

The logo for sbtdc features the letters 's', 'b', 'd', and 'c' in a dark grey, serif font. The letter 't' is stylized, with a green outline and a green shadow effect, giving it a three-dimensional appearance. The 't' is positioned between the 'b' and 'd'.

Procurement Technical
Assistance Center (PTAC)

*at the University of North Carolina University System
operated in partnership with the U.S. Small Business Administration.*

sbtdc.org | info@sbtdc.org

Small Business and Technology Development Center (SBTDC)

Procurement Technical Assistance Center (PTAC)

Introduction to Government Contracting

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About the Small Business and Technology Development Center (SBTDC)

- **Established in 1984:**
 - initiated by the US Small Business Act
 - funding through US Small Business Administration (SBA) and matching funds from the University of North Carolina System
- **SBTDC Mission:**
 - Support the growth and development of North Carolina's economy by:
 - encouraging entrepreneurship
 - assisting in the creation and expansion of small to medium-sized enterprises
 - facilitating technology development and commercialization
 - supporting economic development organizations

SBTDC Services

- Confidential one-one-one counseling:
 - General Business Services
 - Technology Development and Commercialization
 - Export Financing Assistance
 - Boating Industry Services
 - Market & Research Services
 - Strategy and Organization Development Services
 - Government Procurement Assistance
 - Procurement Technical Assistance Center

www.sbtcdc.org

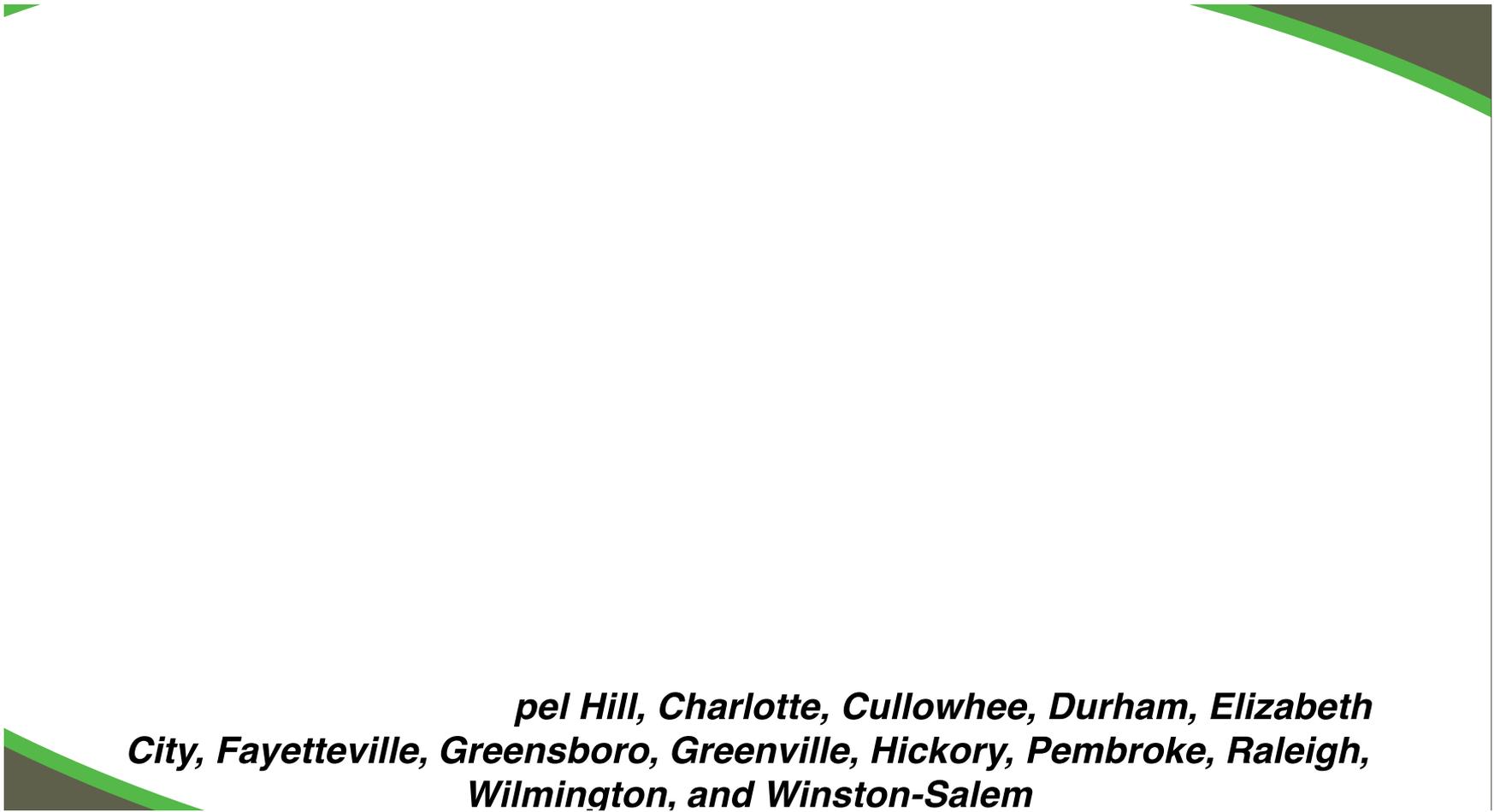
About the Procurement Technical Assistance Center (PTAC)

- National program established in 1985:
 - Authorized by Congress
 - Funded by the Department of Defense and administered through the Defense Logistics Agency (DLA)
 - Provides matching funds through cooperative agreements with state and local governments and non-profit organizations
- PTAC Program:
 - Provides a wide range of services including classes and seminars, individual counseling, and easy access to information necessary to successfully compete for government contracts

PTAC Services

- Assistance selling to federal, state and local government entities
 - Completing mandatory and beneficial registrations
 - Identifying preference eligibility and applicable certifications
 - Researching contract award history
 - Locating specifications and standards
 - Identifying contracting opportunities
 - Understanding solicitations requirements and terminology
 - Reviewing bids and proposals

www.sbt^{dc}.org/ptac



***pel Hill, Charlotte, Cullowhee, Durham, Elizabeth
City, Fayetteville, Greensboro, Greenville, Hickory, Pembroke, Raleigh,
Wilmington, and Winston-Salem***

Diving In...



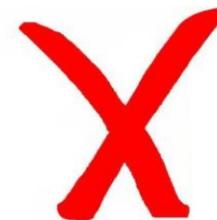
Before Selling to the Government

- Internet access and computer knowledge
- Potential to sell to the government
- Determination to sell to the government
- Knowledge of competition and how they succeed
- Perseverance

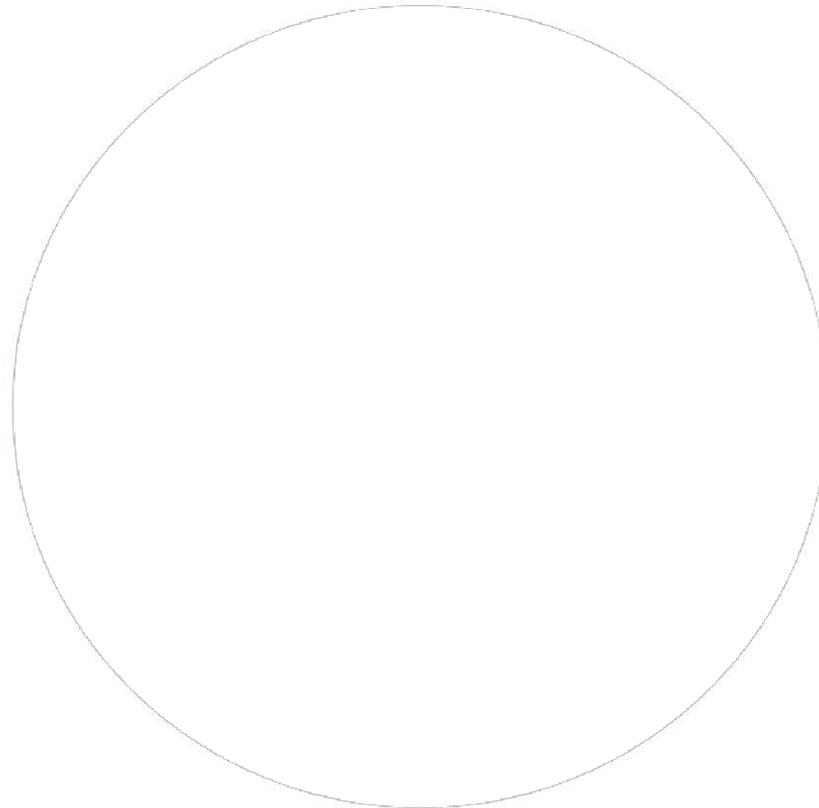
Contact a PTAC Counselor!

Is the Government Market for You?

- What a government contract can do for your business
 - Diversify your customer base
 - Cover overhead costs
 - Even out cash Flow
- What a government contract cannot do for your business
 - Jump-start your business
 - Save your business
 - Be the sole customer of your business



Federal Government Contracting Overview



Potential Federal Customers

- Military Bases
- General Services Administration (GSA)
- Department of Veteran's Affairs (VA)
- Defense Logistics Agency (DLA)
- Department of Homeland Security (DHS)
- United States Department of Agriculture (USDA)



tion

- Small Business Programs
 - Marketing Tools and Strategies
 - Locating Opportunities
 - Responding to Opportunities



for Central Contractor Registration (CCR)

Central Contractor Registration

- Required to do business with the federal government
- Marketing Partner ID Number (MPIN) created during registration
- Commercial and Government Entity Code (CAGE code) assigned when registration complete
- Includes SBA Firm Profile (Dynamic Small Business Search)

www.ccr.gov

Central Contractor Registration



Online Representations and Certifications Application

- Replaces paper Reps and Certs process
- Required to bid on most federal contracts
- May be completed only after CCR is active
- Vendors login using DUNS and MPIN and complete questionnaire based on the FAR required reps and certs
- Annual recertification required

<https://orca.bpn.gov/>



Wide Area Workflow

- Web-based system for electronic invoicing, receipt, acceptance, and inspection
- Required to be paid as a contractor on Department of Defense contracts
- Also supports shipment of Government Furnished Property (GFP)
- Vendor training available online and in classrooms

<https://wawf.eb.mil>



Federal Small Business Programs and Certifications

- Small Business Certification
- Small Disadvantaged Business Certification
- 8(a) Business Development Program
- HUBZone Empowerment Contracting Program
- Women Owned Small Business Program
- Veteran Owned Small Business Program

www.sba.gov/contracting



Federal Spending Research

- USASpending.gov
www.usaspending.gov
 - Searchable website with basic information on all federal awards
- Federal Procurement Data System (FPDS)
<https://www.fpds.gov/fpdsng/cms/>
 - Searchable website with detailed information on all federal awards
 - Users can run simple searches through ezSearch tool or create an account to build custom Adhoc reports
- Federal Procurement Forecasts
www.acquisition.gov/comp/procurement_forecasts/index.html
 - Federal Agency “wish lists”



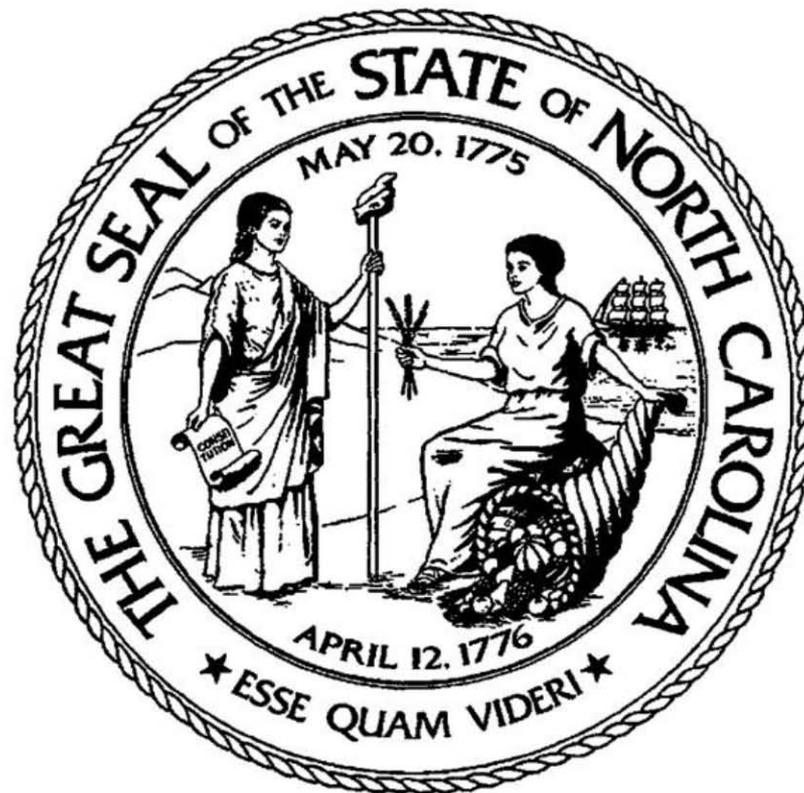
Federal Points of Contacts

- **Small Business Liaison Officer (SBLO)**
 - Prime Contractor Employee (Public Law 95-507)
 - Monitors prime contractor subcontracting goals
- **Small and Disadvantaged Business Utilization Specialist (SADBU) and Small Business Specialist (SBS)**
 - Acts as liaison between you and buyers
- **Procurement Contract Representative (PCR) and Commercial Marketing Representative (CMR)**
 - SBA Resources for small businesses

Federal Points of Contact

- Contracting Officer (CO)
 - Only person that can obligate the government
 - Enters into, administers, and terminates federal contracts
- Contract Administrator
 - Assistant to contracting officer
- Contracting Officers Technical Representative (COTR)
 - Designated technical expert that monitors contract performance
- End User
 - Person that knows requirement the best

State of North Carolina Contracting Overview



Potential State Customers

- State Agencies
- Universities
- Community Colleges
- Public Schools
- Institutions
- Local governments



Registration

- Small Business Programs
 - Marketing Tools and Strategies
 - Locating Opportunities
 - Responding to Opportunities

Registration

- Identify your NIGP/Commodity Codes
<http://www.doa.state.nc.us/PandC/ispalpha.htm>
- Review the P&C website
<http://www.doa.state.nc.us/PandC/>
- Register in E-Procurement
<http://eprocurement.nc.gov/>
- Register in VendorLink
www.doa.state.nc.us/PandC/VendorLink/Registration.htm

stitutions and hospitals, public schools,
community colleges, and some local governments

<http://eprocurement.nc.gov>

NC Vendor Link

- Part of the NC Interactive Purchasing System
- Allows vendors to enter information about their company
- Serves as a vendor directory for state agencies, universities, community colleges, and public schools.
- Allows vendors to receive e-mail notification of procurement opportunities
- Registration is mandatory for NC HUB registration and certification

www.ncpandc.gov/VendorLinkNC.htm

ss Enterprise

(M/WBE) programs

Note: Many cities and counties use the state Procurement system

<http://ncinfo.iog.unc.edu/library/cities.html>

North Carolina HUB Program

- Program for historically underutilized businesses including minority, women, and disabled owned businesses
- Statewide Uniform Certification (SWUC)
- 10% participation goal
- Must be registered in VendorLink
- HUB Office Programs
 - Sponsors seminars and workshops
 - Maintains database of HUB vendors for use by state purchases, general contractors, and other

www.doa.state.nc.us/hub/

NC DOT Small Business Programs

- Disadvantaged Business Enterprise (DBE)
 - Socially and economically disadvantaged businesses
- Small Professional Services Firm (SPSF)
 - Small sub-consulting businesses
- Minority/Women Business Enterprise (MBE/WBE)
 - Minority and/or women owned businesses
- Small Business Enterprise (SBE)
 - Small businesses (under \$1.5 million gross annual income)

<http://www.ncdot.org/business/ocs/>

State Government Regulation and Spending Research

- Regulations

- NC Purchase and Contract Administrative Code
<http://www.doa.state.nc.us/PandC/admcode.htm>
- NC Agency Purchasing Manual
<http://www.doa.state.nc.us/PandC/agpurman.htm>
- State Construction Manual
<http://nc.sco.com/Manual/manual.htm>

- Award History

- NC Openbook
www.ncopenbook.gov

State and Local Government Marketing Strategy

- Complete all registrations
- Identify and target key agencies, focusing on one or two
- Prepare promotional material
 - Capability statement
- Visit agency purchasing representatives
- Take advantage of HUB/MBE/WBE status
- Become a chamber member



State Government Points of Contact

- **State Division Employees**
 - Purchasing groups managing statewide contracts
- **Agency Purchasing Officers**
 - Manage agency contracts
- **HUB Coordinators**
 - Do not buy anything
 - Act as an advocate for small HUB businesses
- **End Users**
 - Person that knows requirements best

Finding State Government Opportunities

- Interactive Purchasing System (IPS)
<http://www.ips.state.nc.us/ips/pubmain.asp>
 - Portal for State of North Carolina Opportunities
- VendorLink
<http://doa.state.nc.us/PandC/VendorLinkNC.htm>
 - Allows electronic notification of solicitation notices posted to IPS
- eQuote
 - Register through E-Procurement
 - Allows vendors to receive and respond to RFQs electronically
- PROBID

Evaluating State Government Opportunities

- Obtain a complete copy of the solicitation and watch for amendments
- Read entire synopsis and other documents carefully
- Determine purchasing procedure
- Attend pre-bid conference or walk-through
- Determine bid potential

- Contact PTAC for assistance!

Bidding with Informal Procedures

- Purchases up to \$10,000
- Advertisement of bid opportunity is not required
- May be conducted via eQuote system
- Solicitation in form of Request for Quote (RFQ) or Invitation for Bid (IFB)
- Written quotes or bids required for contracts over \$5,000
- Contracts awarded to lowest responsible bidder

Bidding with Formal Procedures

- Purchases over \$10,000
- Advertisement of bid opportunity is required
- Posted to NC IPS
- Solicitation in form of Request for Proposal (RFP) or Invitation for Bid (IFB)
- Sealed competitive bids must be obtained
- Contracts awarded to lowest responsible bidder

Bidding on Term Contracts

- Commonly purchased commodities, printing, or contractual services
- Used by all agencies, convenience contracts for universities and community colleges
- Multi-year contracts with minimum and maximum ordering quantities
- Also know as Requirements or Indefinite Delivery contracts
- May be awarded to multiple vendors

Bidding on Construction Contracts

- State Construction Office

<http://www.ncsco.com>

- Informal: \$30,000 to \$300,000
- Formal: Over \$300,000

- University Construction Projects

<http://www.northcarolina.edu/info/vendors/opportunities.htm>

- University construction solicitations
- Additional information about doing business with universities

Bidding On State Government Contracts

- Follow all of the instructions and sequence given in the solicitation
- Focus on customer's mission and goals, being mindful of evaluation factors
- Check and recheck all cost and pricing data, provide supporting documentation
- Provide all the required information in enough detail to give the customer confidence that you understand thoroughly.
- Sign all documents and submit on time in the prescribed manner

Performing on State Government Contracts

- Know your customer and their procedures
- Document everything
- Alert the customer promptly when a change in cost, time, or method occurs
- Resolve anything that is not accordance with the contract and execute modifications
- Perform as promised
- Remember government customers tend to be loyal customers

Final Thoughts

- Do not be late
- Keep track of required registrations and passwords
- Be proactive and persistent when looking for opportunities
- Make sure opportunities are consistent with your business plan
- Make connections and manage relationships
- Utilize small business resources
- Call PTAC with questions

Utilize Small Business Resources!

- Work with the SBTDC to develop and maintain a good overall business strategy
- Work with PTAC to prepare for and identify government sales opportunities
- Contact the SBTDC or PTAC for assistance, we are here to help!

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sbtcdc

Procurement Technical
Assistance Center (PTAC)