



Federal Government Contracting: THE BASICS

BDPA Entrepreneur Relationships and DoD Marketing Primers – Page 8

bdpatoday

Washington, D.C. Chapter Edition

October 2007

In FY-08: A \$3 Trillion Federal Budget *Over \$66 Billion Requested for "I.T."*

At Least 65% of Requested Federal IT Spending for GFY-08 is Concentrated in 10 Departments

Washington, DC—Within the U.S. federal government, information technology (IT) spending by a group of ten departments accounts for over 65% of the total federal IT expenditure, according to a new report released late last quarter by INPUT, the authority on government business. These ten "high rollers" in the market provide a target-rich environment for small businesses interested in breaking into or expanding their business in the federal IT market. INPUT forecasts that these top buyers will experience healthy growth over the next five years, with an average growth rate of 5.5 percent for the group's addressable market.

The Department of Health and Human Services is expected to be the

Continued on Page 12 See [Federal IT](#)

www.bdpa-dc.org



DoD Photo

Highest spending among the top 10 Federal Departments on vendor-supplied information technology products and services will increase from approximately \$38.8 billion in 2007 to roughly \$50.4 billion in 2012. Based on recent INPUT analyses of projected market trends, agency budget submissions to the Office of Management and Budget (OMB), historical spending trends, and agency strategic plans, the Pentagon is home to four of the top 10 Federal Departments listed as leading buyers of Information Technology (IT) products and services in the federal market.

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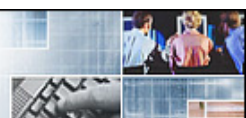
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Contact: Dr. Jesse Bemley
(202) 584-1898
www.jef.org

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SECURING TOMORROW TODAY



RISKS vs. REWARDS



Large and small Public Sector firms continue to empower BDPA communities and our family of local BDPA chapters. This year's Minority Business Enterprise issue of [bdpatoday](#) features an executive overview of BDPA-DC's growing role in the Federal marketplace and how members can successfully trade with Federal agencies. Our mission now includes tasks supporting emerging IT firms, certifying IT staff, and collaborating with BDPA chapters seeking federal, state, or local funds for advanced IT projects.

This month we feature Earl A. Pace, Jr., BDPA's Co-Founder, and several other BDPA members who remember the risks and sacrifices it took to begin their journeys with uncommon valor and shared visions. Each established professional networks and connected the right dots on their way to owning strong relationships with government buyers. Their early adaptation and understanding of how pivotal information technology (IT) is in government and in today's global economy has established a new mercantile class among thousands of successful small businesses trading in the Federal marketplace.

Fiscal year 2008 (GFY-08) begins October 1st with *\$66 billion* projected to purchase IT products and services for the Federal government. To earn great balanced scorecard marks, agencies and prime contractors must collaborate to reach their 23 percent small business contracting and subcontracting goals respectively. Moreover, they must meet contracting targets in at least three of four socioeconomic subcategories that include small disadvantaged businesses (SDBs), small firms headed by women or service-disabled veterans, and small firms located in HUB Zones. A bill that passed the House last May, H.R.1873, is destined to increase the statutory small business contracting goal to 30 percent if signed into law.

Our entrepreneur members can help translate an agency's IT vision into a set of desired small business performance indicators. We do this by forming joint ventures with qualified SDBs and teaming with scores of BDPA Corporate Sponsors currently engaged as incumbent prime contractors.

Our Chapter maintains a bullish stance on the technology sector as a whole. Industrial forecasts, political will, and cultural paradigm shifts in government rapidly are creating better opportunities for BDPA members and stakeholders worldwide. BDPA-DC will continue to leverage federal relationships, provide better access to BDPA communities, and expand BDPA's network of minority-serving institutions to help meet or exceed federal contracting goals.

Perry Carter
President
BDPA Washington, D.C. Chapter

Earl A. Pace, Jr.
President and CEO
Pace Data Systems, Inc.
www.pacedata.com

Co-Founder, National BDPA



Earl A Pace, Jr. has been in the Information Technology industry since 1965. He began as a computer programmer trainee at the Pennsylvania Railroad (PRR). He left the PRR in 1967. Over the next ten years he rose through the ranks of programmer, programmer analyst, programming manager to Vice President of a financial telecommunications company in Philadelphia, PA. He became a business owner in 1976 when he incorporated Pace Data Systems for which he is still president. In 1975, Pace co-founded Black Data Processing Associates in Philadelphia and operated as its president for two years. In 1978 he coordinated the formation of BDPA into a national organization and functioned as its First National President until 1980. Black Data Processing Associates has grown into the largest national professional organization representing minorities in the IT industry. Within BDPA and on a national scale, Earl Pace has been a vocal advocate for business ownership. His primary message since starting BDPA has been that minorities should strive to rise above just a job to Board of Director membership and beyond that to owning and operating their own business. Earl Pace has been active in the business and education communities in Philadelphia, Baltimore, Washington DC, Richmond, and other cities in which he has had business and banking interests that enable him to be present regularly.

In 1997, Mr. Pace received the National Technical Association's National Technical Achiever Award as Computer Scientist of the Year. In 2001 and 2002, Black Money Magazine named him as one of the 50 Most Influential African Americans in Information Technology. He is a graduate of The Pennsylvania State University and has continued graduate studies at Temple University in Philadelphia.

Pace Data Systems provides: Full **Information Technology solutions, services, and Account History Information System (AHIS)** software modules through its Philadelphia, PA and Washington, DC offices primarily to banks and financial institutions.

Keith Harding
President/CEO
RYAN Consulting Group, Inc.
www.consultrcg.com

President, BDPA Indianapolis



R. Keith Harding is an established and well respected IT industry veteran and one of the founders of RYAN Consulting Group, Inc. He brings to RYAN a proven track record of leadership at Cognos, IBM, Defense Finance and Accounting Service (DFAS - US Department of Defense), and the United States Marine Corps as well as over 14 years of IT consulting and management expertise. Prior to joining RYAN, Keith was the Enterprise Manager for several business intelligence initiatives in Cognos global consulting. He was extensively involved in the Business Intelligence System development and deployment at DFAS.

RYAN provides: **Data Warehouse, Data Integration, Performance Management and Help Desk** services to public and private sector customers. The Indiana Business Diversity Council (IBDC) has certified RYAN Consulting Group, Inc. as a Minority Business Enterprise (MBE) firm and included RYAN in their MBE membership affiliation.

Federal Contracting Information

- GSA Schedule 70 (IT)
- Navy SeaPort-e
- Small Disadvantaged Business (SDB)
- SBA 8(a)
- Top Secret Clearance Facility

Certifications

- Authorized Business Objects Partner
- Small Disadvantaged Business (SDB)
- SBA 8(a)
- Certified MBE (IBDC)

Boyd Stevens chairs National BDPA's Entrepreneur Advisory Committee. For our latest events and blogs, visit us online @ <http://www.bdpa-dc.org> or chime in @ <http://betf.blogspot.com>

Patricia Evans, PMP, CGFM
 President/CEO
 Global Systems Consulting, Inc.
www.gsc-corp.com

Member, BDPA Washington DC



Resources Global Professionals (Resources), a leading multinational provider of professional services and the operating subsidiary of Resources Connection, Inc. (NASDAQ: RECN), recently announced the expansion of its government services practice with the appointment of Patricia Evans as Client Service Director. Ms. Evans has over 25 years of experience in government services consulting, management consulting, and software programming, and most recently served as president and chief executive officer of Global Systems Consulting (GSC), a management consulting firm specializing in process improvement, financial and project management. Ms. Evans is based in Resources' Washington, D.C. office working closely with Mark Bernardini, who also recently joined Resources to launch the government services practice.

Before forming GSC in 2002, Ms. Evans served two separate stints at IBM starting as a manager and programmer on the NASA Space Shuttle operating system software and finishing as a project manager at IBM Federal in Springfield, Va. She worked for six years as a principal consultant with PricewaterhouseCoopers LLP. Ms. Evans also worked at BearingPoint managing teams in the Department of Defense CFO group where she helped federal agencies improve financial management processes and procedures to meet the goals of the President's Management Agenda.

Ms. Evans earned a Bachelor's Degree in Mathematics, her teaching certification from Centenary College of Louisiana, and her Masters Degree in Mathematics from the University of Texas at Austin. She received her Masters in Business Administration from The George Washington University in Washington, DC, and has also completed post-MBA studies at University of Virginia's Darden Graduate School of Business and the University of Wisconsin-Madison's Graduate School of Business.

Resources Connection, Inc. Government Services practice provides: **Finance and accounting, human capital, information management, and supply chain management**, to Department of Defense and Federal civilian agencies.

Visit: <http://www.resourcesglobal.com>

Federal Contracting Information: Large Business (NASDAQ: RECN)



For more information, visit: www.nmsdc.org

Pamela Gilliam
President and CEO
Infotek International, Inc.
www.infotek-intl.com

Member, BDPA Washington DC
[BDPA Charles County, MD. CIG]



Pamela Gilliam founded Infotek Consulting Services in August of 1989. Two years later, Infotek Consulting Services became Infotek International, Inc. reflecting Ms. Gilliam's vision of a world-class organization. Gilliam has over 20 years experience in Information Technology and Management Services. She is a graduate from the University of Virginia's Darden Minority Business Executive Program, Towson State University and the University of Maryland where she respectively earned a Bachelor's Degree in Mass Communications and Computer Science. Throughout her career, Ms. Gilliam has held various technical and management roles while working closely with mid-size to Fortune 500 companies. Ms. Gilliam has remained current with the latest technological advances in the areas of database management, web development, enterprise architecture, and modeling and simulation. As President and Chief Executive Officer of Infotek International, Inc., Ms. Gilliam's duties include business and career development, strategic planning, budget planning, acquisition of resources, and overall daily operations. Gilliam understands the importance of developing strategic partnerships with companies that enhance and compliment Infotek's strengths.

Infotek International, Inc. provides: **Application Development, Systems Engineering, Training, Modeling & Simulation**, and **Multimedia** services to Public Sector Defense and Civilian agencies, as well as private sector firms. Infotek International owns relationships with DoD partners and HBCUs with strong DoD past performances. Infotek is located in Charles County, Maryland—one of the region's fastest growing jurisdictions for African-American professionals and federal workers.

Federal Contracting Information

- DoD Mentor/Protégé Program [Navy]
- Navy SeaPort-e
- Small Disadvantaged Business (SDB)
- SBA 8(a)

Certifications

- Small Disadvantaged Business (SDB)
- SBA 8(a)
- Woman-owned Small Business
- Certified MBE (MD/DC MSDC)
- Certified MBE (MDOT)

Lisa Harbour-Carter
President and CEO
Wynnewood Technologies, Inc.
www.wynnewood.com

Member, BDPA Washington DC
[BDPA Tidewater, VA. CIG]



Lisa Harbour Carter is President and CEO of Wynnewood Technologies, Inc. (WTI), a federal contracting firm. She assumed the reigns of business ownership from her father and founder of the firm, Mr. Wendell Kenneth Harbour, who passed in December 2002. WTI relocated its corporate headquarters in 2003 to Prince Georges County, Maryland and established a second location in Suffolk, VA in 2006.

Ms. Harbour-Carter is a graduate of Hampton University with a Bachelors of Science degree in Marketing. Her previous career consisted of over seven years managing Administrative, Labor and Medical temporary and permanent placement agencies, and 10 years with MCI specializing in Information Technology training and sales. WTI has increased federal, state and commercial revenues by creating new lines of business by contracting with the federal government to provide workforce diversity and strategic sourcing services.

Wynnewood Technologies, Inc. provides: **Professional Administrative Support, Travel Management Services** and **Information Digital Signage Technology** services. For BDPA's 29th Annual National Technology Conference held earlier this year in Washington, D.C., WTI partnered with Morton Media and Noventri to deliver digital signage for the Conference. By leveraging our regional network of hospitality outlets with large LCD screens the Chapter's multimedia advertising campaigns were presented throughout the Baltimore-Washington corridor. Ms. Harbour-Carter currently is forming BDPA Chapter Interest Groups (CIGs) in our Tidewater, Virginia community--home to DoD's Joint Forces Command (JFCOM) and the U.S. Navy's Atlantic Fleet.

Federal Contracting Information

- Navy SeaPort-e
- Small Disadvantaged Business (SDB)
- SBA 8(a)

Certifications

- Small Disadvantaged Business (SDB)
- SBA 8(a)
- Woman-owned Small Business
- Certified MBE (VMSDC)
- Certified DBE (MDOT)



GOVERNMENT CONTRACTING: THE BASICS

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BE FAMILIAR WITH REGULATIONS

- Integrated Acquisition Environment (IAE)
Federal Acquisition Regulations (FAR)
Link to Agency Supplemental Regulations
<http://www.acquisition.gov>
<http://www.regulations.gov>
- Defense Acquisition Regulation Supplement (DFARS)
<http://www.acq.osd.mil/dpap>
- Business Gateway Initiative (legal/regulatory info)
<http://www.Business.gov>
- SBA Small Business Training Network (free courses)
<http://www.sba.gov/services/training/index.html>

❖

FEDBIZOPPS (FAR PART 5)

<http://www.fedbizopps.gov>

DoD and Federal contracting activities post *most* requirements and awards >\$25,000 to FEDBIZOPPS website

- Active or *archive* search by dates and/or:
 - Type of Notice
 - Solicitation or award number
 - Place of performance zip code
 - Set-aside type
 - NAICS/FSC/PSC
 - Key words
 - Selected agencies
- Register for Vendor Notification Service by:
 - Specific solicitation number
 - Same selections as above
 - **All notices (caution)**

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CONTRACT TYPES (FAR PART 16)

- Fixed-price: sealed bidding or negotiated
- Cost-Reimbursement: negotiated only
- Various types range from firm-fixed-price with contractor bearing most responsibility/risks for costs & profit to cost-plus-fixed-fee with contractor bearing less responsibility/risks for costs & profit (i.e., fee) is fixed

❖

CONTRACT METHODS

NOTE: Dollar thresholds change for contingency & commercial contracts.

<\$3,000 (\$2,000 Davis Bacon; \$2,500 Svc Kt Act)	Micro- Purchase	<i>Not advertised</i>
>\$3,000 (\$2,000 Davis Bacon; \$2,500 Svc Kt Act) <\$25,000	Simplified Acquisition Procedures (SAP)	<i>Not advertised (sometimes posted locally)</i> Oral or Request for Quotation (RFQ) <i>Normally reserved for small business</i>
>\$25,000 <\$100,000	SAP	Advertised in FEDBIZOPPS Oral or RFQ <i>Normally reserved for small business set-aside</i>
>\$100,000	Formal/ Large Contract	Advertised in FEDBIZOPPS Invitation for Bid (IFB) or Request for Proposal (RFP) Set-aside <i>if</i> ≥ 2 capable 8(a)/HUBZone/SD-VOSB/SB will submit offers @ fair market price

❖

SMALL BUSINESS SUBCONTRACTING

- A Small Business Subcontracting Plan is required:
 - From large businesses, when work is performed in U.S., not personal services
 - Contracts or mods >\$550,000 (\$1M for construction), if subcontracting possibilities
- Must be approved *before* award
- Includes small business goals and designated Small Business Liaison Officer (SBLO)

SUBCONTRACTING OPPORTUNITIES

- FEDBIZOPPS "Interested Vendors" list & award announcements
- DefenseLink >\$5.5M award notices
<http://www.defenselink.mil/contracts>
- Directory of Small Business Liaison Officers on DoD Contracts
http://www.acq.osd.mil/osbp/doing_business/index.htm
- SBA SUB-Net
<http://web.sba.gov/subnet>

❖

COMPETITION REQUIREMENTS (FAR PART 6)

Full and Open Competition: All responsible sources are permitted to compete.

Full & Open Competition After Exclusion of Sources: Establish or maintain alternative sources, 8 (a) competition, HUBZone / SD-VOSB / small business set-asides

Other than Full & Open Competition: Sole source, Urgency, Industrial mobilization, International agreement, Authorized or required by statute (includes 8(a), HUBZone, SD-VOSB), National security

BASIC SMALL BUSINESS PROGRAMS (FAR PARTS 19 & 26)

Small Business (SB) – Located in U.S., organized for profit, including affiliates is independently owned & operated, not dominant in field of operations in which it is bidding on Government contracts, AND meets Small Business Administration (SBA) size standards included in solicitation. Size standard is based upon the North American Industrial Classification Standard (NAICS) assigned to the specific procurement dependent upon product/service purchased.

Woman-Owned Small Business (WOSB) – Small Business, at least 51% owned by ≥ 1 women, AND management & daily business operations controlled by ≥ 1 women.

Small Disadvantaged Business (SDB) – Small Business, unconditionally owned & controlled by ≥ 1 socially & economically disadvantaged individuals who are of good character & citizens of the U.S. AND SBA-certified.

Small Disadvantaged Business 8(a) Certified [8(a)] – Small Business, SBA-certified as a SDB, AND SBA-certified into the 8(a) Business Development Program for a period of 9 years.

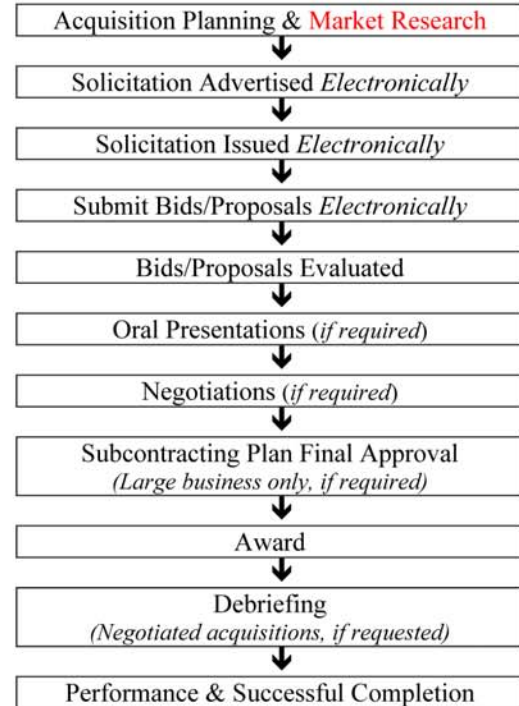
Historically Underutilized Business Zone (HUBZone) – Small Business, owned & controlled ≥ 51% by U.S. citizens, SBA-certified as a HUBZone concern (principal office located in a designated HUBZone & ≥ 35% of employees live in a HUBZone).

Veteran-Owned Small Business (VOSB) – Small Business, veteran-owned as defined in 38 USC 101(2), ≥ 51% owned by ≥ 1 veterans, & management/daily operations controlled by ≥ 1 veterans.

Service-Disabled Veteran Owned Small Business (SD-VOSB) – Small Business, veteran-owned, ≥ 51% owned by ≥ 1 service-disabled veterans, AND management & daily business operations controlled by ≥ 1 service disabled veterans OR in the case of veteran with permanent & severe disability, the spouse or permanent caregiver of such veteran, AND with 0% - 100% service-connected disability as defined in 38 USC 101(16) & documented on DD 214 or equivalent.

Historically Black Colleges & Universities (HBCU)/ Minority Institutions (MI) – HBCU is an accredited institution established before 1964 whose principal mission is education of black Americans. MIs are institutions meeting requirements of Higher Education Act of 1965 and Hispanic-serving institutions defined at 20 USC 1059. The Secretary of Education must designate HBCUs/MIs. SEE LIST AT:
<http://www.ed.gov/about/offices/list/ocr/edlite-minorityinst.html>

PROCESS for > \$100,000 ACTIONS



SMALL BUSINESS CERTIFICATIONS

Small Business	<u>Self</u> -certify Set-aside authority
Woman-Owned Small Business	<u>Self</u> -certify (<i>may change</i>)
Small Disadvantaged Business [includes 8(a)]	<u>SBA</u> certify 8(a) set-aside & <i>limited</i> sole source authority
HUBZone	<u>SBA</u> certify Set-aside & <i>limited</i> sole source authority; 10% price evaluation preference <i>may</i> apply
Service-disabled Veteran Owned SB	<u>Self</u> -certify Set-aside & <i>limited</i> sole source authority
Veteran Owned SB	<u>Self</u> -certify

ARE YOU READY?

Do you know your North American Industry Classifications & the small business size standards for each? Do you know your FSC/PSC Codes? Do you have a DUNS Number? Do you have a Business Plan and Marketing Plan? Are you registered in the Central Contractor Registration? Do you have a quality Dynamic Small Business Search profile?

MAKE USE OF FREE RESOURCES!

See "Marketing to DoD: The Basics"

on pages 10 and 11 in this issue of **bdpatoday**

SMALL BUSINESS FEDERAL POLICY (FAR 19.201): It is the policy of the Government to provide maximum practicable opportunities in its acquisitions to small business....concerns. Such concerns must also have the maximum opportunity to participate as subcontractors..." [Emphasis added]



MARKETING TO THE DEPARTMENT OF DEFENSE: THE BASICS

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ARE YOU READY TO MARKET TO THE GOVERNMENT?

IDENTIFY YOUR PRODUCT/SERVICE

FEDERAL SUPPLY CLASSIFICATION CODE (FSC) OR
PRODUCT SERVICE CODE (PSC):

EX: D302 ADP systems development services

<http://www.dlis.dla.mil/h2> or <http://www.fedbizopps.gov>

IDENTIFY YOUR NORTH AMERICAN INDUSTRY CLASSIFICATION CODES

EX: 541512 Computer Systems Design Services

<http://www.census.gov/epcd/www/naics.html> or website below

DETERMINE SBA SIZE STANDARD

EX: 541512 \$23M average annual receipts preceding 3 yrs

NOTE: There is a separate size standard for each NAICS.

<http://www.sba.gov/services/contractingopportunities/sizestandardtopics/index.html>

DATA UNIVERSAL NUMBERING SYSTEM (DUNS)

- Mandatory before registering in CCR
- Provided by Dun & Bradstreet (D&B); free
- Web request & receive within 1 day; telephone request takes approximately 10 minutes
- Unique 9-character identification number for each location/address & each legal division
- List sold to other companies; must contact D&B to request removal from marketing list

<http://fedgov.dnb.com/webform/displayHomePage.do>
OR (866) 705-5711

CENTRAL CONTRACTOR REGISTRATION (CCR) (linked to DSBS)

- Mandatory to receive DoD prime contract
- Allows electronic payment
- *Must renew annually or expires*
- Automatically assigns a Commercial and Government Entity (CAGE) Code
- Automatically assigns a Marketing Partner ID (MPIN) to access other government applications (EX: Past Performance Information Retrieval System, etc.)

<http://www.ccr.gov>

SBA DYNAMIC SMALL BUSINESS SEARCH

SBA's PRO-Net & CCR merged in December 2002. When registering in CCR, select "small business" & a sub-set of your CCR data will be sent to SBA for size validation & inclusion in DSBS.

- *Update profile every 18 months*
- Complete a *QUALITY* profile
- Government uses DSBS to: (1) perform market research to locate 8(a)/HUBZone/SDVOSB/small business primes, (2) verify small business reps & certs for primes, proposed subcontractors, & prime subcontracting program compliance reviews
- Industry uses DSBS to: (1) locate subcontractors/teaming partners, (2) verify small business subcontractor reps & certs

<http://www.ccr.gov> & put cursor on "Search" or "Small Business"

*"The survival of small business is
essential to our homeland defense."
President George W. Bush*

ONLINE REPS & CERTS APPLICATION (ORCA)

Effective 1/1/2005, FAR 4.12 mandated prospective contractors to complete electronic annual representations & certifications via ORCA when registering in CCR.

- Must have an active record in CCR to register
- Need Marking Partner ID (MPIN) from CCR
- Update minimum every 365 days

<http://www.bpn.gov> OR <https://orca.bpn.gov>

WIDE AREA WORKFLOW-RECEIPT & ACCEPTANCE (WAWF-RA)

WAWF is a secure web-based system for electronically processing invoices, receipts, & acceptance documents being deployed DoD-wide. As of 7/1/2005, DFAS will no longer accept or pay paper invoices. <https://wawf.eb.mil>

Web-based training for vendors is available with an overview of the WAWF system: <http://www.wawftraining.com>

LOCATING DoD CUSTOMERS/OPPORTUNITIES: Report issued each fiscal year of products & services purchased by DoD sorted by Procurement Classification Code including name & location of buying office, number of actions & dollars:
http://siadapp.dmdc.osd.mil/procurement/historical_reports/statistics/proccstat.html scroll down to "ST28"

(Prepared by the Office of Small Business Programs for Department of Defense)

Latest edition posted at: http://www.acq.osd.mil/osbp/doing_business/index.htm

USE AVAILABLE RESOURCES

- **SMALL BUSINESS ADMINISTRATION (SBA)**
 - Counseling – in person, email
 - Small business certifications
 - Financial Assistance
 - Training (online, classroom, free or low cost)<http://www.sba.gov>
- **SMALL BUSINESS DEVELOPMENT CENTERS**
 - Counseling
 - Small business management assistance
 - Training (classroom, free or low cost)<http://www.sba.gov/sbdc>
- **PROCUREMENT TECHNICAL ASSISTANCE CENTERS (PTACS)**
 - Counseling – in person, email
 - Registration assistance
 - Bid-matching
 - Training (online, classroom, free or low cost)<http://www.dla.mil/db/procurem.htm>
- **SERVICE CORPS OF RETIRED EXECUTIVES**
 - Counseling – in person, email, field visit
 - Training (classroom, free or low cost)<http://www.score.org>
- **SMALL BUSINESS PROGRAM OFFICES**
 - Located at every DoD & Federal buying activity
 - All DoD: <http://www.acq.osd.mil/osbp> & click on “Links” or “Doing Business with DoD” & “DoD Small Business Specialists”
- **SMALL BUSINESS LIAISON OFFICERS (SBLO)**
 - DoD Major Prime Contractors Directory with SBLOs at <http://www.acq.osd.mil/osbp> & click on “Doing Business with DoD”

IN PERSON: THE PITCH

- Have *three* marketing “presentations” ready at all times:
 - “Elevator speech”
 - One page capability sheet
 - Full capability presentation
- Know your audience
- Be focused & be brief
- Stand out from the crowd!
- How can the customer benefit from doing business with you?
- What problems/challenges do you solve for your customer?
- One page capability sheet
 - Few graphics
 - Company name, website, contact info, locations, small business categories, CAGE Code
 - Certifications
 - NAICS & capabilities
 - DoD/Federal/State & local contracts with POC info
 - Significant subcontracts with POC info
 - GSA Contracts (if any)

EMAIL MARKETING

- Send to the right customer! Frequency?
- Marketing pitch, virus, or SPAM? Include subject line & content in body of email, not just an attachment
- Be brief - use your one page capability sheet
- Limit graphics – oversized attachments may be stripped
- Stand out from the crowd!
- How can the customer benefit from doing business with you?
- What problems do you solve for your customer?
- The following attachments may **not** be received by DoD recipients due to firewalls: .avi, .bat, .cmd, .com, .dll, .eml, .exe, .pif, .scr, .shs, .vbs, .vbe, and .zip

FEDBIZOPPS

DoD & Federal contracting activities synopses *most* proposed requirements & contract awards >\$25,000 in FEDBIZOPPS.

- Active or *archive* search by dates and/or:
 - Type of Notice
 - Solicitation number or contract number
 - Place of performance zip code
 - Set-aside type
 - FSC/PSC/NAICS
 - Key words
 - Selected agencies
- Register for Vendor Notification Service by:
 - Specific solicitation number
 - Same selections as above
 - **All** procurement notices (*caution*)

<http://www.fedbizopps.gov>

NETWORK! NETWORK! NETWORK!

Learn to recognize a good marketing & networking opportunity when you see it!

KNOW YOUR COMPETITORS

- Who are they?
- What are their strengths? Weaknesses?
- Review their brochures, websites, DSBS Profiles.

TARGET THE RIGHT CUSTOMER

- Develop a Business Plan and Marketing Plan.
- Who are your potential customers? Which agencies/activities?
- What are their needs? Challenges? Review websites!
- Know your limits!
- Know your customers regulations/procedures
 - Acquisition Central
 - Federal Acquisition Regulations (FAR) & Agency Supplemental Regulations
 - <http://www.acquisition.gov>
 - Defense Federal Acquisition Regulation Supplement
 - <http://www.acq.osd.mil/dpap/>
 - Business Gateway Initiative (>25 agencies, 94 websites)
 - <http://www.Business.gov>
 - SBA Small Business Training Network (free courses)
 - <http://www.sba.gov/services/training/index.html>

fastest growing among the group, growing at an average rate of 8.8 percent.

"We are very bullish on the growth in IT spending by these ten departments over the next five years, though we expect modest growth over the next 12-18 months," said Michelle Miller, senior analyst with INPUT. "In the short term, the market will be weighed down by continued spending on the war in Iraq and discourse between Congress and the Bush Administration over the FY 2008 appropriations bills," Miller added. "As a whole, in the federal government the bigger departments are getting bigger, and spending more on IT, while the smaller agencies will stay in the periphery."

The report analyzes the departments' budget submissions to the Office of Management and Budget, strategic plans, and historical spending trends to provide department level IT spending forecasts.

INPUT's report, Top 10 Federal Departments 2007-2012: High Rollers in the IT Market, is available to INPUT Federal Industry Analysis members. The complete report also is available for sale on INPUT's web portal—www.input.com.



Minority Business Executive Programs

The Minority Business Executive Program (MBEP) Alumni Strategic Consortium was created by participating executives in the Darden Minority Business Executive Program (DMBEP) of the University of Virginia, Amos Tuck School of Business at Dartmouth College (Hanover, New Hampshire), and Kellogg School of Management at Northwestern University (Evanston, Illinois). The objective of the Consortium is to develop an association of MBEP alumni that facilitates growth in new business opportunities for small minority-owned businesses and supporters of small minority-owned businesses.

The idea was conceived in August 2006 when Darden participants saw the need to join together and pursue business together. Dr. Joyce Pinkney and others moved the idea to reality by securing the necessary sponsors and funding so that registration was complimentary for all. Merrill Lynch hosted the two-day retreat for MBE executives during BDPA's Annual Technology Conference in Washington, D.C. last August.

Renowned speaker and guest lecturer, Dr. Gregory Fairchild, Associate Professor of Business Administration, University of Virginia Darden School of Business, facilitated the two-day session, approaching the Consortium objectives from an intensely intellectual framework – assigning Harvard Business School cases for analysis.

The overriding framework for the Consortium sought to answer the following questions:

1. What does strategic leadership look like?
2. Are we creating a living plan or book shelving?
3. What would success look like? For you the individual? For the organization (e.g., new contracts)?
4. What will be the greatest challenges and why—time, teamwork?

The Consortium was developed to bring together thought-leaders to determine what form this, and other partnerships like it, should take. The MEBP Consortium hopes to leave a legacy for model executive business programs to emulate and a roadmap for corporate growth.

Building a High Performing Minority Business

December 2-7, 2007 | Registration Deadline: November 7, 2007

Growing the Minority Business to Scale (For MBEP Alumni)

November 11-16, 2007 | Registration Deadline: October 17, 2007

Paula Graves
Tuck Executive Education at
Dartmouth

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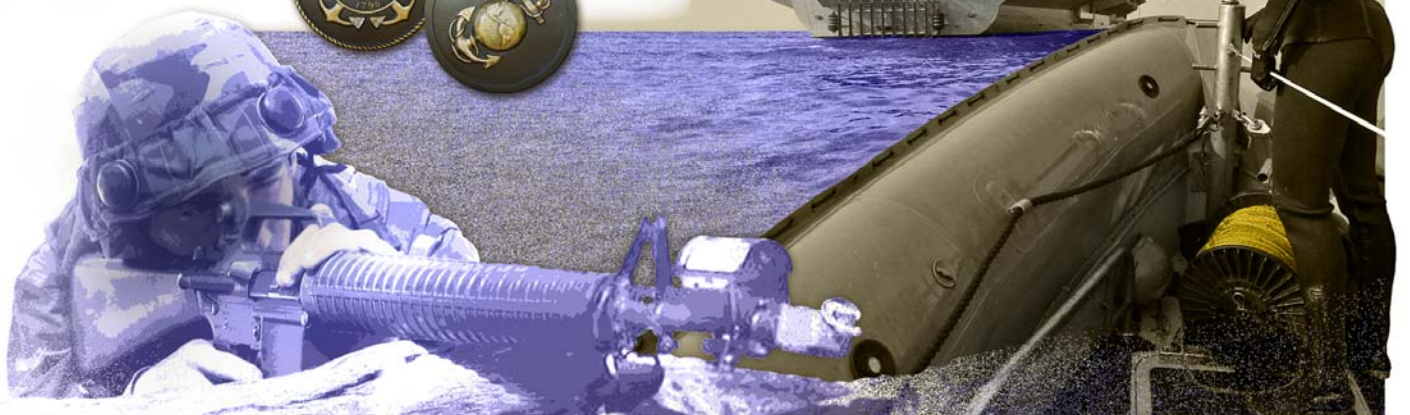
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The career center has support services from career coaches that will assist users in getting careers back on track or reaching the next levels of advancement. These support services also extend to salary surveys thus allowing users to see how competitive a salary is in relation to other parts of the country and to other IT positions. These services allow users to view the fastest growing positions in the [IT] industry and connect with resources for a full job outlook.

The career center also supports IT college students with a Student Internship Program to include resources to assist first-time workforce entrants in securing desired college internships over the summer or any time during the course of a school year. BDPA should be one of the first stops in fulfilling all of your career goals and meeting IT professionals in every industry sector.

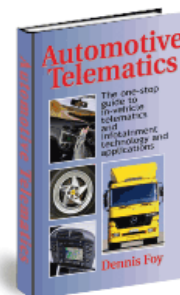
The next opportunity to network and interface with business leaders and hiring managers is **October 28-31, 2007** in Miami, FL during the 35th National Minority Supplier Development Council's (NMSDC) Conference and Business Opportunity Fair. Registration and reservation details are available online by visiting

www.nmsdc.org. 

Send IT job announcements and web banner links to: info@bdpatoday.org

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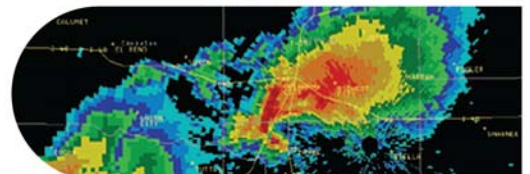
For nearly 15 years, with the guidance and vision of our President and CEO, Rodney P. Hunt, RS Information Systems, Inc. has effectively leveraged business process re-engineering, information technology, engineering management, and scientific applications to become a leading African-American-owned federal service provider.

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In November's issue of **bdpatoday**, we continue our series on legislative tracking and business discovery of new opportunities in the Federal marketplace for small businesses, HBCUs, and emerging BDPA Chapters. BDPA-DC also will introduce The American Small Business Coalition (The ASBC) to its network of IT firms.



For the latest events, visit:

www.bdpa-dc.org

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in next month's edition:

- IT and The Race for The White House
- Government Relations and Lobbyists
- Introducing The ASBC

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