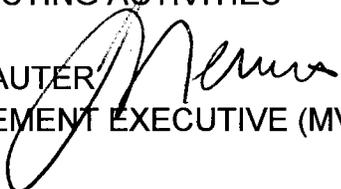




JUN 09 2011

MEMORANDUM FOR ALL GSA CONTRACTING ACTIVITIES

FROM: JOSEPH A. NEURAUTER   
SENIOR PROCUREMENT EXECUTIVE (MV)

SUBJECT: Market Research Tools for Finding Service-Disabled Veteran-Owned Small Businesses (SDVOSB)

On April 18, 2011, Administrator Martha Johnson issued a Memorandum (“Supporting Small Business”), which noted that our agency is currently meeting all of its socioeconomic goals for contract awards (an important point of justifiable pride), with the exception of awards to service-disabled veteran-owned small businesses (SDVOSB).

In that category, we are working toward a 3% annual goal, and we have increased our share in that market from 1.90% in FY 2009, to an estimated 2.23% for FY 2010. This Acquisition Alert provides information on market research sources for finding SDVOSB firms, so that we can proceed to meet and exceed the 3.0% goal in FY 2011 and beyond. Some of the following sources will be very familiar to acquisition professionals, and some may be new avenues for research.

**MARKET RESEARCH SOURCES**

- Regional Offices of Small Business Utilization (OSBU). Reach out to your regional OSBU colleague. To find the names of appropriate individuals and their territories, go to [www.gsa.gov/sbu](http://www.gsa.gov/sbu). Select “Additional Contacts for Small Business Support” on the right hand side of the page. These associates can assist acquisition personnel

within the Public Buildings Service, the Federal Acquisition Service, and Central Office.

- VetBiz Registry. The Center for Veteran's Enterprise (CVE), a division of The Department of Veterans' Affairs (VA), has a database that lists SDVOSBs. Go to [www.vetbiz.gov/](http://www.vetbiz.gov/) and then select the Vendor Information Pages (VIP). See **Attachment 1** for screenshots of the VetBiz Registry.

**NOTE:** The VetBiz Registry relies on a verification program used by the VA under its unique authority granted by Public Law 109-461. This authority does not apply to GSA acquisitions so we cannot mandate that our SDVOSB firms are certified by the VA. Self-certification by the SDVOSB is sufficient. However, we do recognize the VIP as a valid resource and marketing tool.

- Central Contractor Registration (CCR) - Dynamic Small Business Search (DSBS). CCR ([www.ccr.gov](http://www.ccr.gov)) is an electronic gateway of procurement information; data for and about small businesses is provided by the Small Business Administration (SBA). See **Attachment 2** for how to use the DSBS to locate SDVOSB firms within CCR. SDVOSB firms can be found for a wide range of different supplies and services. For example in FY 2010, the Federal government made—
  - 866 awards for Commercial and Institutional Building Construction (NAICS 236220)
  - 218 awards for Janitorial Services (NAICS 561720)
  - 205 awards for Custom Computer Programming Services (NAICS 541511)
  - 28 awards for Carbon Paper and Inked Ribbon Manufacturing (NAICS 339944)
  - 15 awards for Nonupholstered Wood Household Furniture Manufacturing (NAICS 337122)
- GSA Schedules and GSA Advantage. Use GSA Schedules via [www.gsa.gov/elibrary](http://www.gsa.gov/elibrary) and GSA Advantage via [www.gsaadvantage.gov/](http://www.gsaadvantage.gov/) to find contractors. Search and sort by key word, contractor/manufacturer name, contract number, special item number (SIN), schedule number. Overall, there are 1,000+ SDVOSB contractors that hold GSA Schedule contracts. Top categories include Administrative Management/General Management Consulting Services, Computer-related Services, and Engineering Services.
- GSA's VETS Government-Wide Acquisition Contract (GWAC). GSA's VETS GWAC, administered by GSA's Small Business GWAC Center, is an Indefinite Delivery/Indefinite Quantity (IDIQ) contract set aside for SDVOSBs. The VETS GWAC is for IT-related projects and has 42 SDVOSB awardees. See [www.gsa.gov/vetsgwac](http://www.gsa.gov/vetsgwac).
  - On average, each solicitation receives 4 to 5 responses.

- A free advance scope review by the GWAC Center assists a CO to ensure that their scope of work is compatible with the VETS GWAC (typically completed in 2 to 3 business days).
- To award and administer orders against the VETS GWAC, COs need to take training to receive a Delegation of Procurement Authority (DPA).
- Procurement Technical Assistance Centers (PTACs). PTACs are administered through the Defense Logistics Agency. PTACs provide assistance to businesses in marketing products and services to the Federal, state and local governments. Find your local PTAC at [www.dla.mil/db/procurem.htm](http://www.dla.mil/db/procurem.htm).
- GSA's Mentor-Protégé Program (GSAM 519.70). GSA currently has 40 SDVOSBs participating in its Mentor-Protégé program in industries such as construction, facilities maintenance, and professional services. See [www.gsa.gov/mentorprotege](http://www.gsa.gov/mentorprotege) for general information. Also, contact your regional OSBU office for a list of GSA's mentor-protégés.
- SBA's Veterans Business Outreach Program (VBOP). The VBOP provides entrepreneurial development services for eligible veterans owning or considering starting a small business. There are 16 organizations participating as Veterans Business Outreach Centers (VBOC). See <http://www.sba.gov/content/veterans-business-outreach-centers>.

In addition, Contracting Officers can seek assistance from Anthony Eiland, the SDVOSB Advocate within the OSBU. He can be reached at (202) 208-0257 or [anthony.eiland@gsa.gov](mailto:anthony.eiland@gsa.gov).

Attachments

## Attachment 1 Screenshots of VetBiz Registry

The VetBiz Registry ([http://www.vip.vetbiz.gov/general\\_user/search/default.asp](http://www.vip.vetbiz.gov/general_user/search/default.asp)), administered by the Department of Veterans Affairs, is a robust market research tool to locate Service-Disabled Veteran Owned Small Businesses (SDVOSBs).

United States  
DEPARTMENT OF VETERANS AFFAIRS

VA Home About VA Organizations Apply Online Find a Facility Contact VA Search

**VETBIZ REGISTRY**

Search for a Business

Quick Search Criteria:

Business Name

State/Territory Alabama  Strict location

CVE Verified? Yes

Government Business Yes

Service-Disabled VOSB Yes

FSS Yes

8(a)

HUBZone

WOSB

SDB

Click on link to lookup number

NAICS

Keyword(s) Search

Customized Search

Search Reset Form

Search Register Update Help Home Contact Veteran Resources

A "CVE Verified" company is one that has been verified as a SDVOSB by The Center for Veterans Enterprise (CVE). The CVE conducts its verifications by requesting and reviewing a SDVOSB's documentation. If required, the CVE may conduct an on-site inspection of the company.

A search can be narrowed by criteria such as SDVOSBs only, NAICS code and keywords.

GSA does not require that a SDVOSB be CVE Verified in order for it to compete or be awarded GSA procurements.

## Attachment 1 (Cont'd)

### Screenshots of VetBiz Registry

The results from a VetBiz Registry search lists each company's contact information (e.g., email address and phone number). The results of the search can be downloaded as an Excel spreadsheet or as an Access document.

**UNITED STATES DEPARTMENT OF VETERANS AFFAIRS**

VA Home | About VA | Organizations | Apply Online | Find a Facility | Contact VA | Search

**VETBIZ REGISTRY**

**Search Results**

[Export to Excel](#) | Viewing 1-10 out of 50 | 10 per page |  |  | [Search Again](#)  
[Export to Access](#) | Page 1 of 5  
[Print Results](#)

**Search Criteria:**  
 State='AL', Certified='Y', Govt VOSB='Y', Service Disabled='Y', FSS Contracts='Y'

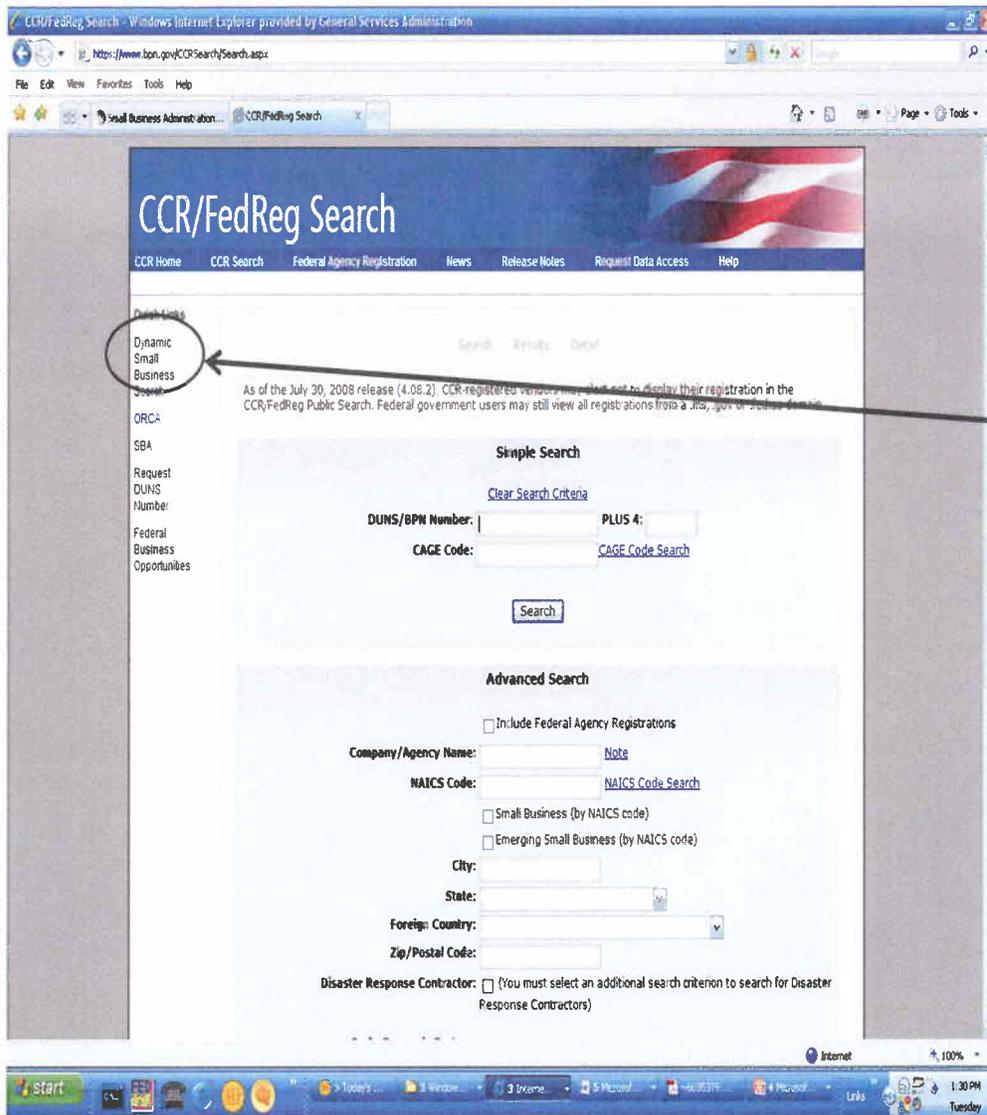
View	Business	City	State	Phone
	A Chuck's Heating And Air Inc	Mephibah	GA	706-592-4328
	Aero Tech Service Associates, Inc	Oklahoma City	OK	405-946-2872 ext 12
	AF&S PRODUCTS & SERVICES, Inc.	PALM DESERT	CA	310-261-4020
	AIR CLEANERS INC	BROKEN ARROW	OK	918-258-1817
	AISE SOLUTIONS LLC	WHITE PLAINS	MD	301-645-8366
	Alexander Robert William, Inc	Kansas City	MO	816-886-9081
	American Cybernetic Corporation	Rockville	MD	301-216-3810
	Arkansas Bulletin Board Service, Inc.	Jacksonville	AR	501-351-3440
	CHARTECH, INC.	CENTRE	AL	877-658-1849
	COLEY & ASSOCIATES INC	SAN ANTONIO	TX	210-402-6766

Search | Register | Update | Help | Home | Contact | Veteran Resources

## Attachment 2

### Screenshots of CCR's Dynamic Small Business Search

CCR, at [www.ccr.gov](http://www.ccr.gov), has a link to SBA's Dynamic Small Business Search (DSBS) database. DSBS can be used to find SDVOSBs. DSBS can also be used to locate other small businesses by program (e.g., 8(a), HUBZone, and WOSB).



CCR has a direct link to DSBS.

## Attachment 2 (Cont'd)

### Screenshots of CCR's Dynamic Small Business Search

DSBS is generally a self-certifying database. SBA does not make any representation as to the accuracy of any of the data included, other than certifications relating to 8(a) Business Development, HUBZone or Small Disadvantaged Business status. The SBA strongly recommends that contracting officers diligently review a bidder's small business self-certification before awarding a contract.

The screenshot displays the SBA Dynamic Small Business Search (DSBS) interface. The page is titled "Welcome to the Dynamic Small Business Search" and includes a navigation bar with "Print", "Exit", and "Help" options. The main content area is divided into several sections:

- Disadvantaged Business Enterprise, Certification States:** A dropdown menu is set to "Not Required".
- HUBZone Certification:** Radio buttons for "Required (Active Certifications only)", "Required (Active Certifications and Previously Certified)", "Required (Previously Certified only)", and "Not Required".
- Ownership and Self-Certifications:** A list of checkboxes including "Any Minority Owned", "Any Native American Owned", "Tribally Owned", "Alaskan Native Corp (ANC) Owned", "Native Hawaiian Org (NHO) Owned", "Other Native American", "Other Minority Owned", "Community Development Corporation (CDC) Owned", "Self-Certified Small Disadvantaged Business" (circled in red), "SBA Service-Disabled Veteran Owned", "Veteran Owned", and "Woman Owned (definition)".
- Specific Nature of Business:** Fields for "NAICS Code(s)", "Buy Green\* NAICS Code(s)", and "Keywords", each with radio buttons for "Any" or "All (slower)" and a "Help" link.

At the bottom, the page indicates "SBA Processing: 0.204 seconds" and "Small Business Source System 7.0". The Windows taskbar at the bottom shows the date as Tuesday, 11:18 AM.

A DSBS search can be limited to SDVOSBs.

The search can be further narrowed by criteria such as state, NAICS code and keywords.

## Attachment 2 (Cont'd)

### Screenshots of CCR's Dynamic Small Business Search

The results of a DSBS search lists each company's name, point of contact, address and in many cases, a description of the company's offerings. The results of the search can be downloaded as a table or Excel spreadsheet. At the bottom of the search results, the contractors' e-mail addresses can be queried.

**SBA Search Results**

Rank	Company Name	Contact Name	Address	Description
21	<a href="#">PROACTIVE LLC</a>	CRAIG BATTLE	2625 ROOKS HEAD PL WALDORF, MD 20602-2055	
22	<a href="#">K &amp; K ENVIRONMENTAL SERVICES LLC</a>	KWESI MORRISON	11 OLDKNIFE CT BALTIMORE, MD 21220-3647	Provides Chemical lab-packing, and disposal. Waste management. Inspect asbestos containing material, supervise asbestos abatement crew, inspect lead/construction contaminated debris for disposal. Sample contaminated waters/soil, EPA bi-annual reports.
23	<a href="#">XL SOLUTIONS, INCORPORATED</a>	PARTHENIA YOUNGBLOOD	3805 DEEP HOLLOW WAY BOWIE, MD 20721-7274	
24	<a href="#">LICHTINGER MCCAULEY, LLC</a>	JAMES LICHTINGER	9802 PEBBLE BEACH CT JAMSVILLE, MD 21754-9102	
25	<a href="#">BILL LYNCH, INC</a>	WILLIAM LYNCH	10510 GREENACRES DR SILVER SPRING, MD 20903-1211	

Next 25 Matches    Refine Search

(or jump to any page, below)

1 2 3 4 5 6 7 8 9 10  
11 12 13 14 15 16 17 18 19 20  
21 22 23 24 25 26 27 28 29 30  
31 32 33 34 35 36 37 38 39 40  
41    Next Last

**Save E-mail Addresses for All**

delimited by:

- semi-colon and space (Windows Outlook)
- comma and space (Macintosh Outlook, other e-mailers)
- new line (Excel/database, vertical, best for mail-merge data source)
- tab (Excel/database, horizontal, but changed to spaces by Netscape)

**Email Addresses of Contractors**