


Where Government Contracting Starts




Introduction to Government Contracting

Should the federal government be your next client?

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October 10, 2023

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search here



Where Government Contracting Starts

Program Introduction

[HOME](#) [GETTING STARTED](#) [EVENTS & TRAINING](#) [TOOLS](#) [NEWS](#) [ABOUT](#)

Answers to Common Questions

Our FAQ area has info on UEI, SAM, GSA, and other government contracting topics.

see our extensive FAQ

Are you new to government contracting?

Government contracting is a more complex, involved business process than what is usually found in the private sector.

ARE YOU READY
for government contracting? »

THE 10-STEP APPROACH
to government contracting »

Now Alaska APEX Accelerator!

- Formerly Procurement Technical Assistance Center (PTAC)
- Free assistance with all aspects of government contracting, from cradle to grave (start to finish) for federal, state and local purchasing activity
- Free one-on-one appointments
- Free workshops (Special events and extended training session may have registration fees)
- The Alaska APEX is one of 94+ other PTACs across the US, Puerto Rico, & Guam

<https://apexalaska.org/>
<https://www.aptac-us.org/>
<https://www.apexaccelerators.us/#/>



UAA Business Enterprise Institute
UNIVERSITY of ALASKA ANCHORAGE

The Alaska PTAC is a program of the UAA Business Enterprise Institute and funded in part through a cooperative agreement with the Department of Defense Office of Small Business Programs

- ❖ **Busting Myths & Excuses**
- ❖ **Learning a New language**
 - Commercial vs. Federal
- ❖ **Preparing for a Federal Contracts**
 - Registrations & Certifications
- ❖ **Finding Solicitations**
 - Introduction to Market Research
 - Building Relationships & Marketing Plans
- ❖ **Pursuing government contracts?**
 - Helpful Resources

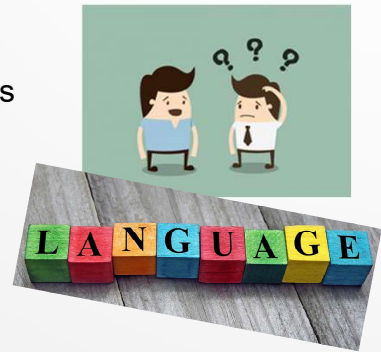


- X** Going to get rich selling stuff to the government because I can mark up prices because – you know – government...
- X** Government will pay people to help find stuff they can't find...
- X** The government takes forever to pay...
- X** Too much red tape – too many pages – too hard...
- X** You have to be in business for more than two years... / You have to have past experience in government contracts to get government contracts... (Experience vs. Past Performance)
- X** I have to have all my certifications before bidding on government contracts.
- X** Because I am/have (fill in cert here,) they have to give me a contract! / Agencies will pick me because of my small business certs.
- X** 8(a) certification will guarantee me contracts.



Commercial vs. Federal

- ❖ Making the sale – who makes the decisions, who has the buying power?
 - Determining need vs. buying goods/services
 - Program managers vs. contracting officers
 - “Apparent Authority”
- ❖ Handshake deals, quotes and proposals
 - Who signs what? Submitting Quotes, proposals/bids
- ❖ Legal issues – what to do when it doesn’t work?
 - Who signed what?
 - Legal structure of federal contracts
- ❖ Payment Terms – net30 vs. “on receipt of invoice”



Preparing for Contracts

- ❖ **Do you know your business:**
 - **Capacity**
 - ✓ Do you know what is your operational capacity ceiling?
 - Bonding Capacity
 - Maximum?
 - Available Bond Amount?
 - Work in Progress
 - Availability of Manpower and/or Equipment
 - Contingency Planning & Resources
 - Staff Training & Certifications
 - Gov’t Contract specific accounting practices
 - job codes, Allowable/Allocable expenses (OH), etc.



❖ Do you know your business:

• Pricing Factors

- ✓ Break even points
- ✓ Cash flow
- ✓ Labor Costs – Wage Determinations



❖ Government registrations:

- System For Award Management (SAM)
- Dynamic Small Business Search (DSBS)
- Applicable small business certification programs

❖ System for Award Management (SAM)



- Unique Entity Identifier
- SAM username/password => Login.gov – uses email address for entity administrator
- Banking Information: Routing, Account & Bank Phone Numbers
- Tax Identification – EIN or SS
- NAICS Codes (<https://www.census.gov/naics/>)
- PSC Codes (<http://support.outreachsystems.com/resources/tables/pscs/>)
- Gross Receipts averaged over 5 year period (Size Standard)
- Average number of employees in a 24 month period (Size Standard)

SAM profiles must be updated yearly & have to be active by bid due date!



Preparing for Contracts

❖ Dynamic Small Business Search (DSBS)



- Found at: https://web.sba.gov/pro-net/search/dsp_dsbs.cfm
- Additional marketing information not provided in SAM profile:
 - ✓ Any SBA applied certifications (WOSB/EDWOSB, 8(a) & HUBZone)
 - ✓ Key Words
 - ✓ Website URL
 - ✓ Non-federal certifications (CPA, Registered Nurse, etc.)
 - ✓ Special Equipment
 - ✓ Capability Narrative
 - ✓ References -- used as past performance information!

Did you know that state buyers, prime contractors and other businesses use the DSBS website when looking for potential subs/teaming or vendors?



Small Business Certifications

❖ SBA Issued Certification



- 8(a) Business Development Program
- Historically Underutilized Business Zone (HUBZone)
- Woman Owned Small Business (WOSB) & Economically Disadvantaged Woman Owned Small Business (EDWOSB) *
- Veteran Owned Small Business (VOSB) & Service-Disabled Veteran-Owned Small Business (SDVOSB)

❖ *SBA-approved third-party certification – WOSB & EDWOSB

- There are four organizations approved by SBA to provide third-party certification (TPC). You may contact them to learn more about their certification process and any associated costs. They are:
 - El Paso Hispanic Chamber of Commerce <http://www.ephcc.org/>
 - National Women Business Owners Corporation <https://nwboc.org/basicinfo.html>
 - U.S. Women's Chamber of Commerce <https://www.uswcc.org/certification/>
 - Women's Business Enterprise National Council <https://www.wbenc.org/>



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Small Business Certifications


Self Certification via the System for Award Management (SAM)

- Small Business as defined by primary NAICS Codes
- Minority Owned Business
- Woman Owned Business
- Veteran Owned Business

Socio-Economic Categories:
 Select any socio-economic categories which reflect the current status of your entity. If applicable, your small business status will automatically be derived from the receipts, number of employees, assets, or megawatt hours, and NAICS codes entered in the Assertions portion of the registration and displayed in the Representations and Certifications portion of this registration.

- Small Business Joint Venture
- Veteran-Owned Business
 - Service-Disabled Veteran-Owned Business
 - Service-Disabled Veteran-Owned Business Joint Venture
- Women-Owned Business
 - Women-Owned Small Business
 - Women-Owned Small Business (WOSB) Joint Venture eligible under the WOSB Program
- Economically Disadvantaged Women-Owned Small Business (EDWOSB) Joint Venture
- Community Development Corporation Owned Firm
- Minority-Owned Business
 - Asian-Pacific American Owned
 - Subcontinent Asian (Asian-Indian) American Owned
 - Black American Owned
 - Hispanic American Owned
 - Native American Owned
 - Individual or concern, other than one of the preceding





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DBE

❖ Department of Transportation – Certified through State Programs



- DBE Disadvantaged Business Enterprise


The main objectives of the DBE Program are:

- To ensure that our contractors comply with DBE laws and requirements.
- To ensure that DBEs can compete fairly for federally funded transportation-related projects.
- To ensure that only eligible firms participate as DBEs.
- To assist DBE firms in competing outside the DBE Program.


<http://www.dot.state.ak.us/cvlrts/aucp.shtml>

Alaska Approved Disadvantaged Business Enterprise (DBE) Program

-  Alaska Approved Small Business Enterprise (SBE) Program Plan
-  SBE Program Approved by FHWA



Alaska Department of Transportation and Public Facilities
CIVIL RIGHTS OFFICE



Disadvantaged Business Enterprise:

Is your entity certified by a state certifying agency as a Department of Transportation Disadvantaged Business Enterprise?

No



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Commercial Certifications

❖ Supplier Diversity Programs

- **MBE – Minority Business Enterprise**

Northwest Mountain Minority Supplier Development Council <https://nwmmsdc.org/>

- **WBE – Woman Business Enterprise**

Women’s Business Enterprise National Council (WBENC) <http://www.wbenc.org/>

US Women’s Chamber of Commerce <http://www.uswcc.org/certification>

El Paso Hispanic Chamber of Commerce <http://www.ephcc.org/>

National Women Business Owners Corporation <http://www.nwbo.com/>

- **DOBE – Disability-Owned Business Enterprise**

Disability Supplier Diversity Program <https://disabilityin.org/>

ConnXus <https://connxus.com/dbe-certification/dobe-certification/>

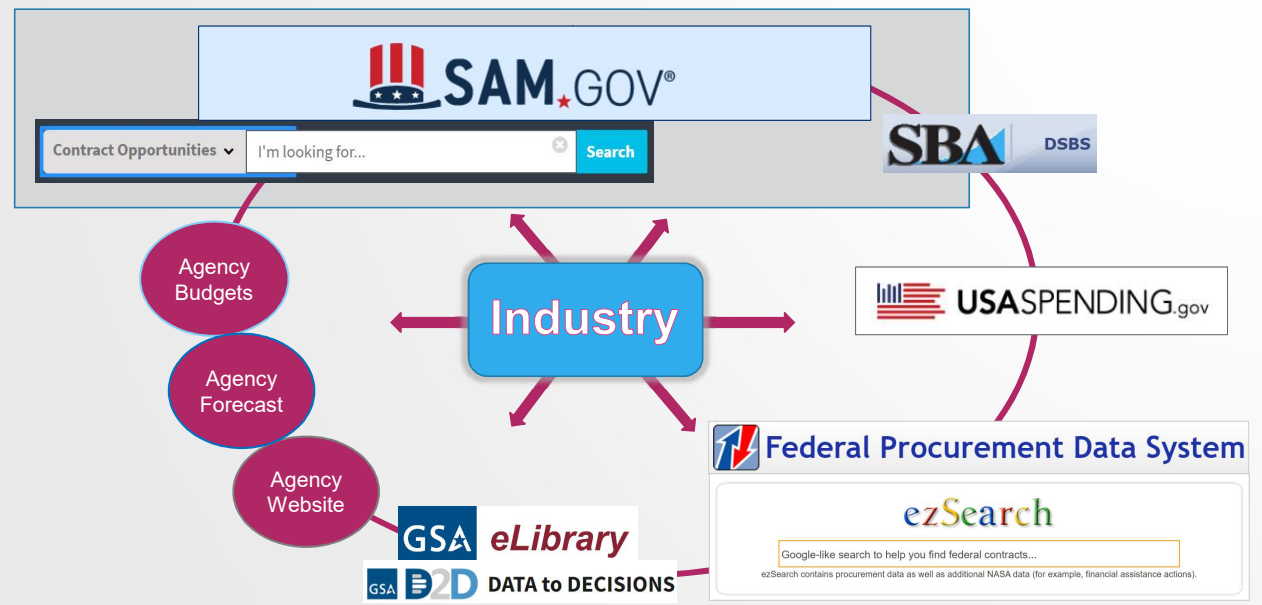
- **LGBT – Lesbian Gay Bisexual Transgender Business Enterprise**

National LGBT Chamber of Commerce <https://nglcc.org/>



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How is it all linked...





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Finding Solicitations

❖ Does the Government buy what you sell?

- **Introduction to Market Research**

- ✓ Who are your commercial clients – what agencies are the government equivalents?
- ✓ Which agencies are buying your goods/services?
- ✓ What is the procurement frequency?
- ✓ Where are the purchasing offices located?
Alaska Region, Centralized buying centers, HQ, etc.
- ✓ Prime vs. Subcontractor?
 - How to find prime contractors
 - Research potential prime/subs
 - DSBS, FPDS
- ✓ What is the buying cycle – when does the contract renew?



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SAM – Contract Opportunities

The screenshot shows the SAM.GOV search interface. At the top, there is a search bar with the text "All Words" and "e.g. 1606N020Q02". Below the search bar, there are several filter sections: "Select Domain" (set to "Contract Opportunities"), "Filter By", and "Keyword Search" (with options for "Any Words", "All Words", and "Exact Phrase"). The main content area displays two contract listings. The first listing is for "Construction Management Support Services" with Notice ID: W911KB23R0014, from the Department of Defense, Subtitle of the Army, Office W2SN ENDIST ALASKA. The second listing is for "Maintenance and Repair Services on Candela VBeam Perfecta Laser" with Notice ID: W81K0223Q0031, from the Department of Defense, Subtitle of the Army, Office W40M RHCO PACIFIC. To the right of the listings, there are details such as "Current Date Offers Due" and "Notice Type".

Possible Search Filters:

- Keywords
- Federal organizations
- Dates
- Notice Types
- Product or Service Information
 - NAICS
 - PSC
- Set Aside
- Place of Performance
- Contract Award Details
- Status
 - Active
 - Inactive
- Contract Office Details





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PFDS – past procurement



» [Home](#) » [Newsroom](#) » [Reports](#) » [Status](#) » [Worksite](#) » [Archives](#) » [Training](#) » [Help](#)

Login - MFA

[Log In](#)

- » Security and Privacy
- » Login.gov FAQ
- » Contact Help Desk
- » You must click [here](#) for very Important D&B Information

ezSearch

Google-like search to help you find federal contracts...

ezSearch contains procurement data as well as additional NASA data (for example, financial assistance actions).

Latest News

- » New FPDS Atom Feed Version 1.5.3
- » Decommission of 'Old' FAADC ATOM Feeds
- » Transition from Unique Entity (DUNS) to Unique Entity ID (SAM)
- » NIA Code - Ukraine Mission Support (O22U)
- » NIA Extension for COVID-19 (P20C)


FAQs

New FPDS Atom Feed Version 1.5.3

A new FPDS Atom Feed version of 1.5.3 is to be implemented with FPDS V1.5 Service Pack 15 (10/29/2022) and will impact the following feeds.

- Public (Civilian) Atom Feed
- DoD Authenticated Atom Feed

<https://www.fpds.gov>



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USASpending.gov

USASpending.gov | Fiscal Data An official website of the U.S. government

[Spending Explorer](#)
[Award Search](#)
[Profiles](#)
[Download](#)
[Resources](#)

Analyze government spending by recipient

[Start Searching Awards](#)


[Learn about USASpending.gov](#)

USASpending is the official open data source of federal spending information.


[Pause text animation](#)



<https://www.usaspending.gov/>




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3 Active Filters:

TIME PERIOD: FY 2022 AWARD TYPE: All Contracts PLACE OF PERFORMANCE: STATE | Alaska

TABLE TIME MAP CATEGORIES Prime Awards Sub-Awards

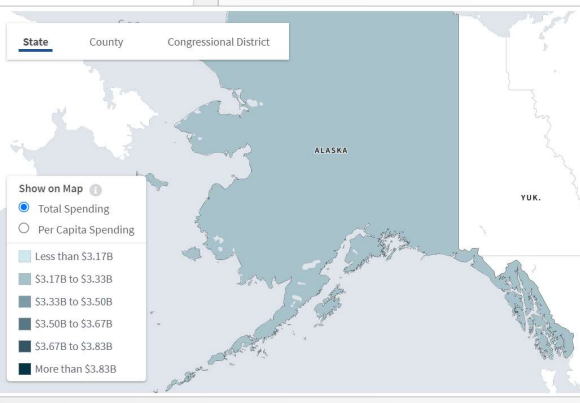


\$3,302,989,007
Total Obligations
FY2022

Spending by Prime Award

Contracts **5,299** Contract IDs **0** Grants **0** Direct Payments **0** Loans **0** Other **0**

Award ID	Recipient Name	Start Date (Period of Performance)	End Date (Period of Performance)
SP060007CR263	DOYON UTILITIES, LLC	9/28/2007	8/14/2058
SP060007CR262	DOYON UTILITIES, LLC	9/28/2007	8/14/2058
FA521514CT007	ARCTICALASKA JV	10/1/2015	9/30/2022
W911KB22C0021	BRICE TURNAGAIN JV LLC	9/28/2022	9/28/2026
SP060007CR261	DOYON UTILITIES, LLC	9/28/2007	8/14/2058




State County Congressional District

Show on Map: Total Spending Per Capita Spending

- Less than \$3.17B
- \$3.17B to \$3.33B
- \$3.33B to \$3.50B
- \$3.50B to \$3.67B
- \$3.67B to \$3.83B
- More than \$3.83B

<https://www.usaspending.gov/>



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Solicitation Search Software

Dear Bid Match Customer,

There are 18 new articles available for you on your personal [MyBidmatch](#) Web site where you can view the bid opportunities and/or informational articles for [January 24, 2023](#). You will receive an email notification each time new articles are posted to your personal Web site. You can also bookmark this page and return to it periodically to check for new articles. The notices will remain on the system for 30 days, after which time they will be purged. If you wish to save these articles please select **File/Save As** from your browser's menu.

Click this link [MyBidmatch](#) for your directory of output.

The titles of the articles are listed below:

- F -- UMIAT AFS FORMERLY USED DEFENSE SITE (F10AK0243) FUDS, REMEDIAL ACTION. (DEPT OF DEFENSE)
- J -- Presolicitation Notice: Los Angeles Class CO2 Burners and Scrubber Repair (DEPT OF DEFENSE)
- V -- Alaska Vessel Charter Services (COMMERCE, DEPARTMENT OF, NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION, DEPT OF COMMERCE NOAA, WESTERN ACQUISITION DIVISION, SEATTLE WA 98115)
- W -- Snow Removal Equipment for Range Control (DEPT OF DEFENSE)
- 91 -- Northern Cheyenne Service Unit-Propane Delivery (HEALTH AND HUMAN SERVICES)
- 99 -- FTW428A - CRREL Permafrost Tunnel Operations Facility (DEPT OF DEFENSE)
- Z -- USPS IDIQ JOC Alaska (POSTAL SERVICE)
- BLUETOP AWARD ANNOUNCEMENT (Pentagon News Briefs)
- C - Historic Preservation Plan Phase II (Alaska - Matanuska-Susitna Borough)
- C - AMATS: Fireweed Lane Rehabilitation Design Services (Alaska - Department of Transportation and Public Facilities)
- R - Informal Request for Proposals (IRFP) 10-013-23 Dry Creek State Recreation Site Concessionaire (Alaska - State of Alaska)
- C - RFP No. 25232053 - AMATS: Fireweed Lane Rehabilitation Design Services (Alaska - State of Alaska)
- R - Informal Request for Proposals (IRFP) 10-014-23 Liberty Falls State Recreation Site Concessionaire (Alaska - State of Alaska)
- Y - The North Slope Borough is seeking sealed bids for Construction (Alaska - North Slope Borough)
- 24 - The selected contractor shall construct, maintain, and decommiss (Alaska - North Slope Borough)
- Z - Richardson Highway MP 128-138 Rehabilitation (Alaska - Alaska Purchasing Group)
- V - Supplemental Transportation Services: Cook Inlet, Alaska (Alaska - Alaska Purchasing Group)
- Z - Anchorage Pioneer Home Dish Room Remodel (Alaska - Alaska Purchasing Group)
- Click this link [Mybidmatch](#) to view all articles.

The government contract opportunities enclosed with this email are provided to you by the University of Alaska, Anchorage, PTAC. If you would like to add or delete search criteria to your custom profile you may contact Jody King at:

Tel: (907) 786-7270 jking8@alaska.edu

BidMatch
Solicitation
Search
Software



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Building Relationships

❖ SBA All Small Mentor-Protégé Program

- **SBA application/approval process**
 - ✓ Must find your own Mentor
 - ✓ Need to know what you can offer a Mentor
 - ✓ Need to know what you want from a Mentor
 - ✓ Limits on number of Mentor-Protégé Agreements
 - ✓ Can create JVs without having size affiliation issues
 - ✓ *Lots of training available about this program*

❖ Joint Ventures

- Business A + Business B create Business C for targeted activity
- JVs must have own SAM registration & Tax ID number
- May be populated or unpopulated – ready requirements if submitting JV under different Mentor-Protégé programs



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Building Relationships

❖ Teamed Approach – Prime/Subcontractor

- Limitations of Subcontracting on Small Business Set-aside contracts
 - ✓ 15% for Construction Contracts
 - ✓ 50% for Service Contracts
 - ✓ “Similarly Situated” – all subs with same socio-economic status labor may be applied to prime

❖ Full and Open Competition

- Small Business Subcontracting Plans

❖ Networking Opportunities

• Professional Organizations

- ✓ **AGC** – Associated General Contractors <https://www.agcak.org/>
- ✓ **SAME** – Society of Army Military Engineers <https://www.same.org/anchorage>
- ✓ **CFMA** – Construction Financial Managers Association
<https://cafe.cfma.org/lastfrontier/home>
- ✓ **NAWIC** – National Association of Women in Construction
<http://www.nawic-ak.org/>
- ✓ **SPMS** – Society of Professional Marketing Services <https://smpsalaska.org/>
- ✓ **NCMA** – National Contract Management Association <https://www.ncmahq.org/>
- ✓ **NIGP** – National Institution of Government Purchasing <https://www.nigp.org/>



❖ Marketing Plans

- How are you going to notify the business community?
 - ✓ Traditional marketing methods: print, radio, TV, etc.
 - ✓ Social Media campaigns
 - ✓ Marketing emails
 - ✓ Direct Marketing – cold calls



❖ Marketing Materials

- Website – add a government contracting section/page
- Capability Statement & Statement of Qualifications (SoQ)
- Business Cards

In Conclusion

- ❖ Are you ready for government contracting?
 - Yes, let's get started! How can PTAC help?
 - No, need more information... How can PTAC help?
- ❖ Do the research – what is your start point?
- ❖ Build relationships with potential business partners and agencies.
- ❖ Learn the language of government contracting – read the solicitation, ask questions.
- ❖ Register in SAM then keep your profile active
- ❖ Update your marketing data in the DSBS
- ❖ Use solicitation search subscriptions
- ❖ Obtain applicable small business certifications.
- ❖ Use free resources when needed.



Resources

Visit our COVID-19 Resource Center



we grow small business

SEARCH HERE ...

HOME BUSINESS LIFE CYCLE WORKSHOPS TOOLS ADVISING FAQ

NEWS CLIENT PROFILES ABOUT US CONTACT US DONATE



Learn business skills & strategies

Our in-person and online workshops help ensure a profitable business

[SEE WORKSHOPS >](#)

<https://aksbdc.org/>



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Questions?

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Website: <https://alaskapex.org>

To request assistance, sign up here: <https://akptac.ecenterdirect.com/signup>



How can the Alaska APEX help you?