

PTAC - Government Contracting Assistance for your Business

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Mission

- PTAC works with businesses to train them in the pursuit of prime **government** contracts or subcontracts
 - Not grants or B2B
- PTAC services are **FREE** to our clients*
 - * Some training events may require a fee to defray expenses of the event (i.e. facility rental, etc.)

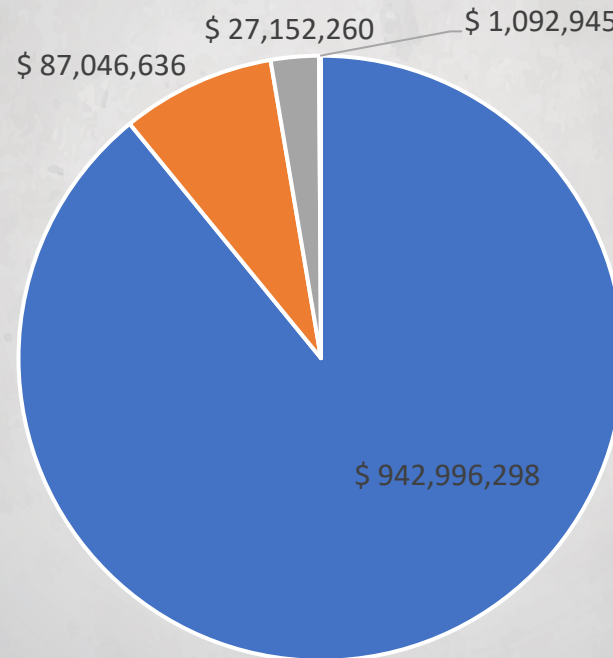
Funding

- PTAC funding for the Ohio University PTAC comes from three sources in descending order of contribution
 - Federal Government (Defense Logistics Agency)
 - Ohio University
 - State of Ohio
- PTAC is not affiliated with any business or for profit enterprise – independent and free of bias

Government Contracting is Big Business

CY 2019 Contract Dollars to Ohio PTAC Clients

**\$1B+ in
prime &
subcontracts!**



■ Federal Prime Contracts ■ Federal Subcontracts ■ State & Local Prime Contracts ■ State & Local Subcontracts

Federal Contracting

- Huge Market
 - \$681+ BILLION! In FY 2020
 - Buy practically everything
- On-time payment
- Great repeat customer
- Bring the \$\$\$\$ to Northern Ohio and to your top line
- Some company somewhere is getting this work, why not you?

Federal Spending Goals

Small Business – 23% (\$136+ Billion)

5% (\$25+ Billion) Women-Owned

5% (\$25+ Billion) Disadvantaged/8(a)

3% (\$15+ Billion) HUBZone

3% (\$15+ Billion) Service-Disabled Veterans

The Veterans Administration

- 12% Veteran-Owned
- 10% Service Disabled Veteran-Owned

Research

Who purchases your products/service? How Often? When?
How Much? From What Company?

- Know your NAICS
www.census.gov/naics
- Resources
 - System for Award Management
 - <http://sam.gov>
 - USA Spending
 - www.usaspending.gov
- Acquisition.Gov
 - <http://www.acquisition.gov/>

Purchasing

- Sealed Bidding
 - Open to all vendors/Awarded to best offer
- Request for Proposal (RFP)
 - Evaluation based on several factors incl. price
- Micro-purchases
 - Up to \$10,000
 - CO selects vendor
 - Credit Card
- GSA Schedule
 - Pre-approval of product/service and price

Required Registrations



- SAM – System for Award Management
 - If you want to do business on the Federal level, you MUST be on SAM!
 - www.sam.gov
 - DUNS Number – call 1-866-705-5711
 - SBA Small Business Dynamic Database

DO NOT PAY FOR SAM!!!!!!

SAM.GOV
Official U.S. Government Website
100% Free

The Official U.S. Government System for:

- Contract Opportunities** (was fbo.gov)
- Contract Data** (Reports ONLY from fpds.gov)
- Wage Determinations** (was wdol.gov)
- Federal Hierarchy** (Departments and Subtiers)
- Assistance Listings** (was cfda.gov)
- Entity Information** (Entity Registrations, Disaster Response Registry, Entity UEI and Exclusions)
- Entity Reporting** (SCR and Bio-Preferred Reporting)

NEW
Register Your Entity or Get a Unique Entity ID
Register your entity or get a Unique Entity ID to get started doing business with the federal government.

[Get Started](#)

[Renew Entity](#)

[Check Registration Status](#)

Capability Statement

Your Logo Here

TargetGovTip: This is a content & design template. Show your logo and contact information, with a specific person's name, phone, and email.

Capability Statement

Core Competencies:

Tailor your Capability Statement to reflect your audience. An example first sentence is, "[Your Company] is able to help the [Target Agency or Prime Contractor] in their requirement for [specific requirements]."

Short introduction statement relating the company's core competencies to the agency's specific needs followed by keyword heavy bullet points.

TargetGov Tip:

- No long paragraphs
- Use short sentences followed by keyword heavy bullet points
- Create a new document for each agency mission or specific opportunity
- Call this document a Capability Statement
- Preferably, this Capability Statement is one page, one side
- Go to two sides only if absolutely necessary
- Save and distribute as a PDF, not a Word, PowerPoint, or other format

Differentiators:

Identify what makes you different from your competitors and how this benefits the targeted agency.

TargetGov Tip: Relate your key differentiators to the needs of the agency, prime, or teaming partner.

Sample Differentiator Questions

- Why did your biggest customer want you?
- How and why is your company the best choice for the needs of this opportunity or agency?
- What is it about your services/products that make you stand out from the rest?

Past Performance:

List past customers for whom you have done similar work. Prioritize by related agency, to all federal to all other government to commercial contracts. If the past projects do not relate to the targeted agency's needs, do not list.

TargetGov Tip: Ideally, include specific contact information for immediate references. Include name, title, email, and phone.

Your address, phone numbers (voice, mobile, and fax), email, website, and other related contact information

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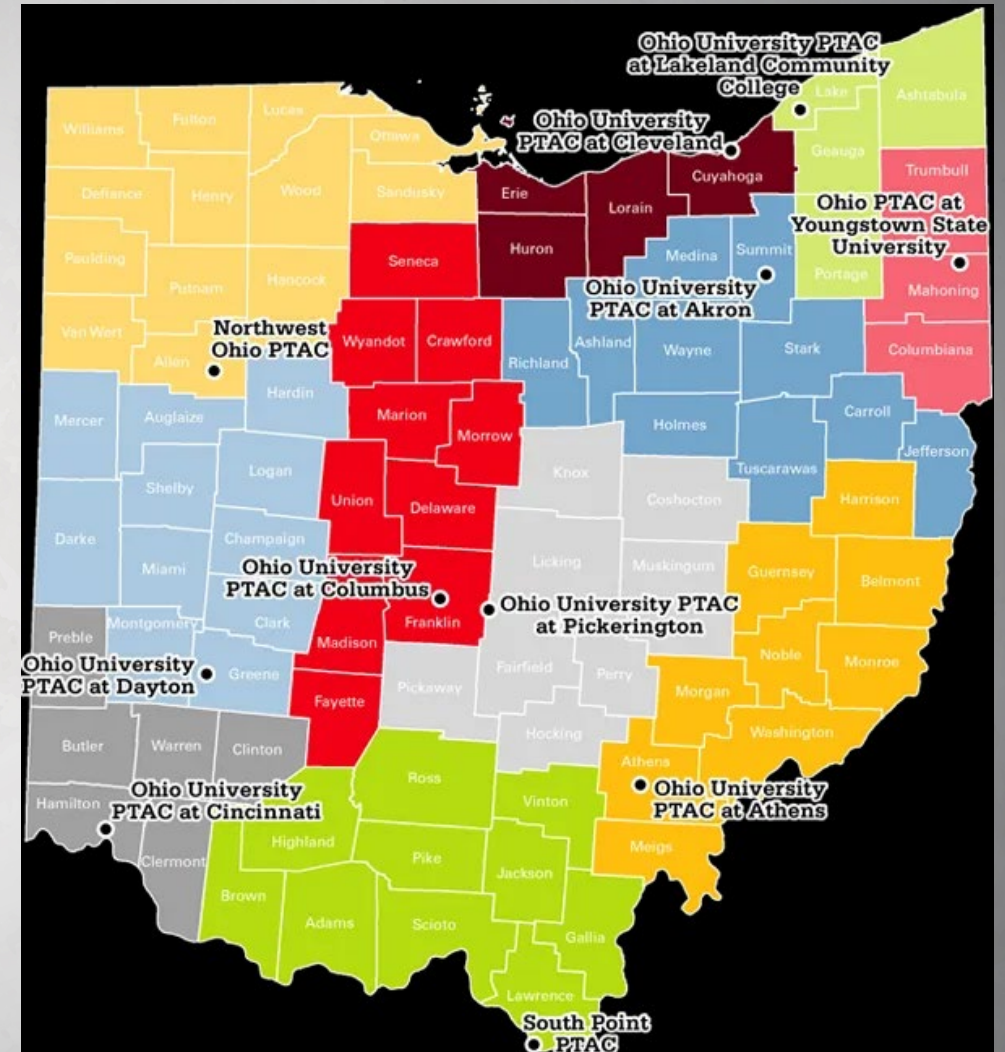
Services Include

- Federal, State & Local Government procurement
 - Certifications – assist with application
 - SAM registration – unique to Federal Government
 - Veteran Verification – required for VA contracting
- Capability Statement – one page business resume
- Identify opportunities – bid matching
- How to respond to government solicitations
- Marketing
- Other topics such obtaining a GSA Schedule

How to Obtain PTAC Services

- Select the PTAC office that services the county where your business resides
- Complete the on-line application at:
 - <https://ptac.ohio.edu/>
 - select the New Client Registration tab
- Will schedule an initial appointment
- PTAC will support you to the level you desire – can not represent your company to the government

- 15 Procurement Professionals in Ohio
- <https://find.govcontracts.ohio.gov/contact>
- 300 Across the Country
- <https://www.aptac-us.org/>



Summary

- Government procurement is tough – strong competition for every solicitation
- If you don't understand the process and procedures, you are at a very severe disadvantage
- Network, Network, Network
- Ensure you are ready for government procurement before you begin
- Your local PTAC office is ready to help!

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