



Small Business In Focus

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Small Business GWAC Center

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Happy New Year!

Director's Corner



Mary Parks, Director, Small Business GWAC Center

If I had to describe our focus for the first quarter of FY08, I could easily describe it in one word. Growth.

As anticipated, we saw the 8(a) STARS contract exceed \$1 billion this past quarter and we are on track for a significant increase in sales this quarter as well. VETS also saw growth and ended the quarter with more than \$60 million in obligated funds. In addition, we continue to see our lists of delegated contracting officers grow thanks to the

support of our customers, industry partners and availability of online training.

We are actively following up on leads from industry partners and those that we receive from program managers and contracting personnel. We are working hard at developing relationships to include visiting with customers to go over acquisition strategies and planning in an advisory role.

We also review Statements of Work/Statements of Objectives prior to award and are developing good processes for feedback and consultation with ordering activities. Some examples are Department of Justice, DISA, Washington Headquarters Service, Hill AFB, USDA, and VA. The real success of GSA's small business GWACs lies within the partnership between federal customers, industry partners and our Center and the passion for quality that each brings to the table.

Finally in December, we completed the evaluation of proposals for our newest GWAC, Alliant Small Business, and announced the selection of 62 firms proposed for awards. We are very excited to add this contract to our portfolio of small business GWACs and look forward to adding a new group of small businesses to our portfolio and assisting them in earning business with the federal government.

"Nothing great was ever achieved without enthusiasm." – *Ralph Waldo Emerson*

GWAC Customer Training

Contracting Director Presented VETS to Hill Air Force Base

Matt T. Verhulst, Director, Contracts Division, presented an overview of the VETS GWAC to contracting and program associates at Hill Air Force Base, Utah, on October 9 – 10, 2007. Briefings culminated in sessions with the contracting and program office command structure. The leadership at Hill AFB found the VETS GWAC to be a good solution for its large requirement. Matt worked on gaining small business office buy-in to the VETS GWAC. He demonstrated that the VETS GWAC offered procurement acquisition lead time savings and mitigated schedule risk. VETS GWAC industry partners had the ability to manage workload transition and teaming relationships to provide a deep bench/corporate reach back, and could offer fair and reasonable prices. Finally, Matt helped design an evaluation methodology approach for the requirement particular to the VETS GWAC.

VETS Overview Presented at Multiple October 2007 Programs and Conferences

Lori Hanavan, Business Development Specialist, provided an overview of the VETS GWAC to members of the 2007 Advanced Leadership Development Program (ALDP) on October 15th. ALDP candidates include employees from all GSA Services and Regions. Candidates met in Kansas City the week of October 15, 2007, to discuss emerging GSA issues and new programs. Lori also presented two overview sessions on the VETS GWAC to GSA associates at the Customer Accounts and Research (CAR) International Marketing Conference in Phoenix, AZ on October 17th and 18th. CAR associates were provided information on VETS contract capabilities, contract requirements, and available marketing/training assistance from the SBGWAC Center. Over 50 CAR associates attended the sessions. The CAR group expressed interest in a follow-up webinar for the January 2008 timeframe.

Training Provided at Armed Forces Communications and Electronics Association (AFCEA) Event

Jean Oyler, Business Operations Manager, and Lori Hanavan participated in the AFCEA InfoTech

Conference and Expo, October 23 - 25, 2007, in Dayton, Ohio. Jean and Lori held two seminars on the VETS GWAC, and the GSA Small Business GWAC portfolio, and also joined the Great Lakes Region to staff a GSA booth. The conference is conducted annually by the Dayton-Wright Chapter of the AFCEA and is attended by over 2,500 industry and government professionals. Additionally, the show features over 150 industry and government booths.

VETS GWAC Training Provided to the GSA Mid-Atlantic Region

Janna Babcock, Procuring Contracting Officer, led training on the VETS GWAC for the GSA FAS Mid-Atlantic Region's Office of Assisted Acquisition via video conference on Oct 15, 2007. Janna discussed details of ordering procedures under the VETS, showed the contract website and different ways to access VETS contractors such as through the GSA e-Buy and ITSS. Both Janna and Matt Verhulst answered numerous questions on various contract topics including the Center's pre-award scope reviews, delegation of authority and VETS endorsement memos from Department of Veterans Affairs, DOD, OMB and GSA. A total of 24 participated in this video conference and five contracting officers were issued delegations of procurement authority as a result of the conference.

8(a) STARS Industry Meeting held in Washington DC



On November 28th, the Center hosted an Industry Partner meeting for the 8(a) STARS prime contract holders at the Ronald Reagan International Trade Center. GSA Administrator Lurita Doan provided the keynote address to the 120 8(a) STARS representatives in attendance.

Attendees were also briefed on the SBA Size Re-certification requirements by Molly Wilkinson, Chief Acquisition Officer, as well as the new GWAC MIS Reporting system by Jie Chao, Center for GWAC Programs.



Center Associates Receive FAS Commissioner's Award

On November 14, FAS associates attended the first FAS Commissioner's and Organizational Performance Award Ceremony at the Crystal City Gateway Marriott in Arlington, VA. Four SB GWAC associates from the VETS Post-Award Team received the Commissioner's Award for Excellence in Teamwork: Jean Oyler, Janna Babcock, Jihyun Huyck, and Lewis Jones. Sharing in the award on the VETS Post-Award Team were members of the FAS Central Office Customer Accounts and Research Division: Harry Butler, Angela Machen, and Zoe-Ann Freitag.



HUBZone GWAC Expires

As of close of business, January 8, 2008, all

HUBZone GWAC contracts expired. Task orders cannot be placed against any of the HUBZone GWAC contracts. Existing task orders will continue in force until their scheduled expiration or termination by the cognizant ordering contracting officer. If you have any questions, please email the PCO, [James O. Van Hooser](mailto:James.O.VanHooser).

Selections for Alliant Small Business Announced

GSA announced the selection of 62 firms to receive awards under the Alliant Small Business contract worth up to \$15 billion. Alliant Small Business is the first small business set-aside GWAC. It provides streamlined access to a broad range of management and technical support services, enabling complex IT solutions to be acquired under a pre-competed multiple award, indefinite delivery, indefinite quantity contract. As a new GWAC to our Center, Alliant Small Business represents one of the most flexible small business contracts for IT solutions in government. Please monitor the contract website, www.gsa.gov/allintsb for more updates.

8(a) STARS Reache\$ the Billion Mark!



We are proud to announce that the 8(a)STARS contract has reached the Billion Dollar mark in obligated dollars as of November 2007. That figure represents all of the hard work put forth by the STARS Industry Partners, the customers using STARS as well as the STARS GWAC team and all of the Small Business GWAC staff. Congratulations, 8(a) STARS!

Small Business GWAC \$ales

Total order value (in obligated dollars) as of December 31, 2007:

- ★ 8(a) STARS \$1,060,662,617
- ★ HUBZone \$30,744,074
- ★ VETS \$64,202,006

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

Contracting Officer Claypole Wins Environmental Award



Misty Claypole was honored as one of the General Services Administration's "Green" associates during the Heartland Region's Environmental Awards Program on December 13, 2007. She was nominated by three of her peers for her efforts to keep the Small

Business GWAC Center green with her recycling efforts.

VETS Contractor Selected as the "Entrepreneur of the Year" by Hispanic Business Magazine

MicroTech's President and CEO, Anthony Jimenez, VETS contractor, was selected as the "Entrepreneur of the Year" for InfoBusiness by Hispanic Business Magazine. Nominees were judged on the following criteria: the company's 2005, 2006 and 2007 business performance (including revenue, growth, ROI, productivity, and net worth); effectiveness of the company's business management; employee growth and development; and investment in fostering entrepreneurship. Congratulations to MicroTech.

Selling to the Federal Government 101



CCR Update

On Monday, December 3, 2007, the Central

Contractor Registration (CCR) system Update module was updated to release 4.07.3.4. This release includes a realignment of the Corporate Information Page to better define the allowable Business Types with CCR Organization types. This update will require reentry of your CCR Organization and Business types on your next update or renewal. The new release allows you to enter multiple NAICS codes for your company and better aligns "Business Types" within CCR with "Organization Types." To locate Release Notes, go to <http://www.bpn.gov/ReleaseNotes>.

Central Contractor Registration is the primary vendor database for the U.S. federal government. CCR collects, validates, stores, and disseminates data in support of agency acquisition missions. Both current and potential federal government vendors are required to register in CCR in order to be awarded contracts by the federal government.

CCR validates the vendor information and electronically shares the secure and encrypted data with the federal agencies finance offices to facilitate paperless payments through electronic funds transfer (EFT). Additionally, CCR shares the data with federal government procurement and electronic business systems.

Please note that any information provided in your registration may be shared with authorized federal government offices. However, registration does not guarantee business with the federal government.

Small Business In Focus Quiz

1. Which Small Business GWACs offer delegation of authority training online?
 - a. 8(a) STARS
 - b. VETS
 - c. 8(a) STARS and VETS
 - d. HUBZone

2. GSA's 2008 Products and Services Expo is being held April 22-24 in what city?
 - a. San Diego, CA
 - b. Washington, DC
 - c. Anaheim, CA
 - d. Orlando, FL

Answers on page 5

Acquisition Corner

Staying in Scope

So you have discovered the convenience of the GSA's Small Business GWACs for information technology (IT) services and have started development of a scope of work for clear cut IT services. As you work through the scope development topics, a team member mentions that this would be a good time to upgrade some of the IT equipment. Someone else notes that if you add equipment you will probably need to add some electrical circuits and maybe enhance the HVAC. Someone else says that when the cuts are made to install extra electrical supply lines it will tear up the parking lot. Maybe its time to get the lot resurfaced, as long as the contractor is going to be on site.

You take notes, but something is bothering you. Aren't the GWAC contracts supposed to be used for IT services? Can anything else be ordered against the contracts? You've read something in the Small Business GWAC Center's literature that its GWACs also cover services-based solutions, but that is an unknown? Well, that's what we're going to talk about today.

When the Clinger Cohen Act was signed into law, it assigned authority for federal IT to the Office of Management and Budget. GWAC procurement authority is delegated to GSA and certain other agencies by OMB, and is called an Executive Agent designation. This has led to the development of the GSA's small business GWACs. A GWAC is by definition an Information Technology contract, and the Small Business GWACs focus on IT services and IT services-based solutions.

So, the majority of work in a GWAC task must be for Information Technology Services. With this in mind, let's revisit the scope of work above. The first item for



consideration is whether the base work is essentially IT and is also primarily a service. If you would like to take a look at the official definition for IT (as concerns Government contracting) see the FAR at subpart 2.101. For those of you who did not instantly look up the FAR at www.acquisition.gov, here is an abridged definition of IT for Government procurement purposes. If we are talking about an electronic system where the primary use is for gathering, transmitting, storing or processing information then it qualifies as an IT system. Notice the word "primary". If the primary purpose of the system is something else, for instance a computer controlled heating plant, it does not count as IT. But security systems do count (see the FAR definition).

Services are services, as compared with hardware (which in the world of the FAR are lumped into the classification of "supplies", as opposed to "services"). So now let's review the meeting that started this column. If the IT services are what they claim, then next issue is the new hardware. Yes, you can buy IT hardware on a GWAC, but it MUST be a minor part (in dollars) of the overall services buy.

Next came the upgraded electrical and HVAC. Let's be honest folks. This stuff is construction. If you need to have some very minor work done like a single electrical circuit added, get that done for less than \$2,000. Why is \$2,000 significant? Because over that amount the Davis Bacon Act applies and it is true construction work which requires a lot more time and attention in terms of due diligence, inclusion of FAR clauses and surveillance – and, to repeat, the Davis Bacon Act applies to the construction work. And remember, for the construction work to be allowable on one of the Center's GWACs, it still has to be a minor part of the overall task value.

Beyond the examples above, it's pretty much on a case by case basis. My suggestion is that if you have any doubts, take advantage of our FREE preaward scope of review program where our review team will take a look at the scope, ask questions and help you decide what is appropriate and what is not, which can help you sleep at night with assurance the work is in scope. What could be better than that?



Spotlight

Jihyun (Ji) Huyck
Business Development Specialist

Jihyun Huyck started her federal government career with GSA in 2005 under the Federal Career Internship Program. Her current position at the Small Business GWAC Center is Business Development Specialist. Her responsibilities include presenting small business GWACs to customers and industry, updating websites, and creating promotional and training materials for the GWACs including the Center's newsletter, "Small Business In Focus." As a team member of the VETS post-award team, Jihyun received the FAS Commissioner's Award for Excellence in Teamwork. Jihyun holds an MBA with emphasis in Finance from Rockhurst University and a B.A. in Literature and Education from KyungBuk National University, South Korea. Prior to joining GSA, she held positions in diverse career fields. She had worked as a sales supervisor for South Korea's leading Steel Company. She was an English teacher for middle/High school students and also an academic supervisor for a group of internationals from all over the world.

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.

January 29-30	Small Business GWAC Customer Training, Randolph/Brooks City-Base/Lackland AFBs	San Antonio, TX
April 1-3	FOSE 2008	Washington, DC
April 8-9	Dayton IT Wing	Wright-Patterson AFB, OH
April 13-16	NCMA World Congress	Cincinnati, OH
April 22-24	2008 GSA Expo	Anaheim, CA

Contact Us

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2008 GSA EXPO
www.expo.gsa.gov

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