



The Solutions Network

Rochester, New York

Building Small Business Capacity for the 21st Century

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U.S. General Services Administration
Office of Small Business Utilization



GSA's Mission

- ❖ We help Federal agencies better serve the public by offering, at best value, superior workplaces, expert solutions, acquisition services, and management services
 - Public Buildings Service
 - Federal Technology Service
 - Federal Supply Service



❖ GSA's Three Business Lines

- Federal Supply Service
- Public Buildings Service
- Federal Technology Service



❖ Public Buildings Services

- Lease
- Construction
- Building Services



- ❖ **Federal Technology Service**
 - **Telecommunications Services and Equipment**
 - **Network Services**
 - **Information Technology Solutions**



❖ Federal Supply Service

- Office supplies and equipment
- Paper products
- Scientific equipment
- Paints and chemicals
- Automated data process equipment and services (software, training, and integration)



- ❖ **Federal Supply Service (cont'd)**
 - Motor vehicles (cars, trucks, buses, ambulances, etc.)
 - Furniture (office and household)
 - Hand tools and appliances
 - Office furnishings



❖ Federal Supply Service (cont'd)

- Services - EEO, travel and transportation, organizational management, financial management, temporary clerical support, conference planning, temporary professional support, health care cost recovery, asset management, facilities and security services



OSBU Mission

- ❖ As GSA's small business advocate, OSBU will engage in strategies that provide opportunities for small (including small business located in HUBZones, minorities, veteran, and women-owned) businesses in government procurement



❖ GSA's Small Business Utilization Centers, OSBU's regional partners

- Boston, MA
- New York, NY
- Atlanta, GA
- Chicago, IL
- Kansas City, MO
- Ft. Worth, TX
- Denver, CO
- Los Angeles, CA
- Auburn, WA
- Washington, DC

❖ Small Business Utilization Centers are located in 11 major cities, including a satellite center in San Francisco, CA



❖ Federal Supply Schedule Contracts

➤ Schedule contracts are:

- Five-year contracts, with one five-year option for approved vendors to provide products/services to any Federal Agency
- Chosen as the “preferred source of supply” by DOD and most civilian agencies
- “License to hunt” for opportunities in the Federal government
- Synonymous with a “GSA number” or “getting on GSA list”
- Over 80% of schedule contract holders are small business owners



- ❖ Obtain copies of the:
 - Federal Acquisition Regulation
(www.arnet.gov)
 - General Services Administration Acquisition Manual



- ❖ Where do I find the appropriate schedules solicitation?
 - Visit FEDBizOpps.gov
 - Register with the Electronic Acquisition Notification service
 - Reference the FSS vendor guide website: www.apps.fss.gsa.gov/vendorsguide



- ❖ Popular Schedules for Small Businesses
 - Information Technology (IT) – general purpose commercial information technology equipment, software, and services
 - Management, Organization, and Business Improvement Services (MOBIS) – consulting services, facilitation services, survey services, training services, support products, privatization support services and documentation (A-76), introduction of new services



❖ FSS Acquisition Centers

- Office and Scientific Equipment Center
- Information Technology Acquisition Center
- Services Acquisition Center
- The Hardware SuperStore
- General Products Center
- Management Services Center
- National Furniture Center
- Office Supplies and Administrative Services
- Office of Vehicle Acquisition and Leasing Services
- Office of Transportation and Property Management



❖ Successful Schedules Offer Checklist

- GSA Standard Form 1449 (cover sheet)
- Administrative proposal
- Technical proposal
- Price proposal
- Open Ratings Past Performance evaluation (formerly Dun and Bradstreet)
- Commercial sales practice format
- Representations and certifications
- Original and one copy of each proposal



❖ Administrative Proposal

- GSA SF 1449 with designated blocks completed
- Submit an original and one copy of each proposal
- Electronic transmissions are accepted by some Acquisition Centers
- All “fill-in” information completed
- Identify Special Item Numbers (SIN)
- Two copies of your dated commercial pricelist (printed, computer generation, and copies of internal pricelists)
- Representations and certifications completed



❖ Technical Proposal

- Understanding of the requirements
 - Description of the services offered per SIN
- Professional staff
 - Resumes of professional staff to be assigned work resulting from the contract
 - Education credential and demonstrated successful experience required
- Corporate experience
 - Descriptions of work performed within the past two years
 - Customer agency or firm name, name of person whom work was performed, and telephone number for verification, if necessary
 - Submit an original and one copy



❖ Price Proposal

- Two copies of company's commercial pricelist/catalog indicating what products/services are offered
- Cost information should show how offeror arrived at proposed price
- Include Industrial Funding Fee (IFF) of .75% in price proposal
- Prices submitted should be most favored commercial customer prices
- Government price, commercial price, government discount
- Submit an original and one copy



❖ Past Performance

- Complete the Open Ratings (formerly Dun and Bradstreet) past performance evaluation forms
- Offeror responsible for the \$125 fee
- Maximum of 20 work experiences requested (minimum of 6)
- Check with Acquisition Center if limited corporate experience BEFORE submittal of offer



❖ Corporate Contracting

- Find just the right schedule fit for the range of services and products you offer
- Save money and increase your visibility to Federal buyers
- A single cost-effective gateway to the Federal marketplace
- Eliminate redundancy and duplication



- ❖ **Components of a Complete Offer**
 - Prepare administrative, technical, and price proposals (an original and copy of each)
 - Commercial sales practice format
 - Open Ratings Past Performance completed
 - Additional data such as but not limited to:
 - Letter of supply from manufacturer
 - Any supporting documentation in pricing proposal
 - Representations and certifications completed
 - Send to Acquisition Center address in Block of GSA SF 1449



❖ Contract Negotiations Process

- GSA contracting officer will be assigned to review your offer
- The CO will send a deficiency letter if additional information is needed
- Pricing negotiations in person or by telephone



❖ Contract Negotiation Process

- CO will ask for a written final proposal revision to confirm the terms and conditions agreed upon
- Upon award of contract, the CO will return a copy of the contract to you along with one copy of the catalog/pricelist
- CO will send vendor start-up kit GSA Advantage!™



- ❖ **GSA Advantage!™**
 - On-line shopping network that Federal agencies access to buy products/services from FSS Schedule Contract Holders
 - Vendors can browse by category, word search, etc., to view pricing of firms already on Schedule
 - Log-in and Zip Code no longer required (as of August 1)



❖ GSA Advantage!™

- FY 2003 sales reached \$221 million, with over 500,000 orders placed
- More than 6 million FSS products and services from 11,000 FSS vendors



❖ How Federal Agencies Order from Schedules

- Under \$2,500 (micro-purchase threshold)
 - Order from any schedule contractor
- Over \$2,500
 - Prepare a statement of work
 - Look at three price lists or “GSA Advantage!™”
 - Evaluate and make a “best value” selection
- Orders over the maximum order threshold
 - Review additional price lists
 - See price reductions from contractors



❖ Blanket Purchase Agreements

- BPAs provisions included in schedule contract solicitations
- Permit schedule users and contractors to set up “accounts” to fill recurring requirements
- Accounts establish terms, period of time, frequency of ordering, discounts, delivery locations, etc.



❖ Price Reductions

- Contract provisions allows schedule contractors to reduce contract price
- Customers request price reductions when a potential for lower prices exist (e.g., large orders)



- ❖ Economic Price Adjustments (EPA)
 - Prices must be held for 12 months from date of award
 - Thereafter, adjustable 3 times each 12 months per contract up to max of 10%
 - Prices can always be lowered



❖ FY 2003 Purchase Card Statistics

➤ Government-wide

- \$16.4 billion in purchase card sales
- 26 million transactions
- 326,850 cardholders

➤ GSA

- Over \$119 million in purchase card sales
- Over 172,000 transactions
- 2,980 cardholders



❖ Report of Sales

- Form 72-A
- Submitted quarterly



- ❖ Schedules Contracting
 - Approximately two weeks
- ❖ Regular Contracting
 - Minimum of 268 days



❖ Marketing Strategies and Hints for Locating Federal Contracting Opportunities



❖ Marketing GSA's Customer Agencies

- Obtain from GSA contracting officer or point of contact a listing of current customer agencies or those who expressed an interest in the schedule
- Monitor FedBizOpps frequently
- Obtain information/guidance from Small Business Offices in the agencies you wish to market
- Review Forecast of Contracting Opportunities



- ❖ Marketing GSA's Customer Agencies (cont'd)
 - Subscribe to trade magazines and professional journals
 - Attend Procurement Networking Sessions, vendor outreach events, small business conferences, workshops, seminars, etc.
 - Obtain information through the Freedom of Information Act
 - Obtain a standard or a special procurement report from the Federal Procurement Data Center



❖ Hints for Business Success in the 21st Century

- Make sure your business has more than one contracting vehicle in place
 - Federal supply schedule contract
 - 8(a) Certified business
 - Certified small disadvantaged business
 - Government-wide Agency Contracts (GWAC)
 - Woman-owned business
 - HUBZone certified
 - Blanket purchase agreements



❖ Hints for Business Success in the 21st Century (cont'd)

- Business cards should indicate what your company does
- Accept the Government Purchase Card
- Attend GSA Small Business Outreach events
- OSBU web page: www.gsa.gov/smallbusiness
- Network, network, network



❖ Hints for Business Success in the 21st Century (cont'd)

- Advertise in the Federal Supply Service magazine
MarkeTips
 - Advertising space is FREE (for now!)
 - Magazine distributed to all Schedules customer agencies
 - Published bi-monthly on the first day of the month of January, March, May, July, September, and November
 - Each Acquisition Center sets deadlines for ad materials



❖ Federal Information Resources

- Small Business Administration (SBA) – district, regional, and branch offices, SCORE, SBDC, Business Information Centers, Women’s Business Centers – www.sba.gov
- Minority Business Development Agency (MBDA)
- Procurement Technical Assistance Centers (PTAC) – www.sellingtothegovernment.net



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