

# An Introduction to Doing Business with the Government

# *Inland Empire*

## *Small Business Development Center*

### Inland Empire SBDC

#### Main Office

201-B North E Street, Suite 200

San Bernardino, CA 92401

(909) 888-9011

[www.iesmallbusiness.com](http://www.iesmallbusiness.com)

Open Monday through Friday

### Additional Offices

#### Full-time Offices

- High Desert SBDC
- Coachella Valley SBDC

#### Part-time Offices

- Chino
- Banning
- Moreno Valley
- Murrieta
- Rancho Cucamonga
- San Bernardino
- Temecula
- Upland

# Inland Empire

## Small Business Development Center

- **Funded by:**
  - The U.S. Small Business Administration (SBA)
  - Local Partners
- **Services Offered:**
  - Writing a Business Plan / Business Plan Financials
  - Controlling Cash Flow
  - Understanding Your Financials
  - Seminars & Training
  - Resource library 8:00 am – 4:30 pm
  - Strategic/Business Planning

# Federal Goals

## **Federal Procurement and Small Business Goals**

- 23 percent of prime contracts for small businesses;
- 5 percent of prime and subcontracts for small disadvantaged businesses;
- 5 percent of prime and subcontracts for women-owned small businesses;
- 3 percent of prime contracts for HUBZone small businesses;
- 3 percent of prime and subcontracts for service-disabled veteran-owned small businesses.

# Learn About Federal Contract Basics

## Defining the Market

- The U.S. government is the world's largest buyer of products and services.
- \$200+ Billion per year. Excluding local and state governments.
- By law, federal agencies are required to establish contracting goals, such that 23% of all government buys are intended to go to small businesses.
- Contract goals are established for women-owned businesses, small disadvantaged businesses, firms located in HUBZones and service disabled veteran-owned businesses.

# Getting Started

# First Steps

## *North American Industrial Classification System*

- *Identify your NAICS Codes*
- <http://naics.com/>

## *Data Universal Number System*

- A DUNS Number is a unique 9 character ID #
- [www.dnb.com/us](http://www.dnb.com/us)
- Call 1-866-705-5711

\*\*\*\*\*FREE OF CHARGE FOR GOV'T VENDORS\*\*\*\*\*

# Register Your Business

## *Central Contractor's Registry*

- CCR [www.ccr.gov](http://www.ccr.gov)
- Central Contractor Registration (CCR) is the primary vendor database for the U.S. Federal Government. CCR collects, validates, stores, and disseminates data in support of agency acquisition missions.
- Both current and potential federal government vendors are required to register in CCR in order to be awarded contracts by the federal government

# Register Your Business

## *Online Representations and Certification Application*

- ORCA [www.orca.bpn.gov](http://www.orca.bpn.gov)
- Online System that centralizes and standardizes the collection, storage, and viewing of many the FAR required representations and certifications
- Must be have an active registration in the CCR
- Records are Public Information

# Certifications

# Know the Federal Contract Certifications

## **Self-Certifications-Check mark on Application ONLY**

- Small Business –NAICS Codes
- Women-owned Business
- Veteran-owned Business

## **Formal Certification Programs**

- 8 (a) Business Development
- **Service Disabled Veteran-owned Business**
- HUBZone Empowerment Contracting

# Formal Federal Certifications

## Require pre-approval by government

- **8(a)** – Socially and economically disadvantaged firms enrolled in a 9-year business development program
- **HUB Zone** – Small business located in areas identified as historically underutilized business zones, and with 35% of its employees coming from HUB Zones.
- **WOSB**- Woman Owned Small Business. 51 % Controlled by woman. Currently self certification until further notice.

# SBA 8(a)

## SBA 8(a) Program

- Must be certified by the SBA
- Non-competitive and competitive program
- All 8(a) firms are SDBs
- Award must be made at fair market price
- Federal Acquisition Regulation (FAR) 19.8

# The 8 (a) Business Development Program

## ELIGIBILITY CRITERIA

- U.S. Citizen
- In Business for 2 Years (Can be waived)
- Net-worth not more than \$250,000
- Product or Service the GOVT. will buy
- Good financial condition
- No criminal record

# HUBZone Program

- Applies to purchase over \$2500
- Must be certified by SBA – no term limits
- Annual self-certification required after initial approval
- Competitive and sole-source program benefits
- 10% price evaluation preference
- Principal office must be in a HUBZone
- 35% of employees must live in a HUBZone
- FAR 19.13

# Acronyms....what do they all mean??



- SBE – Small Business
- DVBE – Disable Veteran Business
- MBE – Minority Owned Business
- WBE – Woman Owned Business
- DBE – Disadvantaged Business Enterprise

# Calif. State Certifications

## **Small Business**

- Gross Receipts under \$12m
- Independently owned and operated
- Principal office located in California
- Not Dominant in its field of operations

Online approval within 24 hours  
*\*may request supporting docs*

## **DVBE**

- 51% or greater ownership by U.S. military veteran
- Veteran's Services disability must be rated at least 10%
- Disabled Veteran must be domiciled in California
- Daily operations are managed and controlled by the DVE

30 day processing timeframe

Online Certifications:

[www.pd.dgs.ca.gov/smbus/dvbecert.htm](http://www.pd.dgs.ca.gov/smbus/dvbecert.htm)

# State Unified Certification Program

## *Disadvantaged Business Enterprise (DBE)*

- The disadvantaged individual must be a U.S. citizen (or resident alien)
- The disadvantaged individual must have a personal net-worth (PNW) of less than \$1.32 million
- Valid for 5 years
- No Application Fee

# CA. Public Utilities Commission

## *Minority/Woman Owned Enterprise*

- MBE/WBE: Minority / Woman Business Enterprise
- 51% owned and managed by a Minority or Woman
- Certification is valid for 3 years
- Doing Business with Utilities (SCE, AT&T, Verizon, etc..)

**NO FEE APPLICATION FOR MBE/WBE**

# Minority Bus Dev Council

## *Minority Owned Business Enterprise (MBE)*

- 51% owned and managed by a Minority
- Annual membership fee (Varies)
- Certification is valid for 1 year
- Bid matching Events
- Doing Business with Private Sector (Toyota, Chevron, Disney, etc...)

[www.scmdbdc.org](http://www.scmdbdc.org)

# Women Business Enterprise National Council

## *Woman Owned Business Enterprise (WBE)*

- 51% owned and managed by a Woman
- Annual membership fee (Varies)
- Certification is valid for 1 year
- Bid matching Events
- Doing Business with Private Sector (Toyota, Chevron, Disney, etc...)

[www.wbenc.org](http://www.wbenc.org)

# Did you know....

Participating utilities, as do many large businesses and government agencies, have Initiatives and Supplier Diversity Programs, which include:

- Outreach to WBE/MBE
- Inclusion of WBE/MBE in their procurement solicitations
- Specific goals for WBE/MBE

# Contracts Marketing 101: Locating the Opportunities

# How to Sell to the Fed. Government

The government can use a variety of contracting methods to purchase products and services

1. Simplified Acquisition Procedures
2. Sealed Bidding
3. Contracting by Negotiation
4. Consolidated Purchasing

# Federal Opportunities

## Find Contract Opportunities

- Federal contract opportunities over \$25,000 are listed in FedBizOpps <http://www.fedbizopps.gov/>
- Commercial vendors seeking federal markets can search, monitor and retrieve opportunities

# Fed Biz Opps

FedBizOpps offers key details about recovery projects including: publication and closing dates, contract amount, contracting agency, bid contact, bid number, and construction license requirements.



The screenshot shows the FedBizOpps.gov website interface. At the top, there is a navigation bar with links for Home, Getting Started, General Info, Opportunities (highlighted), Agencies, and Privacy. Below the navigation bar, there are links for Buyers (Login | Register) and Vendors (Login | Register), along with an Accessibility icon. The main content area is titled "Opportunities" and includes a "RETURN TO OPPORTUNITIES" link. There are buttons for "Opportunities List", "Advanced Search", "Search Results" (highlighted), and "Archives". A warning message states: "Please note, there may be opportunities FBO did not recognize by this search. The results returned are based on agency input. If for any reason the submitting agency did not enter the Place of Performance location information, the system will not return that opportunity in the results." Below this, there are "Refine Results" and "Clear Search" buttons. The search results are displayed in a table with columns for Opportunity, Agency/Office/Location, Type / Set-aside, and Posted On. The first result is for a project in Santa Maria, CA, posted on Dec 29, 2009.

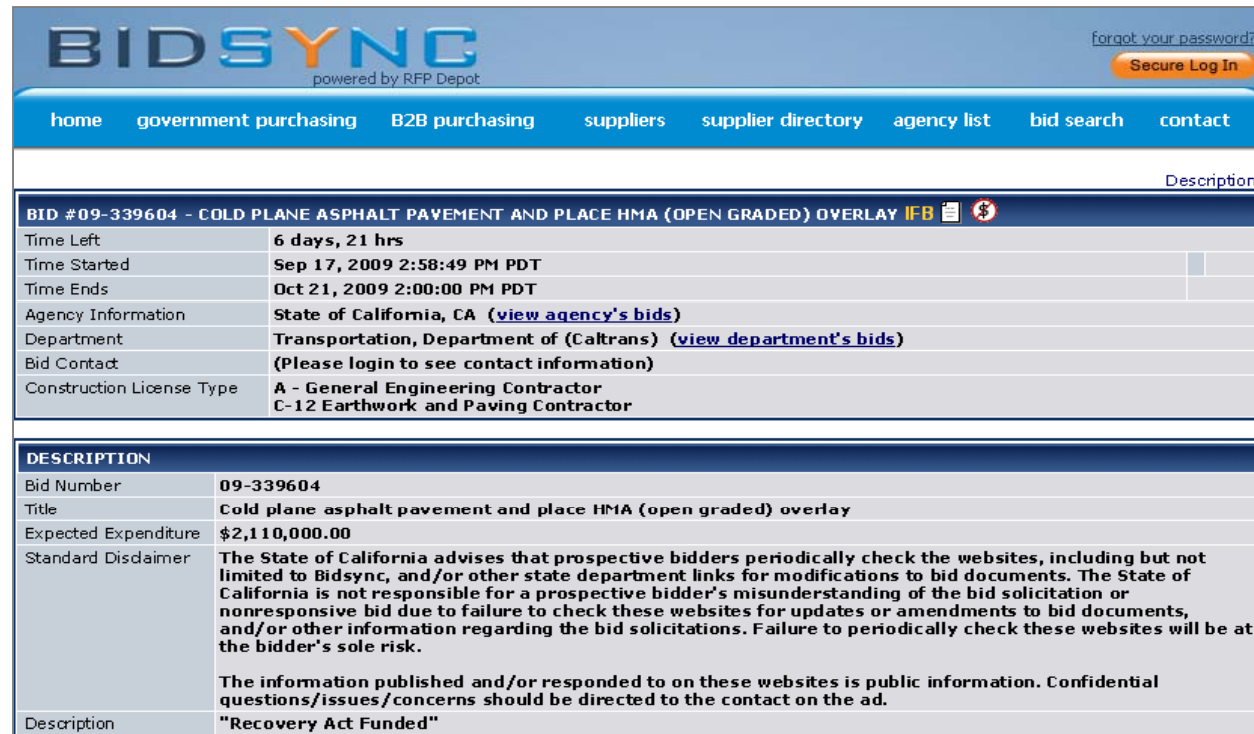
Opportunity	Agency/Office/Location	Type / Set-aside	Posted On
<p><b>RECOVERY--Y--PROJECT NUMBER 074740, Santa Maria Levees, CA - South Levee Improvements, Reach 3 (Suev Crossing Bridge to Bradley Canyon Confluence)</b></p> <p><b>RECOVERY</b> W912PL-10-B-0002 Y -- Construction of structures and facilities</p>	<p><b>Department of the Army</b> U.S. Army Corps of Engineers USACE District, Los Angeles</p>	Solicitation (Modified)	Dec 29, 2009

# State Opportunities

- BidSync allows you to find state funded projects by using key-words
- You can also register to receive email alerts for all upcoming state procurement contracts, including recovery projects.
- To access the state's online database of contracts, visit: <http://www.eprocure.dgs.ca.gov/default.htm>

# BidSync

BidSync offers key details about projects including: publication and closing dates, contract amount, contracting agency, bid contact, bid number, and construction license requirements



**BIDSYNCG**  
powered by RFP Depot

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[Description](#)

**BID #09-339604 - COLD PLANE ASPHALT PAVEMENT AND PLACE HMA (OPEN GRADED) OVERLAY** [IFB](#) [📄](#) [💰](#)

Time Left	6 days, 21 hrs
Time Started	Sep 17, 2009 2:58:49 PM PDT
Time Ends	Oct 21, 2009 2:00:00 PM PDT
Agency Information	State of California, CA ( <a href="#">view agency's bids</a> )
Department	Transportation, Department of (Caltrans) ( <a href="#">view department's bids</a> )
Bid Contact	(Please login to see contact information)
Construction License Type	A - General Engineering Contractor C-12 Earthwork and Paving Contractor

**DESCRIPTION**

Bid Number	09-339604
Title	Cold plane asphalt pavement and place HMA (open graded) overlay
Expected Expenditure	\$2,110,000.00
Standard Disclaimer	The State of California advises that prospective bidders periodically check the websites, including but not limited to Bidsync, and/or other state department links for modifications to bid documents. The State of California is not responsible for a prospective bidder's misunderstanding of the bid solicitation or nonresponsive bid due to failure to check these websites for updates or amendments to bid documents, and/or other information regarding the bid solicitations. Failure to periodically check these websites will be at the bidder's sole risk.  The information published and/or responded to on these websites is public information. Confidential questions/issues/concerns should be directed to the contact on the ad.
Description	"Recovery Act Funded"

# GovLink Bid-Matching Profile

- The Federal Technology Center (FTC) offers a search engine that searches; FEDBIZOPPS, EDI, State, County & City contract opportunities.
- [www.theftc.org/bid-matching](http://www.theftc.org/bid-matching)
- Cost\$199.00/year

# State and City Procurement Opps.

- State of California [www.pd.dgs.ca.gov](http://www.pd.dgs.ca.gov)
- Cities and Counties [www.b2gfree.com](http://www.b2gfree.com)
- California Utilities: [www.mwdh2o.com](http://www.mwdh2o.com)
- CALTRANS: [www.dot.ca.gov](http://www.dot.ca.gov)

# Alternative ways to find Contract Opportunities

## Matchmaking

- The matchmaking events provide a unique opportunity for small businesses to present product and service solutions to buyers through prescheduled one-on-one appointments with procurement managers
- <http://www.businessmatchmaking.com/>

# Bidding Process

- **3 Rules for a solicitation:**
  - Read it...Read it...Read it!!!
- **Request a Procurement History**
- **Attend Pre-bid Meetings & Walk-troughs**
- **Get clarification of ambiguities**
- **Proofread your proposal**
- **Submit it on time!**

# Getting Paid

- **Know the paperwork process**
- **Keep good records**
  - Progress Payments
  - Prompt Payment Act
- **EFT (electronic funds transfer) through CCR**
- **Accept government credit cards for purchases under \$25K**

# We appreciate your taking the time to complete your evaluation.

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