



# "Small Business are Good for Business!"

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Regional Contracting Office (RCO)  
Hawaii, and RCO-Alaska



## SMALL BUSINESS PROGRAM



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- ▶ Why do we have a Small Business Program?
  - ▶ 1953 Small Business Act & successive legislation – it's the law

*The Government should aid, counsel, assist, and protect, insofar as possible, the interests of small business concerns ... to ensure that a fair proportion of the total purchases ... be placed with small business enterprises..."*

- ▶ It's Not Just About the Law...
  - ▶ *The reason and objective of why this is so important is not to satisfy a goal or percentage established by Congress, but because the small business sector is vital in maintaining our nation's economic growth & development.*
- ▶ Emphasis on Goals to:
  - ▶ Increase Senior Leadership accountability
  - ▶ Share small business program OWNERSHIP across the acquisition community

REF: DOD Directive 5134.4; DOD Directive 4205.1; AFI 64-201; FAR 19.201(c)

Turn to SB Professionals for Solutions!

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## COMPLIANCE

- ▶ COMPLIANCE
- ▶ •Regulatory Guidance: FAR/DFARS Part 19: the small business specialist shall review & make recommendations for all acquisitions....
- ▶ •DoD Instruction 4205.01, DoD Small Business Programs, (June 8, 2016)
- ▶ •DoD Instruction 5134.04, Director of Small Business Programs (SBP), (Sept 27, 2005), update pending
- ▶ •As SBP's how will I work with your activity to ensure that a fair proportion of DoD total purchases, contracts, and other agreements for property a

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## SMALL BUSINESS PROGRAMS

- ▶ Definitions:
  - ▶ **"Small business concern"** means a concern, including its affiliates, that is **independently owned and operated, not dominant in the field of operation in which it is bidding on Government contracts, and qualified as a small business under the criteria and size standards in 13 CFR part 121 (see 19.102)**. Such a concern is "not dominant in its field of operation" when it does not exercise a controlling or major influence on a national basis in a kind of business activity in which a number of business concerns are primarily engaged. In determining whether dominance exists, consideration must be given to all appropriate factors, including **volume of business, number of employees, financial resources, competitive status or position, ownership or control of materials, processes, patents, license agreements, facilities, sales territory, and nature of business activity.** (See 15 U.S.C. 632.) **NAICS Codes**

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## SMALL BUSINESS PROGRAMS

- ▶ PURPOSE:
  - ▶ It is the **policy of the Government to provide maximum practicable opportunities in its acquisitions to small business, veteran-owned small business, service-disabled veteran-owned small business, HUBZone small business, small disadvantaged business, and women-owned small business concerns.** Such concerns must also have the maximum practicable opportunity to participate as **subcontractors** in the contracts awarded by any executive agency, consistent with efficient contract performance. The Small Business Administration (**SBA**) assists contracting personnel to ensure that a fair proportion of contracts for supplies and services is placed with small business.
- ▶ THE SBA also:
  - ▶ •Counsels and assists small business
  - ▶ •How to compete
  - ▶ •How to take advantage of subcontracting opportunities
  - ▶ •Assist DoD acquisition officials in establishing and accomplishing annual small business contracting goals
  - ▶ •Small Business Specialist (SBS) designated by each HCA to interface with the Small Business Administration (SBA)
  - ▶ •Focal point for achieving contracting activity goals

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## SMALL BUSINESS PROGRAMS

**“Small disadvantaged business concern”** (except for [52.212-3\(c\)\(4\)](#) and [52.219-1\(b\)\(2\)](#) for general statistical purposes and [52.212-3\(c\)\(9\)\(ii\)](#), [52.219-22\(b\)\(2\)](#), [52.219-22\(b\)\(1\)\(C\)](#), and [52.219-23\(a\)\(3\)](#) for joint ventures under the price evaluation adjustment for small disadvantaged business concerns), consistent with 13 CFR 124.1002, **means an offeror that is a small business under the size standard applicable to the acquisition; and either– i.e. Dollars or employees**

- (1) It has received certification as a small disadvantaged business concern consistent with 13 CFR part 124, subpart B; and
  - (i) No material change in disadvantaged ownership and control has occurred since its certification;
  - (ii) Where the concern is owned by one or more disadvantaged individuals, the net worth of each individual upon whom the certification is based does not exceed \$750,000 after taking into account the applicable exclusions set forth at 13 CFR 124.104(c)(2); and
  - (iii) It is identified, on the date of its representation, as a certified small disadvantaged business concern in the CCR Dynamic Small Business Search data base maintained by the Small Business Administration; or
- (2) For a prime contractor, it has submitted a completed application to the Small Business Administration or a private certifier to be certified as a small disadvantaged business concern in accordance with 13 CFR part 124, subpart B, and a decision on that application is pending, and that no material change in disadvantaged ownership and control has occurred since it submitted its application. In this case, a contractor must receive certification as a small disadvantaged business by the Small Business Administration prior to contract award;
- (3) It represents in writing that it qualifies as a small disadvantaged business (SDB) for any Federal subcontracting program if it believes in good faith that it is owned and controlled by one or more socially and economically disadvantaged individuals and meets the SDB eligibility criteria of 13 CFR 124.1002.

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## SMALL BUSINESS PROGRAMS

- ▶ FAR 19.202 – Specific Policies:
- ▶ Small business concerns shall be afforded an equitable opportunity to compete for all contracts that they can perform to the extent consistent with the Government's interest. When applicable, the contracting officer shall take the following actions:
  - ▶ (a) Divide **proposed acquisitions** of supplies and services (except construction) into **reasonably small lots** (not less than economic production runs) to permit offers on quantities less than the total requirement.
  - ▶ (b) **Plan acquisitions** such that, if practicable, **more than one small business concern may perform the work**, if the work exceeds the amount for which a surety may be guaranteed by SBA against loss under 15 U.S.C.694b.
  - ▶ (c) Ensure that **delivery schedules are established on a realistic basis** that will encourage **small business participation** to the extent consistent with the actual requirements of the Government.
  - ▶ (d) Encourage **prime contractors to subcontract with small business** concerns (see Subpart 19.7).

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## SMALL BUSINESS PROGRAMS

- ▶ FAR 19.202 – Specific Policies: In order to further the policy in [19.201\(a\)](#), contracting officers shall comply with the specific policies listed in this section and shall consider recommendations of the agency Director of Small and Disadvantaged Business Utilization, or the Director’s designee, as to whether a particular acquisition should be awarded under subpart [19.5](#), [19.8](#), [19.13](#), [19.14](#), or [19.15](#). Agencies shall establish procedures including dollar thresholds for review of acquisitions by the Director or the Director’s designee for the purpose of making these recommendations. The contracting officer shall document the contract file whenever the Director’s recommendations are not accepted.

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## SMALL BUSINESS PROGRAMS

- ▶ **19.202-2 Locating small business sources.**
- ▶ The contracting officer must, to the extent practicable, encourage maximum participation by small business, veteran-owned small business, service-disabled veteran-owned small business, HUBZone small business, small disadvantaged business, and women-owned small business concerns in acquisitions by taking the following actions:
  - ▶ (a) Before issuing solicitations, make every reasonable effort to find additional small business concerns, unless lists are already excessively long and only some of the concerns on the list will be solicited. This effort should include contacting the SBA procurement center representative (or, if a procurement center representative is not assigned, see [19.402\(a\)](#)).
  - ▶ (b) Publicize solicitations and contract awards through the Governmentwide point of entry (see [Subparts 5.2](#) and [5.3](#)).

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## FEDERAL ACQUISITION REGULATION (FAR) PART 19 – SMALL BUSINESS PROGRAMS

- ▶ 19.502-2 -- Total Small Business Set-Asides.
- ▶ (a) Each acquisition of supplies or services that has an anticipated dollar value exceeding \$3,500 (\$15,000 for acquisitions as described in 13.201(g)(1)), but not over **\$150,000**, (\$300,000 for acquisitions described in paragraph (1) of the Simplified Acquisition Threshold definition at 2.101), is automatically reserved **exclusively** for small business concerns and shall be set aside for small business unless the contracting officer determines there is not a reasonable expectation of obtaining offers from two or more responsible small business concerns that are competitive in terms of market prices, quality, and delivery. If the contracting officer does not proceed with the small business set-aside and purchases on an unrestricted basis, the contracting officer shall include in the contract file the reason for this unrestricted purchase. If the contracting officer receives only one acceptable offer from a responsible small business concern in response to a set-aside, the contracting officer should make an award to that firm. If the contracting officer receives no acceptable offers from responsible small business concerns, the set-aside shall be withdrawn and the requirement, if still valid, shall be resolicited on an unrestricted basis. The small business reservation does not preclude the award of a contract with a value not greater than **\$150,000** under Subpart 19.8, Contracting with the Small Business Administration, under 19.1007(c), Solicitations equal to or less than the ESB reserve amount, or under 19.1305, HUBZone set-aside procedures.

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## SMALL BUSINESS SET-ASIDES

- ▶ **19.502-3 – Partial small business set-asides -**
  - ▶ CO's may set aside a portion of the requirement for small business participation
    - ▶ Total set aside is not appropriate
    - ▶ The requirement is severable
    - ▶ **One or more SB concerns** have the technical competence to do the work at a fair market price
    - ▶ Acquisition is not subject to SAP
    - ▶ **A partial set-aside shall not be made if there is a reasonable expectation that only two concerns (one large and one small) with capability will respond with offers unless authorized by the head of a contracting activity on a case-by-case basis.** Similarly, a class of acquisitions, not including construction, may be partially set aside. Under certain specified conditions, partial set-asides may be used in conjunction with multiyear contracting procedures

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## AT LEAST CONSIDER SOCIO ECONOMIC STATUS

- ▶ Federal Acquisition Regulation (FAR)
  - ▶ FAR 8 – Mandatory Sources (Suppliers)
- ▶ FAR 8.405-5 – Small Business.
- ▶ b) Ordering activities may consider socio-economic status when identifying contractor(s) for consideration or competition for award of an order or BPA. **At a minimum, ordering activities should consider, if available, at least one small business, veteran-owned small business, service disabled veteran-owned small business, HUBZone small business, women-owned small business, or small disadvantaged business schedule contractor(s).** GSA Advantage! and Schedules e-Library at <http://www.gsa.gov/fss> contain information on the small business representations of Schedule contractors.

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## GSA ADVANTAGE SOCIO ECONOMIC INDICATORS

**Socio-Economic**

**An important note about business indicators:** The business indicators displayed on GSA Advantage, Schedules e-Library, and e-Buy, identify the socio-economic status of the contractor at the time of contract award, thus they are part of the original contract. These indicators will remain unchanged in these systems, even if the contractor's status changes during the life of the contract. Updates to a contractor's socio-economic status on the Central Contractor Registration (CCR) do not update these systems.

The Socio-Economic Indicators signify the business size and business status of the contractor.

<b>s</b>	Small Business
<b>o</b>	Other than Small Business
<b>w</b>	Woman Owned Business
<b>v</b>	Veteran Owned Small Business
<b>dv</b>	Service Disabled Veteran Owned Small Business
<b>d</b>	SBA Certified Small Disadvantaged Business
<b>8a</b>	SBA Certified 8(a) Firm
<b>h</b>	SBA Certified HUBZone Firm

We Try to avoid "Other than Small Business"

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*Over \$57 BILLION of the total eligible dollars were obligated to Small Businesses, while reaching most of our SB categorical goals in FY17. The DoD goal is 22%*

**FY17= 22.94%**

*Looking Good!!*

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## OVERVIEW OF SMALL BUSINESSES

- Small Business Policy
- Small Business Size Standards
- Small Business Classifications
- Small Business Set-Aside Categories
  - Small Business
  - 8(a) Program
  - Service-Disabled Veteran-Owned
  - Small Business (SDVOSB)
  - Woman-Owned Small Business (WOSB) Program



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## SIZE STANDARDS

- Small Business Set-Aside
  - All small business or restricted to 8(a), HUBZone, SDVOSB or WOSB
  - May be a total or partial set-aside (if severable)
  - Unilateral determination by PCO or joint determination with SBA/contracting activity SBS
    - PCO must set-aside simplified acquisitions above micro-purchase threshold (> \$3,500 and < \$150,000) unless:
      - No reasonable expectation of two or more responsible SB's
      - At a fair market price for the quality and delivery required
  - Established by SBA based on NAICS code:
    - By employees – e.g. 500 or less to 1500 or less
    - By dollars - \$750K - \$35.5M (avg. annual receipts)
  - PCO must select appropriate size standard • If 2 or more, use size standard for greatest percentage of work effort
  - Offeror represents in good faith they are a small business in representations • Can be the sub



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## SIZE STANDARDS (CONT.)

- Established by SBA based on NAICS code:
  - By employees – e.g. 500 or less to 1500 or less (MANUFACTURING)
  - By dollars - \$750K - \$35.5M (avg. annual receipts) – (SERVICES)
- PCO must select appropriate size standard • If 2 or more, use size standard for greatest percentage of work effort
- Offeror represents in good faith they are a small business in representations and must perform 50% of the work
- Can be the subject of a protest – SBA has final say
- Only one offer received, make award
- No offers received, cancel and resolicit using F&OC
- If requirement is too large, may do partial set-aside • Must be severable work effort
- Must not sacrifice economic order quantity
- Cannot be used to avoid SAT
- May not be used if anticipated response is one SB and one LB
- May use SAP, Sealed Bidding, and Competitive Negotiations contracting methods (FAR Parts 12, 14, & 15)

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## CLASSIFICATIONS

- Small Business (SB)
  - Any concern independently owned and operated
  - Not dominant in area in which they are bidding
  - Qualified under size criteria set by SBA
- 
- Small Disadvantaged Business (SDB)
  - Any small business
  - At least 51% owned by one or more individuals who are socially and economically disadvantaged



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## CLASSIFICATIONS

- Veteran-Owned Small Business (VOSB) Any small business
  - At least 51% owned by one or more individuals who are veterans
- 
- Service-Disabled Veteran-Owned Small Business (SDVOSB)
  - Any small business
  - At least 51% owned by one or more individuals who are service-disabled veterans



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## CLASSIFICATIONS

- Woman-Owned Small Business (WOSB)  
Any small business  
At least 51% owned by one or more women
- Economically Disadvantaged Woman-Owned Small Business (EDWOSB)  
Any small business  
At least 51% owned by one or more economically disadvantaged women



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## CLASSIFICATIONS

- 8(a) Small Disadvantaged Business SDB's may apply for participation  
9 year program 4 yr development stage - mentoring and development assistance to overcome social and economic disadvantages  
5 yr transitional stage - monitored performance
- HUBZone Small Business Historically Underutilized Business Zone  
Any SB owned and controlled by U.S. citizens  
Principal office located in a designated HUBZone  
35% of employees residing in a HUBZone



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## *Formal Certifications*

- **Requires SBA Approval**

- **8(a)** - Socially and economically disadvantaged firms enrolled in a 9-year business development program. The individual's net worth, after excluding the individual's equity in the firm and the equity in the primary residence, may not exceed \$250,000. Can receive a direct (sole source) award if requirements are under \$4M for services or \$6.5M for manufacturing.
- **HUBZone** - Small businesses located in areas identified as historically underutilized business zones, and with 35% of its employees living in HUBZones. Also, a HUBZone must be 51% owned by U.S. citizens, or Community Development Corp, Agriculture Coop, an Indian Tribe or Alaskan Native firm.
- **WOSB** - There are two ways to certify for the WOSB program:
  - Self certification with supporting documents, or
  - Third Party Certification with supporting documents

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## *Know the Federal Contract Certifications*

- **Self-Certifications**

Small Business – Based upon North American Industry System (NAICS) Codes: Dollars or Personnel

- Veteran-owned Business
- Small Disadvantaged Business (SDB)

- **VA Certifications**

Service Disabled Veteran-owned Business (SDVOB)

- **Formal Certification Programs**

8(a) Business Development  
HUBZone

Woman-owned Business (WOSB) – Certifications  
filed in a WOSB repository.

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## SET-ASIDES

- Small Business Set-Aside
  - All small business or restricted to 8(a), HUBZone, SDVOSB or WOSB
  - May be a total or partial set-aside (if severable)
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    - PCO must set-aside simplified acquisitions above micro-purchase threshold (> \$3,500 and < \$150,000) unless:
      - No reasonable expectation of two or more responsible SB's
      - At a fair market price for the quality and delivery required



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## SET-ASIDES (CONT.)

- Only one offer received, make award
- No offers received, cancel and resolicit using F&OC
- If requirement is too large, may do partial set-aside
  - Must be severable work effort
  - Must not sacrifice economic order quantity
  - Cannot be used to avoid SAT
  - May not be used if anticipated response is one SB and one LB
- May use SAP, Sealed Bidding, and Competitive Negotiations contracting methods (FAR Parts 12, 14, & 15) Below SAT (\$3,500 - \$150,000)
  - No preference between 8(a), HUBZone, SDVOSB or WOSB/EDWOSB or SB set-aside
- Above SAT (\$150,000)
  - No preference between 8(a), HUBZone, SDVOSB or WOSB/EDWOSB
  - Shall consider 8(a), HUBZone, SDVOSB or WOSB/EDWOSB before a total SB set-aside



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## SET-ASIDE PREFERENCES

- Below SAT (\$3,500 - \$150,000)
  - No preference between 8(a), HUBZone, SDVOSB or WOSB/EDWOSB or SB set-aside
- Above SAT (\$150,000)
  - No preference between 8(a), HUBZone, SDVOSB or WOSB/EDWOSB
  - Shall consider 8(a), HUBZone, SDVOSB or WOSB/EDWOSB before a total SB set-aside



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## SMALL BUSINESS PROGRAMS

### Set Asides

#### PARTIAL:

- ▶ CO's may set aside a portion of the requirement for small business participation
  - ▶ Total set aside is not appropriate
  - ▶ The requirement is severable
  - ▶ **One or more SB concerns** have the technical competence to do the work at a fair market price
  - ▶ Acquisition is not subject to SAP
  - ▶ **A partial set-aside shall not be made if there is a reasonable expectation that only two concerns (one large and one small) with capability will respond with offers unless authorized by the head of a contracting activity on a case-by-case basis.** Similarly, a class of acquisitions, not including construction, may be partially set aside. Under certain specified conditions, partial set-asides may be used in conjunction with multiyear contracting procedures

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## SMALL BUSINESS PROGRAMS

### ▶ REFERENCES

- ▶ FAR PART 2 and 19
- ▶ DFARS PGI 219
- ▶ Air Force Contracting Central

### Types of Set Asides

- ▶ 8(a)
  - ▶ Must be certified by SBA for each industry
  - ▶ Sole source awards are required up to \$3.5M
  - ▶ Partnership Agreement between DoD and SBA
- ▶ HUBZone
  - ▶ Must be certified by SBA
  - ▶ Does not apply for FSS, FPI, 8(a), Javits-Wagner-O'Day Act, Micro-purchases, and Commissary resale item
- ▶ Veteran Owned (SDVOB)
  - ▶ Sole Source awards may not exceed \$3.5M except for manufacturing which shall not exceed \$6M
  - ▶ Requirement cannot currently be performed by an 8(a)
  - ▶ SBA can appeal CO's decision for a sole source SDVOB
- ▶ Woman Owned Small Business (WOSB)
  - ▶ Self Certified in SAM
  - ▶ Section 8(m) of the SB Act created the WOSB program

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## 8(A) PROGRAM SET-ASIDES

- SBA certifies businesses for 8(a) participation
- SBA and agency work together to identify specific acquisitions to be reserved for specific 8(a) participants
- Agency contracts directly with SBA who subcontracts with 8(a) participant
- Shall be competitive if –
  - > \$6.5M manufacturing or \$4M all others
 Rule of Two applies – 2 or more offers at fair market value  
 Teaming arrangements permitted – 1 SDB and no large businesses



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## 8(A) & SMALL DISADVANTAGED BUSINESS (SDB)

### SBA 8(a) program

- Applies to all purchases
- Must be certified by the SBA
- Non-competitive and competitive program
- 9-year term - no renewals
- All 8(a) firms are SDBs
- Award must be made at fair market price
- FAR 19.8

### SDB program

- Applies to over \$650,000 (\$1.5M for Construction)
- Not required to be certified by the SBA as of 2008
- Competitive program
- 3-year term with renewals
- Not all SDBs are in 8(a) program
- FAR 19.11 and 19.12

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## HUBZONE SET-ASIDES

- May set-aside for SBA-certified HUBZone concerns
- • Rule of Two applies •If only 1 offer received, may award sole-source
- • If no offers, resolicit as SB set-aside
- • Sole-source acquisitions permitted •May not exceed \$6.5M mfg and \$4M all others
  - • Construction – 50% participation by HUBZone prime/subs – waived if 15% of work by prime
  - • HUBZone Evaluation Preference:
    - • Competitive acquisitions – F&OC
      - • 10% added to any large business offers
      - • FAR 19.1307
- Applies to purchases over \$3,500;
- Must be certified by SBA - no term limits;
- Recertification required every 3 years;
- Competitive and sole-source program benefits;
- 10% price evaluation preference IAW FAR 19.1307
- Principal office must be in a HUBZone
- At least 51% of the business MUST be owned by US citizens in whole or partly by a Community Development Corporation, Indian Tribe or Alaska Native Corporation
- 35% of employees must live in a HUBZone
- Reference FAR 19.13



## SERVICE-DISABLED VETERAN OWNED SMALL BUSINESS SET-ASIDES (SDVOSB)

- • Competitive Set-aside Expect 2 or more SDVOSB offers at fair market price
- • Joint ventures may qualify as an SDVOSB if one is an SDVOSB and no members are a large business
- • If only 1 offer received, may award sole-source
- If no offers, resolicit as SB set-aside
  
- • Sole-source acquisition permitted May not be >\$6M mfg or \$3.5M all others
  
- • Other Notes SDVOSB's self certify
  - No SBA VOSB set-aside program VA has a very
  - successful VOSB program
- Applies to purchases over \$3,500
- Self Certified on SAM.gov
- VA determines Service Disability
- Competitive and sole-source program benefits
- Subcontracting and Prime Contracting goals
- FAR 19.14



## WOMEN-OWNED SMALL BUSINESS SET-ASIDES

SBA designated NAICS codes

- Certification through SBA as a WOSB/EDWOSB
- PCO must verify supporting documentation before award
  
- Rule of Two applies
- If only 1 offer received, may award sole-source
- If no offers, resolicit as SB set-aside
  
- Anticipate award may not exceed \$6.5M mfg or \$4M all others
  
- No contracting authority for directed sole-source



## GENERAL DISCUSSION

What are some ways to find small businesses?

- Contact SBA Rep
- Contact GSA contract administrators

How can requirements be tailored to encourage the use of small businesses?

- Longer solicitation period
- Adjust quantities
- Flexible delivery schedules

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## ASSISTANCE

### ▶ OUTREACH & BUILDING MY NETWORK:

- ▶ • Introduce yourself to other Federal, State, and Local SB Advocacy personnel
- ▶
- ▶ • DOD Regional Councils – Website:
- ▶ • <http://www.acq.osd.mil/osbp/sbs/councils/index.shtm>
- ▶ • Small Business Program Offices
- ▶ • Located at every DoD & Federal buying activity
- ▶ • All DoD: [www.acq.osd.mil/osbp](http://www.acq.osd.mil/osbp)

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## HELPFUL LINKS

### Army Office of Small Business Programs

<http://osbp.army.mil/>

### Federal Business Opportunities

<https://www.fbo.gov>

### System for Award Management

<https://www.sam.gov>

### Small Business Administration

<http://www.sba.gov>

### Department of Defense Office of Small Business Programs

<http://www.acq.osd.mil/osbp/>

### Regional Contracting Office-Hawaii (RCO-HI) website

[http://acc.army.mil/ecc/413th/hawaii/ro-hi\\_small\\_business.html](http://acc.army.mil/ecc/413th/hawaii/ro-hi_small_business.html)

### Local Hawai'i Resources

- Hawai'i Procurement Technical Assistance Center (PTAC) <http://hiptac.ecenterdirect.com/Welcome.action>
- Hawai'i Minority Business Center Honolulu <http://www.honolulu-mbdc.org/>
- Hawai'i Small Business Development Center Network <http://www.hisbdc.org>
- Small Business Specialists at other Government Agencies
- Hawai'i Patsy T. Mink Center for Business & Leadership (MCBL) - Women's Business Development Center <https://www.mcbhawaii.org/mission/>
- Hawai'i Service Corps of Retired Executives (SCORE) Office <https://hawaii.score.org/> - business advice through <http://www.score.org/index.html> (Ask SCORE online) and SCORE's over 12,000 volunteer counselors have more than 600 business skills.

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## REGISTERING YOUR BUSINESS WITH THE GOVERNMENT

- SAM Overview: What is SAM?
- System for Award Administration (SAM) registration (formerly the Central Contractor Registry or CCR) is required to receive any Federal grant award monies.
- The organization must be registered and have up-to-date information entered into the online system.

Organizations are required to have a DUNS number to apply for a grant or cooperative agreement from the Federal Government.

To find your DUNS number or obtain a new DUNS number, visit the D&B website at <http://fedgov.dnb.com/webform>.

- To register visit [www.sam.gov](http://www.sam.gov)

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## *Register Your Business Continued*

- Your company/business/organization is the Entity.
- **All entities** must create a SAM account.
- ▶ **What is an Entity?**
- ▶ In SAM, your company/business/organization is now referred to as an
- ▶ "Entity."
- ▶ • **REGISTERING IN SAM IS FREE.**
- ▶ • If you were registered in CCR, your company's information is already in SAM. You just need to set up a SAM account. See the "Migrating Roles" Quick Start Guide.

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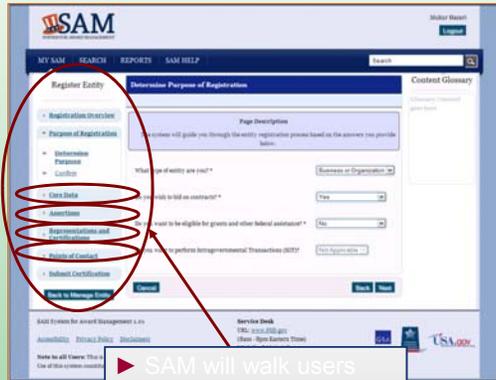
## NEW USER SAM REGISTRATION

1. Access the SAM online registration at [www.sam.gov](http://www.sam.gov) or click on the link in the AFG online application.
  2. Click on the box on the right and search using your DUNS number. If your organization pops up with a "record" that means you registered in CCR and the "record" migrated over to SAM.
  3. Create a User Account.
  4. Select Individual account.
  5. Enter the requested information and submit.
- After you have registered, you will receive an activation link from SAM.gov to activate your account.
  - Log in at <https://sam.gov> with the username and password you created. **This action must be completed within 48 hours of receipt of the confirmation email.**

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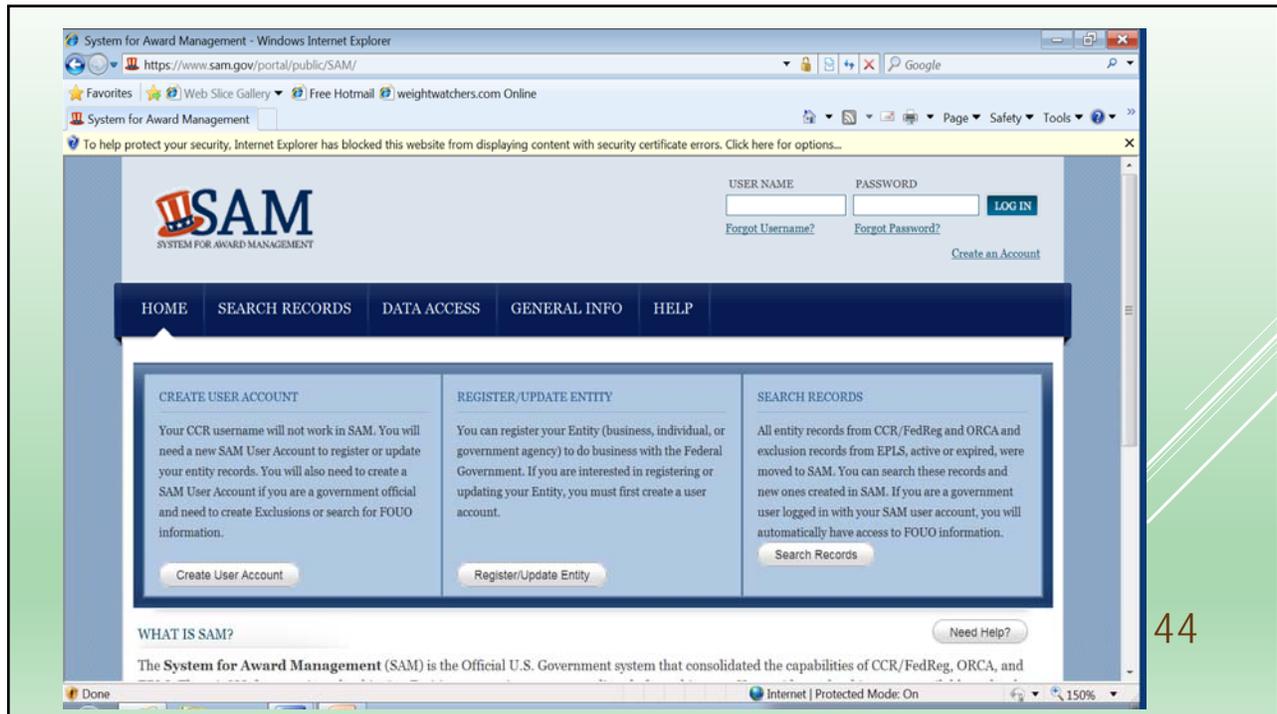
## REGISTERING ENTITIES IN SAM



▶ SAM will walk users through the Entity Registration (or validation) process in four steps

- ▶ Contractors and other kinds of award recipients are now collectively referred to as "Entities"
- ▶ you will answer Purpose of Registration questions to determine which registration sections are required for them
- ▶ Entity Registration is organized in four steps:
  1. Core Data - Name, address, etc.
  2. Assertions - Information used to determine small business status, NAICS codes, etc.
  3. Representations and Certifications - Federal Acquisition Regulation compliance
  4. Points of Contact - Contact information for specified roles

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## DUNS NUMBER REQUIREMENT

### What is a DUNS Number, and How are They Assigned?

A Data Universal Numbering System (DUNS) number is a unique, non-indicative 9-digit identifier issued and maintained by Dun & Bradstreet (D&B) that verifies the existence of a business entity globally. D&B assigns DUNS numbers for each physical location of a business.

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## IS THERE A CHARGE TO OBTAIN A DUNS NUMBER?

- ▶ Obtaining a DUNS number is absolutely free for all entities doing business with the Federal government. This includes current and perspective Contractors, Grantees, and Loan recipients. Under normal circumstances the DUNS is issued within 1-2 business days when using the D&B online process.
- ▶ (Visit <http://fedgov.dnb/webform>.)

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## WILL I STILL NEED A DUNS NUMBER TO ENTER SAM.GOV?

- ▶ Yes, all activities related to D&B and the DUNS number will remain the same.
- ▶ The DUNS number will be needed to begin your SAM.gov registration. Any updates to your company name or address need to be made at D&B prior to entering the data into SAM.

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## WHAT IS A DUNS + 4?

- A DUNS + 4 number means the DUNS number assigned by D&B plus a 4-character suffix assigned by the business concern.
- D&B has no affiliation with this 4-character suffix.
- The business can assign a + 4 character to your DUNS number to designate alternate Electronic Funds Transfer (EFT) accounts for the same business.

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## WHAT IS D&B GOVERNMENT UPDATE?

- ▶ Government iUpdate is D&B's internet-based service that allows business owners, officers, and managers the ability to request a DUNS number or view, print, and request updates to your existing company information.
- ▶ (Visit <http://fedgov.dnb.com/webform>)

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## DUNS + 4

- ▶ How can an entity indicate multiple Agency Location Codes (ALCS) in a given registration?
  - Use a DUNS + 4.
  - Identify different records at the **same physical location** to identify two separate bank accounts.
  - The + 4 number may only be added to active registrations.
  - If you have other "entities" each additional "location" must have a separate DUNS number.

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## FAQS ON DUNS AND SAM

For FAQs on DUNS and SAM Registration, visit

<http://fedgov.dnb.com/webform/displayFAQPage.do>

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## *KEY PARTS OF YOUR SMALL BUSINESS PROGRAM*

- Mission
- Training
- Outreach
- Compliance



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## MISSION

- Small Business Professionals are always “battle-book ready”
- Know your role and how to communicate to:
  - Internal stakeholders
  - External stakeholders
    - *Industry wants to know about your activity & who you are,*
    - *what you do/do not procure,*
    - *how to do business with you, and*
    - *how to find opportunity*
- Collect what you need to tell your story

*Educate – Change the Culture*

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## MISSION

Why do we have a separate small business program?

- Statutorily required (including SBP office separate & distinct from contracting)
  - All agencies are “graded” on compliance (your report card)
- High Visibility Politically:
  - Numbers are the political story
  - Your activity's accountability for key performance goals
    - Flows up the chain of command to SBA/Executive, Congress, and OSB

What the Small Business Program is not...

- *Not* a social welfare program,
- *Not* a socioeconomic program, and
- *Not* just about goals
- *Not* contracting/AQ

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## TRAINING

- Identify the career field training you need to take
  - Ensure your own readiness
  - Complete SBP career program training
  - Get smart with DAU Small Business Community of Practice: <https://acc.dau.mil/smallbusiness>
- Mentor – Train – Equip
 

...*ensure the readiness of your multifunctional team...*

  - Acquisition professionals
  - Leaders in your organization
  - Industry
  - Are you getting what you need?

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## OUTREACH

You are the premier advocate  
for government customers and industry

- How you maintain your outreach program will determine your success...*build your network*
- Vendor library tools to assist both small businesses and the contracting office
- Vendor visit requests
- Relationships and partnerships with the contracting office decision makers

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## *OUTREACH & BUILDING YOUR NETWORK*

- Contracting Offices and Program Managers
- Director - Consolidation/Bundling
- Ombudsman - SB Complaints/Questions
- Competition Advocate - Resolve program differences
- Contracting Officers - Where rubber meets the road

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## *OUTREACH & VENDOR VISITS*

- Are you going to schedule visits on an ad-hoc basis or a certain day of the week?
- Capabilities - *"Do we buy what they sell"*
- Would vendor benefit from PTAC assistance?
- Does vendor need a base pass/directions?
- GWAC/GSA/Mandatory Use contracts
- Can they perform a current or future requirement?
- One page capability sheet
- SB name, website, contact info, locations.
- Socioeconomic Certifications
- DoD/Federal/State contracts with POC info

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## KNOW THE RULES



- Federal Acquisition Regulations (FAR)

[http://farsite.hill.af.mil/farsite\\_script.html](http://farsite.hill.af.mil/farsite_script.html)

- FAR Part 19 – Small Business Programs

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## COMPLIANCE

- Regulatory Guidance: FAR/DFARS Part 19: the small business specialist shall review & make recommendations for all acquisitions....
- DoD Instruction 4205.01, DoD Small Business Programs, (June 8, 2016)
- DoD Instruction 5134.04, Director of Small Business Programs (SBP), (Sept 27, 2005), *update pending*
- As SBP's how do you work with your activity to ensure that a fair proportion of DoD total purchases, contracts, and other agreements for property and services be placed with small business programs?

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## COMPLIANCE

- How will you ensure compliance?
  - Inspection checklists
  - Program management reviews
  - Collaboration with your activity OSBP
  - Consensus with the SBA PCR
    - Do you have a plan of operations?

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## LESSONS LEARNED...TIPS FOR SUCCESS

- Always do your homework before advocating your position
- Use sugar before vinegar
- Make yourself relevant
- Be aware of hidden agendas (i.e. vendor preference)
- Know your strengths and weaknesses - consider a mentor
- Get top cover early - engage your HQ OSBP
- Rekindle your human spirit - when you leave the office...*leave the work there*
- *YOU ARE APPRECIATED!!*

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## *Finding Prime Contract Opportunities*

- Identify Current Procurement Opportunities
  - Federal Business Opportunities (FBO)

*www.fbo.gov*

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## *FedBizOpps*

### Identify Opportunities – Follow the Money

**FedBizOpps**  
Federal Business Opportunities

★ **Find Business Opportunity**

★ **General Information**

- ▶ Section 508 Vendor Notice
- ▶ Interface Description
- ▶ Management Responsibility
- ▶ Frequently Asked Questions

★ **Privacy and Security Statement**

- ▶ Privacy and Security Statement

★ **FedBizOpps News**

- ▶ What's New?

FedBizOpps.gov is the single government point-of-entry (GPE) for Federal government procurement opportunities over \$25,000. Government buyers are able to publicize their business opportunities by posting information directly to FedBizOpps via the Internet. Through one portal - FedBizOpps (FBO) - commercial vendors seeking Federal markets for their products and services can search, monitor and retrieve opportunities solicited by the entire Federal contracting community.

**BUYERS**      **VENDORS**

★ **Related Links**

- ▶ DEMO FBO
- ▶ DoDBusOpps
- ▶ Federal Agency Business Forecast
- ▶ Federal Assets Sales
- ▶ Federal Commons
- ▶ Firstgov
- ▶ Minority Business Development Agency
- ▶ SUB - Net(Sub-K Opps)
- ▶ Vendor Registration

[www.fedbizopps.gov](http://www.fedbizopps.gov) or [www.fbo.gov](http://www.fbo.gov)

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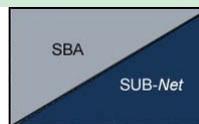
## ***FINDING SUBCONTRACTING OPPORTUNITIES***

- Subcontracting Opportunities  
Directory of Large Prime Contractors  
[www.sba.gov/gc/sbsd.html](http://www.sba.gov/gc/sbsd.html)
- SUB-Net  
<http://web.sba.gov/subnet>
- [www.fbo.gov](http://www.fbo.gov)  
*and go to subnet,directory*

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## ***SUB-NET***

<http://web.sba.gov/subnet/>



American Recovery and Reinvestment Act  
(ARRA) Subcontract Solicitations

ARRA Prime Contracts Solicitations Iraq  
Reconstruction RFP's

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## *MARKET YOUR FIRM*

- Present your capabilities directly to the federal activities and large prime contractors that buy your products and services
- Attend procurement conferences and business expos
- Attend Business Matchmaking events
- If you do not have a presence on Vandenberg AFB, consider Teaming Opportunities.

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## *View Solicitations*

- [www.fbo.gov](http://www.fbo.gov)
- Request or download a bid package
- Obtain copies of relevant specifications & drawings
- Sign up for modifications
- Federal Acquisition Regulations:  
Contract clauses

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## *Prepare Your Offer*

- 3 Rules for a solicitation:  
*-Read it...Read it...Read it!!!*
- Request a Procurement History
- Attend Pre-Bid Meetings  
 & Walk-Throughs if offered
- Get clarification on items you don't understand
- Proofread your proposal
- Submit it on time!



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## *CONTRACT PROPOSAL*

- Are you responsive - non-responsive?
  - Deliver your proposal on time
- Are you responsible - non responsible?
  - Pre-Award Survey: Technical capability & production capability
  - Quality Assurance (QA) (i.e. ISO 9001)
  - Financial: accounts receivable, net worth, cash flow
  - Acceptable Government Accounting System
  - System for Qualifying Suppliers (subcontractors)
  - Packaging, Marking, Shipping

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## *CONTRACT PERFORMANCE*

- Contingency Plans
- Have a back up plan if something goes wrong
- Give yourself enough time to react
- Anticipating Final Inspection or first article approval
- Make an appointment before shipping date
- On-Time delivery
- Establish a good track record
- Subcontracting – subcontractors

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## *GETTING PAID*

- Know the paperwork process
- Keep good records
- Know your options
  - Progress payments
- EFT (electronic funds transfer)
- Why you registered on SAM.gov
- Accept government credit cards



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## *THINGS TO REMEMBER*

- **TARGET YOUR CUSTOMER:** Who buys your product or service? How do they buy? When do they buy? **The mission of the Government is not just ground support or a flying mission, rather many various products and services; therefore, the opportunities are limitless.**

- **Again, KNOW THE RULES:**

  - Federal Acquisition Regulations (FAR)
  - Contract requirements and specifications
  - 13 CFR (Code of Federal Regulations)

**PERFORM AS PROMISED:** On-time delivery,  
Good Quality at a Fair Price

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## *THINGS TO REMEMBER (CONT.)*

- **Computer/IT Supplies and Services:** **The Army is required to procure ALL IT Supplies for their mandatory CHES contract as well as the Air Force is required to procure ALL computer and IT supplies from the pre-existing AFWAY or NETCENTS contracts.**

- **OFFICE SUPPLIES and FURNITURE:** **The Army is required to procure these items off of one of the pre-existing BPAs on GSA. Also, items can be purchased up to \$3.5K on the Government Purchase Card (GPC).**

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## THINGS TO REMEMBER (CONT.)

- **Ability One (formally JWOD) – aka: NIB/NISH Federal law requires acquisitions be given to the National Institute for the Blind/National Institute for the Severely Handicapped (NIB/NISH), now called Ability One or Source America, if they have demonstrated past performance reflecting they can perform the services or supply it items. They must also have those services/supplies on their Procurement List and perform a survey that reflects no significant financial harm will occur to the displaced current vendor.**
- **SUCCESS STORIES: Numerous local Small Businesses who have registered in SAM.gov have obtained work with the Army in Hawaii.**

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## SUPPORT

**•*I'm here for YOU!***  
*To make your job easier by:*

*Meet with Vendors*

*Maintaining Source Info*

*Assist in Market Research IAW  
 FAR Part 10*

*Contacting the Public*

*SB/Vendor Fairs and Outreach Events*

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## YOU HAVE A LOCAL ARMY SMALL BUSINESS SPECIALIST IN HAWAI'I



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## GETTING ON THE SMALL BIZ TEAM



**QUESTIONS?**

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