



The Administrator

May 3, 2012

MEMORANDUM FOR HEADS OF SERVICES AND STAFF OFFICES  
REGIONAL ADMINISTRATORS  
REGIONAL COMMISSIONERS

FROM: DAN TANGHERLINI   
ACTING ADMINISTRATOR (A)

SUBJECT: Meeting General Services Administration's (GSA) Small  
Business Contracting Goals

Last week I attended a quarterly White House Small Business Procurement Meeting, along with Jiyoung Park, Associate Administrator for the Office of Small Business Utilization (OSBU). GSA and other agencies reported on progress toward meeting our Small Business goals, and we were encouraged to hold our senior leadership accountable for these goals.

I am proud to say that GSA is leading the pack in achieving our overall small business procurement goal and exceeding most subcategory goals. So far in fiscal year 2012, GSA has awarded \$548.2 million in prime contracts, or 41 percent, to small businesses, far exceeding our 30 percent goal for the year. But, we are falling short in meeting our service-disabled veteran-owned small business (SDVOSB) goal. In the same time period, we have awarded only \$30.9 million, or 2.31 percent to SDVOSBs, shy of our three percent goal. As a senior leadership team, we have more work to do to reach this goal. I expect everyone to take a good look at their operations to help us meet our three percent SDVOSB goal this year. We must find creative ways to meet and exceed this goal. Keep in mind that one of the best ways to meet our small business goals is to use Schedules. I am committed to increasing opportunities for small businesses, and especially for SDVOSBs.

Small businesses are the engine of the American economy, having created 64 percent of new American private sector jobs generated in the past 15 years – that's 40 million net new jobs, according to the Council of Economic Advisers. Recognizing this critical role that small businesses play in the U.S. economy, President Obama is committed to ensuring that small businesses continue to receive the tools and resources they need to address the challenges they face. Federal procurement offers small businesses an

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opportunity to bring the power of their ideas to the marketplace in ways that can catalyze and transform our government and economy and create jobs through innovations in products and services.

The U.S. Small Business Administration (SBA) has statutory responsibility to report to the President and Congress achievements made by Federal agencies against annual governmentwide goals. The Small Business Procurement Scorecard fulfills that requirement by providing an assessment of Federal achievement in prime contracting and subcontracting to small businesses by the 24 Chief Financial Officers Act agencies. It also measures progress agencies are making to ensure small business opportunities remain an integral part of their acquisition of goods and services to meet mission objectives. As the government's acquisition leader, GSA should meet or exceed all our small business contracting goals.

We have a lot of work to do to improve our SDVOSB goals in both prime contracts and subcontracts. We must actively negotiate small business subcontracts with large prime contractors and monitor their achievements. Subcontracts represent billions of dollars in small business opportunities governmentwide, and GSA has responsibility for creating those opportunities and monitoring those achievements.

OSBU representatives in Central Office and each Region are available to assist with training, market research, and other support throughout the acquisition life-cycle. In addition, GSA's internal Administrator's Veterans Business Advisory Council has been established to promote access of veteran businesses to our procurement opportunities. Council members in all eleven regions work with veterans and encourage GSA participation in outreach and education activities for veteran businesses. A list of regional representatives is attached.

GSA has a special responsibility to provide governmentwide, high-quality, low-cost, and innovative services; and we have a special responsibility to demonstrate our acquisition expertise and effectiveness. What better way to demonstrate that expertise and effectiveness than by meeting and exceeding all our small business contracting goals. Thank you all for your commitment to these efforts. I look forward to working together on this important priority.

Attachment

## ADMINISTRATOR'S VETERANS BUSINESS ADVISORY COUNCIL

Name	Position in GSA	Location	Veteran
<b>Executive Sponsors: GSA Senior Executives</b>			
Mrs. Jiyoung Park	Associate Administrator – OSBU (Chair)	Central Office	No
Mr. Bill Webster	Senior Executive - Assistant Commissioner for the Office of Travel, Motor Vehicle, and Card Services (Co-Chair)	Crystal City	Yes
Mr. Joe Neurauter	Senior Procurement Executive	Central Office	Yes
Mr. John Smith	Regional Commissioner – PBS	Region 4	Yes
Mr. Jason Klumb	Regional Administrator	Region 6	Yes
Mr. Martin Jennings	Regional Commissioner – FAS	Region 6	Yes
Mr. Jim Weller	Regional Commissioner – PBS	Region 7	Yes
Mr. Al Finley	Regional Commissioner – FAS	Region 11 (NCR)	Yes
<b>General Members</b>			
Mr. Tony Eiland	Veterans Program Manager, OSBU (Secretary)	Central Office	Yes
Mr. Jim Hudson	Office of Congressional Affairs – FAS	Central Office	Yes
Mr. Jerry Smith	OSBU Director, Region 1	Region 1	Yes
Mr. Jim Nicols	Business Development & Marketing Specialist (SDVOSB Coordinator)	Region 2	Yes
Mr. Dan McAneney	Business Management Director, Integrated Workplace Acquisition Center (IWAC)	Region 3	Yes
Mr. Wes Powell	Transportation Operations Officer, Region 5	Region 5	Yes
Mr. Tom Brown	Director, Customer Accounts & Research	Region 6	Yes
Mr. Richard Hogue	Contracting Officer – PBS, Region 8	Region 8	Yes
Mr. John Powell	Director, Business Operations – FAS	Region 9	Yes
Mrs. Kenyon Taylor	OSBU Director, Region 10	Region 10	Yes
Mr. Givey Kochanowski	Director, Customer Service – FAS	Region 10	Yes