ALASKA NATIVE
PROCUREMENT AND
TECHNICAL ASSISTANCE
CENTER (NPTAC)

DAVID MATEKOVICH, PROGRAM MANAGER

# Doing Business With The Federal Government

TROY RYDER, NPTAC COUNSELOR



- 1. Safety / Housekeeping.
- 2. Who we are.
- 3. Training Objectives.
- 4. Class Schedule.
- 5. Training Overview.

#### Staff

#### David Matekovich – AK NPTAC Program Manager

David Matekovich serves as Program Manager overseeing the Alaska NPTAC Grant Program for the Potawatomi Business Development Corporation / PBDC Federal Group. David served in the United States Army, with service including Operation Desert Shield / Desert Storm in Saudi Arabia and Iraq; NATO JFOR Peacekeeping Operations in Bosnia; as well as various overseas and stateside assignments.

After his military service, David earned a Business Management degree from Montana State University and worked for the U.S. Postal Service before relocating to Alaska to work for the U.S. Small Business Administration. David later retired from Federal employment and started a consulting firm focused on the needs of small businesses before joining PBDC. With his strong background in Federal contracting and SBA programs, combined with knowledge of standard business practices and methods, David seamlessly transitioned into his current role with the NPTAC grant program. David and his wife, Mary, currently reside in Anchorage, AK.

#### Staff

### Troy Ryder - Counselor

Troy Ryder is the resident counselor for Alaska NPTAC, where he helps Alaskan-based Native American businesses get the support they need to effectively secure contracts related to work with the federal government.

Troy is uniquely qualified to guide businesses in this effort, having worked for the State of Alaska and the Federal Government, including the Small Business Administration (SBA). As part of his work with the SBA, he helped coordinate marketing and outreach programs targeting the needs of small businesses.

Prior to his careers in government, Troy served for four years in the U.S. Marine Corp. He is proud to continue serving his country by counseling Native American business owners on how to best utilize government programs to grow their businesses.

#### What is Alaska Native PTAC?

The Alaska Native Procurement and Technical Assistance Center (PTAC) is a non-profit entity operated by the Potawatomi Business Development Corporation and funded by the Defense Logistics Agency (DLA) through a Federal Grant.

The United States recognizes a government-to-government relationship, as well as a unique legal and political relationship, with federally recognized tribes. This relationship is set forth in the Constitution of the United States, treaties, statutes, Executive Orders, administrative rules and regulations, and judicial decisions. Honoring these relationships and respecting the sovereignty of tribal nations is critical to advancing tribal self-determination and prosperity.

Measures such as the Indian Reorganization Act, the Buy Indian Act, the Alaskan Native Settlement Claims Act, and the Tribal Employment Act Ordinance can impact contracting with the United States federal government as well as tribal governments.

The Alaska NPTAC strives to provide outreach, counseling and guidance to Alaska Native owned, Tribally owned and Native American (individual) owned ed businesses or Alaska Native Corporation owned businesses located or headquartered in the state of Alaska.

Native PTAC provides professional, specialized assistance to businesses owned by Native Americans individuals, Tribes and Alaska Native Corporations that are based in the State of Alaska. Our services enable businesses to identify contracting opportunities with the federal, state and local governments, as well as with prime contractors who work with government agencies.

Alaska NPTAC offers a wide range of assistance, including:

#### Counseling -

- Identifying marketing opportunities for your products and services
- Understanding Federal, State and local government contracting requirements
- Submitting required certifications and registrations
- Preparation and submitting bids and proposals
- Post-award functions

#### Outreach

- Public awareness of NPTAC, events, workshops, seminars, or other related training
- Work with local resource partners to provide training and counseling

#### Guidance

- Understanding Federal, State and local government contracting requirements
- Federal, State and local government contracting laws, policies and procedures

### Training Objectives –

- Provide on-going training for business owners interested in government contracting.
- Expand our Native PTAC Clientele.
- Provide the training, counseling and resources to help our clients succeed in government contracting.

#### Class Schedule -

- 09:00 09:15 Introduction
- 09:15 10:15 Presentation
- 10:15 10:30 Break
- 10:30 11:40 Presentation
- 11:40 12:00 Q&A

#### **Training Overview**

- 1. Government as a Client
- Legal Business Entity / Registrations
- 3. Business Planning
  - Marketing Strategy / Marketing Materials
  - Special Programs / Certifications
  - Partnership / Mentorship
- 4. Federal Contracting Basics
  - Contract Methods and Types
  - Solicitations / Requirements
  - Contract Performance / Reporting
  - Contract Wrap-up / Evaluation

### Government as a Client

Government as a Client - Why should you consider selling to the Government?

Federal, State and Local Government are potential customers.

According to figures published by the U.S. Government:

- The Federal Government is one of the largest purchasers of goods and services in the U.S.
- In Fiscal Year 2018, the Federal Government obligated over \$6 trillion for its budget and spent over \$4 trillion.
- Federal contracts represented approximately 14% of the Federal budget, totaling more than \$554 billion.
- Let's look at the top 10 agencies (total contracting dollars spent) for FY 2018.

## Government as a Client

Department	Total Actions	Total Dollars	% Total Dollars
Department of Defense	36,331,564	\$358,314,151,711	64.66%
Department of Energy	11,618	\$31,958,978,249	5.77%
Department of Veterans affairs	4,104,976	\$26,950,876,825	4.86%
Department of Health and Human Services	82,293	\$24,587,590,798	4.44%
Department of Homeland Security	77,938	\$18,262,058,884	3.30%
National Aeronautics and Space Administration	29,663	\$18,034,975,134	3.25%
General Services Administration	200,374	\$14,043,814,277	2.53%
Department of State	83,960	\$9,927,428,888	1.79%
Department of Justice	134,474	\$7,838,558,804	1.41%
Department of Transportation	35,769	\$6,946,726,084	1.25%
Total	41,384,983	\$554,121,030,614	

## Legal Business Entity / Registrations

Before you can receive a Federal Contract -

Must have a legal business entity:

- Current State Filings Business Type
  - Sole Proprietorship / DBA (doing business as)
  - Partnership / Limited Liability Partnership (LLP)
  - Limited Liability Company (LLC) Articles of Organization
  - Corporation (C Corporation / S Corporation) Articles of Incorporation
- Licenses (Business License / Special Licenses)

## Legal Business Entity / Registrations

Before you can receive a Federal Contract -

Business, owners and Principals must be in good standing:

- Not suspended or debarred from Federal Contracting
- Current with all Federal financial obligations / taxes

### Must have active / updated registrations:

- IRS Employee ID Number (EIN) or Taxpayer ID (TIN)
- Dunn & Bradstreet DUNS Number
- System for Award Management (SAM) Profile

- Most business fail within the first year.
- Of those who survive the first year, most do not realize profit until year 3 or later.
- The majority of business that fail do so because:
  - Inadequate capital (funding)
  - Inadequate management experience
  - Inadequate business infrastructure
  - Inadequate marketing
- Most of these failures can be addressed through proper planning.

### Marketing Strategy / Plan – Considerations

- Do we have sufficient capital and resources?
- Do we have sufficient business infrastructure?
- Do we have sufficient management experience?
- How can we rapidly develop our capacity and capabilities?
- What improvements can we make to our processes and improve our efficiency?
- How do we expand into new markets (customers)?
- How do we expanded our service / product offerings?

### Marketing Strategy / Plan

- What are Markets?
- We define a Market by looking at its characteristics
  - A market [for a particular product or service] consists of both existing and potential customers who
    need a product or service and have the ability and willingness to pay for it.
  - Markets include the sellers and the buyers of products or services.
  - Markets facilitate sales goods and services and allow for their distribution.
  - Markets determine the price of products and services by allowing buyers and sellers to negotiate (supply and demand).

#### Marketing Strategy / Plan.

- A Marketing Plan is a strategy for selling your products or services.
- A Marketing Plan involves research to identify and understand your customers and specifically, their needs and wants.
- A Marketing Plan may include information from your potential or existing customers.
- A Marketing Plan allows you to identify important information about your customers:
  - What they are buying?
  - When and how often they buy it?
  - How much do they normally buy and how much they typically spend?
  - Who do they normally buy from and where do they buy it?
  - Why did they buy it from a particular seller?

#### Develop a Marketing Strategy / Plan

- What products / services do we sell?
- Where can we sell our products / services and who is buying them?
- What does it cost to produce / sell our service products / services?
- How do we reach our target customers and convince them to buy from us?
- What are our company's SWOT (Strengths, Weaknesses, Opportunities and Threats)

Develop Marketing Materials (Statement of Qualifications / Website / Business Cards)

- Keep it simple / be direct
- Who we are / What we do / What we've accomplished so far

#### Special Programs / Certifications

- Which programs do we qualify for and how do we get certified?
- U.S. Small Business Administration (SBA) Programs:
  - 8(a) Program.
  - HUBZone Program.
  - WOSB Program.
  - SDVOSB Program.
  - Small Business Set Aside contracts.
- Department of the Interior Bureau of Indian Affairs (Buy Indian Act).
- Indian Incentive Program.
- Veterans Administration (Veteran-owned businesses).
- State Programs (Alaska Department of Transportation).

#### Partnership / Mentorship Strategies

- Prime Sub relationships. Start small, think big. How many drivers are there on a bus?
- Teaming bring in your own subcontractors and submit a proposal using a team approach.
- Mentorship formal programs sponsored by federal agencies.
  - SBA All Small Mentor-Protégé Program.
  - SBA 8(a) Mentor-Protégé Program.
  - Department of Defense Mentor-Protégé Program.
  - Department of Transportation Mentor-Protégé Program.
  - Department of Homeland Security Mentor-Protégé Program.
- Joint Ventures formal partnerships with other contractors. Shared responsibilities.

Federal Acquisition Regulations (FAR)

48 CFR 5.002 - Policy.

Contracting officers must publicize contract actions in order to -

- Increase competition;
- · Broaden industry participation in meeting Government requirements; and
- Assist small business concerns, veteran-owned small business concerns, service-disabled veteran-owned small business concerns, HUBZone small business concerns, small disadvantaged business concerns, and women-owned small business concerns in obtaining contracts and subcontracts.

### Contracting Methods And Contract Types

- 13 Simplified Acquisition Procedures
- 14 Sealed Bidding
- 15 Contracting by Negotiation
- 16 Types of Contracts
- 17 Special Contracting Methods
- 18 Emergency Acquisitions
- 19 Small Business Programs

#### **Contracting Methods And Contract Types**

### FAR 13 - Simplified Acquisition Policy

- Agencies shall use simplified acquisition procedures to the maximum extent practicable for all purchases
  of supplies or services not exceeding the simplified acquisition threshold (including purchases at or
  below the micro-purchase threshold).
- This policy does not apply if an agency can meet its requirement using:
  - Required sources of supply under part 8 (e.g., Federal Prison Industries, Committee for Purchase from People Who are Blind or Severely Disabled, and Federal Supply Schedule contracts);
  - Existing indefinite delivery/indefinite quantity contracts; or
  - Other established contracts.

Contracting Methods And Contract Types

Simplified acquisition threshold means \$150,000.

### Micro-purchases:

- For construction \$2,000.
- For services \$2,500.
- For all others \$3,500.

Contracting Methods And Contract Types

FAR 14 – Sealed Bidding / 15 – Contract by Negotiation

Sealed bidding and competitive proposals are both acceptable procedures for use when appropriate.

- Sealed bids. Contracting officers shall solicit sealed bids if:
  - Time permits the solicitation, submission, and evaluation of sealed bids, and;
  - The award will be made on the basis of price and other price-related factors, and;
  - It is not necessary to conduct discussions with the responding offerors about their bids, and;
  - There is reasonable expectation of receiving more than one sealed bid.
- Competitive proposals. Contracting officers may request competitive proposals if sealed bids are not appropriate.
  - Because of differences in areas such as law, regulations, and business practices, it is generally necessary to conduct discussions with offerors relative to proposed contracts to be made and performed outside the United States and its outlying areas.
  - Competitive proposals will therefore be used for these contracts unless discussions are not required and the use of sealed bids is otherwise appropriate.

#### Contracting Methods And Contract Types

#### FAR 17 – Special Contracting Methods

- Multi-year contracting. A contract for the purchase of supplies or services for more than 1, but not more than 5, program years.
- Options. For both sealed bidding and contracting by negotiation, the contracting officer may include options in contracts when it is in the Government's interest.
- Leader company contracting. Limited to special circumstances and utilized only when its use is in accordance with agency procedures.
   A developer or sole producer of a product or system is designated under this acquisition technique to be the leader company, and to furnish assistance and know-how under an approved contract to one or more designated follower companies, so they can become a source of supply.
- Interagency acquisitions. Commonly conducted through indefinite-delivery contracts, such as task- and delivery-order contracts. The indefinite-delivery contracts used most frequently to support interagency acquisitions are Federal Supply Schedules (FSS), Governmentwide acquisition contracts (GWACs), and multi-agency contracts (MACs).
- Management and operating contract. Agreement under which the Government contracts for the operation, maintenance, or support,
  on its behalf, of a Government-owned or -controlled research, development, special production, or testing establishment wholly or
  principally devoted to one or more major programs of the contracting Federal agency. JPL (CA Institute of Technology).

#### Contracting Methods And Contract Types

#### FAR 18 – Emergency Acquisitions

- Emergency acquisition provides flexibilities that are available for emergency acquisitions. These
  flexibilities are specific techniques or procedures that may be used to streamline the standard
  acquisition process.
- Emergency acquisition flexibilities means flexibilities provided with respect to any acquisition of supplies or services by or for an executive agency that, as determined by the head of an executive agency, may be used -
  - In support of a contingency operation;
  - To facilitate the defense against or recovery from nuclear, biological, chemical, or radiological attack against the United States; or
  - When the President issues an emergency declaration, or a major disaster declaration.

#### Contracting Methods And Contract Types

16 – Types of Contracts - a wide selection of contract types are available to the Government and contractors in order to provide needed flexibility in acquiring the large variety and volume of supplies and services required by agencies.

- Contract types vary according to:
  - The degree and timing of the responsibility assumed by the contractor for the costs of performance, and
  - The amount and nature of the profit incentive offered to the contractor for achieving or exceeding specified standards or goals.
- The contract types are grouped into two broad categories Fixed-price Contracts and Cost-Reimbursement Contracts.
  - The specific contract types range from firm-fixed-price, in which the contractor has full responsibility for the performance costs and resulting profit (or loss), to cost-plus-fixed-fee, in which the contractor has minimal responsibility for the performance costs and the negotiated fee (profit) is fixed.
  - In between are the various incentive contracts in which the contractor's responsibility for the performance costs and the profit or
    fee incentives offered are tailored to the uncertainties involved in contract performance.

#### Contracting Methods And Contract Types

FAR 16 – Types of Contracts - there are many factors that the contracting officer considers in selecting and negotiating the contract type, including:

- Price competition / Price analysis / Cost analysis.
- Type and complexity of the requirement / Combining contract types.
- Urgency of the requirement / Period of performance or length of production run.
- Contractor's technical capability and financial responsibility / Adequacy of the contractor's accounting system.
- Concurrent contracts / Extent and nature of proposed subcontracting.
- Acquisition history.

Solicitations / Requirements.

Where do you find information about potential Federal Contracts?

FBO - Federal Business Opportunities <a href="www.fbo.gov">www.fbo.gov</a>

- The single source for federal procurement opportunities that exceed \$25,000.
- Contains both solicitations and award information.
- Contains information for any Interested Vendors.

### Solicitations / Requirements.

Where do you find information about potential Federal Contracts?

Federally published data.

- This includes contract information, agency spending data, labor and wage information.
- Examples <u>www.usaspending.gov</u> or <u>www.fpds.gov</u>

#### Agency Websites / Contract Forecasts

- Federal agencies are required by law to compile and make available projections of contracting opportunities that small / small disadvantaged firms may be able to perform.
- Agencies typically have links to their small / disadvantaged business offices.

# Solicitations / Requirements <a href="Sample FBO Solicitation">Sample FBO Solicitation</a>:

Building 1171 Emergency Lighting Repair

Solicitation Number: W91ZRU19Q6003

Agency: Department of the Army

Office: National Guard Bureau

Location: 168 MSG/MSC, AK ANG

Notice Type: Combined Synopsis/Solicitation

Posted Date: January 8, 2019 / Response Date: Jan 23, 2019 10:00 am Alaska

Original Set Aside: N/A / Set Aside: Total Small Business

Classification Code: Z -- Maintenance, repair, and alteration of real property - NAICS Code: 238 -- Specialty Trade Contractors/238210 --

Electrical Contractors and Other Wiring Installation Contractors

Synopsis: Added: Jan 08, 2019 5:27 pm - See Combination Synopsis and Solicitation.

#### Solicitations / Requirements

#### **Sample FBO Award Notice:**

Civil Support Team Training and Evaluation Events

Solicitation Number: W91ZRUP19-R-0004

Agency: Department of the Army

Office: National Guard Bureau / Location: USPFO for Alaska

Notice Type: Award Notice - Original Posted Date: December 19, 2018 / Original Response Date: Dec 28, 2018 4:30 pm Alaska

Original Set Aside: N/A / Set Aside: N/A

Classification Code: U -- Education & training services - NAICS Code: 611 -- Educational Services/611699 -- All Other Miscellaneous Schools and

Instruction

Contract Award Date: January 4, 2019 - Contract Award Number: W91ZRU-19-P-5001 - Contract Award Dollar Amount: \$130,730

Contractor Awarded Name: ERTI - Contractor Awarded DUNS: 166528161

Contractor Awarded Address: 812 S. Adams Street Seattle, Washington 98108 United States

Place of Performance: Camp Denali Joint Base Elmendorf-Richardson Anchorage, Alaska 99515 United States

Solicitations / Requirements

Lets take a look at some data extracted from FPDS.

Department	Total Actions	Total Dollars	% Total Dollars
Department of Defense	36,331,564	\$358,314,151,711	64.66%
Department of Energy	11,618	\$31,958,978,249	5.77%
Department of Veterans affairs	4,104,976	\$26,950,876,825	4.86%
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Department of Justice	134,474	\$7,838,558,804	1.41%
Department of Transportation	35,769	\$6,946,726,084	1.25%
Total	41,384,983	\$554,121,030,614	



Solicitations / Requirements

An example of a contracting agency forecast.

Department of Homeland Security.

APFS Number	NAICS Code	Component	Sub-component	
F2016033187	811310	United States Coast Guard	Surface Forces Logistics Center	
Contract Vehicle	Dollar Range	Small Business Program	Contract Status	
Contract	\$5,000,000 to \$10,000,000	None	Recompetition	
Incumbent Florida Detroit Diesel Allison & Valley Power Systems		Contract Number HSCG40-13-D-50001 & HSCG40-13-D-51016	Contract Complete Jan. 13, 2022	
Dec. 7, 2018		Anticipated Award Quarter Q2 2019		
POC Name Michael McHale	POC Phone 410-762-6237	POC Email michael.p.mchale@uscg.mil		

#### Description

This requirement is for the potential award of a requirements contract for the overhaul of the MTU Series 60 engine & transmission installed on the 45' RBM.

#### Contract Performance / Reporting

- FAR Part 5 Publicizing Contract Actions
- FAR Part 6 Competition Requirements
- FAR Part 7 Acquisition Planning
- FAR Part 8 Required Sources of Supplies and Services
- FAR Part 9 Contractor Qualifications
- FAR Part 10 Market Research
- FAR Part 11 Describing Agency Needs
- FAR Part 12 Acquisition of Commercial Items

#### Contract Performance / Reporting

#### Generally Speaking -

- A Federal agency identifies a need for something, i.e. supplies, services, construction, etc.
- The agency summarizes their needs in requirements.
- The agency contracting staff form a contracting team, i.e. small business liaisons, fiscal, legal, and technical personnel, etc.
- The agency conducts market research.
- The agency publicizes proposed contract actions when greater than \$25k they must synopsized in FBO. Contracting officers are required to provide for full and open competition.
- Interested contractors submit bids.
- The government selects the best value contractor.

#### Contract Performance / Reporting

Audits - Contract audit responsibilities.

- Prior to commencing work on a contract, Federal Agencies often require contractor audits depending on the type of procurement, value of the purchase, etc.
- Normally, the Defense Contract Audit Agency (DCAA) is the responsible Government audit agency.
- The auditor is responsible for
  - o Analysis of the contractor's financial and accounting records or other related data as to the acceptability of the contractor's incurred and estimated costs;
  - o Reviewing the financial and accounting aspects of the contractor's cost control systems; and
  - o Performing other analyses and reviews that require access to the contractor's financial and accounting records supporting proposed and incurred costs.
- Contract administration responsibilities.
  - Each contract is assigned a contract administration office (CAO)
  - o The contracting officer normally delegates contract administration functions to a CAO.
  - The FAR lists over 70 separate, specific contract administrative functions performed by the CAO.

#### Contract Performance / Reporting

Scope of Work / Requirements.

- Scope of Work / Contract Requirements tell the contract what the government expects / needs.
- Federal Agencies define the Contract Requirements from previous requirements, by modifying or combining existing requirements, or creating new requirements to meet agency needs.
- Requirements are based on -
  - Documents mandated for use by law.
  - Performance-oriented documents
  - Detailed design-oriented documents.
  - Standards, specifications and related publications issued by the Government.
- FAR Clauses categorized into two basic categories
  - o Generic clauses these are found in the Representations and Certifications sections of the SAM profile and common to government contracts.
  - o Contract specific clauses, which are clauses that may be included depending on the type of contract or item or service being procured.

Contract Performance / Reporting

Contracting offices are responsible for—

- Receiving requirements, (including technical specifications) from the responsible activity;
- Developing comprehensive solicitations and contracts with the appropriate requirements for the contractors (quality control and quality, supplies or services to be acquired, etc.);
- Issuing any necessary instructions to the cognizant contract administration office and acting on recommendations submitted by that office;
- Verifying the contractor fulfills the contract quality requirements;
- Ensuring that nonconformances are identified;
- Determining the significance of a nonconformance when considering the acceptability of supplies or services which do not meet contract requirements.

#### Contract Wrap-up / Evaluation

#### Performance – common terms:

- Contract quality requirements the technical requirements in the contract relating to the quality of the product or service.
- Government contract quality assurance determination whether a contractor has fulfilled its obligations pertaining to quality and quantity.
- Acceptance the Government assumes ownership of supplies or approves services rendered as performance of a contract.
- Conditional Acceptance acceptance of supplies / services that do not meet the standard and the contractor is required to correct.
- Minor nonconformance a condition not likely to reduce the usability of the supplies or services for their intended purpose or is a
  departure from established standards having little bearing on the effective use or operation.
- Major nonconformance a condition likely to result in failure or reduce the usability of supplies or services for their intended purpose.
- Critical nonconformance a condition likely to result in hazardous or unsafe conditions or prevent performance of a vital agency mission.
- Patent defect a defect which exists at the time of acceptance.

#### Contract Wrap-up / Evaluation

- Contract Performance Assessment Reporting System (CPARS).
  - As of January 15, 2019 the Past Performance Information Retrieval System (PPIRS) will no longer be used.
  - PPIRS data has been merged into the CPARS.
  - CPARS.gov is now the official source for past performance information.
- CPARS performance evaluations contain both government and contractor comments to provide a balanced view of performance, allowing source selection officials to look beyond contractor references.
- Integrity records contain federal contractor criminal, civil, and administrative proceedings in connection with federal awards as well as suspensions and debarments and more.

#### Contract Wrap-up / Evaluation

- What can Government officials do here?
  - Objectively evaluate performance
  - Review relevant performance and integrity information before making an award decision
- What can Contractors/Financial Assistance Recipients do here?
  - o Comment on the government's evaluation and concur with or refute the overall performance evaluation
  - Review their active performance and integrity information which the government may use in making an award decision
  - Contractors may view only their own data.