



Volume 1, Issue 1

January 2007

Special points of interest:

- Director's Corner by Debbie Harms – Launch of Newsletter
- New Marketing Assistance Menu
- Submit feedback and story ideas for newsletter
- GSA Advantage SIP program changes
- Upchurch receives lifetime achievement award
- Dean retires from GSA

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CFMH Chatter

Director's Corner - Welcome to the Chatter



I am excited that the CFMH is issuing a quarterly newsletter. Our plans are to use this forum to ensure that our Industry Partners and customers stay abreast of the many events and changes that have and will continue to take place in our Center.

In FY07, our continued focus for the CFMH will be three-fold:

- Identification of total solutions under our Facilities Maintenance and Management Schedule
- Focusing on the continued growth of Lawn and Garden and Woodworking and Metalworking equipment
- Looking for opportunities for schedule expansion thereby creating a total solution for our customers

In order to fulfill this broad agenda, we will have to rely on our dedicated associates and the close partnerships we have developed with both our customers and industry partners.

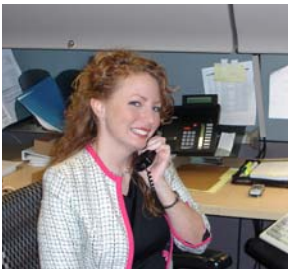
I sincerely hope you enjoy the newsletter and find the information to be a valuable resource. Should you have thoughts on how we might make the content more informative please contact Dave Schaad at 816-823-1626 or dave.schaad@gsa.gov

Until next quarter,

Debbie Harms



“The BMD understands that marketing products to the federal procurement community can be challenging.”



Need assistance?

Call (816) 926-6760.

Business Management Develops Marketing Assistance Menu

The CFMH would like to take the opportunity to thank all Industry Partners and their sales staffs for the diligent efforts that resulted in sales increasing across the board in the Center by ten percent in FY06. To continue this growth in FY07, the Business Management Division (BMD) will be offering assistance to Industry Partners who are interested in better marketing their products and services. This assistance is intended to augment your current marketing plans, and should not be construed as your sole marketing strategy

The BMD understands that marketing products and services to the federal procurement community can be challenging. It is sometimes difficult to determine who is doing the buying, and once this is ascertained, it can often be even more challenging to obtain access to these buyers. Nevertheless, many of the 51V and O3FAC Industry Partners have learned to successfully market themselves to the federal pro-

urement community, and this is readily evidenced by the individual sales growth for these companies.

To ensure a larger number of Industry Partners participate in the increased sales, the BMD will be implementing a process in FY07 to offer assistance to those Industry Partners wanting to better market themselves to the federal procurement community. We envision offering an “Assistance Menu” where our Industry Partners can select topics that they would like assistance on. The initial listing of topics available on the menu will be:

- Marketing on GSA Advantage
- Educating and preparing your sales force
- “Getting started” assistance for new Industry Partners

We know this list is not all-inclusive, and we solicit your feedback on the topics on the menu, as well as your thoughts regarding additional assistance that should be offered. We plan to communicate with those of you who wish to participate in the development of this process via telephone and email, and then officially roll out the process during Industry Day in March.

For information or to provide feedback, contact:

Tim Benoit

(816)926-5548

Tim.Benoit@gsa.gov

- Developing marketing strategies
- Accessing the federal procurement community
- Determining partnering opportunities
- Learning from the pros via success stories
- Participating in a 51V or O3FAC Marketing Support Network

CFMH Business Management Division

Front left, BMD Director—Tim Benoit, Mary Snodderly, CFMH Director—Debbie Harms, Dana Fairley, Joan Green. Back left, Dave Schaad, Mike Dean, Jennifer Hazelman, and Gary Jenkins.



Schedule Input Program (SIP) Sees Some Improvements

The Vendor Support Center has updated the Schedule Input Program (SIP). The new version 7.0 simplifies the process of updating both product and text catalog files. The opening screen is no longer a grey wasteland and is now an interactive page with the most commonly needed information and links. This new page will take some of the mystery out of updating your Advantage file.

This latest release includes a new "home page" that will bring a more organized approach to the SIP functions. If you use SIP Import, a new

home page has been added to this area also. With this new version we have added: a new Message Center; direct access to GSA Orders for download; and quick access to other features such as reports and file status.

SIP version v7.0 also contains changes as a result of section 533 of the National Energy Conservation Policy Act that requires each Federal agency to procure only Energy Star or Energy Efficient (FEMP) designated products. SIP/EDI will now restrict designation of Energy Star or

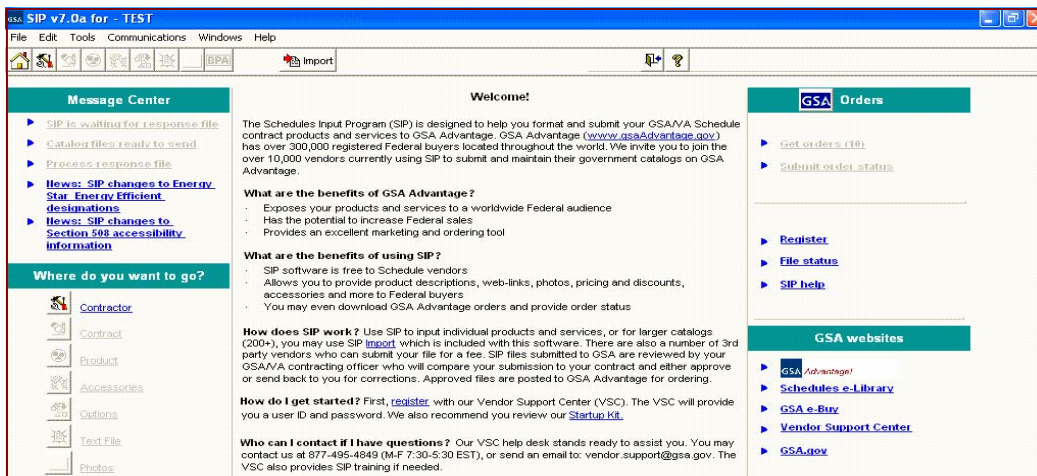
Energy Efficient to products falling under certain Special Item Numbers (SINs). Go to: <http://vsc.gsa.gov/lookup/standardfeatures.cfm> to see the list of approved SINs for Energy Star and Energy Efficient designations.

To update your copy of the SIP, just open and close it. Below is a screen shot of the v7.0 SIP screen. For questions or comments, please contact

Gary Jenkins
(816) 823-1973
Gary.Jenkins@gsa.gov



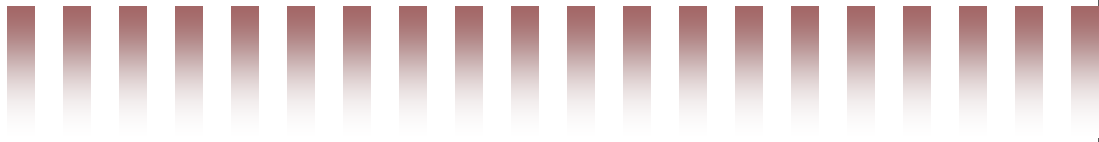
"The latest release includes a new "home page" that will bring a more organized approach to the SIP functions".



<http://vsc.gsa.gov/lookup/standardfeatures.cfm>

CFMH sales on GSA Advantage !™ in 2006 topped \$25 million. Don't miss out!!

Use the new SIP version v7.0 to get your products and services loaded to GSA Advantage !™ today.



CFMH Industry Forum Scheduled for March 27-29, 2007

The CFMH annual Industry Forum will be held in Kansas City on March 27-29, 2007 and will be located at the Hilton by the Kansas City airport. The agenda is still being developed so more details will follow.

Take the opportunity to meet with your Contracting Officer and Business Development Specialist. Participate in some of the breakout training sessions. Listen to the general session topics that will keep you abreast of the latest information regarding programs and issues within the federal community. This will also be your first opportunity to hear about our new "marketing assistance offering".

Register on-line at <http://r6.gsa.gov/fss/cfmh/2007industryday/default.html>

We look forward to seeing you there!

Date: March 27-29, 2007

Location: Hilton KCI

8801 NW 12th Street Kansas City, MO 64153

(816) 891-8900

For more information call (816) 926-7345.

March 2007						
Sun	Mon	Tue	We	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Mark Your Calendars!



"Let us know what you would like to see in this newsletter so we can provide you with the information you want and need."

The CFMH Solicits Your Input!

The CFMH solicits your input for this newsletter. Each issue will cover a variety of subjects to include CFMH members and important events, success stories submitted by you and your staffs, exceptional employees that you feel deserve recognition as well as procurement policy issues that impact your contracts. We will provide you guidance and support through helpful hints provided by our

Business Development Division concerning marketing your products and contracts to the Federal Customer as well as other subjects that arise impacting your businesses.

Let us know what you would like to see in this newsletter so we can provide you the information you want and need.

If you have a story idea, a suc-

cess story you want to share, or just some feedback on what you think about the newsletter, contact:

Dave Schaad

(816) 823-1626

dave.schaad@gsa.gov

Ellen Upchurch Receives Lifetime Achievement Award

Ellen Upchurch, Lead Contracting Officer with the CFMH was honored at the 7th Annual Excellence in Partner-

ship Awards ceremony, hosted by the Coalition for Government Procurement at the Ritz Carlton in Arlington, VA.

Every year the coalition recognizes a GSA employee and two industry employees with a lifetime achievement award.

Ellen was the recipient of this prestigious award for her outstanding dedication and accomplishments through her career in promoting the Multi-

ple Award Schedules (MAS), improving it to meet the needs of customers, working closely with contractors, and for overall contributions that have been vital to the success of the program. There were over 450 attendees representing Industry Partners, GSA and other Government agencies at this black tie affair. Ellen has been with GSA for 29 years and with the CFMH since 1998.



“You have to be diligent and patient when it comes to finding the customers”.

Mike Dean

Farewell to Mike Dean



Mike Dean is retiring from government employment after more than 26 years of service. Many of you know Mike as the person who coordinated booth space for the annual GSA Expo and recruited vendors for the schedules. He has also been involved in assisting our industry partners with marketing issues and developed a reference guide website.

Mike began his government career with the Army and

spent 3 years serving our country. He joined GSA as a Supply Clerk working at the National Customer Service Center. After 18 months he got a job at the old “Tools” Center as supervisor of the clerical unit. From there he became a Purchasing Agent for tool kits and ultimately a Contract Specialist. Mike then worked for the Property Management Office as an Area Utilization Officer and later became a Team Leader/Auctioneer. Mike transferred to the CFMH 7 years ago.

Mike is looking forward to retirement so he can take the rest of the winter to finish building the car he has worked on for the past six years. He has taken some training classes

and will work part time for the Red Cross. This decision was driven by his experience while volunteering to work for FEMA during the Hurricane Katrina effort.

Mike’s parting words to our vendors as he leaves are: “You have to be diligent and patient when it comes to finding the customers”. He also states that whenever a vendor complained to him about the complexity of the GSA website or the regulations, his standard reply was “Welcome to the bureaucracy!”.

Mike has been a true example of service to his nation. We will miss him and his easy going nature. Good luck in your retirement Mike!

Thank You!



CENTER FOR FACILITIES
MAINTENANCE & HARDWARE

1500 East Bannister Road
Room SBE 16-1
Kansas City, MO 64131

Phone: 816-926-6760
Fax: 816-926-1661
E-mail: HSSMarketing@gsa.gov

The CFMH total sales for FY2006 are in and we have our Industry Partners to thank for all your hard work throughout the year.

Schedule 51V—\$578.8 million

Schedule 03FAC—\$95.2 million

Great job and thank you from the bottom of our hearts!

Your Friends at the CFMH



Have You Checked Out Our Marketing Assistance Website Lately?



Check out the newly updated website!

The marketing assistance reference guide has recently been updated. Go to http://www.r6.gsa.gov/fss/vt_auth/default.asp and check it out.

This site is password protected and case sensitive.

User name—cfmh

Password—mdean

Let us know if you have any questions or comments about the site, 816-926-6760 or HSSMarketing@gsa.gov