

★  
*Another Small Business Success Story*

# FACTORY EXPRESS

**a New Mexico Service Disabled Veteran-Owned Company**

*“Their company philosophy seems to emanate a theme of ‘readiness to provide service on demand’ and I believe that is the secret to their success.”*

– Elaine Garcia,  
Sandia Administrative  
Staff Associate

John Smatana,  
Factory Express  
Vice President of Sales

The Veterans Procurement Assistance Center resides in a few rooms in an office building near Kirtland Air Force Base in Albuquerque, New Mexico. Office size? Small. Staff size? Small. Budget? Small. Results? Anything BUT small. Just ask Factory Express...

... a New Mexico small business that supplies and services office equipment and paper handling machines for businesses in the U.S. and abroad.

Factory Express owner David Zimpelman, who is a service disabled veteran, connected with the Veterans Procurement Assistance Center, or VPAC, during a local business outreach event a few years ago where he met VPAC’s Executive Director, Archie Garcia. Garcia advised Zimpelman on how to register his already-successful business as a Service Disabled Veteran-Owned Small Business (SDVOSB) on the Department of Veterans Affairs website, [www.vip.vetbiz.gov](http://www.vip.vetbiz.gov), and has continued to offer David advice and services.

As part of its mission, VPAC works closely with Sandia to help the Labs achieve its goals of working with a diverse mixture of small, disadvantaged, HUBZone, women-owned, veteran-owned, and service disabled veteran-owned businesses.

Each month Toni Leon Kovarik, Sandia’s advocate for veteran-owned and service disabled veteran-owned small businesses, holds office hours at VPAC to review potential procurement opportunities and advise businesses on how to work with the Labs.

During one session, Kovarik and Garcia sat down to discuss a new procurement opportunity at Sandia. “I asked Archie [Garcia] if he knew anyone who might have the qualifications to bid

on an opportunity to service classified shredders at Sandia,” says Kovarik. “He immediately picked up one of the many business cards on display in the conference room and said, ‘I know just the company.’”

Factory Express is the exclusive provider in New Mexico of service and sales for the type of secure shredders Sandia needed serviced. Kovarik connected Factory Express Vice President of Sales John Smatana with one of Sandia’s contracting representatives, Jessica Montoya Valerio. “We had a [Sandia] customer who needed someone to supply and service their classified shredders,” Valerio states. “After reviewing Factory Express’ qualifications, I could tell this was going to be a good fit.”

The procurement, which became an SDVOSB set-aside, was awarded to Factory Express.

It has been a good fit – both for Sandia and Factory Express. Sandia Field Intelligence Operations Destruction Point of Contact Elaine Garcia, who interacts with Factory Express to schedule service on shredders, says of Factory Express: “They are very competent and easy to reach. Their company philosophy seems to emanate a theme of ‘readiness to provide service on demand’ and I believe that is the secret to their success.”



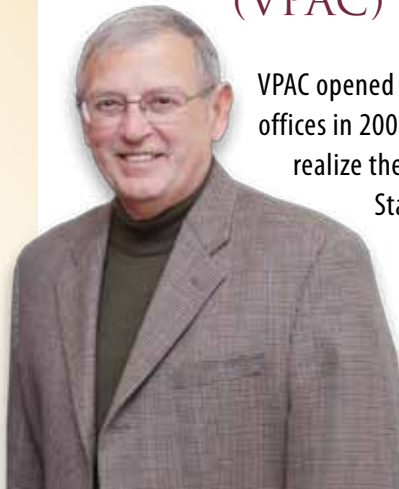
**Small Business**  
*Utilization @ Sandia*



Of the contract, Factory Express' Smatana states, "This is a great opportunity to further expand into the Sandia market. Factory Express has some of the top technicians in the country for providing and servicing secure shredders, disintegrators, data destroyers, and degaussers. We hope that this contract will help our small company become recognized throughout Sandia as a top supplier in the field."

For Archie Garcia, the success of companies like Factory Express is one of the rewards of his work. As VPAC's network of success stories grows, so does the strength of the local economy. "Success builds on success," Garcia says when discussing the impact the center has had on veterans and veteran-owned business in the area. "I always help whomever calls...whether it's a young veteran back home from Iraq who wants advice on starting a used car lot... or someone who wants to know how to donate used wheelchairs to veterans in need. And I always follow up to see how things went."

David Zimpelman  
with Archie Garcia



## VETERANS PROCUREMENT ASSISTANCE CENTER (VPAC)

VPAC opened its Albuquerque offices in 2008 to help veterans realize their business goals.

Staffed by a small cadre of dedicated volunteers, VPAC assists veterans and service disabled veterans

## Success Contributors

### Factory Express

#### David Zimpelman

Owner

#### John Smatana

Vice President of Sales

[www.factory-express.com](http://www.factory-express.com)

### Sandia National Laboratories

#### Elaine Garcia

Administrative Staff Associate

#### Jessica Montoya Valerio

Sandia Contracting Representative

#### Toni Leon Kovarik

Small Business Advocate

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

(505) 284-9549

### Veterans Procurement Assistance Center

#### Archie Garcia

Executive Director

[www.vpacinc.org](http://www.vpacinc.org)

## VPAC VOLUNTEER CONSULTANTS:

**Archie Garcia**   **Fil Pacheco**  
**Danny Ortega**   **Nick Garcia**

in all areas of business development, including planning, proposal writing, outreach, training, business registration, marketing, and research.

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<http://thinksmall.sandia.gov/>



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