Vermont Procurement Technical Assistance Center

Where businesses, opportunity, and government connect

VT PTAC

ptac.vermont.gov

VERMONT
DEPARTMENT OF ECONOMIC DEVELOPMENT
VT PROCUREMENT TECHNICAL ASSISTANCE CENTER

GOVERNMENT CONTRACTING & *Women-Owned Certifications*

WBON CONFERENCE
VT PTAC 2020

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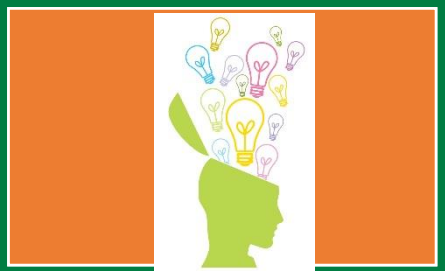
WORKSHOP DESCRIPTION

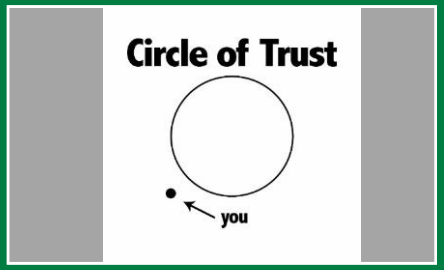
Learn the basics to compete for contracts with federal, state and local government entities while also learning about socio-economic small business programs, including woman-owned certifications, that may provide an advantage when competing for federal contracts.

WORKSHOP AGENDA

- Why Should I Sell to the Government
- Who are Government Customers
- What Does the Government Buy
- Where Does the Government Shop
- How Do I Sell to the Government
- When Do I Certify as Woman Owned
- Meet VT PTAC
- Getting Started

WHY SHOULD I SELL TO THE GOVERNMENT ?

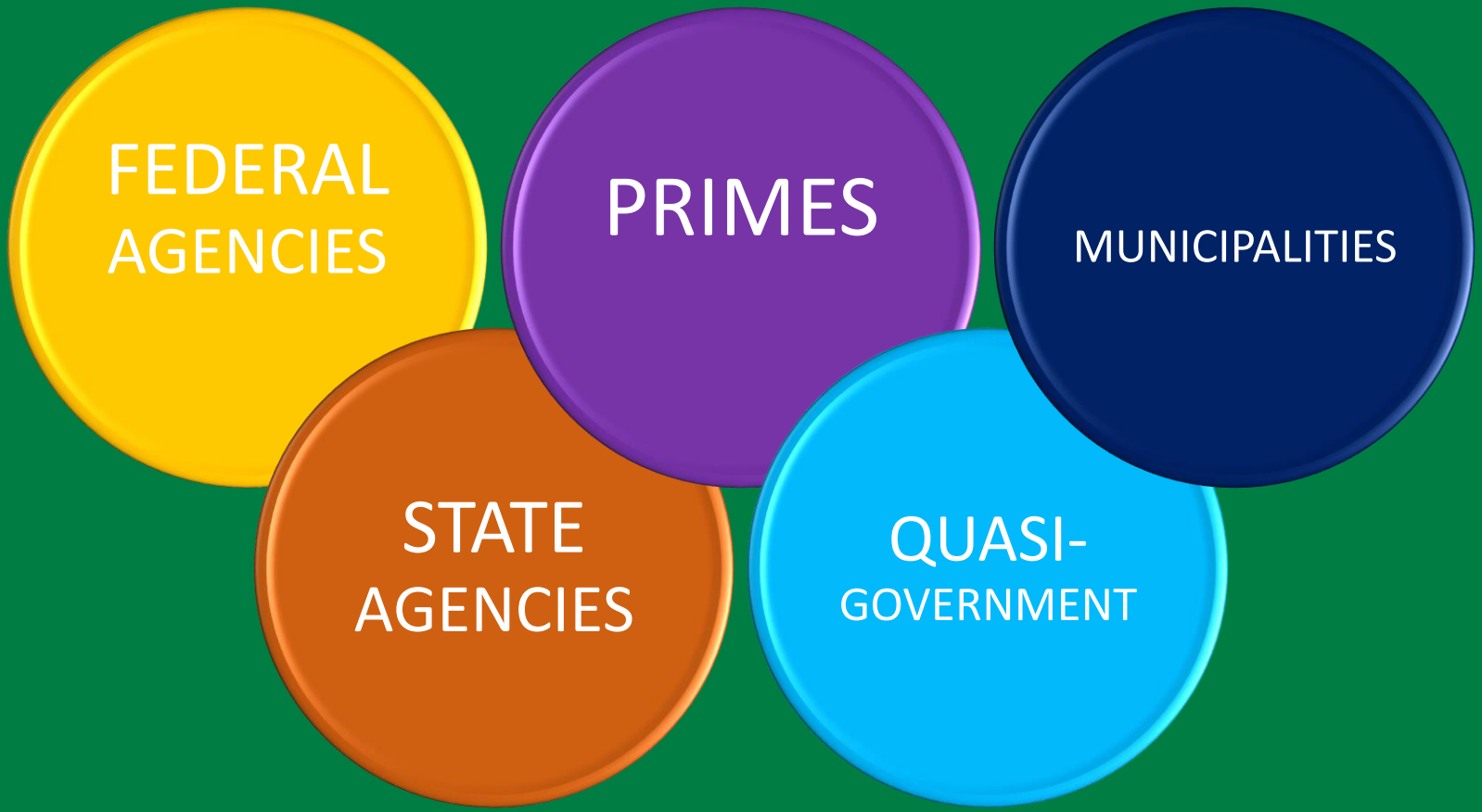




WHY SHOULD I SELL TO THE GOVERNMENT ?

- Largest Spenders
- Wide Range of Opportunities
- Diversify Revenue Streams
- Fair Business Practices
- Recession Resistant
- Increase Marketplace Knowledge
- Trusted Status

WHO ARE GOVERNMENT CUSTOMERS ?



WHAT DOES THE GOVERNMENT BUY ?

CAN YOU GUESS?

Almost Everything!

Research & Development

Disaster Response!!!

Products

- Furniture
- Parts
- Clothing
- Office Supplies
- Fuel
- Food, Art & Gift Items
- Medical Supplies

Services

- IT
- Construction, Roofing, Excavating
- Plumbing, Electrical
- Engineering & Architecture
- Landscaping, Plowing, Janitorial
- Marketing, Graphic Design
- Medical, Veterinarian

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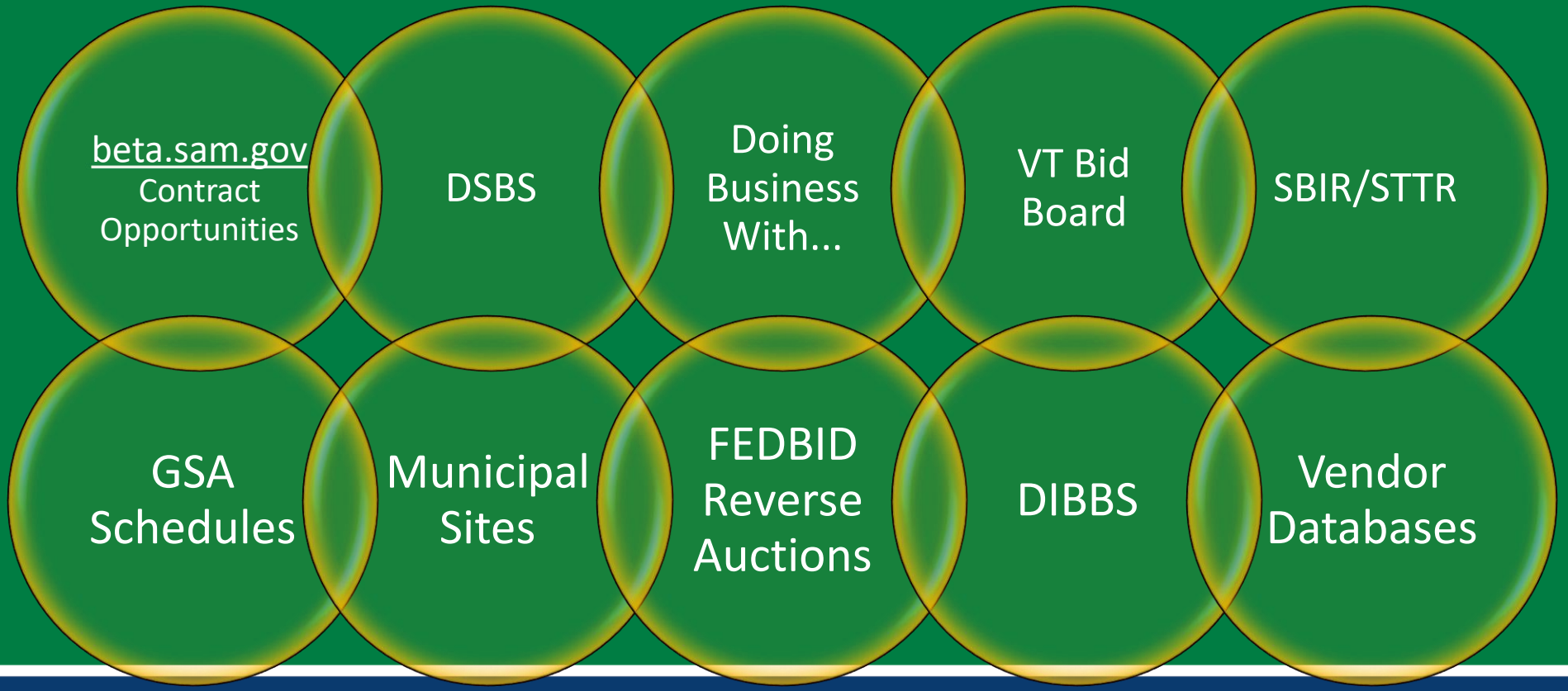
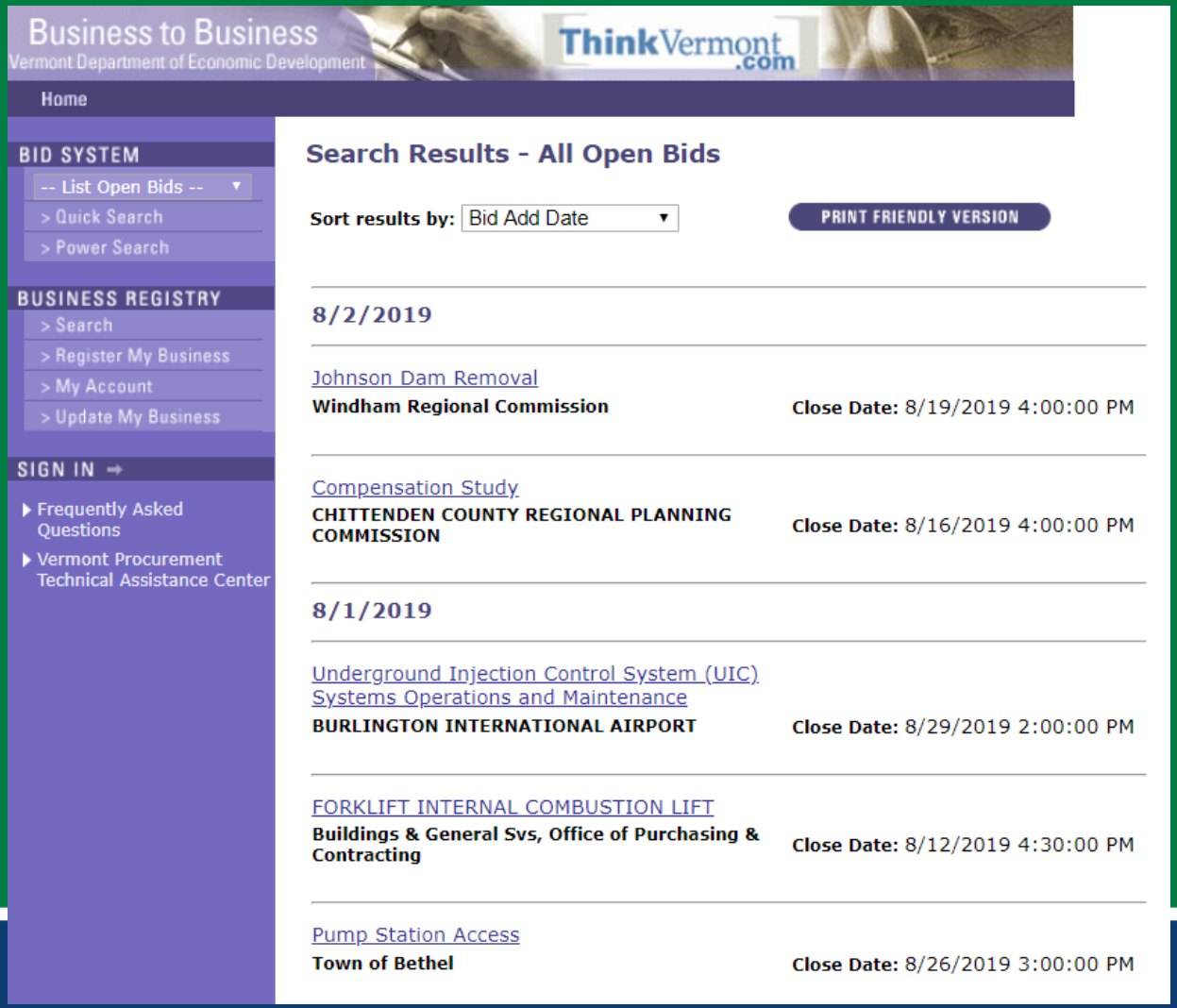
WHERE DOES THE GOVERNMENT SHOP ?

Examples include:



WHERE DOES THE GOVERNMENT SHOP ?

VT Bid Board



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https://www.vermontbusinessregistry.com/

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HOW DO I SELL TO THE GOVERNMENT ?

WHAT IT IS

An Advertising Document Tailored to the Government Marketplace

CONTACT PTAC FOR ASSISTANCE!

(800) 555-5555

generic logo company

www.constructrus.com

CAPABILITY STATEMENT

Johnny Onthespot, Senior Project Manager
(802) 555-5501 * jonthespot@constructrus.com

Motto/quote/or basic service category

Brief Company overview with pertinent information. Brief Company overview with pertinent information. Brief Company overview with pertinent information. Brief Company overview with pertinent information. Brief Company overview with pertinent information. Brief Company overview with pertinent information. Brief Company overview with pertinent information. Brief Company overview with pertinent information. Brief Company overview with pertinent information. Brief Company overview with pertinent information.

DUNS
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CAGE
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CORE COMPETENCIES

Excavation
- Land clearing
- Leveling
- Grading
- Earth Moving

Commercial & Institutional Building Construction
- Office Buildings
- Storage Facilities
- Schools
- Dormitories

Commercial Remodels & Additions
- Warehouses
- Pre-Engineered Metal Buildings Structural Foundation

Highway, Street & Bridge Construction
- County & State Roads
- Covered Bridges

Demolition
- Structural Site Clearance
- Debris Removal
- Foundation Removal
- Emergency & Disaster

DIFFERENTIATORS

- What makes you different than
- your competitor
- and how does that
- benefit the target audience

PAST PERFORMANCE

- Federal Agency * Project
- State Agency * Project
- Municipal Agency * Project
- Commercial Client * Project
- Commercial Client * Project

*If targeted to a specific Agency consider including date, dollar amount, contact name, contact phone number, contact email on past performances so they can contact references

NAICS
XXXXXX
XXXXXX
XXXXXX
XXXXXX
XXXXXX
XXXXXX

SBA WOSB

P.O. Box 55555
1 Vermont Hilltop Terrace
Anytown, Vermont 00000

Office (800) 555-5555
Mobil (802) 555-5502
FAX (802) 555-5503

Email admin@constructrus.com
Web www.constructrus.com

We Accept Credit & Purchase Cards

WHAT IT DOES

Demonstrates your Company is Prepared for Government Contracting

&

Demonstrates your Company is the Best Choice to Provide the Product or Service Sought

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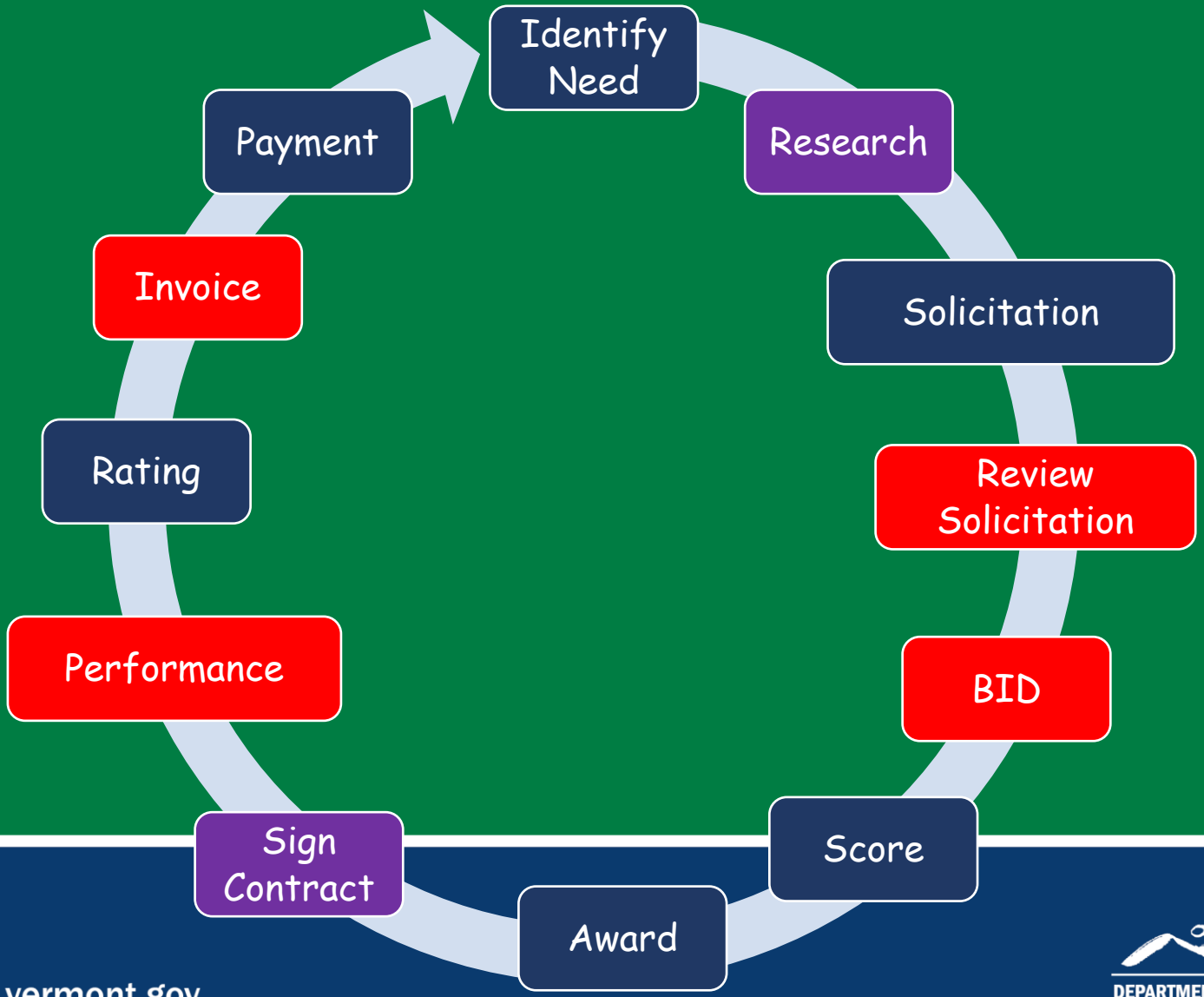
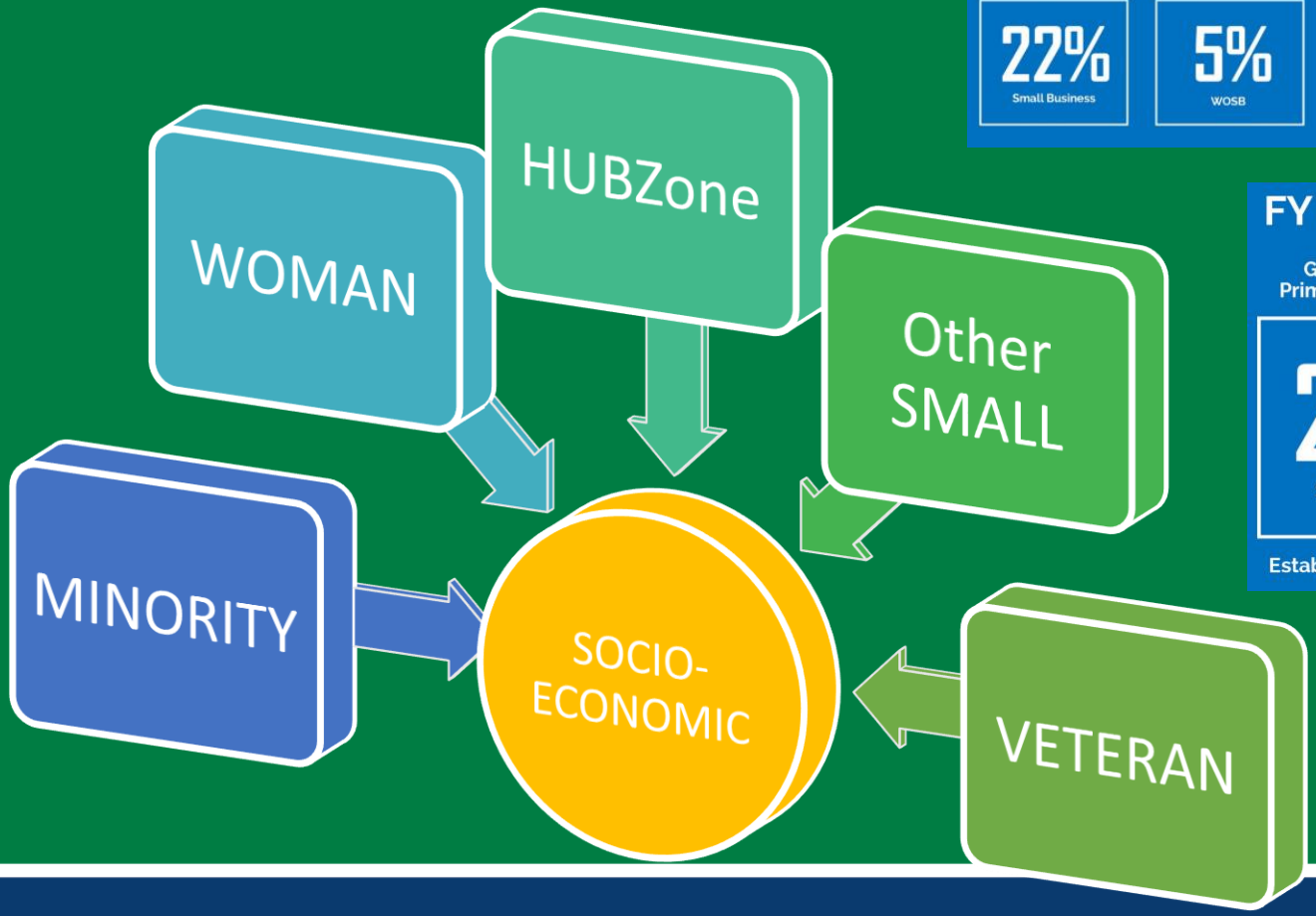
HOW DO I SELL TO THE GOVERNMENT ?



SOCIO-ECONOMIC PROGRAMS



DoD FY 2017 Prime Contracting Goals

22%	5%	5%	3%	3%
Small Business	WOSB	SDB	HUBZone	SDVOSB

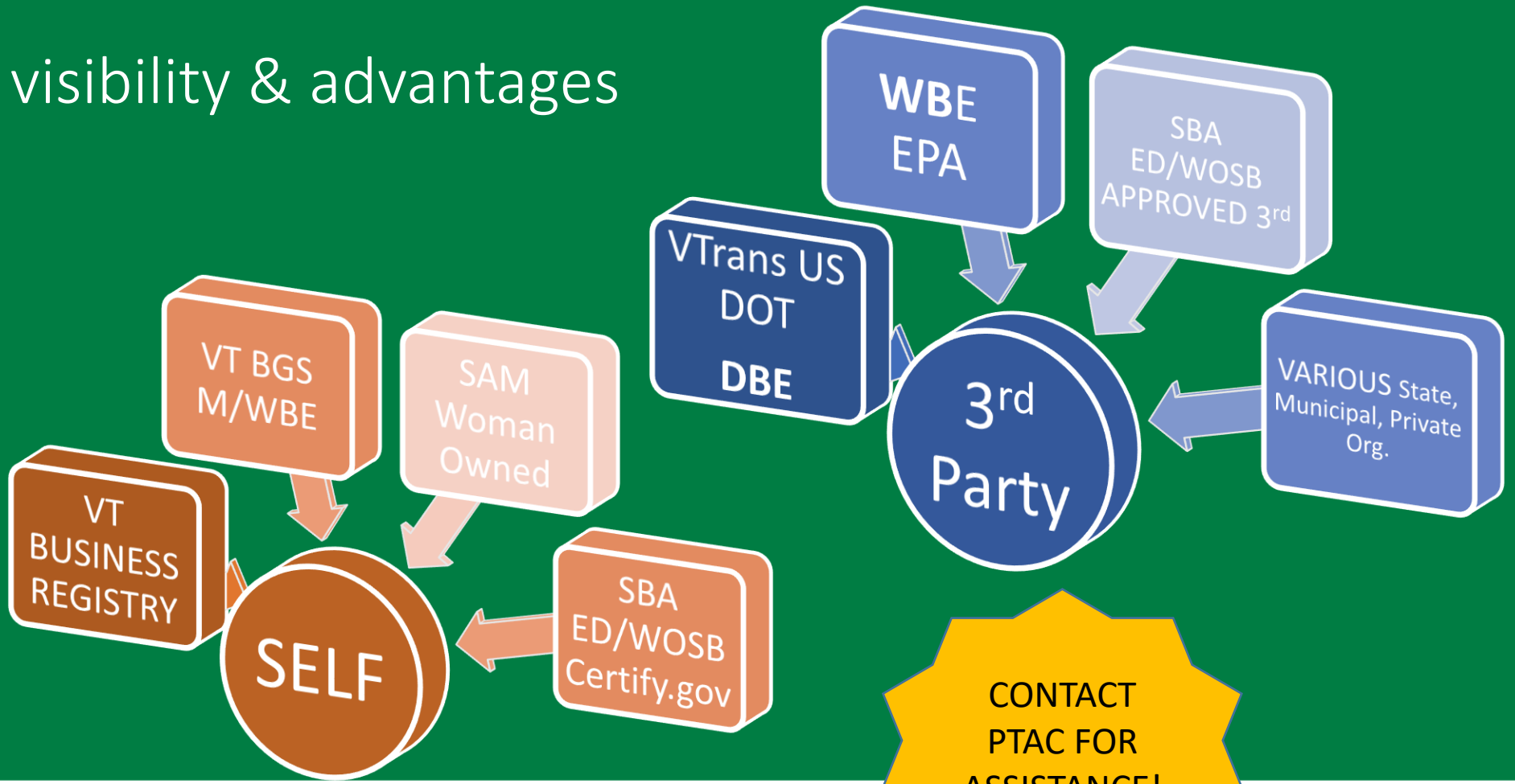
FY 2017

Government-wide Prime Contracting Goal	DoD Prime Contracting Goal
23% Small Business	22% Small Business
Established by Congress	Negotiated with SBA

SBA NAICS SIZE STANDARDS

WOMEN-OWNED CERTIFICATIONS

visibility & advantages



CONTACT
PTAC FOR
ASSISTANCE!

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WOMEN-OWNED CERTIFICATIONS

CONTACT PTAC FOR ASSISTANCE!

SBA **WOSB** ELIGIBILITY REQUIREMENTS

- Be a small business
- Be at least 51% owned and controlled by women who are U.S. citizens
- Have women manage day-to-day operations and also make long-term decisions

SBA **EDWOSB** ELIGIBILITY REQUIREMENTS

- Meet all the requirements of the women's contracting program
- Be owned and controlled by one or more women, each with a personal net worth less than $750,000
- Be owned and controlled by one or more women, each with $350,000 or less in adjusted gross income averaged over the previous three years
- Be owned and controlled by one or more women, each $6 million or less in personal assets

❑ Eligibility definitions: Title 13 Part 127 Subpart B of the Code of Federal Regulations (CFR).

❑ Preliminary assessment of whether you qualify at SBA's Certify website.

WOMEN-OWNED CERTIFICATIONS

WOSB & EDWOSB

Self-certify: certify.SBA.gov

- answering questions & upload documents
- Varies based on your business structure
- preparation checklist

CONTACT PTAC FOR ASSISTANCE!

Approved Third-Party certifiers:

- El Paso Hispanic Chamber of Commerce
- National Women Business Owners Corporation
- US Women's Chamber of Commerce
- Women's Business Enterprise National Council

MEET VERMONT PTAC

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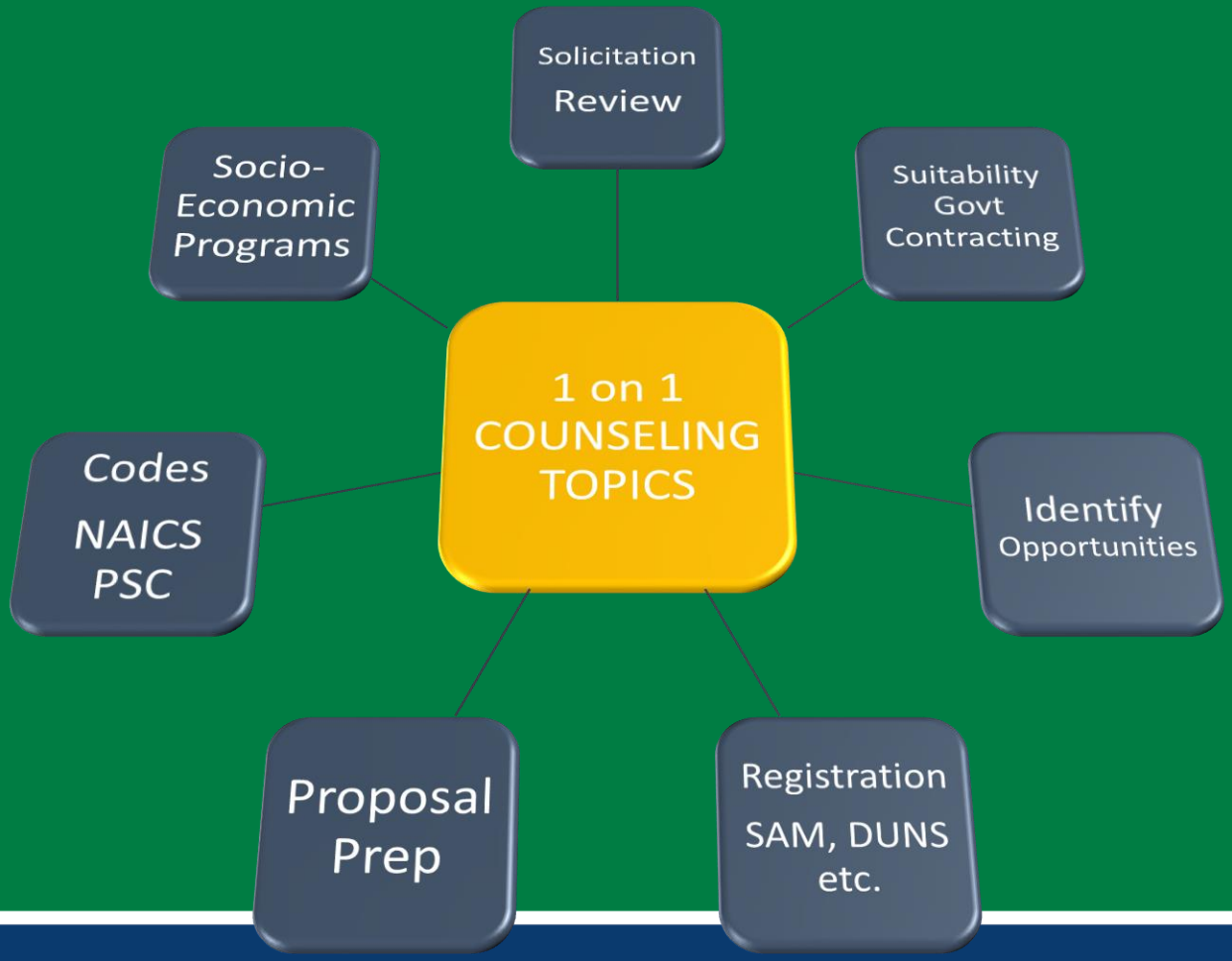
PTAC OUTREACH

PTAC 1on1 COUNSELING



VT PTAC IMPACT FY17

$197M
#1010

AWARDS

OUTREACH EVENTS

48

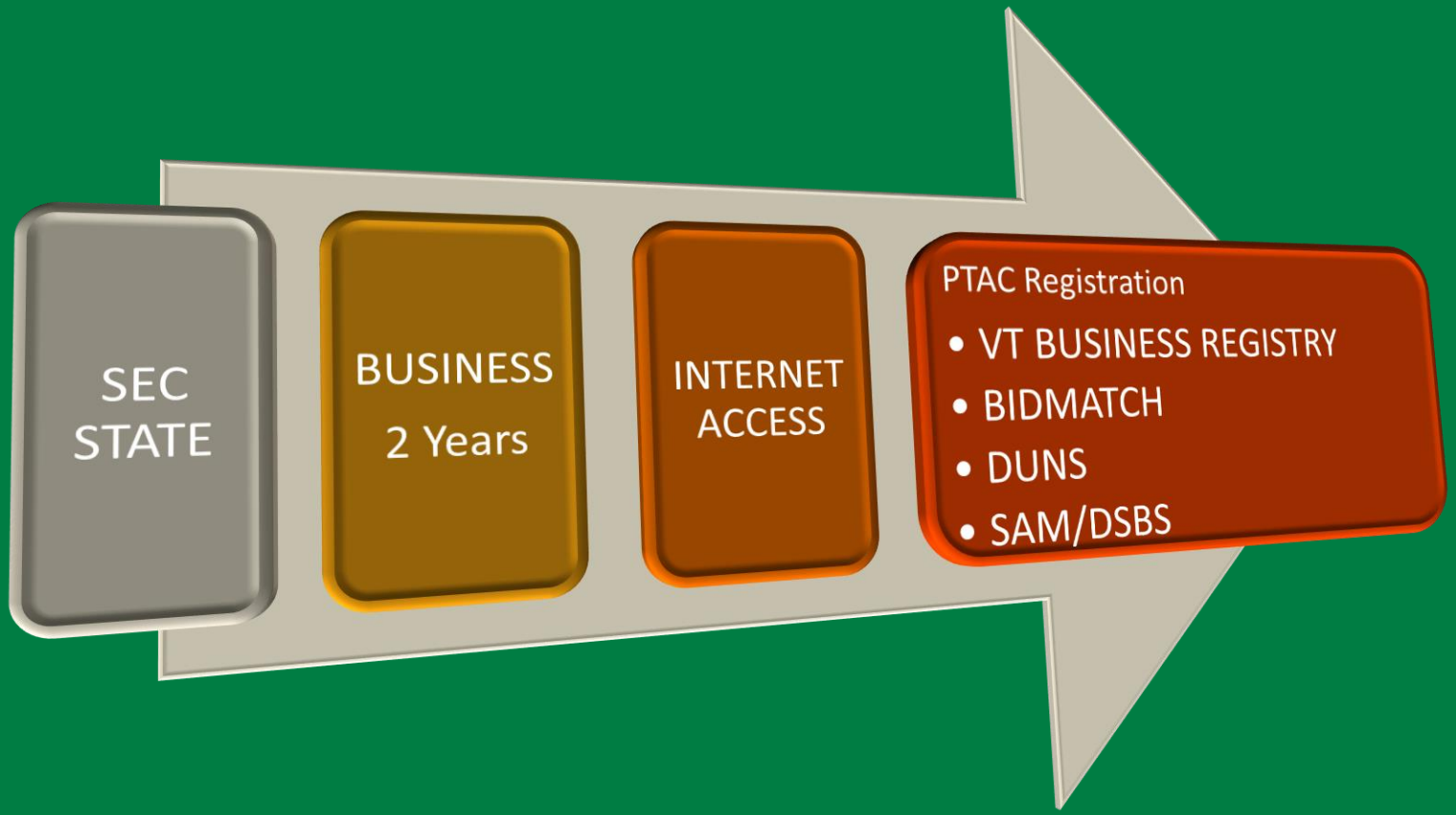
1578

COUNSELING SESSIONS

Beyond 101…

FAR
Contract Types
Reading Solicitations
Disbarment
Prequalification
Accounting
Bid Protests
Debriefings
Sources Sought
Cybersecurity CMMC
Responsive & Responsible
…

GETTING STARTED...



VT PTAC CONTACT INFORMATION

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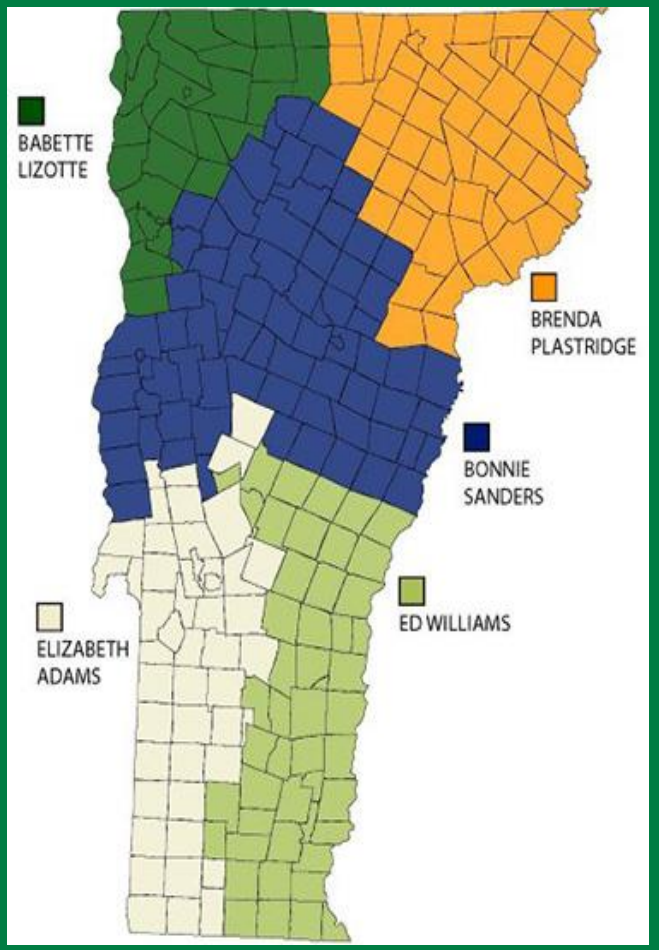
Southwest	Elizabeth.Adams@vermont.gov
Director	Joanne.Spaulding@vermont.gov



COVID-19 RECOVERY RESOURCE CENTER
https://accd.vermont.gov/covid-19

ACCD Business Impact Form