

# MSC Industry Day

Presenter: Shaunta Johnson, Director, National Capital Region



## GSA's Mission

**The General Services Administration (GSA) leverages the buying power of the Federal Government to acquire best value for taxpayers and our Federal customers. We exercise responsible asset management. We deliver superior workplaces, quality acquisition services, and expert business solutions. We develop innovative and effective management policies."**





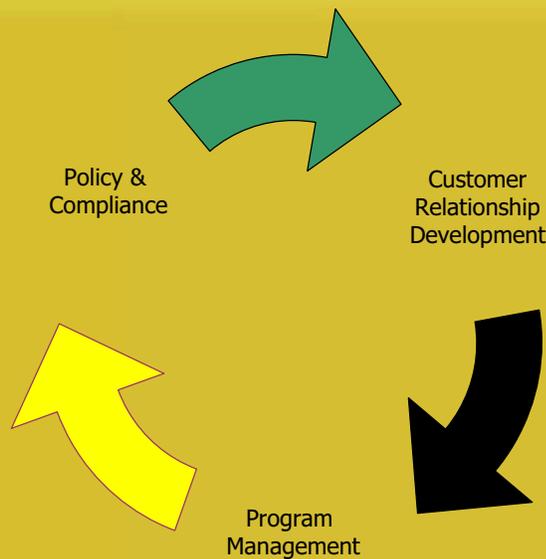
## Office of Small Business Utilization Mission Statement

**As GSA's small business advocate, will engage in strategies that provide opportunities for small (including small businesses located in HUBZones, minority, veteran, service disabled veterans and women-owned) businesses in government procurement.**

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## Small Business Program Overview

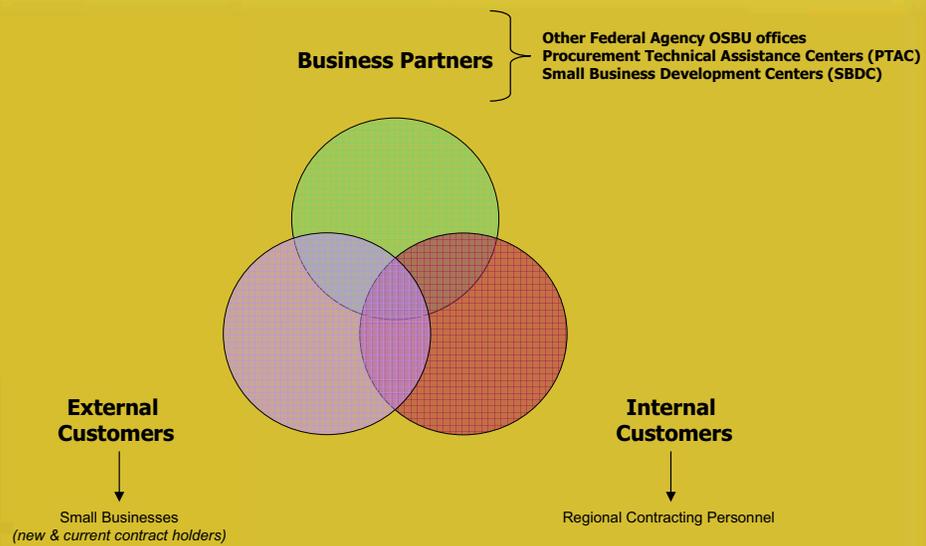


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# Policy and Compliance

- OSBU Director serves as the regional executive staff based on the Small Business Act of 1953 requirement (as amended by Public Law 95-507). Public Law 95-507 established an office that reports to and advises the head of the agency on the implementation functions and duties of this act.
- Serves as Subject Matter Expert (SME) on procurement requirements involving Small Business per FAR part 19 for the region.
- Serves as Small Business Technical Advisor (SBTA) on Acquisition Plans.
- Communicates policy changes/updates, on Small Business Programs, for regional contracting staffs.
- Serve as SBTA on sub-contracting plans.
- Monitor eSRS (electronic subcontracting reporting system)

# Customer Relationship Development





# Customer Relationship Development

## Business Partners

- OSBU partners with many regional agencies & their small business offices to create outreach and education opportunities for small businesses. GSA "Calendar of Events" page displays upcoming training and events throughout the region.
- PTAC/SBDCs:  
The Procurement Technical Assistance Center (PTAC) and Small Business Development Centers (SBDC) help companies find and successfully achieve contracts with the local, state, and federal governments. OSBU works with PTAC and SBDC's to educate one another on forecasted opportunities, to communicate challenges/achievements and exchange training & policy information to strengthen the relationship of assisting small businesses actively seeking GSA contracts.
- Serves on interagency small business committees
- Serves as agency representative to federal, state & local governments, as well as private sector companies, looking to create value-added small business education offerings.

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# Customer Relationship Development

## Internal Customers

- Regional procurement staff - OSBU provides on going education on small business policy, to promote the importance of our small business program.
- Proponent of One GSA. *We are the front door to GSA for the community.*
- Serves on Continuity of Operations Plan (COOP) team in order to liaison between the geographic businesses, and contracting personnel, in time of an emergency.
- Serve as a liaison to Congressional staff
- Serve on regional advisory acquisition team

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# Customer Relationship Development

## Areas of Responsibilities:

The following examples capture a *few* of the areas OSBU is responsible for insuring compliance

1. Reviews of sub-contracting plans for large businesses awarded a \$550k contract on schedule and \$1 million for construction.
2. Any project identified to go open market or consideration for small business can not be considered; the plan is required to go through the OSBU office for concurrence.
3. Coordination when a plan is submitted through Acquisition Planning Wizard (APW); to include GSA Schedule Buys.
4. Provide training to acquisition staff on changes to agency small business goals.

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# Customer Relationship Development

## External Customers

We advocate & promote increased access to GSA's nationwide procurement opportunities for small HUBZONE, women-owned, and service disabled veteran owned small businesses.

- Directly supports small businesses through educational outreach training designed to help businesses learn the regulations, opportunities, and qualifications for doing business with the federal government.
- Advise small businesses looking for prime & subcontracting opportunities with the Public Buildings Service.
- Educate small businesses looking to apply to a GSA schedule.
- Provide guidance to existing GSA contract holders looking to: expand their marketing efforts or need assistance in trying a new approach to broaden their federal government visibility.
- Serve as ambassador to all companies seeking information from GSA.
- Serves as the regional Subject Matter Expert (SME) on small business programs, within the region.

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## Program Management

- Provides annual program assessment to Regional Administrator
- Provides quarterly reports on progress & achievements of regional small business program to regional executive staff.
- Coordinates program oversight activities for compliance.
- Captures activities to promote contract accessibility to regional small businesses.
- Ensures external web page reflects current information on regional small business program & events.

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## Roles and Responsibilities for Regional SBUC

- Provide direct benefit to the taxpayer
- Provides internal acquisition small business training
- Serves as an advisor to the executive staff
- Should serve as a member of the acquisition team
- Ambassador to all companies seeking opportunities through & with GSA (listener, researcher, and fact finder)
- Regional liaison to business community
- Subject Matter Experts
- Small business advocate on disputes
- Liaison to Congressional staffs

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## Roles and Responsibilities for Regional SBUC

- Provides outreach to small business by training on opportunities with the agency and “how to” on doing business with the government
- Advocate for internal & external small business programs
- Proponent to One GSA to all businesses
- Agency representative: sister agencies, state & local government, technical , private (advice & assistance)
- Serve on agency COOP team
- Service on interagency committees regarding small business
- Enhances access to opportunities

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## GSA's Regional Small Business Utilization Centers

Boston, MA

New York, NY

Philadelphia, PA

Atlanta, GA

Chicago, IL

Kansas City, MO

Ft. Worth, TX

Denver, CO

San Francisco, CA

Los Angeles, CA

Auburn, WA

Washington, DC

Visit [www.gsa.gov/osbu](http://www.gsa.gov/osbu) for contact information for each SBUC.

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## Regional Small Business Utilization Program Functions

- Serve as liaison between GSA, SBA, Congress, other agencies, the business community and the general public on small business matters
- Help small businesses identify GSA procurement opportunities
- Educate small businesses on the various contracting opportunities available at GSA and other Federal agencies
- Coordinate nationwide outreach efforts (workshops, seminars, briefings, procurement networking sessions) for small business constituents

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## Top Ten Federal Buyers

- DOD – [www.dod.gov](http://www.dod.gov)  
\$269,312,039,977
- DOE – [www.doe.gov](http://www.doe.gov)  
\$22,803,051,157
- DHHS - [ww.os.hhs.gov](http://www.os.hhs.gov)  
\$13,580,806,353
- NASA – [ww.nasa.gov](http://ww.nasa.gov)  
\$12,811,828,250
- VA – [www.va.gov](http://www.va.gov)  
\$11,735,408,741
- DHS – [www.dhs.gov](http://www.dhs.gov)  
\$10,703,910,557
- USDOJ-[www.usdoj.gov](http://www.usdoj.gov)  
\$6,763,711,433
- GSA – [www.gsa.gov](http://www.gsa.gov)  
\$4,892,095,304
- USDA – [ww.usda.gov](http://ww.usda.gov)  
\$4,603,948,617
- DOI – [www.interior.gov](http://www.interior.gov)  
\$2,684,949,567



(Billions)

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## Socioeconomic Business Goals for Government-Wide Statutory

### Prime Contract Government-Wide Statutory

- Small Business – 23%
- Other Small Disadvantaged -5%
- Women-Owned Small-5%
- HUBZone Small- 3%
- Veteran Owned Small 5%
- Service Disabled Veteran-Owned Small- 3%

### Subcontracting Government-Wide Statutory

- Small Business – 39%
- Other Small Disadvantaged -6%
- Women-Owned Small-5%
- HUBZone Small- 3%
- Service Disabled Veteran-Owned Small- 3%



## Total Federal Government Spending For FY 2008

- Procurement Dollar spent in FY 2008: \$534,865,320,660
- Small Business \$ 94,222,107,859
- Small Disadvantaged \$ 29,392,111,889
- Women- Owned Small \$ 14,774,587,587
- Hubzone Small \$ 10,196,855,978
- Veteran Owned Small \$ 13,867,001,471
- Service Disabled Veteran \$ 6,448,880,919

Data source: [www.fpds.gov](http://www.fpds.gov)

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## Socioeconomic Business Goals for GSA

FY 2008 – FY 2009

### Prime Contracts

- Small Business – 43%
- 8(a) – 5%
- Other Small Disadvantaged -8%
- Women-Owned Small-5%
- HUBZone Small- 3%
- Service Disabled Veteran-Owned Small- 3%

### Subcontracts

- Small Business – 37%
- 8(a) – 6%
- Other Small Disadvantaged -5%
- Women-Owned Small-5%
- HUBZone Small- 3%
- Service Disabled Veteran-Owned Small- 3%

Data source : [www.fdp.gov](http://www.fdp.gov)

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## GSA Achievements FY 2008

- Procurement Dollar spent in FY 2008: \$4,687,785,455
- Small Business \$1,841,572,949
- Small Disadvantaged \$ 687,143,170
- Section 8(a) \$ 340,821,938
- Women- Owned Small \$ 359,726,503
- Hubzone Small \$ 306,038,515
- Veteran Owned Small \$ 301,717,592
- Service Disabled Vet \$ 186,995,905

*NOTE: Data retrieved from Federal Procurement Data System – Next Generation*

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## GSA NCR Small Business FY 2008 Achievements

CATEGORY	Goal	Achieved	Dollars
Total Spent			\$741,333,685
Small Business	40.00%	35.51%	\$265,227,968
Total Small Disadvantaged	18%	32.2%	\$250,607,669
Woman-Owned	5%	8.10%	\$ 65,552,131
HUBZone	3%	2.90%	\$ 21,518,789
Service Disabled-Veterans	3%	1.39%	\$ 14,610,074

[www.fpds-ng.com](http://www.fpds-ng.com)

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# Identifying Support

## Doing Business with GSA Publication

- [www.gsa.gov/smallbizguide](http://www.gsa.gov/smallbizguide)



## NCR Office of Small Business Utilization

- 202-708-5804
- [www.gsa.gov/ncrsmallbusiness](http://www.gsa.gov/ncrsmallbusiness)

## For more info on NCR Procurement Opportunities

- Shaunta Johnson
- [www.shaunta.johnson@gsa.gov](mailto:www.shaunta.johnson@gsa.gov)
- Judith Stackhouse-Jordan
- [www.judith.stackhouse@gsa.gov](mailto:www.judith.stackhouse@gsa.gov)
- Deirdre White-Randall
- [www.deirdre.white@gsa.gov](mailto:www.deirdre.white@gsa.gov)

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# Identifying Support

## GSA Forecast of Contracting Opportunities

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

## GSA Subcontracting Opportunities

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

## GSA Events Page

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

## Central Contractor Registration

[www.ccr.gov](http://www.ccr.gov)

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# Questions?

