

Virginia SBDC

Management Training Report

Event Information

Event Information			Center & Event #:	70-2023-9
Event Title	Start Date	Start Time	Program	Event Status
Selling to Federal Agencies	10/20/2023	11:00:00 AM	SBDC	Verified
Site	End Date	End Time	Sub-Program	Reviewed By
LRCC	10/20/2023	12:00:00 PM	Not Set	ckriz
City, State & Zip	Sessions	Total Hours	Entry Person & Date	
Middletown, VA 22645	1	1	ckriz on 11/27/2023 8:01:27 PM	
Event Topic	Program Format		Language	
Government Contracting			English	

Number of Attendees

Total Attendees	In Business	2	Active Duty	0	Asian	0	Native Amer.	0
2	Disabled	1	Veterans	1	Black	0	Pacific Islnd.	0
Underserved	Women	0	Service Disabled Vet.	0	North African	0	White	2
1	LGBTQ	0	Reserve/Nat. Guard	0	Middle Eastern	0	Hispanic	1
			Spouse of Military Member	0				

Resources Participating

<input type="checkbox"/> SBDC	<input type="checkbox"/> Educational Institution	<input type="checkbox"/> Online Training Resource	SBA Office: None
<input type="checkbox"/> SCORE	<input type="checkbox"/> Chamber of Commerce	<input type="checkbox"/> SBA District Office	Other Govt. Agency: None
<input type="checkbox"/> WBC	<input type="checkbox"/> Trade or Professional Assoc.	<input type="checkbox"/> Native American Center	Other: None
<input type="checkbox"/> VBOC	<input type="checkbox"/> For-Profit Organization		

Attendee Fees

Fee Distribution

Attendee Count:	Full Fee #	Discount Fee #	No Show #	No Fee #	SBDC	SCORE
	0	0	0	2	\$0.00	\$0.00
Fee Income \$	Full Fee \$	Discount Fee \$	No Show \$		WBC	SBA
	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00
Other Income \$	Other \$		Total Fees Collected		Co-Sponsor	Total Distribution
	\$0.00		\$ 0		\$0.00	\$ 0

Event Notes

Public Information

Standard Fee \$	Web Info: Address,Directions, URL, etc.	Misc. Public Information
\$0.00		
Alternate Fee \$		
\$0.00		

Power Up Your Business Conference

Selling to Federal Agencies Breakout Session

Friday, October 20, 2023

	Print Name	Company	Signature
1	Rafael Caballero		Rafael Caballero
2	Doreen Martinez	Gaun Corp.	Doreen Martinez
3	Christine Williams	Williams Consulting Solutions, LLC	Christine Williams
4	Erin Dave Hunt	Signet Marketing	Erin Hunt
5	Matthew Green	Nexus Box (web development)	Matthew Green
6	Christine Williams	W	
7			
8			
9			
10			
11			
12			
13			

Lisa holds an MBA from the University of New Haven and a BSBA through the Robert Morris University of Pittsburgh. Lisa is currently pursuing her PhD in Instructional Management and Leadership with the University of Pittsburgh. She has previously served as the Statewide Director of the Connecticut and Ohio PTAC and as PTAC Director for the Northwest Commission of Pennsylvania.

Getting Ready for Government Contracting



PRESENTED BY LISA WOOD
STATEWIDE DIRECTOR
LWOOD22@GMU.EDU
VIRGINIAPTAC.ORG



1

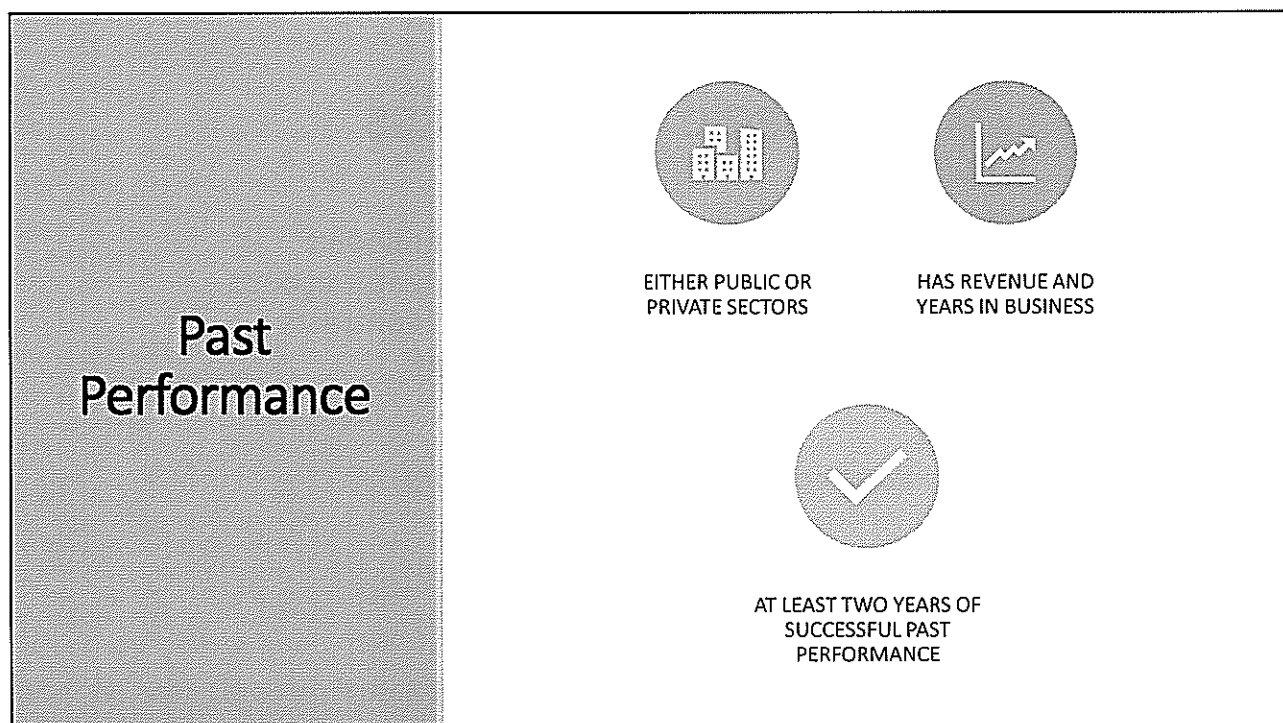
Executive Order 13985

January 20, 2021

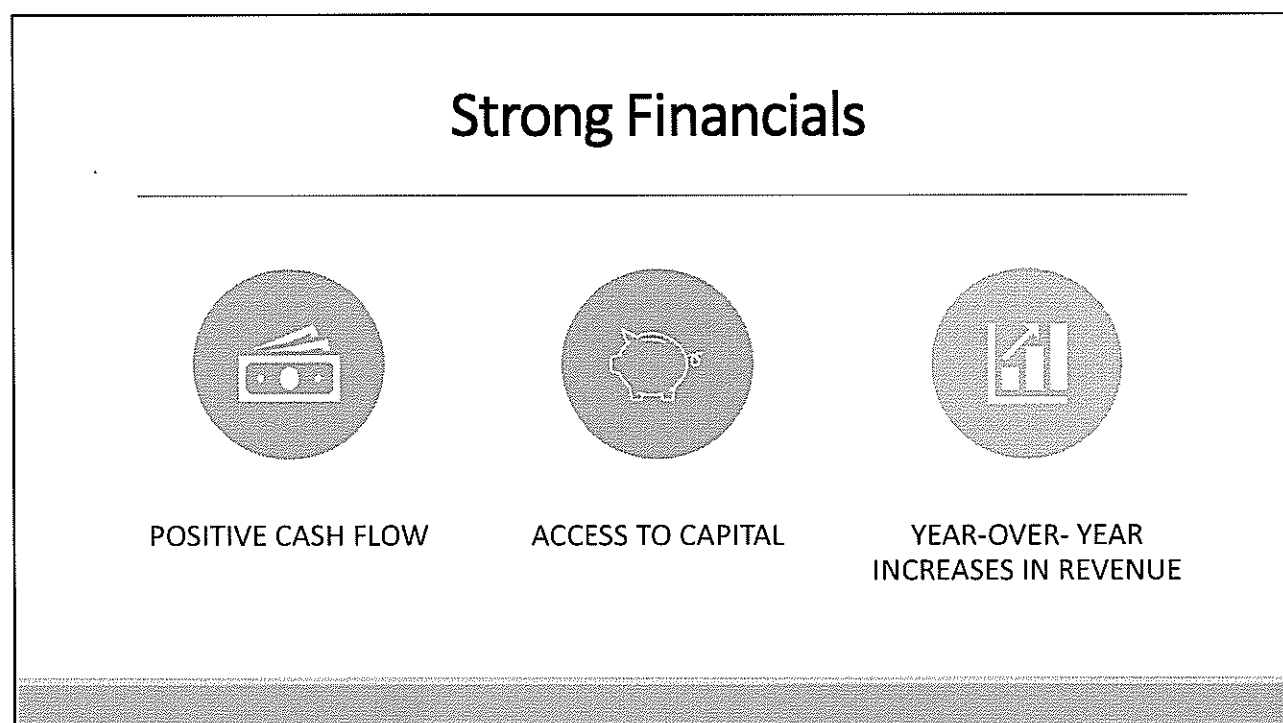
It is therefore the policy of my Administration that the Federal Government should pursue a comprehensive approach to advancing equity for all, including people of color and others who have been historically underserved, marginalized, and adversely affected by persistent poverty and inequality.

Address any barriers to full and equal participation in agency procurement and contracting opportunities identified pursuant to section 5(b) of this order.

2



5



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- Acronyms (know what they mean)
- Codes (know your unique codes, NAICS PSC)
- Databases (research all applicable)
- Regulations (know your FAR)
- Thresholds (know your limitations)
- SB Programs (See if you qualify)
- Procurement Instruments (GSA, BPO)
- Websites (Every Prime and Agency has one)

The Government Language

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Getting Started

- EIN
- UEI
- Register in SAM
- Complete the Dynamic Small Business Search
 - ✓ Capability Narrative
 - ✓ Keywords
 - ✓ Past Performance
- Make sure your Website is Government Friendly
- Know your Resource Partners (Free)

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HUBZone (Historically Underutilized Business Zones)

Must be a small business	Must be U.S. Citizen	Principal office, manufacturing or other facility must be located in a HUBZone
35% of the employees must reside in a HUBZone location	Must be a physical address, no virtual	3% Goal — bids are set-aside

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HUBZone
(continued)

Program information

Maps Section

Application

<https://www.sba.gov/contracting/government-contracting-programs/hubzone>

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Small Disadvantaged Business (SDB)

Must be a small business

51% Ownership and day-to-day management by SDB qualified individual(s)

Socially disadvantaged: same as 8(a)

Economically disadvantaged: net worth no more than \$850k

Self-certified

12% Goal

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Veteran Owned Small Business (VOSB) Service-Disabled Veteran Owned (SDVOSB) Veteran Small Business Certification (sba.gov)



Must be a small business



51% Ownership and day-to-day management by U.S. veteran(s)



Formal Certification VOSB/SDVOSB in SBA

Allows you to bid on SDVOSB set-aside solicitations, 1 year grace period



Verified through CVE grandfathered in and 1 year added

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- *51% Controlled/owned/operated by a woman or women who are U.S. citizens
- *Holds the highest position in business
- *Makes the day-to-day business decisions
- *Ownership must be direct and not subject to conditions
- *Meet small business size standards for primary NAICS code
- *Personal net worth of less than \$850k
- *Adjusted annual income of \$400k or less
- *Market value of all assets does not exceed \$6.5mil (including value of business and primary residence)

Economically Disadvantaged Women Owned Small Business (EDWOSB)

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- Must be registered in the System for Award Management (SAM)
- Both Protégés and Mentors are required to complete an online training module as part of the application process
- Mentor-Protégé relationship should be established before starting this application – the ASMPP is not a matching program.
- Only applications submitted through www.certify.sba.gov will be considered.
- A sample Mentor/Protégé Agreement template is available at: <https://www.sba.gov/contracting/government-contracting-programs/all-small-mentor-protege-program/how-apply>

SBA's All Small Mentor Protégé Program

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Microsoft Outlook - Get Outlook x SAM.gov | Home

https://sam.gov/entity-landing

SAM.GOV®

Official U.S. Government Website
100% Free

The Official U.S. Government System for:

- Contract Opportunities (www.fbo.gov)
- Contract Data (Reports ONLY from fbo.gov)
- Wage Determinations (www.wda.gov)
- Federal Hierarchy (Departments and Subhiers)
- Assistance Listings (www.dfoa.gov)
- Entity Registration including Disaster Response Registry
- Entity Reporting SCR and Bid/Pretimed Reporting
- Exclusions

Register Your Entity
Register your entity to get started doing business with the federal government.

- Get Started
- Renew Entity
- Check Registration Status

Already know what you want to find?

Select Domain... e.g. 1006N020Q02

https://sam.gov/entity-landing

Have Questions about SAM.gov?

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Market Intelligence

- Know your competitors
- Who is buying from them
- What are their strengths, weaknesses
- Review their brochures, websites, DSBS profiles (snoop)

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http://acquisition.gov/comp/procurement_forecasts/index.html

- Acquisition Forecasts (>\$25,000)
- When they plan to purchase
- Points of contact
- Type of contracts
- Small business preference
- Also check Agency/Department/Prime Website

Acquisition Forecasts

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What the Buyer Wants to Know

Whether you can
meet their needs

Can you solve their
problems

Are you *Responsible*
and *Responsive*

Company name,
contact info, and
capabilities who you
are and what you do

Past performance
and previous
customers

Your Socio-Economic
status (last)

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Marketing Avenues



**Key- Network,
Network,
Network**



**Meet your buyers-if
possible, establish
relationships**



**Attend Conferences/
Workshops/ Industry
Days/ Matchmakers**



**Check out
Calendar Events**



**Participate in
Gov Con Training**

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Email

- Short Sound Bites
- High Value Content
- White Paper Delivery
- Capability Statement Updates
- Professional: no gmail, aol, or yahoo accounts

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State Procurement

- Not as complex as Federal
- Register in eVA (or State equivalent)
- Get SWaM certified (supplier diversity certification)
- Elect option for Bid Match (if offered)
- *Participate in State Procurement Training!*

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Local Government

- Not all use eVA or the State e-commerce site
- Determine how they procure
- Where and how they post opportunities
- Local preference
- Economic Development

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Questions?

SBDC

Summary of Training Evaluations

(Attach to Form 888)

Title of Training: Selling to Federal Agencies

Date Offered: 10/20/2023

Location: Middletown

Analysis of Responses to Question #5: "Overall, the training was worth my time and investment."

From ALL Evaluation Forms:

Number of check marks in Column 1 (Strongly Agree)	5	X	5	=	25
Number of check marks in Column 2 (Agree)	0	X	4	=	0
Number of check marks in Column 3 (Undecided)	0	X	3	=	0
Number of check marks in Column 4 (Disagree)	_____	X	2	=	_____
Number of check marks in Column 5 (Strongly Disagree)	_____	X	1	=	_____
TOTAL SCORE					<u>25 (a)</u>

Total Number of Forms Received	5
Total Number of Attendees	5
Percentage of Response	<u>100%</u>

Total Number of Forms Received	5 (b)	X	5	=	25 Maximum Score (c)
Divide (a) by (c)	=	_____	100% Level of Satisfaction		
Divide (a) by (b)	=	_____	5.00 Average Score		



SBDC Training Course Evaluation

Name of Training Class **Selling to Federal Agencies**

Date **10/20/23**

Location **Middletown. VA**

Your response to this form is very important to us as we strive to bring you the highest quality training available. The information you provide is anonymous and confidential and will be used collectively to evaluate our training program.

Please indicate one response on each line.

		Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
1. The seminar gave me a good working knowledge of the subject matter.		✓				
2. The seminar environment was conducive to my learning.		✓				
3. The handouts were helpful.		✓				
4. The presenter was knowledgeable on the subject matter.	Lisa Wood	✓				
		✓				
5. Overall, the training was worth my time and investment.		✓				

Additional comments:

What other topics you would like to see offered? _____



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2. The seminar environment was conducive to my learning.		X				
3. The handouts were helpful.		X				
4. The presenter was knowledgeable on the subject matter.	Lisa Wood	X				
5. Overall, the training was worth my time and investment.		X				

Additional comments:

What other topics you would like to see offered? _____



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5. Overall, the training was worth my time and investment.		✓				

Additional comments:

Great in depth presentation. Thank you!

What other topics you would like to see offered? _____



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4. The presenter was knowledgeable on the subject matter.	Lisa Wood	✓				
5. Overall, the training was worth my time and investment.		✓				

Additional comments:

Great class lots of useful information.

Definitely would recommend for a solid insight to the space,

What other topics you would like to see offered? _____