Helping Small Businesses Sell to the Federal Government – May 27, 2010

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05 to present: PA Air National Guard, 171st ARW, Pittsburgh, PA
Unit Deployment, Education & Training Manager until '09
'09 to present: Contracting Official

'03 to '05: US Air Force Reserves, 911th AW, Pittsburgh, PA
Education Services Officer - HQ

'99 to '03: Foresight Technology Group, Pittsburgh & Cleveland, OH
Territory Manager & Part-owner of IBM Business Partner (ESOP)

'98 to '99: Ernst & Young LLP, Pittsburgh & Cleveland
Sales Director, ISAAS Consulting

'96 to '98: IBM, Pittsburgh
Senior Client Representative (Competitive)

'84 to '96: DEC, Pittsburgh (PTO)
OEM Rep, Large Accounts Rep, NAM (Heinz), MDM (SBU) & Distributor Rep (Avnet)

'81 to '84: Moore Business Systems
Branch Manager, Pittsburgh, Cleveland & Buffalo

'80 to '81: Safecom Management Systems, Pittsburgh & Cleveland
Territory Manager

'73 to '75: U.S. Air Force (active duty)
Combat Communications

EDUCATION:

'75 to '81 – Point Park University, BS in Business Management

'92 to '95 - Penn State University, Graduate Certificate in HRD

'96 to '02 – Penn State University, Master's courses in Adult Education

I also teach for-credit business classes for Butler County (PA) Community College

Bill Costello suggests you visit the following URL Sites before his con call.

1. Small Business Administration (SBA). http://www.sba.gov
   The SBA is the 1st place to start to familiarize oneself with doing Fed business. You may want to review this BEFORE the call.
   - The SBA uses revenue size to determine eligibility for programs, assistance etc. This file will make it easier for a DEC'cie to determine their proper NAICS codes. I'll use the definitions tab on this document that is used by the SBA for set-asides & preferences: 8(a) program, HUBZone; Service-Disabled Veteran owned, Women-owned and Minority-owned small businesses.

2. Central Contract Registration (CCR) link sponsored by the SBA. A company MUST be self-registered in this system to be eligible to do business with the Federal government. https://www.bpn.gov/ccr/default.aspx

3. Excluded Parties List System: EPLS is valuable if a small business wants to consider sub-contracting to a company that has done Fed business. If a company is listed in EPLS, they are "disbarred" from doing bidding on Fed business. So, any small company owned by a DEC'cie should check this before agreeing to be a sub-contractor to a larger firm. This is sponsored by the GSA: General Services Administration. https://www.epls.gov/

4. General Services Administration (GSA): for businesses to obtain a contract, get on the GSA schedule etc. http://www.gsa.gov/Portal/gsa/ep/home.do?tabId=0

5. How GSA Helps Small Businesses: This GSA site lists the bullet points for small business classifications & preferences:
Disadvantaged (minority-owned), Women-owned, HUB Zone-certified, Veteran-owned, Service-disabled veteran owned. The GSA SBU is here, too (Small Biz Utilization by the Federal Government).
http://www.gsa.gov/Portal/gsa/ep/contentView.do?contentType=GSA_OVERVIEW&contentId=25574

6. FedBizOpps: This GSA link is where Fed buyers post opportunities for small businesses to bid on: opps over $25K (products & services).
http://www.gsa.gov/Portal/gsa/ep/contentView.do?contentType=GSA_BASIC&contentId=26064

7. The Business Partner Network site - BPN - contains CCR (link #2) + ORCA (On-line Representations & Certifications Application). CCR is self-regulated, for a firm to be eligible to be selected for a Fed contract, they need to be registered & certified in ORCA.
http://www.bpn.gov/

8. GSA e-Buy: Once a company establishes a contract & schedule with GSA, they can be listed under categories on this e-commerce site. We use this all the time; it is much easier for us to buy from vendors listed here versus finding local vendors.
https://www.ebuy.gsa.gov/advgsa/advantage/ebuy/start_page.do

9. This is where the Army & Air National Guard listed opportunities for contractors (supplies & services). I work for the Air Guard. Other agencies & departments have similar sites. http://www.nationalguardcontracting.org/

10. If a DEC'cie wants to register in CCR & ORCA to do biz with the Feds, the SIC Codes are key to properly classify their companies:
N. American Industrial Classification System (NAICS) & Standard Industrial Codes (SIC) http://www.naics.com/search.htm

Regards, Bill