

The GSA Small Business Governmentwide Acquisition Contracts Center is pleased to deliver its April 2010 issue of *Small Business in Focus*. As valued customers and industry partners, we want to keep you informed of recent activities and news pertaining to our small business contract vehicles.

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GWAC Training

US Geological Survey

Lee Tittle and Greg Byrd, Contract Officers, and Jihyun Huyck, Business Development Specialist, hosted a joint GWAC Delegation of Procurement Authority (DPA) training webinar for the US Geological Survey (USGS) on January 21. The training allows USGS acquisition personnel direct access to GSA's GWACs: 8(a) STARS, VETS, COMMITS NexGen, Alliant, and Alliant Small Business. A total of 50 participants from three USGS Regional Offices participated in the webinar. The training covered a full agenda including the GWAC's definition, features, and benefits; ordering process; mitigating protests; an orientation to the contracts' websites, and a Q&A session with the USGS participants. As a result of the webinar, the Small Business GWAC Team received a Statement of Work review request from USGS as a potential GWAC order.



GSA Office of Small Business Utilization

The Center participated as guest speakers at the February 18 council meeting of directors representing Offices of Small and Disadvantaged Business Utilization (OSDBUs) in Washington, DC. Working with GSA's OSBU, Stephen Triplett, Center Director, Matt Verhulst, Contracts Branch Chief, and Jean Oyler, Business Operations Manager, addressed approximately 30 OSBU Directors and representatives on the Center's mission to support small business through the use of small business GWACs and how the contracts can assist agencies in achieving their socioeconomic goals. In addition to discussing each of the current small business GWACs, the OSBU Directors were introduced to the Center's newest 8(a) procurement, 8(a) STARS II. As champions for small business, OSBU Directors possess the ability to promote GSA's small business GWACs as a path to meet their organization's IT requirements and socioeconomic goals. As a result of this speaking opportunity, the Center received invitations to return to six agencies for additional training on the small business GWACs. Afterward, the team met with Ms. Jiyoung Park, recently appointed as Associate Administrator and Ms. Mary Parks, Deputy Associate Administrator of GSA's OSBU

As a follow-up Jean Oyler, Business Operations Manager, Herman Lyons, Business Development Specialist, and Lee Tittle, Contract Specialist, provided training for the GSA OSBU staff on March 16. The webinar covered a full agenda including: GWAC features and benefits, overview of small business GWACs, new initiatives, and a Q&A session with participants. A total of 20 participants from OSBU's National and Regional offices attended.

GSA Assisted Acquisition Service

SBGWAC representatives and GSA Assisted Acquisition Services (AAS) delivered an executive briefing to the Office of Information Technology, Customs and Border Protection (CBP), Department of Homeland Security, on February 17 in Springfield, VA. Center representatives, Stephen Triplett, Director, Matt Verhulst, Contracts Branch Chief and Jean Oyler, Business Operations Manager, were joined by Jim Ghiloni, Director of Business and Acquisition Operations, AAS, to brief CBP program officials regarding GSA's GWAC and AAS offerings, processes, and value propositions

Defense Logistics Agency

Matt Verhulst, Contracting Branch Chief, Janna Babcock and Todd Tekesky, Contracting Officers, and Jihyun Huyck, Business Development Specialist, met with the Defense Logistics Agency (DLA) in Battle Creek, MI, via videoconference, on March 25. The DLA Acquisition staff asked that the SBGWAC Center meet with their Program officials to answer questions about using the Veterans Technology Services (VETS) GWAC. The discussion helped the DLA customers to determine whether specific requirements of their task can be met through the use of VETS GWAC. This meeting was successfully coordinated by Allison Crews, Customer Service Director, GSA Great Lakes Region. Allison put extra effort to schedule this event for the SBGWAC Center, working with her contacts at DLA, who were on a tight acquisition schedule.

Program Meetings

VETS

On January 13, the SBGWAC team conducted a semi-annual Program Review Meeting with VETS GWAC Industry Partners, via webinar. Speakers from the Center included Stephen Triplett, Director, Janna Babcock, Contracting Officer, Chris Carver, Program Analyst, and Jihyun Huyck, Business Development Specialist. There were 53 representatives from the VETS GWAC and 43 prime contractors attending the webinar. Among the topics discussed were collaboration among industry

partners, the contract's required reporting, subcontracting reporting procedures in the GWAC Management Module, and Business Development updates and initiatives. The next VETS Program Meeting will be held in conjunction with the 6th Annual National Veterans Conference, July 19-22 in Las Vegas, NV.

Alliant Small Business

The Small Business GWAC Center conducted a program meeting for its Alliant Small Business (SB) Industry Partners on March 25 in Washington, DC. The event, in part commemorating the first anniversary of the Alliant SB GWAC, served as an opportunity to update the industry partners on contract administration, business development and client outreach efforts, and the GWAC Management Module. Steven Kempf, FAS Acting Commissioner, Ed O'Hare, ITS Assistant Commissioner, Michael O'Neill, Director of GWAC Programs, and Steve Triplett, Director of the Small Business GWAC Center provided opening remarks. Other prominent speakers included Jiyong Park, Associate Administrator for the GSA Office of Small Business Utilization, and Perryn Ashmore, Director of Contract Administration for the GSA Office of Chief Information Officer. Mr. Ashmore spoke to the subject of future Government IT buying trends. This was followed by a panel of Government purchasing officials addressing best practices when responding to requests for proposals from client agencies. The panel was made up of Dale Hoehn, FBI Acquisition Manager, Jim Ghiloni, GSA AAS Director of Operations, and Greg Byrd, Alliant SB Procuring Contracting Officer. Also, the Alliant SB Industry Council's (ASBIC) Executive Team demonstrated their web-based collaboration tool and spoke to ASBIC's accomplishments since its inception. The event was attended by 124 government and industry participants, 101 of which represented 62 of the 73 Alliant SB awardees.



From left to right: Herman Lyons, Business Development Specialist, Lee Tittle, Contract Specialist, Greg Byrd, Contracting Officer, and Dean Cole, Business Development Specialist, answer questions during the Alliant Small Business Program Meeting.

8(a) STARS

The 8(a) STARS team hosted a webinar for current 8(a) STARS Industry Partners on March 30. The session welcomed over 115 industry partner representatives to an informative webinar that discussed reporting requirements, outreach activities, and the status of the 8(a) STARS II GWAC.

8(a) STARS II

8(a) STARS II Procurement Schedule

The 8(a) STARS II procurement schedule is only provided as an estimate.

Activity	Date
8(a) STARS II Solicitation Released	July 30, 2009
Proposal Response Date	October 1, 2009 2:30 p.m. Central Time
8(a) STARS II Contract Award	Prior to October 1, 2010
8(a) STARS II Open for Business	For Fiscal Year 2011 Requirements

Please note: Offerors are required to honor their offers for 365 days from October 1, 2009.

Monitor www.gsa.gov/s2 for the latest procurement information.

Conference Participation

FOSE

The SBGWAC Center actively participated in multiple events at the 2010 FOSE event, held March 23-25, in Washington, DC. The Small Business GWAC Center, along with the Enterprise GWAC Center and GWAC Program Office, manned an Alliant and Alliant SB booth on the expo floor. Members of both GWAC Centers, along with Alliant and Alliant SB prime contract holders, conducted sessions in the Alliant Program Theater, provided by the hosts of FOSE. The theater served as an opportunity to increase awareness both contracts, as well as showcase a sampling of our industry partner's capabilities. DPA training was also provided during the event.

GSA EXPO

Mark your calendars for the 16th annual International Products and Services Expo May 4 – 6, 2010, in Orlando, FL. GSA Expo 2009 was a tremendous success, thanks to the 9,000-plus attendees!

GWAC Classes Offered:

- Update on GSA's GWACs – What's New and Different for IT Buyers
- Alliant and Alliant Small Business – GSA's Next Generation GWACs
- Tips for Successful Proposal Preparation – GWAC
- Leveraging GSA Information Technology Acquisition Vehicles, What is right for you

Click [here](#) to view the Expo 2010 class schedule.



GWAC Industry Partner Visits

The Center welcomed the following small business GWAC contract holders:

Advanced Systems Development, Inc.

GS-06F-0597Z

Advanced Systems Development, Inc, a prime contract holder on the Alliant SB GWAC visited the Center on February 2.

ASRC Management Systems, Inc.

GS-06-0605Z

ASRC Management Systems, Inc., a prime contract holder on the Alliant SB GWAC visited the Center on February 2.

Client Server Software Solutions (CSSS.Net)

GS-06F-0515Z

Client Server Software Solutions (CSSS.Net), a VETS prime contract holder visited the Center on February 12.

Small Business GWAC \$ales

Total obligated order value as of March 31, 2010:

- ★ **8(a) STARS \$2,557,461,925.31**
- ★ **Alliant Small Business \$44,258,586.00**
- ★ **COMMITTS NexGen \$14,453,216.74***
- ★ **VETS \$491,605,110.81**

For a listing of sales by agency visit

www.gsa.gov/sbgwac and click "Small Business GWAC Sales".

*new orders since COMMITTS' transfer to GSA

Kudos & Accolades



Submitted by SBGWAC Industry Partners

MicroTech, VETS contract holder, has been recognized as the No. 1 Veteran Owned Business in the Washington DC area by DiversityBusiness.com in their "Top 2010 Business" awards. The Diversity award distinguishes MicroTech as one of the top entrepreneurs in the nation. MicroTech will be presented with the award in April at the "10th Annual National Business Awards Ceremony and Conference," bringing together America's Top Business Owners and the Top Fortune 500 companies in a forum promoting business opportunities.

MED Trends, Inc., VETS contract holder, has received a Capability Maturity Model Integration (CMMI) Maturity Level (ML) 2 rating. The CMMI is an internationally recognized process improvement maturity model or collection of "best practices" for the development of products and services, enabling organizations to improve the predictability of budgets and schedules, incorporate lessons learned leading to continuous improvement, and

provide transparency into lifecycle and engineering activities to ensure that customer expectations are consistently met.

Congratulations to 8(a) STARS Industry Partner, American Environmental and Engineering Consultants (AEEC) and their IBM partner on being awarded the 2009 Department of Defense Mentor-Protege Nunn-Perry Award, the 2009 Department of Treasury Mentor-Protege Team of the Year, and for being ranked on the Deloitte Technology Fast 500.

Selling to the Federal Government 101



10 Helpful Tips for Increasing Awareness and Usage of your GWAC

1. Ensure all associates have read and understand the contract and ordering guide
2. Familiarize yourself with Federal Acquisition Regulation Parts 16 (ordering procedures for GWACs) and 19 (contracting with small business)
3. Keep marketing plan current
4. Familiarize yourself with GWAC websites so you are able to direct customers to documents or contact information
5. Consider presenting a workshop at a conference or event that showcases an area of expertise held by your firm
6. Attend seminars and events. Consider bringing customers to events where the Small Business GWAC Center is offering training or exhibiting
7. Research markets and locate opportunities in Fedbizopps.gov, INPUT, Fedsources.com
8. Contact agency Small Business Utilization offices

9. Invite customers to participate on conference calls with the Small Business GWAC Center to discuss a new or existing requirement

10. Consider sponsorship opportunities at conferences or events

Small Business GWAC Quiz



1. Which of the following is a value added service provided by the SBGWAC Center?
 - a. Capabilities Statement Request
 - b. Scope Compatibility Reviews
 - c. Assistance throughout life of task order
 - d. All of the Above
2. What is the last day a task order may be awarded on the 8(a) STARS GWAC?
 - a. October 31, 2010
 - b. December 18, 2010
 - c. February 15, 2011
 - d. May 30, 2011

Answers Provided at Bottom of Last Page

Acquisition Corner

Task Order Level Size Re-representation

The Small Business GWAC Center has received many questions concerning task order business size re-representation from Industry Partners, Order Contracting Officers and Program Offices. *Quality of service delivery* and *socioeconomic public policy* (e.g. small business goals/socioeconomic credit) are key reasons why government customers use small business set-aside GWACs.

Quality of service delivery is assured by the evaluation process required of industry partners to win a position on the GWAC, and also by the flexible customer controlled task order evaluation and award process during which customers control evaluations techniques designed to select a contractor to fulfill their mission objectives. In support of *socioeconomic public policy*, all prime contractors on these GWACs were duly recorded as small business concerns in FPDS-NG at GWAC award, making them *small businesses on the GWAC* – a term of art that is beneficial for customers to know. However, as time passes, circumstances may change and a contractor is no longer considered a small business concern in general, and more limited circumstances can make an individual contractor no longer considered a small business concern on a federal contract. Thus, a task order level size representation may be needed for a successful task order award.

Why does size re-representation (SR) matter?

Socioeconomic credit is a matter of public policy and regulation.

In order to award a task order to a small business on the GWAC, the selected industry partner must not have had a change in circumstances to its small business status resulting in it becoming an *other than a small business* on the GWAC. Examples of changes in those circumstances would be organic growth by the company or a merger or acquisition of the company. These circumstances could happen before an option was exercised or after, which would determine the re-coding of a business in the Federal Procurement Data System (www.fpds.gov).

What are the small business SR regulations that govern these matters?

FAR Clause 52.219-28 (www.acquisition.gov)

FAR Final Rule 74 FR 11821 & 74 FR 14492 (www.gpoaccess.gov)

SBA Final Rule 71 FR 66434 (www.gpoaccess.gov)

As a government customer, what may I do to assure that industry partners remain a *small business on the GWAC*?

Because there might be a slight lag between a company becoming other than small, and it fulfilling its obligation to report to GSA pursuant to FAR 52.219-28, which provides for such reporting to be slightly in arrears, the Center recommends that ordering contracting officers (OCOs) not simply rely upon the information about industry partner size status maintained at www.gsa.gov, and instead implement an Order Size Rerepresentation (OSR).

Pursuant to SBA's final rule, GAO and the Federal Courts have upheld a procuring agency's authority to request size certifications with respect to particular orders. See *LB&B Associates, Inc. v. U.S.*, 68 Fed. Cl. 765 (Fed. Cl. 2005); *CMS Information Services, Inc.*, B-290541, Aug 7, 2002, 2002 CPD ¶ 132. Accordingly, an OCO has the discretion to require a re-representation of the GWAC prime contractors' size status as a condition of order award. A template for implementing OSR (OSR Template) is provided later in this section.

How do I know if a GWAC industry partner remains a *small business on the specific GWAC*?

The Small Business GWAC Center maintains a list, presently in spreadsheet format, on the GWAC's website, and industry partner small business status is indicated on the list. The Small Business GWAC websites are: www.gsa.gov/alliantsb www.gsa.gov/8astars www.gsa.gov/commits www.gsa.gov/vetsgwac

Also, you may contact the Small Business GWAC Center at (877) 327-8732 or <mailto:sbgwac@gsa.gov>

I noticed on the GWAC's list of industry partners that certain firms were not identified as small businesses on the GWAC. Is it permissible to allow them into competitions for task orders?

Yes, pursuant to the SR regulations cited above. However, a task order award to such an industry partner is not expected to result in socioeconomic credit. OSR should not be utilized if all GWAC prime contractors will be considered for task order award.

As a GWAC prime contractor, what can I do to make sure my size status is accurately represented to the Federal Government?

- Comply with the notification requirements of FAR 52.219-28
- Keep [Online Representations and Certifications Application](#) (ORCA) up-to-date

As a GWAC prime contractor, what can I do if a task order solicitation isn't clear about the intention vis-à-vis OSR?

- Immediately seek clarification from the ordering contracting officer about their intent for OSR
- OSR is clearly indicated if a task order opportunity applies the OSR template guidance

OSR Template

An OCO may incorporate the following OSR language into task order solicitations in order to require an OSR as a condition of task order award.

Notice of Order Size Rerepresentation (OSR) at the Task Order Level

Offers are solicited only from **(name of)** GWAC prime contractors that have not rerepresented as other than small in accordance with FAR 52.219-28 Post-Award Small Business Program Rerepresentation. Those **(name of)** GWAC prime contractors having experienced an event that triggers the notification requirements contained in FAR 52.219-28(b)(1) or (b)(2), and are other than small as a result of said triggering event, are considered to be other than a small business concern for the purposes of this procurement regardless of whether the contractor has fulfilled the rerepresentation notification pursuant to FAR 52.219-28.

Offers received from **(name of)** GWAC contractors that have rerepresented their size status as other than small under the **(name of)** GWAC, or have had a triggering event and are not currently considered small business concerns under the **(name of)** GWAC, are not desired and shall be rejected as non-conforming with this OSR.

The following representation must be completed and submitted with the offer.

I hereby represent that my company: (check one) ___ has ___ has not rerepresented itself as other than a small business concern under the **(name of)** GWAC, and (check one): ___ has ___ has not experienced a triggering event pursuant to FAR 52.219-28 resulting in the company being other than a small business concern regardless of if notification of that circumstance has or has not been provided pursuant to the timetable established in FAR 52.219-28.

Upcoming Events

The Small Business GWAC Center participates in a variety of events throughout the year. Many events offer training on GSA's GWACs as well as networking opportunities for small business. Please monitor our website for updates.

May 3-6	DISA Customer Partnership Conference 2010	Nashville, TN
May 4-6	GSA Expo	Orlando, FL
May 10-12	DOE Small Business Conference & Expo	Atlanta, GA
May 23-25	National Small Business Week	Washington, DC
July 19-22	National Veteran Small Business Conference & Expo	Las Vegas, NV
August 15-18	GovEnergy Conference	Dallas, TX