



Florida SBDC Network Government Contracting Services (PTAC) Overview

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DMS OSD
Supplier Diversity
Exchange

State Designated as Florida's Principal Provider
of Business Assistance [§ 288.001, Fla. Stat.]

HELPING BUSINESSES
GROW AND SUCCEED

Florida SBDC Network - Services

❖ The Florida SBDC Network
provides the tools,
strategies & expertise to
help Florida's business
community thrive.

- ✓ Professional Business Consulting
- ✓ Training
- ✓ Business Data & Information
- ✓ Online Tools
- ✓ Specialty Services

☐ Business Growth

☒ Government Contracting
(delivered by Florida PTAC)

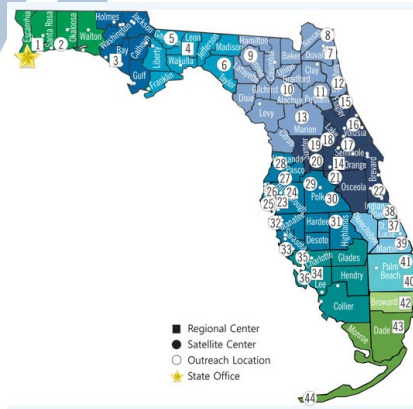
☐ International Trade

Florida Locations

- ✓ Program Manager – State Office
- ✓ 15 Government Contracting Specialists in 12 Centers across the State
- ✓ Provides State-wide coverage
- ✓ Highly experienced personnel – local, state & federal government procurement & contracting experience as well as prime contractor experience

www.fptac.org

www.floridasbdc.org



Interstate Locations

PTA CENTERS ARE IN
40 STATES
DISTRICT OF COLUMBIA
PUERTO RICO
&
GUAM

Locations:

www.aptac-us.org

www.dla.mil/db

Training & Education Services

Training Workshops:

- Range of training workshops provided at no (or low) cost, including:
 - Registrations
 - Certifications
 - Marketing
 - Proposal Writing
 - How to do Business With



Outreach Activities:

- Sponsor and Co-sponsor a range of conferences and workshops, including:
 - Matchmakers
 - Procurement & Acquisition Conferences
 - Local Area & Regional Seminars

One-on-one Consulting Services

Government Contracting/Procurement Assistance

- Professional services directly attributed to assisting businesses located in Florida interested in obtaining contract awards with the Department of Defense (DoD), other federal agencies, state and local government agencies and government prime contractors. This includes, but is not limited to:
 - Securing registrations and certifications,
 - Identifying Solicitations (RPS's, Sources sought etc)
 - Bid / Proposal preparation,
 - Marketing Strategies and Methods,
 - Sub-contracting opportunities,
 - Pre-Award Surveys
 - Contract administration and performance.

**+ BidMatch
Service (no cost)**

→ Outcome as a Result of
Service – Sales Revenues
Increased and Maintained
(new government contracts)

Government Contracting Services Six Step Gateway to Success

Looking for an opportunity to grow your sales? Government contracting may be an avenue to consider, as it can provide long-term growth for a wide variety of businesses. Every level of government buys goods and services, spending billions of dollars, annually, even during times of economic uncertainty and reduced spending.

1. EVALUATE

Decide if government contracting is the right path for your business



- Understand what agencies buy, when, and how much is purchased—understand the demand for your product or service
- Focus on market areas that present the best probability for success

2. PLAN

Develop your plan for entering into the government marketplace



- Develop a government marketing plan that best positions your company to succeed
- Target government agencies and prime contractors who are buying what you provide
- Research government agency procurement histories and forecasts

3. REGISTER

Complete the required business registrations



- Complete required and mandatory government database registrations including: D&B DUNS, System for Award Management, Dynamic Small Business Search, MyFlorida Marketplace, city government, and others

4. PREPARE

Develop marketing tools and secure small business certifications



- Develop your corporate capability statement
- Create your government-focused 'sales pitch', collateral, and e-marketing resources
- Secure preferred small business certifications such as: 8(a), Woman-Owned Small Business, HUBZone, Veteran-Owned, and state and local certifications

5. PURSUE

Find, select, and pursue government opportunities



- Identify contracting and sub-contracting opportunities through government bid boards, posting databases, and networking
- Obtain a GSA Schedule contract, if applicable
- Computerized Bid Matching Services (daily searches and email alerts)
- Analyze solicitations/bids and cost elements

6. ACHIEVE

Win, support, and operate government contracts—and win more business



- Support the phase-in of your government contract
- Develop a government accepted accounting system
- Prepare for any contract audits, reports, and modifications

How we will assist you

✓ Know yourself: Understand your capabilities - be realistic

✓ Determine your market (geographic, industry segment etc.)

✓ Know your customer: Do some homework

❑ What do they buy?

❑ How do they buy?

❑ What is the Procurement Process?

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Automated Bid Match Service

- **Outreach BidMatch Service** is a tool that allows you to search 1,000+ gov't databases to research procurement history, identify buyers, find current opportunities.
- Offered to selected Florida PTAC clients at no cost to you.
- **Searches:**
 - FedBizOpps,
 - DIBBS,
 - DoD Blue Tops (contract awards over \$5m),
 - International,
 - USABID (state & local government)

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Value to our Clients?



Santa Rosa School District Purchasing Department

Vs



Bid Match



USABID Database - Florida



- D [City of Altamonte Springs](#)
- D [City of Kissimmee](#)
- D [Florida - Alachua County](#)
- D [Florida - Bay County](#)
- D [Florida - Broward County Purchasing Division](#)
- D [Florida - Charlotte County](#)
- D [Florida - Charlotte County Public Schools](#)
- D [Florida - Citrus County](#)
- D [Florida - City of Fort Lauderdale](#)
- D [Florida - City of Fort Walton Beach](#)
- D [Florida - City of Hollywood](#)
- D [Florida - City of Jacksonville](#)
- D [Florida - City of Leesburg](#)
- D [Florida - City of Mary Esther](#)
- D [Florida - City of Melbourne](#)
- D [Florida - City of Miami Beach](#)
- D [Florida - City of Orlando](#)
- D [Florida - City of Palm Bay](#)
- D [Florida - City of Pensacola](#)
- D [Florida - City of Pompano Beach](#)
- D [Florida - City of Punta Gorda](#)
- D [Florida - City of St. Cloud](#)
- D [Florida - City of Winter Park](#)
- D [Florida - Collier County](#)
- D [Florida - Desoto County BOCC](#)
- D [Florida - Escambia County School District](#)
- D [Florida - Florida Online Bid System](#)
- D [Florida - Greater Orlando Aviation Authority \(GOAA\)](#)
- D [Florida - Hernando County Board of County Commissioners](#)

- D [Florida - Hillsborough County](#)
- D [Florida - Indian River County](#)
- D [Florida - Jackson County](#)
- D [Florida - Leon County](#)
- D [Florida - Manatee County](#)
- D [Florida - Manatee County School District](#)
- D [Florida - Miami Beach Visitor and Convention Authority](#)
- D [Florida - Miami City](#)
- D [Florida - Okaloosa County](#)
- D [Florida - Okaloosa County School District](#)
- D [Florida - Okaloosa Gas District](#)
- D [Florida - Orange County Government](#)
- D [Florida - Osceola County Board of County Commissioners](#)
- D [Florida - Osceola County School Board](#)
- D [Florida - Palm Beach County](#)
- D [Florida - Palm Beach County School District](#)
- D [Florida - Pasco County](#)
- D [Florida - Pinellas County](#)
- D [Florida - Polk County](#)
- D [Florida - POWER Buying Group](#)
- D [Florida - Santa Rosa County School Board](#)
- D [Florida - Santa Rosa County Sheriff's Office](#)
- D [Florida - School Board of Broward County, Florida](#)

- D [Florida - Seminole County Board of County Commissioners](#)
- D [Florida - Seminole County School Board](#)
- D [Florida - SFWMD](#)
- D [Florida - St. Johns County](#)
- D [Florida - State of Florida](#)
- D [Florida - Seacoast Utility Authority](#)
- D [Florida - Seacoast Utility Authority](#)
- D [Florida - Tampa Bay Water](#)
- D [Florida - Tampa International Airport](#)
- D [Florida - Taylor County District Schools](#)
- M [Florida - University of Gainesville](#)
- D [Florida - University of West Florida](#)
- D [Hillsborough Community College](#)

Legend: D=Daily W=Weekly M=Monthly

What we will assist you with - BidMatch

- Ensure Client has necessary **Registrations**
 - SAM (Federal)
 - MyFloridaMarketPlace (FL State and any other State sites)
 - Each & every local government agency
- Ensure Client has relevant **Certifications** that may apply
 - Federal, State & Local levels
 - WOSB, EDWOSB, VOSB, SDVOSB, HubZone, DBE etc
- Ensure Client understands **Opportunity Type**
 - PreSolicitation, Sources Sought, RFQ, RFP etc
- Ensure Client understands **Proposal Response Requirements**
 - Ability to meet requirement (technical, equipment, expertise etc)
 - Pricing Structure / Cost Schedule
- Ensure Client understands applicable procurement **Policies** and **Processes**
 - Federal, State & Local levels (and by agency)



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Assistance with Marketing Methods

- Industry days, pre-bid conferences
- Training conferences, outreach events
- Build a relationship with small business specialists / purchasing officers
- Networking
- Your marketing materials
- Identify your targets:
 - Federal agencies
 - State & Local agencies
 - Federal Prime Contractors



- Develop Capability Statement
 - Areas of expertise
 - Summary of your company's expertise.
 - Key individuals in the company
 - Education
 - Special knowledge or abilities
 - Skills and technical experience
 - Years in business
 - Facilities and equipment
 - Expertise summary
 - Codes
 - Customers/Clients
 - Contact information

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What Florida PTAC Clients are saying

- ✓ “Focused and time efficient advice. PTAC was instrumental in our recent award of a General Services Administration Federal Supply Schedule.
- ✓ “It’s wonderful having someone to call when there’s a need. Recently used PTAC’s expertise in submitting a bid to a school board. Strongly recommend using PTAC”
- ✓ “Please use PTAC’s, they have a wealth of information.”
- ✓ “I would recommend highly PTAC for their assistance. Very helpful and willing to help all the way.”
- ✓ “PTAC is outstanding! Keep up the good work!”



Pictured L to R: Jessica Rockhill, James Rockhill of TRG and Laura Subel, PTAC Specialist of the FSBDC at UWF.

Client Success Story – The Rockhill Group, Inc.

The Rockhill Group, Inc. (TRG) is a Small Business Administration 8(a) company specializing in aviation services. These services include flight training, courseware development, aircraft leasing, maintenance and cryogenic services, as well as other aviation specialties for the USAF, US Army, and Federal Aviation Administration all across the U.S. (to include Puerto Rico).

After retiring from 21 years of service in the United States Air Force as a fighter pilot, Mr. James Rockhill knew “what” he wanted to do but had no idea “how” to do it. He began attending FPTAC workshops through the FSBDC at UWF. “I had many workshops and counseling sessions with Procurement Specialist Laura Subel to help me create my own small business and to navigate through the contracting world.”

The FSBDC at UWF and FPTAC guided TRG through proper registrations and marketing to the government. “Like most small business start-ups, I truly felt my company and I could do anything; however, with Subel’s guidance, I developed a realistic strategy to locate bid opportunities within my field of expertise. My first contract in 2005 was for \$38,887 to supply pilot training materials to the USAF.” TRG has since grown to over \$72 million in government contracts.

Subel assisted TRG, a Hispanic-owned company, in applying for the Small Business Administration’s 8(a) Development Program Certification when he became eligible. “She helped me obtain my 8(a) certification in 2006. I believe it was not only my drive, desire, my team, faith, family and hard work but also the tremendous support and dedication of the FSBDC and FPTAC, especially Laura Subel, which enabled my growth and success.”

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Questions ???

www.ftpac.org
www.fsbdc.org

