Welcome
Introduction to Government Contracting
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Cross Timbers Procurement Technical Assistance Center
Agenda

• Who Can Bid/Offer on Government Contracts
• How the Government Buys Commodity and Services (SAMMI, Cage, SAM, DSBS)
• Registrations & Certifications (Local & SBA)
• Rules Regulations and the Law (Contract Terminations)
• GSA
• SBIR/STTR
• Research and Procurement History
• Marketing (Networking, Webpage, LinkedIn)
• All Governments
• Cyber Security

A Recorded version of this Presentation along with this Power Point may be downloaded From our Website: www.uta.edu/crosstimbers
Who Can Bid/Offer

Anybody...

However, Companies in Business for more than two years and financially healthy have a higher probability of success

Learn Before You Leap
Who Can Bid/Offer (Continued)

Federal Acquisition Regulation (FAR) 9.103(b) requires contracting officers make an “affirmative determination” of responsibility BEFORE making a contract award. The general standard a contractor must meet to be considered responsible are offered in FAR 9.104-1. (seven are given) Start-up companies must meet these two requirements for a contract award to be made:

1. Contractors must show financial responsibility which means they can keep the company running for at least the first 30 days after contract award.

**Products:** Purchase of the product and delivery costs will probably be your responsibility. The government may not pay until 30 days after delivery.

**Service (Includes Construction):** Contractor invoices after 30 days of performance. The, contractors bills the government and the government may not pay for an additional 30 days.
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2. Contractors must show **satisfactory performance** on projects similar in size and scope of the project they are seeking. Normally the solicitation will ask for three to five similar projects that have been completed or substantially completed within the past five years.
How the Government Buys Commodities and Services

• **Services:**
  - Product Service Codes (PSCs) A-Z
    Example: Y is Construction

• **Commodities:**
  - Federal Supply Codes (FSCs) 10-99
    Example: 71 is Furniture

http://support.outreachsystems.com/resources/tables/pscs/
North American Industry Classification System or NAICS Code

• Used to Classify Business Establishments
• Managed by the United States Census Bureau

• Six Digits Broken Down as follows:
  • XX Industry Sector (There’s 20)
  • XXX Sub Sector
  • XXXXX Industry Group
  • XXXXXX Industry
  • XXXXXXX U.S., Canada or Mexico Specific
  • 236115 (17 Different Construction Areas)

• 1,170 Industries

https://www.census.gov/eos/www/naics/
DUNS Number
Data Universal Numbering System
D-U-N-S

• Unique nine-digit identifier for businesses
• The number is only assigned to one company
• Dun & Bradstreet assigns the nine-digit number to a company at no charge
• DUNS Numbers are assigned during the System for Award Management (SAM) Registration
SAMMI will soon replace the DUNS

- System for Award Management Managed Identifier or SAMMI
- DUNS Number will be phased out over the coming months (Estimated they will be gone by December 2020)
- If Ernst & Young contract goes the full 20 years like the current Dun & Bradstreet, the contract could be worth $42 Billion
- Cross Timbers will keep our clients informed
Cage Code

Commercial and Government Entity Code
(Cage Code)

- Five-Character Identifier for companies pursuing business with the Federal Government
- Assigned by DLA office in Battle Creek, MI at no charge during the SAM Registration
- DUNS Numbers are assigned during the System for Award Management (SAM) Registration as well
- Cage Codes are primarily used by the Department of Defense (DoD)
SAM vs beta SAM

- Managed by GSA
- Beta SAM will become official U.S. government website for folks who make, receive, & manage federal awards
- GSA will bring all data over from the original websites, including entity registration & historical contract data
- Note: Your entity registration will automatically transition here when the original SAM.gov is retired
Dynamic Small Business Search (DSBS)

- Small Business Administration (SBA) Database
- Created for Primes to find Small Businesses
- Used by Primes, Contracting Officers & Other Small Businesses to locate Team Partners
- How Important is it for this Database to be PERFECT?
- Only way to get there is from the last page of SAM

It’s Super Important To make your DSBS PERFECT!
State & Local Registration & Certifications

Texas Hub
www.window.state.tx.us/procurement/prog/hub/

NCTRCA
www.nctrca.org

https://sctrca.org
Registrations & Certifications
www.sba.gov

certify.SBA.gov

U.S. Small Business Administration

Women’s Business Council Southwest

Native Corporation

Hawaiian Native Corporation
Your Company Webpage

• Easy to use

• Show DUNS Number and Cage Code (Makes it easy to locate your company at DSBS)

• Hyperlink to your LinkedIn
Hyperlink to your Website

Show DUNS Number and Cage Code in “About” section

Professional Background

>500 Connections
There are Many Governments Therefore many Buyers
THE GOVERNMENT AS A CUSTOMER

- THE GOVERNMENT DEFINES THE BUSINESS AND ESTABLISHES THE RULES

The Golden Rule Applies Here

- IF YOU WANT TO DO BUSINESS WITH THE GOVERNMENT - YOU DO IT ON THEIR TERMS
- FEW OF THE RULES ARE “NEGOTIABLE”
- GOVERNMENT REPRESENTATIVES HAVE LITTLE DISCRETION IN ESTABLISHING THE RULES
Government vs. Commercial

The Differences....

• Unilateral Right to Make Changes
• Equitable Adjustments
• Audit and Surveillance Rights
• Compliance With Social and Economic Programs
• May be Limitation on Profit or Amount and Type of Costs
• Absolute Right to Terminate

Termination for Convenience (T4C)
Termination for Default (T4D)
Definitions for more than 1,500 terms and phrases
• Some government organizations claim to be exempt from the FAR. Examples are:
Definitions

- Should
- May
- Must
- Will
- Shall
• Invitation for Bid (IFB)

vs

• Request for Proposal (RFP)
General Services Administration (GSA)

• Mainly supplies products and communications for U.S. Government offices
• GSA Contracts are known as GSA Schedules or Federal Supply Schedules which are Indefinite Deliver Indefinite Quantity (IDIQ)
• They make it easier for government employees to purchase items by only having to issue a Task Order
• GSA Advantage allows government employees to online shop

• Things to consider:
  • Time & Money
  • Marketing
  • Catalog

https://www.gsa.gov/small-business/is-gsa-right-for-you
Small Business Innovation Research (SBIR) & Small Business Technology Transfer (STTR)

• Phase I: Under $150,000. Establish technical merit, feasibility, and commercial potential of R&D efforts
• Phase II: Continue R&D efforts for those awarded in Phase I
• Phase III: Small Business Pursues commercialization. No Federal Funding

http://www.uta.edu/crosstimbers/pages/SBIR%20STTR/index.php

https://www.sbir.gov/about/about-sttr
• DSBS
• Subcontracting Network (SubNet)  
https://eweb1.sba.gov/subnet/client/dsp_Landing.cfm
• Bid Matching
• FedBizOpps (FBO)  
  • Beta.SAM
• Networking
One-Page Capabilities Statement

One-Page
Core Competencies
DUNS/SAMMI Number
Cage Code
Webpage
One-Page
Primary NAICS and PSC
Certifications
Contract Vehicles
Past Experience
One-Page
Office Locations
Accept Credit Cards
Colorful Graphics
Company Logo

One-Page
Staff Size
Technical Ability
Ability to Manage
Quality Certifications
One-Page
Teaming Partners
Government Agencies
Type of Contracts
Year Started in Business
One-Page
Email & Phone Number
References
NAICS Codes
Bonding

Did I mention only One-Page?
Custom Market Research Reports

NAICS/Project Service Code – Procurement History
• Customized to fit your company’s specific needs
• Key decision Maker Contact Information
• More Information:
  [http://www.uta.edu/crosstimbers/pages/research-reports/index.php](http://www.uta.edu/crosstimbers/pages/research-reports/index.php)
Electronic Commerce & Webinars

Bid Matching Service:
• Both as a Prime and as a Sub
• First 30 Days are Free
• $200 a Year

Webinars:
• Introduction to Government Contracting
• Proposal Preparation
• One-Page Capabilities Statement
• SAM Registration

http://www.uta.edu/crosstimbers
- DoD Contracts have Cyber Security Paragraphs
  - National Institute of Standards and Technology (NISC) Special Publication 800-171
  - Defense Federal Acquisition Regulation Supplement (DFARS) Paragraph 252.204-7008

Cybersecurity Maturity Model Certification (CMMC)
To Request our Services:
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How to find a PTAC near you:
https://www.dla.mil/SmallBusiness/PTAP/AllLocations/