

PTAC - Government Contracting Assistance for your Business

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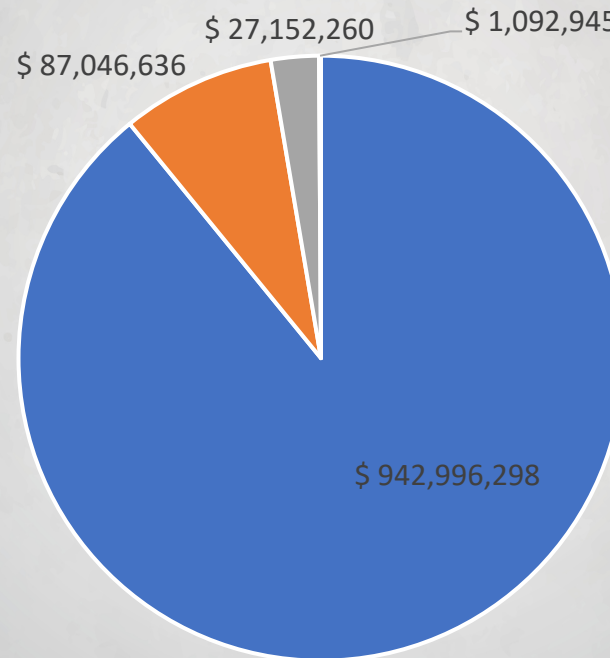
Federal Contracting

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

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 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

Making the Decision

- Does the Government buy your product/service?
 - Practically EVERYTHING
- What is your core competency?
 - Define what you can do best
- Is your commercial market strong?
- Do you have adequate financial resources?
- Are you willing to make the investment?





Research Your Market

Who purchases your products/service? How Often? When? How Much?
From What Company? At what price? How does the agency buy?

- Know your NAICS
 - www.census.gov/naics
- Resources
 - System for Award Management
 - Previously FBO – Federal Business Opportunities
 - Federal Procurement Data System (FPDS)
 - USA Spending
 - www.usaspending.gov
 - FAS Schedule Sales Query Plus (SSQ+)
 - <https://d2d.gsa.gov/report/fas-schedule-sales-query-plus-ssq>
 - DLA-BSM Internet Bid Board System
 - <https://www.dibbs.bsm.dla.mil>

SOLICITATION TYPES

- Presolicitations
 - Request for Information (RFI)
 - Sources Sought
 - Draft Documents
- Solicitations
 - Request for Proposal (RFP)
 - Request for Quote (RFQ)
 - Request for Bid (RFB)
 - Combined Synopsis/Solicitation
- Others
 - Award Notice
 - Justification Notice
 - Broad Agency Announcements

Ready to Learn More?

- Code of Federal Regulations - It's the Law!
 - 13 C.F.R. – The law that establishes how the government buys and all programs
 - www.ecfr.gov
- Federal Acquisition Regulations
 - The Rules that are used everyday!
 - Clauses and provisions in contracts, etc.
- Part 19 Small Business Programs
 - Implements Small Business Act
- Part 52—Solicitation Provisions and Contract Clauses
 - standard contract clauses and "solicitation provisions"
 - certifications, notices, and instructions to compete for a specific contract
 - <http://acquisition.gov/far>



Required Registrations

- SAM – System for Award Management
 - If you want to do business on the Federal level, you MUST be in SAM!
 - www.sam.gov
 - DUNS Number NO longer required
 - 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**
Entities, Disaster Response Registry, and Exclusions
- Entity Reporting**
SCR and Bio-Preferred Reporting

NEW [Learn More](#)

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](#)

Certifications

- Formal Certification
 - <https://www.sba.gov/federal-contracting>
 - 8a
 - HubZone
- Verification (for VA contracts only)
 - <https://www.va.gov/osdbu/verification>
 - SDVOSB
 - VOSB
- Self Certification
 - Small Business
 - Veterans and SDVOSB
- Recent changes to Woman Owned
 - beta.certify.sba.gov
 - 3rd party certifier



Agencies can set-aside (restrict competition) to any of the above groups if market research shows that there is adequate competition.

Federal market research is done with **Sources Sought** posted notices in www.sam.gov

Develop a Capability Statement

A Capability Statement is a one-page document that highlights a company's areas of expertise. It tells potential customers who you are, what you do and what sets you apart from your competitors.

Information to include:

- Core competencies
- Past Performance
- Unique Facilities or Equipment
- Corporate Data
- Contact Information

Compliance and Standards

- **Cybersecurity**

- 52.204-21 Basic Safeguarding of Covered Contractor Information Systems – Provides the basis for the Cybersecurity Maturity Model Certification (CMMC)
- DFARS Clause 252.204-7012, Safeguarding Covered Defense Information and Cyber Incident Reporting (NIST)
- 52.204-24 Representation Regarding Certain Telecommunications and Video Surveillance Services or Equipment (Sec. 889)

- **Accounting Standards**

- DFARS 252.242-7006 Accounting System Administration

- **Other Misc. Compliance and Standards**

Finding Opportunities

- Become a Procurement Technical Assistance Center (PTAC) Client
 - Bid Matching!
- Federal Business Opportunities
 - Purchase \$25k and over are on <https://sam.gov>
 - Buying Activity's Websites
 - Procurement Forecasts
- www.fedconnect.net
- Multiple Award Schedules MAS/GSA
- Governmentwide Acquisition Contract GWAC



Marketing to Agencies

- USE your Capability Statement
 - Email in PDF format
 - NO mass emails
- Agency Contacts
 - Small Business Specialists
 - Contracting Officers
 - Procurement Center Representatives (PCR)
 - Individual Buyers



Do

- Know Your Customer
 - Who buys your product or service
 - How they buy
 - When they buy
- Know The Rules
 - Federal Acquisition Regulations
 - Contract requirements and specifications
 - Contract history
- Perform As Promised
 - On-time delivery
 - Quality
 - Price

Don't

- Be afraid to ask questions and get clarification
- Submit your proposal late
- Be late for appointments
- Be unreliable
- Oversell yourself
- Be unprepared
- Drag out your presentations
- Submit sloppy paperwork
- Be demanding or difficult
- Have unrealistic goals

Sources Sought Notices

- Federal market research is done through the use of sources sought notices in sam.gov
- A solicitation of interest.
- Market research conducted by agencies to determine the capabilities and interests of the marketplace.
- If an agency does not get responses from the various categories of small business, they will not set-aside the contract for those categories!
- Respond to them if you are interested in the project very important!

Procurement Forecast

- <https://www.acquisition.gov/procurement-forecasts>

Filter By:

[AGENCY PROCUREMENT FORECAST](#) [SMALL BUSINESS](#) [BUSINESS OPPORTUNITIES](#) [VENDOR COMMUNICATION PLAN](#) [AGENCY INDUSTRY LIAISON DIRECTORY](#)

Agency Home	Agency Procurement Forecasts
Agency for International Development ↗	Agency Procurement Forecast ↗
Department of Agriculture ↗	Agency Procurement Forecast ↗
Department of Commerce ↗	Agency Procurement Forecast ↗
Department of Defense ↗	Agency Procurement Forecast ↗
Department of Education ↗	Agency Procurement Forecast ↗
Department of Energy ↗	Agency Procurement Forecast ↗

Capability Statements

LOGO PLACEMENT

(delete shape, add your own logo)

CAPABILITY STATEMENT

CORE COMPETENCIES

- Create a short introductory statement
- Identify what your company does best
- Include the skills or technologies that set your company apart
- Identify what you can deliver with exceptional results
- May include your mission statement
- Audience specific information
- Short introduction statement mentioning the agency
- Example: ABC Company provides the products DHS requires to meet its PPE needs.
- Relate the company's core competencies to the agency's specific needs

KEY DIFFERENTIATORS

- 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?
- What is it about your people that give you the advantage over your competitors?
- Why are your products better solutions than the others that are available?
- Is your business located near the targeted agency?
- Production capacity? Quality assurance program? Industry certifications?
- Awards and Accolades? State of the art technology?
- Green initiatives? Geographic coverage? Training/education?
 - Focus on Agency needs – Address specifics, Upcoming contracts, Highlight specific benefits, Incorporate relevant metrics, Offer a solution.
 - What differentiators are not: Socioeconomic certifications, Generic statements, Static, never changing, One type fits all, "quality" people, services, products, "100" years of experience, "solutions provider", "best in class", "world class", "best of breed", outstanding customer service or other superlatives

PAST PERFORMANCE

- List previous and current customers, include commercial, government sub work
- Provide contact info - Name, title, phone, email (Make sure the contact is still there!)
 - Very brief description of work including -Time frame, Dollar value
 - Prioritize past performance list - Internal to that agency, related agency or company
 - Other government entities: Federal, state, local, commercial contracts
 - List past customers for whom similar work was performed,

Examples:

- Provided ABC services to enable the effective use of XYZ thereby reducing costs by \$\$\$\$ over three years. Name contract vehicle & amount. Give contact reference, name, title, phone and email.
- As a subcontractor to [company name], provided the x-y-z services to enable the effective use of a-b-c thereby reducing costs by \$\$\$\$ over three years. Give contact reference, name, title, phone and email.
- As an employee of (company name), provided the x-y-z services to enable the effective use of a-b-c thereby reducing costs by \$\$\$\$ over three years. Give contact reference, name, title, phone and email.

WHO WE ARE

(Company Data that applies)

- Federal: UEI & CAGE Code
- NAICS, PSC & FSC Codes
- GSA Schedule Contract Number(s)
- BPAs or other contract numbers
- Socio-economic certifications: SB, WOSB, 8(a), HUB Zone, SDVOSB, SDB, VOSB
- State of Ohio: UNSPSC Codes
- State Socio-economic: MBE, EDGE, WBE, VBE, DBE
- Number of employees, capacity
- Accept credit cards

Personal Contact Information

- Person's Name
- Email Address
- Phone Number

Company Name: Address, Phone, Website

State of Ohio Procurement



Ohio

**Department of
Administrative Services**

\$5,000,000,000 !!

Agenda

- What does Ohio buy?
- How does Ohio purchase goods and services?
- How to get started?
- Marketing your business



AMERICAN SIGN LANGUAGE
ALPHABET



Required Procurement Programs

State Agencies are required, by law, Ohio Revised Code 125.035, to purchase from one of the following State Resources first, if the product or service is available:

- Ohio Penal Industries
- Community Rehabilitation Program
- Business Enterprise Program (within the Opportunities for Ohioans with Disabilities Agency, OOD)
- Office of Information Technology
- Office of State Printing and Mail Services (within DAS)
- Ohio Pharmacy Services
- Ohio Facilities Construction Commission (OFCC)

Negotiated Contracts

- State agencies are required to look at DAS-established contracts (i.e., state contracts) for product, supplies, and services
 - State Term Schedule (STS) –3 quote minimum required
 - Master Maintenance Agreements (MMA)
 - Master License Agreements (MLA)
 - Master Service Agreements (MSA)
 - Master Cloud Service Agreements (MCSA)
- Some contracts are mandatory and some are optional use

Competitive Contracts

- Invitation to Bid –lowest responsive and responsible
- Request for Proposal –“best value”
- Reverse Auction –lowest responsive and responsible

https://procure.ohio.gov

The screenshot shows the Ohio Procurement website interface. At the top, there is a dark red navigation bar with links for Ohio.gov, Procurement Offices, State Agencies, and Online Services. Below this is the main header with the Ohio Procurement logo and the Department of Administrative Services logo. A secondary navigation bar contains links for Suppliers, State Agencies, Political Subdivisions, the Public, News, Help & Reference, Contacts, and a LOGIN button. The main content area features a large yellow banner with a red arrow pointing to the right, indicating a transition from procure.ohio.gov to OhioBuys. The banner text states that as of January 31, 2022, contracts and solicitations will only be posted in OhioBuys (OhioBuys.ohio.gov) and that training materials are available at das.ohio.gov/ohiobuys. To the right of the banner is a 'Quick Links' section with a list of links including Ohio Buys Suppliers Login, Current Contract Search, Bid Opportunities Search, Ohio Buys Catalog Search, IT Release and Permit, Telecommunication Contracts & Cloud Services Agreements, IT Enterprise Services Portal, MBE & EDGE Opportunities, State Contract Opportunities, and State Printing and Mail Services.

Ohio.gov Procurement Offices State Agencies Online Services

Ohio Procurement Department of Administrative Services

for Suppliers for State Agencies for Political Subdivisions for the Public News Help & Reference Contacts LOGIN

January 31, 2022
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OhioBuys.ohio.gov


OhioBuys training materials available at
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Quick Links

- Ohio Buys Suppliers Login
- Current Contract Search
- Bid Opportunities Search
- Ohio Buys Catalog Search
- IT Release and Permit
- Telecommunication Contracts & Cloud Services Agreements
- IT Enterprise Services Portal
- ▶ MBE & EDGE Opportunities
- ▶ State Contract Opportunities
- State Printing and Mail Services

Procurement website procure.ohio.gov Solicitations and Contract now in OhioBuys
As of January 31st, 2022, the state's procurement website will no longer be used to post solicitations or hold state contract information. OhioBuys will become the only resource available to post this information, which will also be available via the OhioBuys public portal. OhioBuys training materials available at das.ohio.gov/ohiobuys.

Create OH|ID Account



One state. One Account. Your OH|ID.

OH|ID is a secure way for Ohioans and businesses to interact with multiple State agencies and access a variety of programs and services, with a single user account.

[Create Account](#)

Log into OH|ID

[Forgot OH|ID?](#)

[Forgot password?](#)

[Log in](#)

Need Help??

Contact OBM
Shared Services
Center

614-338-4781
877-644-6771

Select Your Codes <https://www.unspsc.org/>



unspsc®

HOME FAQs SUBSCRIBE LIBRARY CODESET-DOWNLOADS INITIATIVES

Version 24.0301

Search Code

Search Title

Code	Title
15121805	Anti weld pastes
20123204	Weldable liner
23151603	Fusion welding or glass drawing machines
23153204	Welding robots
23242702	Welded tube mill machinery

United Nations Standard Products and Services Code


Select all codes that apply

Use the root word to capture the most results

Locate Opportunities

https://ohiobuys.ohio.gov/page.aspx/en/rfp/request_browse_public

Keywords	Commodities		<input type="text"/>		<input type="button" value="Search"/>	<input type="button" value="Reset"/>
<input type="text"/>	<input type="text"/>					
Contracting Entity	Begin Date	MBE Set Aside				
<input type="text"/>	<input type="text" value="Min value"/>	<input type="text" value="Max value"/>	<input type="text"/>			
Solicitation Type	End Date	Solicitation Status				
<input type="text"/>	<input type="text" value="Min value"/>	<input type="text" value="Max value"/>	<input type="text"/>			
Solicitation ID	Awarded					
<input type="text"/>	<input type="text"/>					

Solicitation ID	Solicitation Name	Solicitation Type	Begin Date (EST.)	End Date (EST.)	Inquiry End Date(EST.)	Commodity	MBE Set Aside	Agency	Awarded
 SRC0000003973	School Graduation Tassels Req. 5/2/2022	Quick Quote	5/2/2022 10:43:18 AM	5/6/2022 8:00:00 AM	5/6/2022 8:00:00 AM	Celebration crowns	<input checked="" type="checkbox"/>	• DYS351900 IRJCF - Recreation IRJV	<input type="checkbox"/>

OhioBuys replaced OAKS

OhioBuys provides the primary platform for you to conduct procurement activities with the State of Ohio. OhioBuys leverages innovative technologies to increase efficiency, opportunities, and participation with businesses in Ohio. OhioBuys also provides an online shopping experience for State users purchasing contract and non-contract items provided by supplier partners.

https://procure.ohio.gov/state-and-local-agencies/ohiobuys-overview

OhioBuys Overview

OhioBuys

Connecting Buyers and Suppliers

Procure

BIDDERS & SUPPLIERS

STATE & LOCAL AGENCIES

ABOUT PROCUREMENT

HELP

Strategic Goals and Benefits

OhioBuys is the State of Ohio's online purchasing solution that empowers both government buyers and interested suppliers. OhioBuys leverages innovative technologies to increase efficiency, opportunities, and participation with businesses in Ohio.

Share this   

For more information

- [OhioBuys Agency Information](#)
- [OhioBuys Agency Training](#)
- [OhioBuys Bidder & Supplier Access](#)
- [OhioBuys Bidder & Supplier Information](#)
- [OhioBuys Bidder & Supplier Training](#)


Best-Value Focus
Streamlining the State's procurement process


Empowered Procurement
Focus on research and data analysis


Business-Friendly Climate
Optimize doing business with the State of Ohio

Supplier Portal <https://supplier.ohio.gov>

- Register to do business with the state; or
- If the user's business is already registered, request to have your OH|ID associated with your business
- View Dashboards
- Pending purchase order, invoice and payment totals
 - By year
 - By state agency
- News stories
- Access additional features
- Search for purchase orders, invoices and payments to see the status of each
- Launch eBid, eSettlements and update UNSPS codes
- Manage Users

Marketing

Political Sub-Divisions

Each county produces a list of member contacts for marketing directly to local political subdivisions.

<https://www.apps.das.ohio.gov/coopmap/countyMap.aspx>



Direct Purchase Authority (DPA)

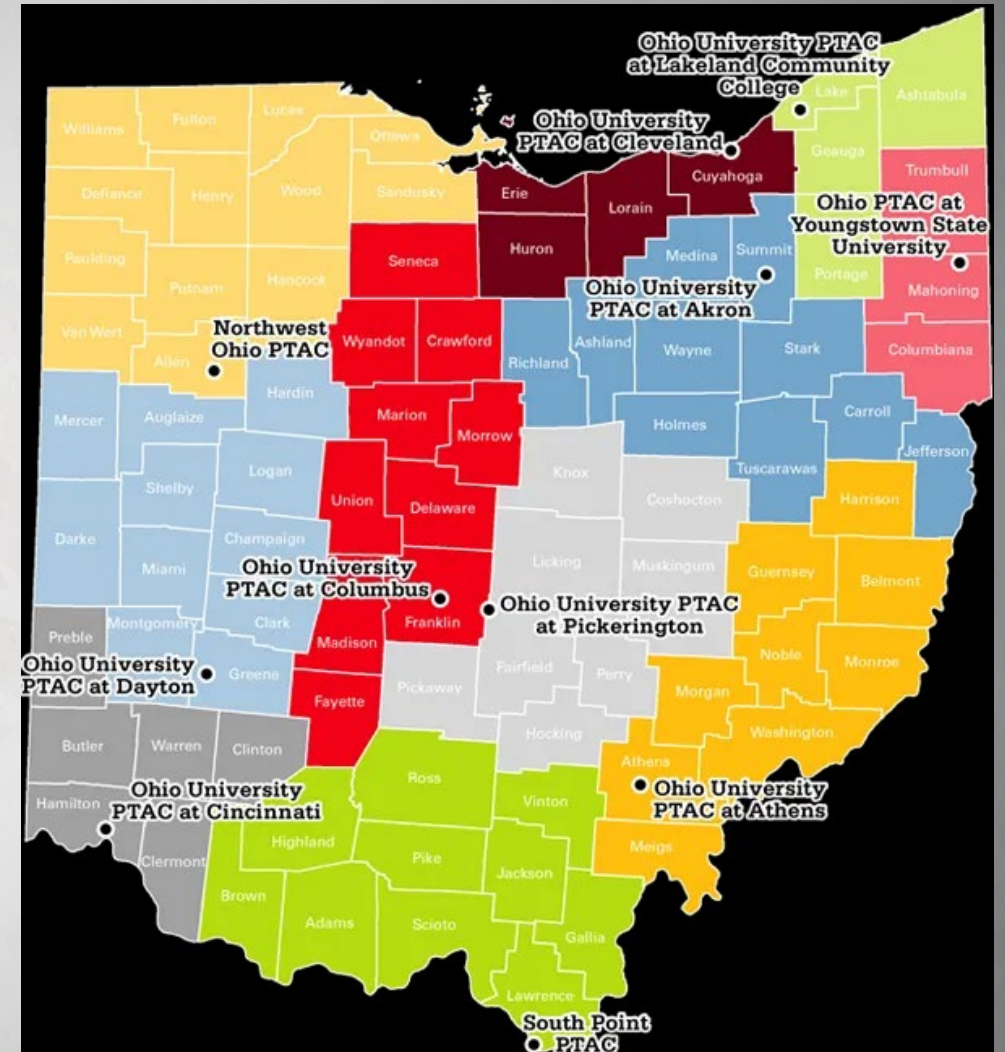
- Any purchase that exceeds \$25,000 must be submitted by the state agency to the DAS Office of Procurement Services (OPS) through the Request to Purchase (RTP) Requisite Program.
- If the item is not available through one of the previously mentioned sources and the purchase total does not exceed \$50,000 per fiscal year, per supplier, the entity may use their Direct Purchasing Authority as granted by the Ohio Revised Code.
- Items not available through one of the previously mentioned sources and the purchase exceeds \$50,000, DAS OPS will determine whether they will create the contract or issue a Release and Permit to the agency to seek Controlling Board approval.

PTAC 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, research tools
- How to respond to government solicitations
- Marketing
- Other topics such obtaining a GSA Schedule, training events

- Procurement Professionals in Ohio
- <https://find.govcontracts.ohio.gov/contact>

- Procurement Professionals Across the Country
- <https://www.aptac-us.org/>



In Conclusion

- 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!

Questions?



Questions?

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