, VETS future strategies, and answered questions from over 90 attendees.

8(a) STARS GWAC Achieves Contract Milestone

GSA's 8(a) STARS GWAC has surpassed \$2 billion in contract order value. This achievement marks the successes of the small businesses on the contract, as well as recognizes the efforts of the Federal



Government to meet their 8(a) procurement goals. The SBGWAC center hopes to continue this success with the establishment of the 8(a) STARS II GWAC.

Alliant SB GWAC Receives First Task Orders

The Alliant Small Business (ASB) GWAC is off to a good start. In ASB's eight month existence, there have been 10 task orders awarded to nine different small businesses. The first award was on July 7, 2009.

Here are a few of the highlights:

* Average # of offers = 5

* Average estimated dollar amount including options per task order = **\$11,575,525.02**

* Total estimated dollar amount including options for all 10 task orders = **\$115,755,250.17**

8(a) STARS II Solicitation

The Small Business GWAC Center has moved forward with the solicitation for the 8(a) Streamlined Technology Acquisition Resource for Services (STARS) II GWAC. 8(a) STARS II is the follow on GWAC to the highly successful 8(a) STARS GWAC. The STARS II solicitation was posted on Fedbizopps from July 30 to October 1.



COMMITTS NexGen Task Order Award

The US Drug Enforcement Administration (DEA) has selected the COMMITTS NexGen GWAC for their IT Support for DEA Headquarters and Field Offices requirement. The DEA utilized the Small Business GWAC pre-award Statement of Work (SOW) review. The task order was awarded on September 24, 2009 and has an estimated dollar value of \$43 million.

Conference Participation

Center's Cumpton Attends U.S. Representative's Federal Procurement Conference

Sue Cumpton, Contract Specialist, attended US Representative Dennis Moore's Federal Procurement Conference on August 11th, in Overland Park, KS. The event was aimed at enhancing economic development by improving access to information for Kansas small business firms. It was designed to help businesses learn how to expand business through government contracting, discuss new market opportunities, and make additional

business contacts.

Center Associates Attend GSA Customer Accounts and Research Training

On Thursday, September 10th, Herman Lyons and Dean Cole, Business Development Specialists, attended several sessions of the GSA Customer Accounts and Research (CAR) offsite. Sessions included a CAR overview, information on Salesforce.com, an update on the Customer Analysis and Research Tool (CART) and e-Buy, and a report on future social networking initiatives (i.e., Twitter).

GSA EXPO Dates Set

Mark your calendars for the 16th annual International Products and Services Expo May 4 – 6, 2010, in Orlando, FL. Expo 2009 was a tremendous success, thanks to the 9,000-plus attendees! Exhibit floor registration opens November 2 and is available to companies holding current contracts with GSA. Visit www.expo.gsa.gov for complete details.

GWAC Industry Partner Visits

The Center welcomed the following small business GWAC contract holders:

Synectic Solutions, Inc.

GS-06F-0649Z

Synectic Solutions, Inc, a prime contract holder on the Alliant SB GWAC visited the Center on July 7, 2009.

Advanced Software Systems, Inc.

GS-06F-0596Z

Advanced Software Systems, Inc., a prime contract holder on the Alliant SB GWAC visited the Center on July 8, 2009.

Energy Enterprise Solutions, Inc.

GS-06F-0624Z

Energy Enterprise Solutions, Inc, a prime contract holder on the Alliant SB GWAC visited the Center on August 5, 2009.



Small Business GWAC Sales

Total obligated order value as of September 30, 2009:

- ★ **8(a) STARS \$2,057,780,414**
- ★ **Alliant Small Business \$19,152,579**
- ★ **COMMITTS NexGen \$6,067,257***
- ★ **VETS \$356,213,250**

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

*new orders since COMMITTS' transfer to GSA

Reminder for GWAC Ordering Contracting Officers (OCOs) --

-Ensure that Task Order work is within the GWAC's scope. The center's team is available to assist with this determination at any time upon request. You may request a review of your requirements (e.g. Statement of Work/ Statement of Objectives) prior to Task Order solicitation/modification from the GWAC CO(s).

Reminder for the GWAC contractors—

-Ensure all order award data is properly reported in the GWAC Management Module per your contract requirements. The GWAC Management Module can be accessed at <http://itss.gsa.gov>

KUDOS & Accolades

GSA 8(a) STARS and Alliant SB GWAC Named Among Most Popular Contract Vehicles

8(a) STARS and Alliant SB were recently identified among the top ten most popular government contracts planning to be used in FY10. 100,000 readers of Washington Technology and its sister publications, Federal Computer Week and Government Computer News were surveyed. GSA contracts captured six of the ten spots on the list.

Small Business GWACs Named in Washington Technology FAST 50

Washington Technology Group ranked the 50 fastest growing small businesses in the government market. Congratulations to the following Small Business GWAC holders:

- HMS Technologies
- Microtech
- 1 Source Consulting, Inc.
- Centuria Corp.
- VeriSolv Technologies, Inc.
- Catapult Consultants, LLC
- ASRD Management Services
- Phacil, Inc.
- Professional Solutions
- Tangible Software, Inc.
- S4, Inc.
- Binary Group, Inc.



Rankings are based on compound annual growth rates from 2004 through 2008

Selling to the Federal Government 101



Booth Staffers Attitude and Etiquette

Marketing people are sometimes referred to as "booth people" or "trade show people". Of course, marketing isn't just attending tradeshows, however, exhibiting at trade shows is a prominent marketing activity.

Some of you will soon apply for booth space at the 2010 GSA EXPO and other small business technology shows in the coming months. As a checklist, let's talk about some booth etiquette and trade show tips, beyond the typical – "don't drink, don't smoke and don't eat your lunch." There are many sources offering advice on this topic and here are the top 7 tips found on booth etiquette:

1. Wear your badge on the right hand side so it can be seen by your visitor when shaking hands.
2. If you don't know the answer to a question, say so and use it as an excuse to follow up after the show with the answer.
3. Make only those commitments that you and your colleagues can keep – visitors remember staffer commitments, especially those that are not kept.

4. Exhibiting is a TEAM event – other staffers are counting on you and you on them.
5. Visit with prospects, only. A crowd of staffers does not attract a crowd of visitors.
6. Smile – 90% of the time if you smile, someone will smile back at you.
7. The exhibit is your office away from the office – as visitors see your environment, they see your company and make a judgment as to whether they want to do business with you.

In addition, please make sure you include your GSA GWAC contracts' information on your tabletops – you should have your contract numbers along with a GSA logo at a minimum. And most importantly, your booth staffers should have a solid knowledge about your service or product and your GWAC. Because all the tips available on successful tradeshows call for one key element: have knowledgeable and trained staff. See you at the next show!

- Jihyun Huyck

Small Business GWAC Quiz



1. All GSA Small Business GWACs can accept orders funded by the American Recovery and Reinvestment Act of 2009.
 - a. True
 - b. False
2. The 8(a) STARS II GWAC is the ____ Generation of GSA 8(a) SB GWAC set-aside contracts.
 - a. 2nd
 - b. 3rd
 - c. 4th
 - d. 5th

Acquisition Corner

What is “PPIRS?”

In short, “PPIRS” (www.ppirs.gov) is the Past Performance Information Retrieval System that is required by Federal Acquisition Regulation (FAR) 42.15. It includes “Report Cards” entered by ordering contracting officers about contractor interim and past performance on federal government contracts, including task orders.

Effective July 1, 2009, contractor performance information is required to be housed at PPIRS at www.ppirs.gov in accordance with 42.1502. The Policy states:

(a) Past performance evaluations shall be prepared as specified in paragraphs (b) through (g) of this section at the time the work under the contract or order is completed. In addition, interim evaluations shall be prepared as specified by the agencies to provide current information for source selection purposes, for contracts or orders with a period of performance, including options, exceeding one year.....”

So, PPIRS will be the repository for interim and past performance records for task orders valued above the simplified acquisition threshold which are awarded under the VETS GWAC, 8(a) STARS, COMMITS NexGen, and Alliant Small Business. Task orders below the simplified acquisition threshold may also be included.

Contractors have the right to contribute to the interim and past performance record by monitoring PPIRS records pertaining to them, and entering information into PPIRS (such as, but not limited to, information to tell their version of events or to amplify the record).

Contractors may only review their own information in PPIRS. The FAQ section of the website includes how contractors may gain access to PPIRS and Help Desk contact information.

So if you are a contractor, perhaps reviewing your “PPIRS” report cards would be a good thing to do on a regular basis.

If you are a contracting officer or specialist, be sure to enter your interim and past performance evaluations into PPIRS in a timely manner.

- Janna Babcock

STARS II Spotlight

On July 30th, 2009 GSA issued the solicitation for the next generation 8(a) GWAC, entitled 8(a) STARS II. 8(a) STARS II will incorporate many of the benefits of the current 8(a) STARS GWAC, while adding some additional features designed to enhance the contract's capabilities.

The scope of the 8(a) STARS II GWAC is centered on four functional areas (FA's), each derived from one of four NAICS codes and their respective definitions. The 8(a) STARS II GWAC is structured with two tiers, known as constellations. The constellation design is new to the 8(a) STARS II GWAC, and offers additional features and benefits. Constellation I is comparable to the current 8(a) STARS GWAC in that all of the primes at that tier are technically proficient and offer competitive pricing. Constellation II prime contractors provide the same strengths as Constellation I, plus the added benefit of either a CMMI level II Services or Development credential, or a ISO 9001:2000 or 9001:2008 credential.

The solicitation for 8(a) STARS II closed on October 1st, 2009. GSA is currently evaluating offers and intends to award 8(a) STARS II prior to the contract order end date of the current 8(a) STARS contract (May 31, 2011).

For those contracting officers who are reviewing options for future recompetes or new orders, please don't hesitate to contact the 8(a) STARS team (8a@gsa.gov) to discuss 8(a) STARS or 8(a) STARS II. For more information, please visit the 8(a) STARS II website at www.gsa.gov/s2.

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.

November 3	Department of Veterans Affairs Training	Eatontown, NJ
November 4	USDA/NITC Technology Expo	Kansas City, MO
November 5	1105 Government Information Group Alliant Program Conference	Falls Church, VA

Small Business GWAC Quiz Answers: 1. True 2. 3rd

Contact Us

(877) 327-8732



**GSA TRAINING
CONFERENCE & EXPO**

Orlando, Florida
May 4-6, 2010

**2010 GSA EXPO
Orlando
Florida**

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