



# Small Business In Focus

July 2010

Volume 4, Number 22

## Small Business GWAC Center

1500 E Bannister Rd  
Room 1076  
Kansas City, MO 64131  
[www.gsa.gov/sbgwac](http://www.gsa.gov/sbgwac)  
(877) 327-8732

## In This Issue

- Director's Corner
- GWAC Training
- Conference Participation
- Small Business GWAC Sales
- KUDOS & Accolades
- Selling to the Federal Government 101
- Small Business GWAC Quiz
- Employee Spotlight
- Upcoming Events

## Director's Corner



Steve Triplett, Director, Small Business GWAC Center

I hope this message finds everyone enjoying a safe and memorable summer.

Alliant GWAC was recently recognized for reaching \$1 billion in estimated sales. For Alliant to reach this milestone at such an early stage is truly a remarkable feat that demonstrates the flexibility, comprehensiveness, and popularity of the contract. I would like to congratulate GSA's Enterprise GWAC center(s) and encourage them to keep up the excellent work.

The recent success of Alliant affords me the opportunity to reflect on the success of our Small Business GWACs.

8(a) STARS has been our strongest Small Business GWAC to date. Over fifty federal agencies have used the contract and issued task orders totaling more than \$2.68 billion in obligated sales. Although the STARS ordering period will end May 31, 2011, we plan on continued success with its successor, 8(a) STARS II.

Alliant Small Business has made great strides in its 16 month existence. 25 task orders have been issued with a total estimated value of \$392 million. It is also worth mentioning that of the 25 task order awards, 20 have gone to different industry partners.

COMMITTS NexGen has 6 orders with an estimated value of \$206 million since transferring to GSA. The flexibility of COMMITTS NG provides great latitude to our customers. Although the ordering period expires January 20, 2011, task order duration may be extended to January 20, 2016.

VETS continues to be a popular choice among our GWACS. In three years, VETS has \$572.9 million in obligated sales worth an estimated value of \$944 million. Expanding the VETS' customer base will be our focus in coming months.

These accomplishments are the results of your hard work and dedication to small business. Take a moment and give yourself a pat on the back. You deserve it!

Warm Regards,

Stephen Triplett  
Director  
Small Business GWAC Center

"If you do not hope, you will not find what is beyond your hopes."  
[St. Clement of Alexandria](#)

---

# GWAC Training

## GSA Assisted Acquisition Services

Todd Tekesky, Contracting Officer, conducted GWAC training for GSA Assisted Acquisition Services (AAS) Region 5 on April 20. Todd presented GWAC refresher training and GWAC Delegation of Procurement Authority (DPA) training for 11 contracting officers and 1 program manager. The training allows contracting officers direct access to GWACs: 8(a) STARS, VETS, COMMITS NexGen, Alliant, and Alliant Small Business (SB). 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 participants.

As a follow-up Todd Tekesky, and Herman Lyons, Business Development Specialist, hosted DPA training for GSA's AAS in Region 4 on May 25. The training was attended by 25 acquisition personnel.



## Department of State

Dean Cole, Business Development Specialist, Todd Tekesky, and Lee Tittle, Contract Specialist, conducted DPA training via webinar on June 3. The training, which covered all Small Business GWACs and Alliant was presented to Department of State contracting officers and others involved in their acquisition process. The training was attended by 34 individuals of which 14 DPAs were issued.

## Department of the Interior

Jean Oyler, Business Operations Manager, and Jihyun Huyck, Business Development Specialist, hosted a webinar for the Department of the Interior's Office of Small and Disadvantaged Business Utilization staff on July 1. The purpose of the webinar was to provide an overview of how use of the contracts support agencies' socioeconomic goal achievement. In addition, attendees learned how the Center supports industry efforts to become subcontractors to the current contract holders through outreach such as conferences and events.

## GSA National Customer Service Center

Lee Tittle and Dean Cole, joined other GSA Integrated Technology Service (ITS) associates from Network Services, IT Schedule 70 and Office of Infrastructure Optimization, to deliver ITS portfolio training to GSA's National Customer Service Center associates on June 30 and July 1 in Kansas City, MO. The training was organized by Rick Ferguson, GSA Customer Communications & Engagement Office.

## Small Business Administration

At the invite of the U.S. Small Business Administration, Matt T. Verhulst, Contracts Branch Chief, and co-presenter, Suzanne McGee, President/CEO TechGuard Security, LLC participated in a recorded educational interview sponsored by the Small Business Administration on behalf of 7(j) eligible organizations. The May 11 event addressed 8(a) STARS, the small business GWAC awarded to 8(a) organizations for information technology (IT) services and IT services-based solutions.

---

# Conference Participation

## Small and Emerging Contractors Advisory Forum

Matt T. Verhulst participated as a presenter on a four-member GSA panel at the Small and Emerging Contractors Advisory Forum (SECAF) meeting on May 18 in Tysons Corner, VA. Matt addressed GSA's Small Business GWACs, while other presenters addressed ITS' offerings in the areas of Network Services, Schedule 70 and Infrastructure Optimization. The panel was well received, and invited to participate at a future SECAF event.

## GSA Network Services Conference

Lori Hanavan, Business Development Specialist, presented two courses at the 2010 GSA Network Services Conference. This year's conference, held June 21-24 in Orlando, FL, focused on the "Power of Partnerships". During the conference, Lori presented an overview of the GWAC program as well as an introductory course to the soon to be awarded 8(a) STARS II GWAC. Approximately 50 participants attended the two sessions.

## Mid-America Minority Business Development Council Business Opportunities Fair

Herman Lyons participated at the Mid-America Minority Business Development Council (MAMBDC) "Business Opportunities Fair 2010: Playing to Win" held Thursday,

May 28 in Overland Park, KS. This event was sponsored by the MAMBDC, to give corporate executives, buyers from local state and federal government agencies, and minority business owners a valuable opportunity to develop relationships.

### **U.S. Representative Ike Skelton Procurement Conference**

Sue Cumpston, Contracting Officer, attended Rep. Ike Skelton's Procurement Conference on June 4, at the State Fair Community College in Sedalia, MO. The meeting marked the 22nd edition of the annual Federal Procurement Conference, hosted by Skelton (D-Mo., 4th District), Chairman of the House Armed Services Committee. In addition to Rep. Skelton, special guest speakers included The Honorable John McHugh, Secretary of the U.S. Army, and the head of the Navy Supply Corps, Rear Admiral David Baucom, Deputy Assistant Secretary of the U.S. Navy. The event is designed to help inform small business owners interested in learning the details of obtaining business contacts for federal contracts. The conference brings together representatives of industry and government in a "tradition aimed at enhancing economic development by improving access to information for Missouri's small businesses," said Skelton.

### **GSA Expo**

The Small Business GWAC center actively participated in multiple events at the 2010 GSA Expo, held May 4-6 in Orlando, FL. The Small Business GWAC Center, along with the Enterprise GWAC Center and GWAC Program Office, hosted an Alliant and Alliant SB industry partner Meet & Greet. The event served as an opportunity to build relationships with the Alliant Program Teams, and network with each other. In addition to the industry partner meeting, Dean Cole, Business Development Specialist, taught two GWAC Overview classes. Lee Tittle, Contract Specialist, and Ben Taylor, Business Management Specialist from the GSA Center for IT Schedule Program, presented two classes comparing GSA's GWACs to IT Schedule 70. Greg Byrd, Contracting Officer, and Mimi Bruce, Client Support Director with the Enterprise GWAC Center, conducted two training sessions on the Alliant & Alliant SB GWAC. Greg Byrd also conducted a panel discussion, addressing how to prepare a successful proposal, when responding to GWAC task order solicitations. Also, members from both the Small Business GWAC Center, and the Enterprise GWAC Center, manned an ITS kiosk within the GSA Flagship booth on the expo floor.

Mark your calendars for the 17th annual International Products and Services Expo May 10-12, 2011, in San Diego, CA.

---

## **Small Business GWAC Sales**

Total obligated order value as of June 30, 2010:

- ★ **8(a) STARS \$2,682,988,202.15**
- ★ **Alliant Small Business \$73,715,654.68**
- ★ **COMMITTS NexGen \$37,300,861.14\***
- ★ **VETS \$572,910,958.08**

For a listing of sales by agency visit [www.gsa.gov/sbgwac](http://www.gsa.gov/sbgwac) and click "Small Business GWAC Sales".

\*new orders since COMMITTS' transfer to GSA

---

## **KUDOS & Accolades**

### **National Nuclear Security Administration awards \$122 million to Alliant SB Industry Partners**

The National Nuclear Security Administration (NNSA) awarded two of NNSA's most important Information Technology contract orders to Alliant SB contract holders. OnPoint Consulting, Inc. has been awarded a \$52 million order for operation of NNSA's Information Assurance Response Center located in Las Vegas, NV. Metrica Team Venture has been awarded a \$70 million order for IT and Cyber Support for NNSA Office of Chief Information Officer Headquarters in Washington, DC.

### **Small Business GWAC Industry Partner Recognition**

#### **2010 Washington Technology Top 100 Government Contractors**

Energy Enterprise Solutions – Alliant SB  
Eyak Technology – 8(a) STARS  
MicroTech, LLC - VETS  
SGT Inc. – COMMITTS NexGen  
STG Inc. – COMMITTS NexGen



#### **Federal Times Top 100 Service-Disabled Government Contractors**

Catapult Technology Ltd. – 8(a) STARS, VETS  
Engineering Services Network, Inc. – VETS  
HeiTech Services, Inc. – 8(a) STARS  
HMS Technologies, Inc. – VETS  
Information Innovators, Inc. – VETS  
KT Consulting, Inc. – VETS, 8(a) STARS  
Merlin International, Inc. – 8(a) STARS  
Metters Industries, Inc. – VETS  
MicroTech, LLC – VETS  
Systems Made Simple, Inc. – VETS

### MicroTech, LLC Attains ISO 20000

MicroTech, VETS contract holder, obtained its ISO 20000 certification becoming one of only 25 Corporations in the United States and one of only 519 Corporations worldwide to have achieved this important business certification.

---

## Selling to the Federal Government 101



### The Power of Partnerships

As most of you know, one of the most powerful things about being a small business is the flexibility it affords. This flexibility allows your company to adapt and form partnerships to best meet a client's requirement. Some partnerships seem to mesh right out of the gate, while others...well...aren't exactly a match made in heaven.

A five year Gallup research project, focusing on collaboration, has culminated in *Power of 2: How to Make the Most of Your Partnerships at Work and in Life* (Gallup Press; hardcover; November 10, 2009). Based on their research, New York Times bestselling author Rodd Wagner and Gallup World Poll leader Gale Muller uncover the eight crucial elements for creating successful partnerships.

- **Complementary Strengths:** One of the most powerful reasons for teaming up is working with someone who is strong where you are weak, and vice versa. A successful partnership requires two people who can recognize their own exceptional abilities, as well as their weaknesses, and can team up with someone whose strengths complement their own.
- **A Common Mission:** No partnership can survive without a shared goal, a common mission to work toward. While the partners' motives may vary, the desired end goal must be mutual.
- **Fairness:** From the early stages of childhood, we understand and have a need for fairness. Just as fairness mattered when deciding who got to ride in the front seat or who got first pick of the kickball team, our intrinsic need for fairness cannot be ignored when working in a partnership.
- **Trust:** Working with someone means taking risks. If the partnership lacks trust, one partner is left constantly

second-guessing the other, making the team highly inefficient and ultimately unsuccessful.

- **Acceptance:** Whenever two disparate personalities come together, there is bound to be a certain friction from their differences. Partners must learn how to focus on each other's strengths, accept each other's weaknesses, and understand when the other partner makes a mistake.
- **Forgiveness:** People make mistakes. Without forgiveness, acceptance turns to ridicule, attempts at fairness are replaced with feelings of entitlement, and the relationship becomes riddled with mistrust and thoughts of revenge.
- **Communicating:** This component of a partnership is critical, both on a functional level and in the sense that open communication implies a level of trust between partners. Candid communication and willingness to share your half-baked ideas lets your partner know that you trust him and are fully on board with the partnership.
- **Unselfishness:** While most people enter into partnerships for selfish reasons, a truly powerful partnership becomes wholly unselfish. In the best relationships, partners are equally as satisfied seeing their partner succeed as they would be with their own success, willing to take a significant risk for their partner, and able to view their partner as a brother or sister. "Great partnerships don't just happen," write Wagner and Muller. "Whether your joint mission is to build a successful company, coach a team, improve the government, do something spectacular for a charity, or any other worthy goal, all successful partnerships share the same crucial ingredients."

Gallup Management Journal Press Release, October 29, 2009

## Small Business GWAC Quiz

Upon task order award, it is the responsibility of the \_\_\_\_\_ to create the task order package in the GWAC Management Module?

- Industry Partner
- GWAC Contracting Officer
- GWAC Program Analyst(s)
- Ordering Contracting Officer

Quiz answer on last page



## Spotlight

Vicki McReynolds  
Contract Specialist

Vicki McReynolds joined the GSA Small Business GWAC Center in April 2010 as a Contract Specialist Intern. As a Contract Specialist for the forthcoming 8(a) STARS II Small Business GWAC, Vicki will be responsible for a variety of contract administration tasks. Prior to joining GSA, she worked in the private sector as a Project Manager and Residential Realtor. Vicki received her Bachelor of Science degree from Kansas State University and Master of Business Administration from Baker University. A former athlete herself, Vicki enjoys watching track and field events especially the hurdle and sprint races.



## Spotlight

Meredith Wassenberg  
Contract Specialist

Meredith Wassenberg joined the Small Business GWAC Center in May 2010. Prior to joining the Small Business GWAC Center, she worked for Grundfos Pumps Corporation as a Senior Partner Services Analyst in their inside sales department. Meredith has a Bachelors Degree in Public Relations from Fort Hays State University and a Masters Degree in Business Administration from Baker University. She also has a Certificate in Project Management Professional from Johnson County Community College and a Certificate in Lean Six Sigma from MoreSteam University. In her free time, Meredith enjoys reading, walking, traveling, and spending time with her family.

## 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 <http://www.gsa.gov/sbgwac> for updates.

August 3-5	<a href="#">AFCEA LandWarNet Conference</a>	Tampa, FL
August 4	<a href="#">Alliant Small Business Program Meeting</a>	Webinar
August 9-11	<a href="#">GSA Opening Doors Conference</a>	Los Angeles, CA
August 15-18	<a href="#">GovEnergy Conference</a>	Dallas, TX
August 17-18	<a href="#">Navy Small Business Opportunity Conference</a>	San Diego, CA
August 30-September 2	<a href="#">Air Force Information Technology Conference</a>	Montgomery, AL