



GSA Pacific Rim Region

The background of the slide is a stylized, painterly representation of the American flag. The stars and stripes are rendered with soft, blended colors and visible brushstrokes, giving it a textured, artistic appearance. The flag is centered and occupies most of the slide's area.

How to do Business with GSA

October 13, 2010



OVERVIEW

- WHO WE ARE
- WHAT WE BUY
- HOW TO BECOME A GSA SCHEDULE CONTRACT HOLDER
- MARKETING TIPS

Vocabulary

- Glossary of terms
 - GSA – General Services Administration
 - FSS – Federal Supplies Schedules Program
 - MAS – Multiple Award Schedule
 - GSA MAS Program – General Services Administrations Multiple Award Schedule Program
 - GSA Schedule Number – The breakdown of program categories such as “Schedule 70 – Information Technology”, “Schedule 72 II – Furnishings”, etc.
 - BPA - Blanket Purchase Agreement
 - CAE – Center for Acquisition Excellence
 - eBuy – Electronic Request for Quotes System
 - RFQ – Request for Quote
 - SIN- Special Item Number
 - SOW – Statement of Work
 - GWAC – Government Wide Acquisition Contract



U.S. General Services Administration (GSA) MISSION

To "help federal agencies better serve the public by offering, at best value, superior workplaces, expert solutions, acquisition services and management policies."



Regional Small Business Utilization Program Functions

- Serve as liaison between GSA, SBA, Congress, other agencies, the business community and the general public on small business matters
- Help small businesses identify GSA procurement opportunities
- Educate small businesses on the various contracting opportunities available at GSA and other Federal agencies
- Coordinate nationwide outreach efforts (workshops, seminars, briefings, procurement networking sessions) for small business constituents



Pacific Rim Region



Created by PBS Office of CIO - Pacific Rim Region



Structure

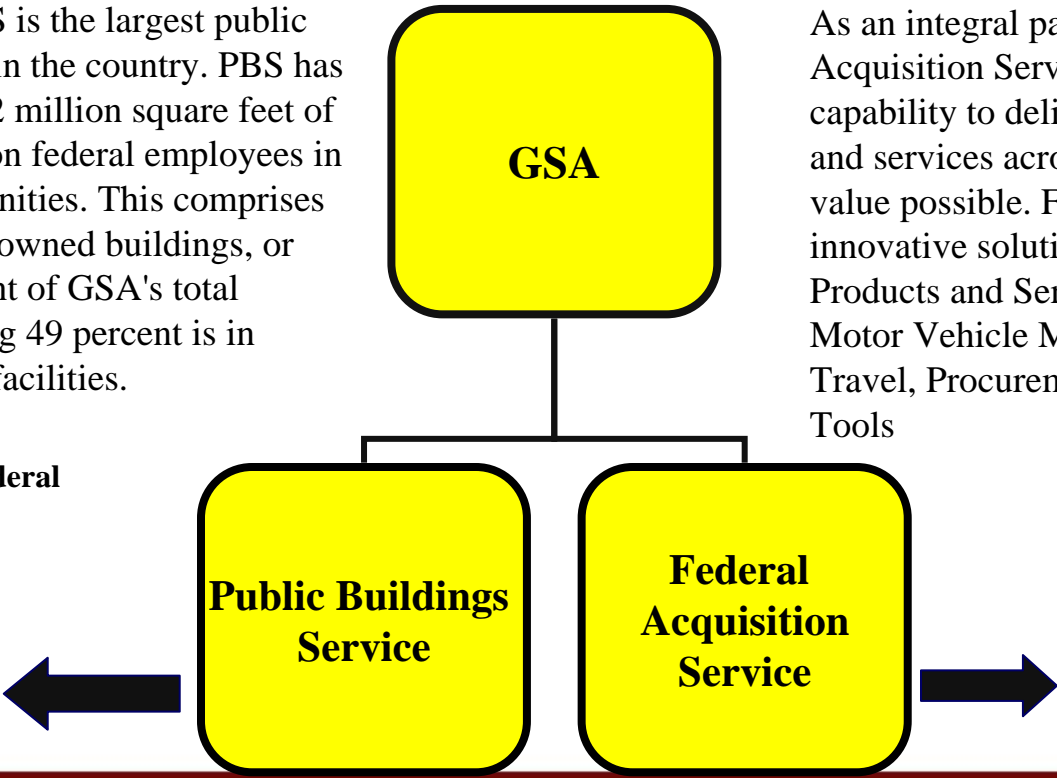
GSA Regional Offices are located in Boston, New York, Philadelphia, Atlanta, Chicago, Kansas City, Fort Worth, Denver, San Francisco, Auburn (Washington), Washington, DC.

Public Buildings Service (PBS) mission is providing superior workplaces for federal customer agencies at good economies to the American taxpayer. PBS is the largest public real estate organization in the country. PBS has an inventory of over 342 million square feet of workspace for 1.1 million federal employees in 2,100 American communities. This comprises over 1,500 government-owned buildings, or approximately 51 percent of GSA's total inventory. The remaining 49 percent is in privately owned leased facilities.

Federal Acquisition Service (FAS). GSA is America's only source solely dedicated to procuring goods and services for government. As an integral part of GSA, the Federal Acquisition Service (FAS) possesses unrivaled capability to deliver comprehensive products and services across government at the best value possible. FAS offers a continuum of innovative solutions in the areas of: Products and Services, Technology, Motor Vehicle Management, Transportation Travel, Procurement and Online Acquisition Tools

LANDLORD of the Federal Government

- Geographically based
- Customers in owned/leased space
- Appropriated
- Buys goods/services in respective areas



SCHEDULES program

- National program
- Provides contracts products/services for agencies



How to get started with GSA?

- **Find your NAICS code:** <http://www.census.gov/eos/www/naics/>

The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

- **Register for a DUNS #** (fedgov.dnb.com)

Dun & Bradstreet (D&B) provides a D-U-N-S Number, a unique nine digit identification number, for each physical location of your business. D-U-N-S Number assignment is FREE for all businesses required to register with the US Federal government for contracts or grants.

- **Registration in Central Contractor Registration** (www.ccr.gov)

All vendors should be registered in this site to do business with the federal government.

- **Registration in Online Certifications and Representations Application (ORCA)** (orca.bpn.gov)

As part of the Integrated Acquisition Environment (IAE) E-Government initiative, the existing Department of Defense Central Contractor Registration system will be expanded into a Business Partner Network (BPN) that will be used by all agencies. The BPN will provide a web-enabled capability for identifying Federal and industry trading partners. It will also create a one-stop source of information about trading partners, such as Equal Employment Opportunity compliance checks, size status, Excluded Parties List information, past performance evaluations and representations and certifications. All those seeking to do business with the Federal government will be required to register within the BPN. ORCA was developed as a result of the Quicksilver team and deemed necessary to assist in bringing the federal government together, online.

- **Determining if GSA is the right agency for buying what you have to sell**

Most important!!

Mandatory Registration

- **Central Contractor Registration (CCR)**
 - All firms are required to register before contract/task order can be awarded
 - An online database of more than 195,000 small, disadvantaged, HUB, Vet, D-Vet, 8(a) and women-owned businesses

www.ccr.gov

Office of Small Business Utilization (OSBU)

Online Representations and Certifications Application

ORCA is located at <http://orca.bpn.gov/>

- Designed to replace most of the paper based Reps and Certs process
- You must be registered in ORCA if the solicitation you are responding to requires that you have a registration in CCR
- Prior to registering must be in CCR and have a Marketing Personal Identification Number (MPIN)
- MPIN is a 9-digit code created by you in CCR in the last data field of the “Points of Contact” section

Dollar Thresholds for Contracting

- Under the micro-purchase threshold= \$3000, use the Federal government purchase card (MasterCard/Visa)
- Between \$3000-\$25,000 must prepare a statement of work (for services), look at three price lists, and make a “BEST Value” selection.
- Over the maximum order threshold= \$25,000, must release an RFQ



Things you need to know:

1) GSA posts a Forecast of Opportunities each quarter on:

www.gsa.gov (search “Forecast of Opportunities”) **The majority of these are going to pertain to projects with the Public Buildings Service, so think about whether you provide a product or service that fits into that mission. These advertised opportunities will be listed in FedBizOpps too, www.fbo.gov.

2) If you’re looking for information on any RECOVERY ACT projects, please check www.recovery.gov. That’s the website for directing all data pertaining to Recovery Act approved projects in the federal government.

3) If you’re pursuing any federal work, please be sure you are registered in Central Contractor Registration (CCR) system and keep it updated. www.ccr.gov

4) Our Public Buildings Service (PBS) posts the majority of \$25,000 and up valued projects on FedBizOpps, but if they have a need that GSA’s Schedules Program can fulfill, they can contract through that program and those opportunities will not be made public. We will talk about “Schedules” next.



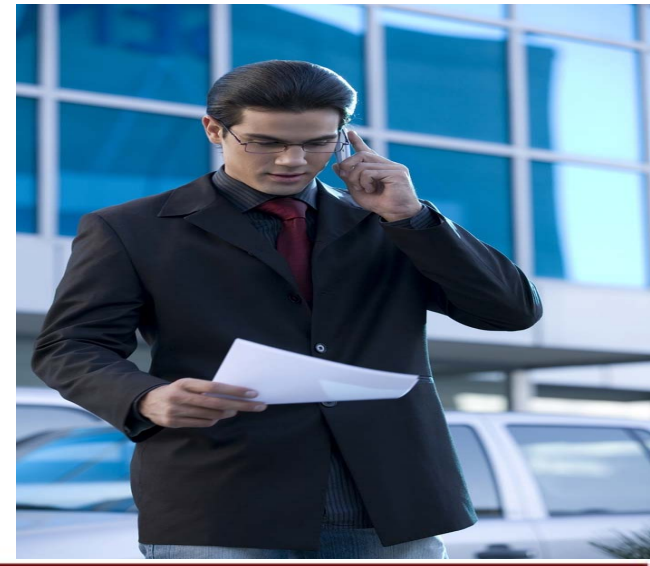
CATEGORY	Goal	Achieved	
Total Spent			\$251,395,503
Small Business	45%	60.7%	\$152,642,042
Total Small Disadvantaged	23%	35.1%	\$88,201,311
Woman-Owned	5%	8.9%	\$22,571,190
HUBZone	3%	12.4%	\$31,232,417
Service Disabled-Veterans	3%	13.8%	\$34,906,049

2009 Scorecard



Federal Acquisition Service

Best known for GSA *Schedules* Program





What are GSA SCHEDULES?

Under the Schedules Program, GSA establishes long-term government-wide contracts with commercial firms to provide access to over 11 million commercial supplies (products) and services that can be ordered directly from GSA Schedule contractors or through the [GSA Advantage!®](#) online shopping and ordering system

****Note**** If any agency asks you for a GSA Number, this is the program they are referring to. The “number” is actually a GSA Contract Schedule # and looks like this example: **GS-03F-5025C**



What are GSA Schedules?

- Five year contracts, with up to three five-year options- For approved vendors to provide products/services to any Federal agency.
- Chosen as the “preferred source” by DOD and most agencies
- A means to allow firms to receive direct orders for products and/ or services from federal agencies



Deciding if pursuing a GSA Schedule is right for you?

1) How long have you been in business?

Most Schedules have a “minimum time in business” requirement of 2-3 years

2) What brings you to GSA?

3) Does your decision fit into your business plan?

4) Who buys what you have to sell?

****This is key to being successful on a GSA Schedules contract is knowing what federal agencies buy what you sell****



Download the appropriate solicitation

- Go to www.gsaelibrary.gsa.gov
- Search by keywords, Contract Number, Contractor/Manufacturer name, Schedule # or SIN
- Select the Schedule number from the far left
- Select view solicitation from Fedbizopps link
- Be sure to download ALL files and attachments
- For assistance in preparing your Schedules offer, download the Multiple Award Schedules Program Owner's Manual at www.gsa.gov/centerforacquisitionexcellence



Welcome to Schedules e-Library

Schedules e-Library is your source for the latest GSA and VA schedules and GWAC contract award information. Schedules e-Library is updated daily to provide you with the latest award information!

Search

 in

enter **Keywords, Contract Number, Contractor/Manufacturer Name, Schedule/SIN/GWAC Number**

▶ [View an Alphabetical Listing of available Contractors \(a-z\)](#)

CATEGORY GUIDE

- ▶ **Spring/Summer**
- ▶ Furniture & Furnishings
- ▶ Hospitality, Cleaning, & Chemicals
- ▶ Laboratory, Scientific, & Medical
- ▶ Office Solutions
- ▶ Services
- ▶ Travel & Transportation Solutions
- ▶ Disaster Relief
- ▶ Building & Industrial
- ▶ Homeland Security
- ▶ IT Solutions & Electronics
- ▶ Law Enforcement, Fire, & Security
- ▶ Recreation & Apparel
- ▶ Tools, Hardware, & Machinery
- ▶ Vehicles & Watercraft
- ▶ Wildland Fire & Equipment

IN THE SPOTLIGHT

Two NEW categories: "967 01 - Fuel Tankers" and "968 01 - Water Tankers" have been added to Schedule 23 V!

GSA Federal Supply Schedules

VA Federal Supply Schedules

▶ [Find out more about the GSA Schedules](#)

▶ [For more information about the VA](#)

QUICK SCHEDULE

Go to

COOPERATIVE PURCHASING

Purchase IT products, services, and support equipment from Federal Supply Schedules.

- ▶ [View authorized vendors](#)
- ▶ [Cooperative Purchase FAQ](#)

GOVERNMENTWIDE ACQUISITION CONTRACTS (GWAC)

GWAC Total Solutions saves you time and money...

- ▶ [View all GWACs](#)

Attention Schedule Partners

If you currently have a Federal Supply Schedule contract under [Schedule 70](#) or [75](#), please [click here](#) for an important message.



Locate, Read, And Understand The MAS Solicitation

Search: all the words

Schedule Summary

For general schedule questions, contact:
 IT Acquisition Center
 Phone: (703) 605-2700
 E-mail: it.center@gsa.gov

70 GENERAL PURPOSE COMMERCIAL INFORMATION TECHNOLOGY EQUIPMENT, SOFTWARE, AND SERVICES - Pursuant to Section 211 of the e-Gov Act of 2002, Cooperative Purchasing provides authorized State and local government entities access to information technology items offered through GSA's Schedule 70 and the Corporate contracts for associated special item numbers. Contracts with the COOP PURC icon indicate that authorized state and local government entities may procure from that contract.



GSA Contracts Online
 Federal Buyers...
 View Contract Clauses >>>

Vendors
 Click here to view the current solicitation on FedBizOpps

70 Category list:

Once you find a schedule that fits what product/service you want to sell through GSA, find this box to click for the appropriate paperwork. If you have questions, there's a contact name in the paperwork and on each Schedule page for you.



Offer Submission:

1. Download the appropriate schedule solicitation (paperwork for offer)
2. Read through twice using a highlighter so you can annotate the areas where you've identified questions you have on what's required?
3. Get those questions answered before completing and submitting the offer to GSA.
4. Who can help?
 - Contracting Officer listed on the solicitation
 - Procurement Technical Assistance Centers (www.aptac-us.org)
5. Once submitted, average award time is 90-120 days.

*****You do not need to pay to get on to a GSA Schedule*****



Top Ten Federal Buyers

- DOD – www.dod.gov
\$314,555,539,523
- DOE – www.doe.gov
\$24,523,659,011
- NASA – www.nasa.gov
\$14,615,545,958
- VA – www.va.gov
\$14,059,007,778
- DHS – www.dhs.gov
\$13,916,493,608
- DHHS - www.os.hhs.gov
\$13,102,209,586
- USDOJ-www.usdoj.gov
\$5,698,834,163.06
- USDA – www.usda.gov
\$5,149,764,913
- GSA – www.gsa.gov
\$4,753,993,249
- DOI – www.interior.gov
\$2,694,066,886





Get the Competitive Edge: Sharpen Your Marketing Skills

- **Do your business cards identify what business you're in?**
- **Do you have e-mail? Do you have a website? In today's market, you need both.**
- **Dress for the job you want, not the job you have.**
- **Wear a jacket with pockets when networking so you can easily exchange business cards.**
- **Carry 2 pens, so you can write easily and provide a potential buyer the chance to write your information down quickly.**
- **Do you have the right people representing you at conferences/meetings? Do you have the right people answering your phones? First impressions are imperative in this business.**
- **Be cautious of mass e-mails when advertising your company.**
- **Do you know who buys what you sell?**
- **Do you have a business plan & marketing plan for the next 2 years?**
- **Show your interest in starting with small projects to establish performance and credibility within an agency.**
- **Learn the Federal Acquisition Regulation (FAR). This is what governs Contracting Officers.**
- **Federal Business Opportunities should be an every day "to do" www.fbo.gov**
- **Keep updated on federal procurements through: Government Executive, Federal Times, etc... all are available online**
- **Have a PLAN any time you go into an agency. Don't ask them what opportunities they have; let them know you provide products/services that they buy. That lets them know you've done your homework.**

- **Attend conferences/workshops to network**

Summary

- Register with CCR and ORCA
- The GSA Schedules are 5-20 year contract opportunity
- Lengthy and challenging process
- No guaranteed steps to award
- No guaranteed sales if award is obtained
- Sales Criteria must be maintained
- Start-up companies are not eligible for this program
- Marketing/Networking support



Thank You

**GSA Regional Office of Small Business
Utilization**

213-894-3210

Anthony.Caruso@GSA.GOV

www.gsa.gov/r9smallbusiness

*“Proudly Serving Small Business in
Arizona, California, Hawaii & Nevada ”*