



**U.S. Department of Energy  
Energy Efficiency and Renewable Energy**

*Bringing you a prosperous future where energy is clean, abundant, reliable, and affordable*

# Selling Energy-Efficient Products to the Federal Government

March 2008



Leading by example, saving energy  
and taxpayer dollars in federal facilities

## **Federal Energy Management Program**

**For more information or to order materials,  
contact the FEMP Help Desk at 800-363-3732 or  
visit us at [www.eere.energy.gov/femp.html](http://www.eere.energy.gov/femp.html)**

**March 2008**

# Table of Contents

Introduction .....	1
Federal Purchasing Policies and Regulations .....	2
ABCs of Government Purchasing .....	3
The Federal Supply Agencies .....	4
<i>Defense Logistics Agency</i> .....	4
<i>General Services Administration</i> .....	5
<i>Introducing Innovative Products through the Supply Agencies</i> .....	6
Energy Saving Performance and Utility Service Contracting ....	7
Construction, Operation & Maintenance, and Other Contracts .....	8
Direct Sales to Agencies .....	8
How to Get on a Bidders List .....	8
Business Partner Network .....	10
Special Opportunities for Small Businesses .....	10
Small Business Administration .....	11
DoD PTAC .....	12
GSA Small Business Utilization Centers .....	12
Conclusion .....	13
Appendix A: .....	14
ENERGY STAR-qualified and FEMP-designated Products .....	14
Appendix B: .....	16
Internet Resources for Further Information .....	16
Appendix C: .....	19
GSA Small Business Centers .....	19
Notes .....	21



This reference guide provides basic information about how to do business with the Federal government. Following the procedures outlined in this guide does not guarantee that work will be awarded to your firm.

## Introduction

The US Government is a major purchaser of products from suppliers throughout the country. Selling to the Federal government is an important outlet for many manufacturers and distributors, from large corporations to small

businesses. Companies with energy-efficient products and services have special opportunities in the Federal sector. This document highlights the major avenues to becoming a supplier and gives sources of information for private companies to use.

Federal agencies buy energy-efficient products for several reasons, ranging from Federal policies and regulations to economic and environmental benefits. Federal policy and the Federal Acquisition Regulations (FAR) require agencies to buy ENERGY STAR® qualified and FEMP-designated products. In most cases, purchasing energy-efficient products will save the government a significant amount of total ownership cost over the product's useful life. Although actual savings vary according to energy costs at each site, hours of operation, and the price premium for a more efficient product, the Department of Energy's Federal Energy Management Program (DOE/FEMP) estimates that Federal agencies can save well over \$200 million annually by choosing more efficient products.

Environmental benefits also accrue from using energy-efficient products. Each therm of natural gas, gallon of oil, or kilowatt-hour of electricity saved means less air pollution generated — and more energy available for other productive uses throughout the economy. Smog, acid rain, and greenhouse gas emissions are all reduced through the use of more energy-efficient products.

The last important benefit from Federal procurement of energy-efficient products is market influence. Federal agencies spend at least \$10 billion per year on purchases of energy-using products. While this represents only 1 to 2 percent of total US sales, it makes the Federal government as a whole the largest buyer in the world for almost any product. Thus, Federal criteria for energy-efficient purchasing can help move the entire market toward greater efficiency. Higher demand for efficient products also stimulates suppliers to compete for this important market



segment, in turn increasing the availability and reducing the cost of more efficient equipment for Federal and non-federal buyers alike.

## Federal Purchasing Policies and Regulations

To support the environmental and economic benefits mentioned above, both Congress and the Executive Office have enacted policies and regulations that require Federal agencies to purchase energy-efficient products:

- The National Energy Conservation Policy Act (42 U.S.C. 8259b) as amended by the Energy Independence and Security Act of 2007 (P.L. 110-140) and the Energy Policy Act of 2005 (P.L. 109-58) requires Federal agencies to purchase ENERGY STAR qualified or FEMP-designated products. For products not covered by the ENERGY STAR or FEMP programs, Federal buyers are required to buy products that are among the highest 25% for energy efficiency. This act also provides that each agency, when purchasing “commercially-available, off-the-shelf products that use external standby power devices, or that contain an internal standby power function, shall purchase products that use no more than one watt in their standby power consuming mode.” If products are not available with one-watt standby, then FEMP designates another low level of standby power.
- Executive Order 13423 *Strengthening Federal Environmental, Energy, and Transportation Management* (1/24/2007), require agencies to purchase energy efficient, water conserving and other environmentally preferable products.
- The Federal Acquisition Regulations (48 CFR 23.203 Energy-Efficient Products) mandates that “If life-cycle cost-effective and available, when acquiring energy-using products, contracting officers must purchase ENERGY STAR or other energy-efficient products designated by the Department of Energy’s Federal Energy Management Program (FEMP).”

To encourage and assist agencies in following these Federal policies, FEMP publishes a series of *Purchasing Specifications for Energy Efficient Products*. Each *Specification* identifies the efficiency level that complies with Federal policies and FAR directives (roughly the top 25<sup>th</sup> percentile of the market for each product class), and offers the buyer guidance regarding alternative technologies, equipment sizing, installation and controls. In addition, there is a cost-effectiveness example to help determine when the price premium (if any) for an energy-efficient product is worthwhile. Last, each *Specification* provides information on where to buy efficient products, including contact information for the



FEMP's *Purchasing Specifications for Energy Efficient Products* are located at [www.eere.energy.gov/femp/procurement](http://www.eere.energy.gov/femp/procurement)

appropriate Federal supply agency or other sources. These *Specifications* are listed at [www.eere.energy.gov/femp/procurement/](http://www.eere.energy.gov/femp/procurement/).

In coordination with the ENERGY STAR labeling program over sixty products, ranging from office equipment and household appliances to large heating and cooling systems, have been identified as being cost effective in the Federal sector. **Please see Appendix A for a current list of these products.**

Sellers can determine if their products meet the FEMP-designated efficiency levels by going to the FEMP Web site cited above. They can likewise determine if their products qualifies as ENERGY STAR by checking the criteria at [www.energystar.gov/products](http://www.energystar.gov/products). This Web site also provides guidance on becoming an ENERGY STAR program partner, with the right to display the ENERGY STAR logo on products and in advertising.

## ABCs of Government Purchasing

Companies interested in selling their products to Federal agencies should become familiar with government contracting principles and procedures. Basic contracting rules for most government agencies are detailed in the Federal Acquisition Regulations (FAR), located in Title 48, Chapters 1 and 2 of the Code of Federal Regulations (CFR). The FAR can be accessed on-line at [www.arnet.gov/far](http://www.arnet.gov/far) or a copy may be purchased from the Government Printing Office (GPO) at [www.gpoaccess.gov/cfr/index.html](http://www.gpoaccess.gov/cfr/index.html).

Federal acquisitions are made through four primary routes:

- two major **Federal supply agencies**: the Defense Logistics Agency and the General Services Administration;
- **energy savings performance contracts** and **utility energy service contracts** to renovate and upgrade efficiency features in government buildings;
- construction, operations and maintenance (O&M), or other service contracts; and
- **direct sales** to agencies through competitive solicitations (contracts for larger volume purchases) or from retail commercial sources using Federal credit cards (for smaller purchases).

Different items usually fall under each of these. Most of the everyday things, office products and smaller purchases, are bought through the supply agencies or with procurement credit cards. Larger items, such as chillers and boilers for buildings, would be specified in contracts for retrofits or other services for government buildings.



Efficiency criteria and lists of products that qualify for the EPA/DOE ENERGY STAR® product labeling program are at [www.energystar.gov/products](http://www.energystar.gov/products)



The FAR can be viewed on line at [www.arnet.gov/far/](http://www.arnet.gov/far/) or a copy can be purchased from the GPO at [www.gpoaccess.gov/cfr/index.html](http://www.gpoaccess.gov/cfr/index.html).

## The Federal Supply Agencies

The two main Federal supply agencies, the Defense Logistics Agency (DLA) and the General Services Administration (GSA) use the government's position as a large-volume buyer to negotiate favorable procurement terms for commonly purchased items, including many energy-using products.<sup>1</sup> Both agencies work to negotiate with vendors on prices and delivery terms; often the product is shipped directly from the vendor to the Federal customer. Either supply agency can sell products to any government agency. Their offerings are generally distinct—for example GSA deals with computers and printers while DLA does not—but there is some overlap, as with lighting products.



For information on business opportunities with DLA see [www.dtc.dla.mil/dsbusiness/default.htm](http://www.dtc.dla.mil/dsbusiness/default.htm)

### *Defense Logistics Agency*

DLA is one of the military's major purchasing channels, proving almost 90% of all Department of Defense (DoD) consumable items. It also serves as a purchasing office for civilian agencies for some equipment and supply categories. The DLA has five business divisions: a support unit, a distribution unit, and three major inventory control points called Defense Supply Centers. These centers are organized into product teams, each responsible for procuring different kinds of equipment for both military and civilian agencies. To find the listing of product teams and their locations, go to [www.dla.mil](http://www.dla.mil) and click on "DLA Organization" in the left hand column. For information on doing business with DLA, click on the "Vendor" tab.

The Defense Supply Center Philadelphia (DSCP) deals with many energy-related building products, including:

- Lighting products for non-residential use, including fluorescent tube lamps and ballasts, compact fluorescent lamps, and high-intensity discharge lighting
- Air-conditioning and heating equipment
- Food service equipment
- Plumbing fixtures
- Products with low standby power

To contact DSCP, call 1-800-DLA-BULB.

After a DLA product team determines that there is sufficient Federal demand for a product or service, they solicit bids and negotiate pricing with the vendors. The next step is to issue a National Stock Number

---

<sup>1</sup> There are other smaller, specialized supply agencies, such as the Veterans Administration's National Acquisition Center (NAC) at [www.va.gov/oamm/oa/nac/fsss/svh.cfm](http://www.va.gov/oamm/oa/nac/fsss/svh.cfm). For more details, see the agency listings in Appendix B.



(NSN) and post the item in DLA's master catalog database, the Federal Logistics Information System or FLIS, FEDLOG (the Federal Catalog System), and the electronic commerce site, DoD EMALL ([www.emall.dla.mil/](http://www.emall.dla.mil/)).

DLA also chairs the Joint Group on Environmental Attributes, which uses a consensus process to recognize important environmental attributes, including energy efficiency (based on FEMP and ENERGY STAR criteria). Other current environmental attributes include water conservation, recycled content, low standby power, asbestos alternatives, and low-volatility organic compounds.

Once a new attribute is accepted, cataloged products that meet the criteria are identified using an Environmental Attributes Code, or ENAC. Each coded product is highlighted with a special symbol in both FEDLOG and EMALL, making these environmentally preferable items easier for customers to identify. All products that meet the ENERGY STAR or FEMP efficiency levels are identified with ENAC codes.

### *General Services Administration*

GSA serves as the business agent for Federal agencies, providing the supplies, workplaces, and support that other agencies need. The Federal Supply Service (FSS) is one of three activities overseen by GSA; the other two are the Federal Technology Service (FTS) and the Public Buildings Service (PBS). Both FSS and FTS deal with energy-efficient products covered in this publication. General information on selling to the government through GSA is at [www.gsa.gov/](http://www.gsa.gov/). GSA also publishes a useful reference document "Your Guide for How to Market to the Federal Government."<sup>2</sup>

Most GSA procurement of energy-using products is done through the GSA Schedules Program. Each schedule covers a number of related products and services and includes negotiated prices and terms with several suppliers. Examples of energy-related products found on GSA schedules include: computers and other office equipment, appliances, water heaters, lighting, TVs and home electronics, commercial food service equipment, and distribution transformers. There is also a supply schedule for energy auditing and other energy management services. GSA negotiates comparable terms and conditions with vendors who then sell directly to Federal buyers.

The schedules program is also referred to as the Multiple Awards Schedules (MAS) because there are multiple vendors for most product types. For instance, Schedule 51-V, Hardware Superstore, lists several competing vendors of compact refrigerators. GSA does not evaluate the



<http://www.gsa.gov/>

---

<sup>2</sup> Search for this title at the GSA home page.

products to determine which models provide the best value in terms of life-cycle costs; instead, the Federal purchaser must compare efficiency levels, energy cost and use, and purchase prices to make a choice.

Periodically, GSA requests bids from vendors listed on their solicitations mailing list. GSA contracting officers review the bids, which must include information about the pricing and discount practices for both government and commercial buyers. Contracts are awarded to all responsible companies meeting the criteria. Items are then assigned numbers and listed in the Schedule, along with price, delivery terms, and contact information. Once items are listed, Federal buyers can contact the vendor directly to request a GSA-approved price list and place an order.

It is important for prospective vendors to note that a schedule listing does not guarantee any sales. Vendors are still responsible for promoting their own products, although GSA helps by allowing them to list their offerings on *GSA Advantage!* ([www.gsaadvantage.gov/](http://www.gsaadvantage.gov/)), which includes a special online shopping site where Federal buyers can request for quote for a particular service (click on *e-Buy* at the *GSA Advantage!* Web site). GSA also helps by sponsoring numerous regional training forums for both vendors and government buyers along with a national products and services exposition each year. In addition, Federal buyers receive GSA's bi-monthly magazine, *Marketips* ([www.gsa.gov/marketips](http://www.gsa.gov/marketips)).

In sum, participating in the GSA Schedules program offers great opportunities for vendors to market to the government sector while making it significantly easier for Federal buyers to identify and procure the products they need.

Vendors can see the list of schedules and associated product types and obtain a copy of solicitations by checking the GSA Schedules e-Library system ([www.gsaelibrary.gsa.gov/elib/eLibrary.jsp](http://www.gsaelibrary.gsa.gov/elib/eLibrary.jsp)), by visiting the Federal Business Opportunities Web site at [www.fedbizopps.gov](http://www.fedbizopps.gov), or by contacting the local GSA Regional Small Business Utilization Center (See Appendix C).

### *Introducing Innovative Products through the Supply Agencies*

As vendors introduce new or improved products and services, GSA allows for them to be added to the Multiple Awards Schedule through a program called Introduction of New Service/Products (INSP) Special Item Number (SIN). This program was created because regular contracting methods make it difficult to introduce new items in a timely fashion. Products added under the INSP SIN must offer a new service, function, or attribute that allows Federal agencies to accomplish their mission more economically or efficiently. GSA

encourages vendor requests as new products become available and provides temporary placement on a GSA schedule until the new product can be formally categorized.

A prospective supplier of a new or improved product must apply to GSA through a regional GSA Small Business Utilization Center (see Appendix C).

## Energy Saving Performance and Utility Service Contracting

Energy Savings Performance Contracts (ESPCs) and Utility Energy Services Contracts (UESCs) are alternative funding mechanisms that agencies can use to make energy-efficiency improvements to their facilities. ESPCs and UESCs reduce energy costs and consumption at Federal facilities without increasing budgetary outlays. These contracts enable agencies to obtain new capital equipment, improve the indoor environment, and reduce pollution.

ESPCs allow Federal agencies to partner with the private sector to finance and install energy saving projects in Federal buildings. Under the legislation authorizing ESPCs, the contractor (or Energy Services Company, ESCO), using private investment capital, designs, purchases, installs, and maintains energy-saving capital improvements at the Federal site, all in exchange for a share of the energy cost savings.

UESCs are specific contracts that allow utilities to provide agencies with comprehensive energy and water efficiency improvements, including measures to reduce peak electricity demand. The utility typically arranges financing to cover the capital costs of the project. As with an ESPC, the utility is repaid over the term of the contract from cost savings generated by the energy (or water) saving measures.

ESPCs and UESCs have created a new market for private companies and utilities. For information on participating in these programs, contact FEMP, who can provide assistance on audit reviews, investment decisions, and technical issues, project facilitation, acquisition planning tools, financial reviews, and training. Information on ESPCs and UESCs can be found on FEMP's Web site at: [www.eere.energy.gov/femp/financing/mechanisms.html](http://www.eere.energy.gov/femp/financing/mechanisms.html). Vendors who think their products are well suited for ESPC projects can find a list of each of the DOE qualified ESCOs and a contact for each company at: [www.eere.energy.gov/femp/financing/superespcs\\_doeescos.html](http://www.eere.energy.gov/femp/financing/superespcs_doeescos.html).

## Construction, Operation & Maintenance, and Other Contracts

A significant amount of energy- and water-conserving equipment is bought and installed in Federal facilities through everyday operations and maintenance (O&M) or construction work. This includes air-conditioning chillers, energy-efficient windows, highly reflective “cool” roofing materials, lighting and appliances, and plumbing fixtures. The agencies handling the greatest number of contracts are the Navy, the Army Corps of Engineers, NASA, the Veterans Administration, and the Postal Service. GSA’s Public Buildings Service manages construction and O&M work for most of the remaining agencies. Major procurements by any of these agencies offer opportunities for selling energy-efficient products that are included as part of a larger capital project or ongoing O&M service agreement.

## Direct Sales to Agencies

A large number of sales to the government occur through direct procurement, either by agency procurement officials or, especially for smaller items, by any of the almost 400,000 Federal employees who carry Federal-issue credit cards. Credit card purchases by individual employees are usually limited to \$2,500, but procurement officials generally have much higher limits (\$100,000 is common).

Federal Business Opportunities, accessed at [www.fedbizopps.gov](http://www.fedbizopps.gov), is the single government point-of-entry (GPE) for Federal procurements over \$25,000. Government buyers are able to publicize their business opportunities by posting information directly to FedBizOpps. Through this one site, commercial vendors seeking Federal markets for their products can search and retrieve opportunities solicited by the entire Federal contracting community.

## How to Get on a Bidders List

All Federal contracts, whether the materials will be bought through sealed bid or by negotiation and schedule placement, are announced on-line and also publicized through solicitation lists, to insure that decisions are made on a competitive basis. An important step in providing products or services to the government is to request that your firm be placed on the appropriate solicitation mailing lists. This assures that you will be notified of upcoming contracts and requests for proposals. You must apply separately for each activity in which you wish to be considered.

Regardless of the size of your business, the GSA Small Business Utilization Center serving your area should be among your first points of



Federal Business Opportunities at [www.fedbizopps.gov](http://www.fedbizopps.gov) is the single point-of-entry for federal procurements over \$25,000.

contact (see next section and Appendix C). This valuable resource is considered the front door to contracting opportunities with the General Services Administration, and through GSA, with all Federal agencies.

To start, investigate which agencies are the most likely buyers for your products, then request and complete the forms for placement on the appropriate solicitation mailing lists. Depending on the agency, the size of the contract, and the type of procurement – sealed bid or negotiation – you may need to submit different documentation to support your application. For example, the purchasing office may require detailed statements of estimated costs and other evidence of reasonable price, as well as discount policies for placement on a GSA schedule. For projects whose cost will exceed \$25,000, potential bidders must also supply evidence of their ability to fulfill the contracts.

Depending on their size, contracts may be administered regionally or nationwide. Projects estimated to cost less than \$25,000 are overseen directly by the Regional Small Business Centers. Again, contact the nearest Center for a list of projects.

DoD requires documents or listings different from those required by GSA. To do business with DLA and other DoD entities, you must first obtain a DUNS number. The Data Universal Number System (DUNS) Number is unique nine-character business identification. If you do not have a DUNS Number, contact Dun and Bradstreet at: [www.dnb.com/US/duns\\_update/index.html](http://www.dnb.com/US/duns_update/index.html) to obtain one. Next, vendors must register in the Central Contractor Registration (CCR). The CCR is the primary registrant database for the U.S. Federal government. You can start your registration at: [www.ccr.gov/Start.aspx](http://www.ccr.gov/Start.aspx). Please note that vendors who deal only in credit card purchases at a local level do not need to be registered in the CCR.

You then need a CAGE Code. The **Commercial and Government Entity** (CAGE) code is a five position code that identifies contractors doing business with the Federal government, NATO member nations, and other foreign governments. If you do not have a CAGE Code, one will be assigned to you when you complete the CCR registration. Finally, a financial account capable of receiving electronic funds transfers is a mandatory requirement and is provided in the CCR registration.

To do business with DLA, you should register with the **DLA-BSM Internet Bid Board System** [www.dibbs.bsm.dla.mil/](http://www.dibbs.bsm.dla.mil/) (DIBBS). DIBBS is a web-based application that provides the capability to search for, view, and submit secure quotes on Requests For Quotations (RFQs) for items of supply included in the DLA Business System Modernization (BSM) Program. DIBBS also allows users to search and view Request For Proposals (RFPs), Invitations For Bid (IFBs), Awards and other procurement information related to BSM.



Comprehensive guidelines  
on doing business with DoD  
can be found at  
[www.acq.osd.mil/osbp/  
doing\\_business/index.htm](http://www.acq.osd.mil/osbp/doing_business/index.htm)

Registration is required to receive a login account and password to conduct transactions over the restricted portions of BSM DIBBS (e.g., submitting electronic quotes on RFQs) and to register email addresses for solicitation and award notification on BSM items. Detailed system requirements and instructions for registration can be found on the BSM DIBBS home page at [www.dibbs.bsm.dla.mil/](http://www.dibbs.bsm.dla.mil/). For more up-to-date information on doing business with DLA, go to the Supplier Resource Information Center at: [www.dla.mil/j-6/bsm/sirc/](http://www.dla.mil/j-6/bsm/sirc/).

Once vendors have a DUNS number and a CAGE code, they are eligible to conduct business with DLA. However, to engage in electronic commerce and Electronic Data Interchange with the Federal government, a vendor will also need to register as an electronic trading partner. This can be done on-line at the DoD electronic commerce site ([www.acq.osd.mil/ec](http://www.acq.osd.mil/ec); click on "Vendor Corner").

## Business Partner Network

The Business Partner Network is a central source of vendor data for the Federal government. Through this search engine vendors can access key databases across all Federal agencies. To access the BPN, go to [www.bpn.gov](http://www.bpn.gov).

One of the most important databases in BPN is DoD's Central Contractor Registration (CCR). CCR started as the single repository for vendor data for DoD. In January 2004 the Small Business Administration integrated its PRO-Net database into CCR. Businesses can register, update their profile and provide hyperlinks to their Web sites from this database. To access CCR, click on the hyperlink from the BPN Home Page.

Other portals that can be accessed from the BPN Home Page include:

- Business Identification Number Cross-reference System (BINCS)
- Online Representation and Certification Application (ORCA)
- Past Performance Information Retrieval System (PPIRS)
- Unique Identification (UID) registry
- Small Business Administration (SBA) home page
- FedBizOps

## Special Opportunities for Small Businesses

It is the policy of the Federal government to provide maximum practicable opportunities in its acquisitions to small business, veteran-owned small business, service-disabled veteran-owned small business, HUBZone small

business, small disadvantaged business, and women-owned small business concerns. Both GSA and DoD have Small Business Programs. For more information on each of the programs, go to, for GSA: [www.gsa.gov/Portal/gsa/ep/channelView.do?pageTypeId=8199&channelId=-13325](http://www.gsa.gov/Portal/gsa/ep/channelView.do?pageTypeId=8199&channelId=-13325) and for DoD: [www.acq.osd.mil/osbp/index.html](http://www.acq.osd.mil/osbp/index.html).

In addition to those programs, two other sources provide valuable assistance and educational programs for small businesses interested in learning how to do business with the government. They are the Small Business Administration and the DoD Procurement Technical Assistance Cooperative Agreement Program, administered by DLA. Each program provides a variety of information and assistance to small businesses, such as:

- Small Business Socio-Economic Programs
- Small Business Set-Aside Programs
- How to Research and Bid on Contracts
- Assistance with Registration Requirements
- Bid-Matching Services
- Assistance with Pre and Post Contracting Issues

## Small Business Administration

The Small Business Administration (SBA) is also a primary source of information on how to do business with the Federal government. To determine if your company qualifies as a small business, contact the SBA for assistance or review guidelines posted on the SBA Web site at [www.sba.gov/businessop/index.html](http://www.sba.gov/businessop/index.html).

The SBA's Small Business Development Centers (SBDC) and Business Information Centers (BIC) provide convenient locations where small businesses can receive technical assistance and advice. SBDCs are found in 56 locations, with a network of nearly 1,000 sub-centers. At more than 80 locations, BICs offer computer resources, a reference library, and business counseling offered by the Service Corps of Retired Executives, a program allowing retired businesspeople to lend their expertise to current and future small business owners.

Several SBA databases can help you market your products or services. The SBA's Technology Resources Network (TECH-Net) is a database for those seeking small business partners for high-tech products and technology research. TECH-Net also serves as search engine for contracting officers.



For more information on SBA resources,  
visit the SBA Web site at  
[www.sba.gov](http://www.sba.gov) or contact the SBA  
Answer Desk at 1-800-827-5722

Procedures and requirements for government contracts vary; therefore, it is important to contact your target agencies directly. Each Federal agency operates an Office of Small and Disadvantaged Business Utilization (OSDBU) that can provide information about that agency's purchases and special programs for small businesses. The SBA Web site provides hotlinks to OSDBU offices at [www.sba.gov/yourgovt/osdbu.html](http://www.sba.gov/yourgovt/osdbu.html).

### DoD PTAC

The DoD Procurement Technical Assistance Program (PTAP) provides assistance to eligible entities by sharing the cost of counseling centers known as Procurement Technical Assistance Centers (PTACs). The purpose of this program is to generate employment and to improve the general economy by assisting business firms in obtaining and performing under Federal agencies, state, and local government contracts. The law (Chapter 142 of title 10 U.S.C.) requires the Secretary of Defense, through the Director of DLA, to enter into cost sharing cooperative agreements with eligible entities. Within DLA, the DLA Director of Small Business Programs is responsible for the management of the PTAP. The eligible entities include State and Local governments, Colleges and Universities, other non-profit organizations, Indian Economic Enterprises, and Indian Tribal Organizations.

PTACs provide day-to-day assistance to firms seeking to do business with Federal agencies and state and local governments in the form of such services as assisting with CCR registration, helping prepare bids/proposals, marketing to potential buyers, establishing electronic commerce capability, setting up or improving quality assurance and accounting systems, resolving payment problems, etc. This specialized and professional assistance may consist of, but is not limited to, outreach and counseling type services. Participants in this program make a concerted effort to seek out and assist small businesses, small disadvantaged businesses (SDB), women-owned small businesses (WOSB), Historically Underutilized Business Zone (HUBZone) small business concerns and Historically Black Colleges and Minority Institutions, and, veteran-owned small businesses including service-disabled veteran-owned small businesses (SDVOSB). A listing of PTACs is available at [www.dla.mil/pta](http://www.dla.mil/pta).

### GSA Small Business Utilization Centers

As noted earlier, a good place for any business to begin researching contracting opportunities is with one of GSA's 11 Regional Small Business Utilization Centers (listed in Appendix C).

Each center is staffed by GSA Small Business Technical Advisors who can



Appendix C has a list of the  
GSA Regional Small  
Business Utilization Centers



provide information on Federal contracting procedures, current bidding opportunities with GSA, how to get on the GSA solicitation mailing lists, and how to review bid abstracts to learn the history of various contract awards. These specialists also offer small business counseling and guidance on introducing new items for government purchase.

For more information on GSA's Regional Small Business Utilization Centers, visit the GSA Web site at [www.gsa.gov](http://www.gsa.gov)<sup>1</sup>

## Conclusion

In conclusion, there is no “silver bullet” for selling to the Federal government; there are several avenues one can take and an enormous variety of potential buyers. As one successful vendor on a GSA schedule claims, “Every time I try to use a centralized approach, I come up empty. You have to reach the end-customer, the decision-maker.”

The key is understanding the best route, the best niche for sales of your product through routine purchases from the GSA or DLA sales programs, via energy saving performance contracting, or large construction work, or some combination — and pursuing it accordingly.

---

<sup>3</sup> Click on the tab “About GSA” and then click on “Office of Small Business Utilization” in the lower right corner.

## Appendix A:

ENERGY STAR-qualified and FEMP-designated Products

### Lighting:

- Compact Fluorescent Lamps
- Residential Light Fixtures
- Fluorescent Lamps & Ballasts
- Fluorescent Luminaires
- Downlight Luminaires
- Industrial Luminaires
- Exit Signs
- Ceiling Fans

### Commercial & Industrial Equipment:

- Unitary (Packaged) Air Conditioners
- Air-Cooled Electric Chillers
- Water-Cooled Electric Chillers
- Air-Source & Water-Source Heat Pumps
- Ground-Source Heat Pumps
- Commercial Boilers
- Electric Motors
- Distribution Transformers

### Commercial Food Service Equipment:

- Solid Door Refrigerators and Freezers
- Gas Griddles
- Fryers
- Hot Food Holding Cabinets
- Steam Cookers
- Dishwashers
- Beverage Vending Machines
- Water Coolers
- Ice Machines

### Office Equipment:

- Computers<sup>†</sup>
- Monitors<sup>†</sup>
- Laptops<sup>†</sup>
- Printers<sup>†</sup>
- Fax Machines<sup>†</sup>
- Copiers<sup>†</sup>
- Scanners<sup>†</sup>
- Multifunction Devices<sup>†</sup>
- Mailing Machines
- External Power Adapters

## Home Electronics:

- Televisions (TV)†
- Video Cassette Recorders (VCR)†
- Combination Units (TV + VCR)†
- Digital Video Display (DVD) Products†
- Cordless Telephones
- Battery Charging Systems
- Digital to Analog Converter Boxes
- Home Audio†

## Appliances:

- Refrigerators
- Freezers
- Dishwashers
- Clothes Washers
- Room Air Conditioners
- Dehumidifiers
- Room Air Cleaners

## Residential Equipment:

- Central Air Conditioners
- Air-Source Heat Pumps
- Ground-Source Heat Pumps
- Gas Furnaces
- Residential Boilers
- Electric Water Heaters
- Gas Water Heaters
- Ventilation Fans
- Programmable Thermostats

## Plumbing:

- Faucets
- Showerheads
- Urinals

## Construction Products:

- Residential Windows, Doors and Skylights
- Roof Products

† - Standby power requirement

## Appendix B:

### Internet Resources for Further Information

#### Federal Energy Management Program

FEMP Product Efficiency Recommendations  
[www.eere.energy.gov/femp/procurement/](http://www.eere.energy.gov/femp/procurement/)

Energy Efficiency Funds and Demand Response Programs  
[www.eere.energy.gov/femp/program/utility/utilityman\\_energymanage.html](http://www.eere.energy.gov/femp/program/utility/utilityman_energymanage.html)

ESPCs and Super ESPCs  
[www.eere.energy.gov/femp/financing/ee\\_incentiveprograms.html](http://www.eere.energy.gov/femp/financing/ee_incentiveprograms.html)

ENERGY STAR Program  
[www.energystar.gov/](http://www.energystar.gov/)

#### US Department of Energy

Doing Business with DOE  
[www.pr.doe.gov/](http://www.pr.doe.gov/)

#### NASA

Office of Procurement  
[www.hq.nasa.gov/office/procurement](http://www.hq.nasa.gov/office/procurement)

Acquisition Forecast  
[www.procurement.nasa.gov/cgi-bin/nais/forecast.cgi](http://www.procurement.nasa.gov/cgi-bin/nais/forecast.cgi)

#### Small Business Administration

Government Contracting  
[www.sbaonline.sba.gov/gc](http://www.sbaonline.sba.gov/gc)

Business Advisor - Small Business Administration  
[www.business.gov/](http://www.business.gov/)

#### US Department of Agriculture

Procurement  
[www.usda.gov/procurement/](http://www.usda.gov/procurement/)

#### US Department of Defense and Defense Logistics Agency

DLA Defense Logistics Operations  
[www.supply.dla.mil/](http://www.supply.dla.mil/)

## US Environmental Protection Agency

Office of Acquisition Management  
[www.epa.gov/oam/](http://www.epa.gov/oam/)

Procurement Guidelines for Recycled Material  
[www.epa.gov/cpg](http://www.epa.gov/cpg)

Environmental Preferable Purchasing  
[www.epa.gov/opptintr/epp/](http://www.epa.gov/opptintr/epp/)

## US Department of Housing & Urban Development

Contracting  
[www.hud.gov/offices/cpo/contract.cfm](http://www.hud.gov/offices/cpo/contract.cfm)

## US Department of the Interior

Doing Business with Interior  
[www.doi.gov/pam/pamibiz.htm](http://www.doi.gov/pam/pamibiz.htm)

National Business Center  
[www.nbc.gov](http://www.nbc.gov)

## US Department of Justice

Doing Business with DOJ  
[www.usdoj.gov/07business/index.html](http://www.usdoj.gov/07business/index.html)

## US Department of Transportation

Business Opportunities and Vendor Information  
[www.dot.gov/ost/m60/busopven.htm](http://www.dot.gov/ost/m60/busopven.htm)

Procurement Forecast  
[www.fhwa.dot.gov/aaa/forecast.htm](http://www.fhwa.dot.gov/aaa/forecast.htm)

## US Department of Veterans Affairs

Procurement Forecast  
<http://www.osdbu.va.gov/cgi-bin/WebObjects/FcoPublic.woa>

## US Department of Treasury

Office of the Procurement Executive  
[www.treasury.gov/procurement](http://www.treasury.gov/procurement)

## US General Services Administration

GSA Home  
[www.gsa.gov](http://www.gsa.gov)

GSA Advantage  
[www.gsaAdvantage.gov](http://www.gsaAdvantage.gov)

## US Postal Service

Purchasing

[www.usps.gov/purchasing/welcome.htm](http://www.usps.gov/purchasing/welcome.htm)

## Miscellaneous

Federal Business Opportunities

[www.fedbizopps.gov/](http://www.fedbizopps.gov/)

Federal Procurement Data Center

[www.fpdc.gov/](http://www.fpdc.gov/)

Government Printing Office

[www.gpo.gov](http://www.gpo.gov)

Office of Federal Environmental Executive

[www.ofee.gov](http://www.ofee.gov)

## Appendix C:

### GSA Small Business Centers

#### REGION 1

CT, ME, MA, NH, RI, VT

GSA Small Business Utilization Center  
10 Causeway Street, Room 900  
Boston, MA 02222  
617-565-8100

#### REGION 2

NY, NJ, PR, VI

GSA Small Business Utilization Center  
26 Federal Plaza  
New York, NY 10278  
212-264-1234

#### REGION 3

PA, DE, MD, VA, WV

GSA Small Business Utilization Center  
20 North Eighth Street, 9<sup>th</sup> Floor  
Philadelphia, PA 19107  
215-446-4918

#### REGION 4

NC, SC, TN, MS, AL, GA, FL, KY

GSA Office of Small Business Utilization  
77 Forsyth Street, 6<sup>th</sup> Floor  
Atlanta, GA 30303  
404-331-5103

#### REGION 5

IL, WI, MI, IN, OH, MN

GSA Small Business Utilization Center  
230 South Dearborn Street, Room 3700  
Chicago, IL 60604  
312-353-5383

#### REGION 6

KS, IA, MO, NE

GSA Office of Small Business Utilization and Support Services  
1500 East Bannister Road  
Kansas City, MO 64131-3088  
816-926-7203

REGION 7

AR, LA, NM, OK, TX

GSA Office of Small Business Utilization  
819 Taylor Street, Room 11A00  
Forth Worth, TX 76102  
817-978-0800

REGION 8

CO, WY, MT, UT, ND, SD

GSA Office of Small Business Utilization  
Denver Federal Center, Building 41  
Denver, CO 80225  
303-236-7408

REGION 9

NO. CA, HI, NV

GSA Office of Small Business Utilization  
450 Golden Gate Avenue  
San Francisco, CA 94102-3400  
415-522-2700

AZ, SO. CA, CLARK COUNTY NV

GSA Office of Small Business Utilization  
300 North Los Angeles Street  
Los Angeles, CA 90012  
213-894-3210

REGION 10

WA, OR, ID, AK

GSA Office of Small Business Utilization  
400 15th Street, SW  
Auburn, WA 98001-6599  
253-931-7956

NATIONAL CAPITAL REGION

Washington, DC & Surrounding  
Counties of Maryland and Virginia  
GSA Office of Small Business Utilization  
301 7<sup>th</sup> Street, SW  
Washington, DC 20407  
202-708-5804



# Notes

## Notes

---