



# Small Business In Focus

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## Small Business GWAC Center

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## Director's Corner



Steve Triplett, Director, Small Business GWAC Center

As we begin a new fiscal year, it is important to look back at the small business accomplishments for 2011. Fiscal Year 2011 was a busy and successful year for the Small Business GWAC Center and our industry partners.

The FY2011 success of the Small Business GWAC program could not have been accomplished without the excellent marketing and performance of our 8(a) STARS, 8(a) STARS II, Alliant Small Business and VETS industry partners. This success is a measurement of our gains from the previous years, and we must remain vigilant and continue the fight on behalf of small businesses. This battle is fought by people like you who remain loyal and persistent at being the voices for small businesses.

However, during this time of economic challenges, we don't want to retreat or rely on past successes. We want to keep the momentum going by striving to meet agency socioeconomic goals, embracing new technological solutions, and remembering that small businesses are the backbone of our economy.

The interest of 8(a) STARS II is growing and we have received over 25 task order awards in the first month of operation. Also, 8(a) STARS, VETS and Alliant Small Business continue to be viable options.

Please remember that each and every member of the Small Business GWAC Center is committed to assist you with your endeavors in the federal marketplace. Whether you are a customer with a requirement that you'd like us to review or an industry partner with a customer referral, we are available to offer training and assistance wherever it is needed.

Next month we will be recognizing our veterans on Veterans Day, and the Small Business GWAC Center would like to recognize those service members who are awardees on the GSA VETS GWA C, as well as other GWAC contracts. We thank you for your service to America.

Thank you also for helping us achieve a successful 2011, and we're looking forward to continued success in 2012.

Stephen Triplett

Director  
Small Business GWAC Center

"Do not go where the path may lead, go instead where there is no path and leave a trail".  
Ralph Waldo Emerson

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## GWAC Training

### Housing and Urban Development

Dean Cole, Business Development Specialist, and Greg Byrd, Procuring Contracting Officer, presented a Center for GWAC Programs Contract Orientation class on Thursday, August 4<sup>th</sup>. The orientation provides federal Contracting Officers information required when obtaining a delegation of procurement authority (DPA). The training, which covered the 8(a) STARS, 8(a) STARS II, VETS, and both Alliant and Alliant SB GWACs, was presented to 56 HUD personnel, ten of which received a DPA.

### GSA Customer Accounts and Research

On October 11th Herman Lyons and Lesa Steward, Business Development Specialists, provided an 8(a) STARS II GWAC overview training to GSA's Customer Accounts and Research (CAR) division. This training is part of GSA's Integrated Technology Services (ITS) and CAR Partnership webinar series. The training was facilitated by Marcia Brabham-Jones, GSA ITS, and was attended by 55 participants.

### 8(a) STARS II GWAC Delegation of Procurement Authority (DPA) Training

The GSA Small Business GWAC Center hosted nine 8(a) STARS II GWAC DPA training sessions for Federal Agency Contracting Officers during the 4th quarter of FY11. Contracting Officers from numerous agencies participated in the web based training and Q & A session. Following training, contracting officers were able to request a DPA to utilize the contract. Currently there are over 230 individuals delegated to issue task orders on the contract.

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## Conference Participation

### DISA Customer and Industry Forum

Jean Oyler, Business Operations Manager, and Dean Cole, Business Development Specialist, attended the 2011 Defense Information System Agency (DISA) Customer and Industry Forum, in Baltimore, MD on August 15<sup>th</sup>-August 18<sup>th</sup>. The emphasis of this year's conference, which goes hand-in-hand with DoD's Better Buying Power initiative, puts the focus on optimizing and enhancing enterprise infrastructure and services within DoD. Jean and Dean worked a GSA/ITS booth at the

event, with a focus on small business GWACs. With over 5,000 forum attendees, the booth served as a great way to increase awareness of GSA's devotion to small business IT firms.

### Air Force IT Conference

Jean Oyler, Business Operations Manager, attended the 2011 Air Force Information Technology Conference (AFITC) in Montgomery, AL from August 29<sup>th</sup> -August 31<sup>st</sup>. The emphasis of this year's conference, IT Transformation: Conquering the Cloud, outlined the Air Force's focus on IT acquisition reform and supporting the warfighter with better performance at less cost. Jean led training on the newly-awarded 8(a) STARS II contract and shared booth responsibility with members of IT Schedule 70 and CAR to feature IT solutions from GSA. With over 3,000 attendees, the event served as a great way to increase awareness of GSA's technology offerings and support for the Air Force mission.

### National Veterans Conference & Expo

Janna Babcock, VETS GWAC Contracting Officer, led a panel entitled "VETS: Your IT Solutions Advantage" on Wednesday, August 17<sup>th</sup> during the National Veterans Conference & Expo that took place in New Orleans, LA. The speakers consisted of three VETS GWAC Prime contract holders. Ms. Pauline Healy, Executive Vice President from Centuria Corporation, Ms. Teri Lesicko, Vice President of Business Development, CSSS.NET, and Mr. Al Saxon, Sr. Vice President from Vision Technologies, Inc., shared their insights into federal small business contracting and strategies for winning a contract. The industry speakers addressed a number of questions from the audience related to teaming, business development and successful proposal writing.

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## Program Meetings

### VETS

Janna Babcock, Contracting Officer, Jihyun Huyck, Business Development Specialist, and Steve Triplett, Director, facilitated the VETS's semi-annual Program Review Meeting on Monday, August 15<sup>th</sup>, in New Orleans, LA. The main topics of the meeting were the VETS upcoming Option period and its eligibility requirements, VETS sales, outreach and a demonstration of the Small Business GWAC Center's data site, [sbgwacsource.gov](http://sbgwacsource.gov). The meeting was well attended by over 60 VETS industry partners. Many of them were also participating at the National Veterans Conference & Expo, which was taking place from August 15<sup>th</sup> through

August 18<sup>th</sup>, in New Orleans, LA. The VETS Program Meeting welcomed four guest speakers – Mary Davie, Assistant Commissioner, GSA Office of Integrated Technology Services, Jiyong Park Associate Administrator, GSA Office of Small Business Utilization, Tom Leney, Executive Director, Small and Veteran Business Programs, Department of Veterans Affairs, who was hosting this year's Veterans Conference, and Bill Webster, Assistant Commissioner, Office of Travel, Motor Vehicles and Card Services, and Chair of the GSA 21 Gun Salute committee.

### Alliant Small Business

Alliant SB Industry Partners (IP) participated in the Alliant SB Program Meeting Webinar on October 19<sup>th</sup>. The webinar was conducted by Dean Cole, Business Development Specialist, Greg Byrd, Procuring Contracting Officer, and Lee Tittle, Contract Specialist. Also attending from the Small Business GWAC Center, Steve Triplett, Director, Jean Oyler, Business Operations Manager, and Chris Carver, Program Analyst. The Alliant SB IPs were briefed on past, current and future business development outreach efforts, awards and other activity over the 2 ½ years the contract has been awarded, as well as contract and sales reporting updates. Members of the Alliant SB Industry Council (ASBIC) Executive Team were also in attendance, virtually, and presented an update on ASBIC outreach efforts and achievements. The webinar was attended by 65 participants representing 55 of Alliant SB's 69 awardees.

### 8(a) STARS II

On August 8<sup>th</sup>, Matt Verhulst, Contracts Branch Chief, Misty Claypole and Todd Tekesky, 8(a) STARS II Procuring Contracting Officers, and Vicki McReynolds, 8(a) STARS II Contract Specialist, hosted an 8(a) STARS II pre-performance conference call with 8(a) STARS II industry partners. The industry partners were welcomed to the Small Business GWAC family and were briefed on 8(a) STARS II contract activities. Additionally, the STARS II team also addressed commonly submitted 8(a) STARS II questions.

Stephen Triplett, Jean Oyler, Lori Hanavan and Herman Lyons, Business Development Specialists, hosted an 8(a) STARS II Business Development webinar on August 24<sup>th</sup>. This business development webinar introduced the 8(a) STARS II business development team and highlighted best practices as well as tools and resources available to 8(a) STARS II industry partners. The webinar was attended by nearly 750 people representing 8(a) STARS II industry partners.

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## Small Business GWAC \$ales

Total obligated order value as of October 27, 2011:

★ 8(a) STARS	\$3,760,930,734.49
★ 8(a) STARS II	\$8,830,275.39
★ Alliant Small Business	\$451,899,406.62
★ COMMITS NexGen	\$109,839,546.72
★ VETS	\$1,026,636,455.73

For additional sales data visit [www.sbgwacsource.gov](http://www.sbgwacsource.gov).

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## GWAC Industry Partner Visits

### Innovative Management Concepts

VETS Contract # - GS-06F-0529Z

Mike Metz, Senior Vice President, Innovative Management Concepts visited the Small Business GWAC Center on August 29<sup>th</sup>. Innovative Management Concepts is an Industry Partner on the VETS GWAC. Included in the meeting were Janna Babcock, Contracting Officer, Meredith Wassenberg, Contract Specialist, Lesa Steward, Business Development Specialist, and Steve Triplett. Discussion centered on the recent VETS GWAC Program Meeting held at the National Veteran Small Business Conference and Expo, the upcoming small business size re-representation, the option period, and the new VETS GWAC Industry Council. Mr. Metz is the treasurer of the VETS Industry Council.

### MicroTechnologies, LLC

VETS Contract # - GS-06F-0539Z, GS-06F-0551Z  
8(a) STARS II Contract # - GS-06F-0694Z

The Small Business GWAC Center hosted an industry visit from MicroTechnologies, LLC on September 15<sup>th</sup>. MicroTech is a contract holder on VETS and 8(a) STARS II GWAC. Participating were: Kevin Williams and Shandelle Barton from MicroTech and Steve Triplett, Jean Oyler, Janna Babcock, Lori Hanavan, Misty Claypole and Lesa Steward from the Small Business GWAC Center.

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## Industry Partner Resource

### Small Business GWAC Center Provides New Resource for Industry Partners

GSA's Small Business GWAC Center recently announced the publishing of the Small Business GWAC Bootcamp. The Small Business GWAC Bootcamp is the

center's newest offering designed to support and foster the growth of nearly 900 Small Business GWAC contract holders. This on-demand training series was made possible through collaboration between GSA's Customer Accounts and Research Division, ITS Communications and Customer Engagement Office, and the Small Business GWAC Center. The Bootcamp is hosted on GSA Interact, a place for government employees, their customers, and industry partners — to connect, communicate and share information. The Bootcamp may be accessed at <http://interact.gsa.gov/sbgwacbootcamp>

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## Kudos and Accolades



### 8(a) STARS II Received Its First Task Order Awards

The 8(a) STARS II GWAC is off to a good start. The 8(a) GWAC was opened for business on August 31, 2011 and has received 26 task order awards from 13 different federal agencies with an estimated value of \$21M. For more information about this 8(a) information technology services contract, including features and benefits and upcoming training opportunities, please visit [www.gsa.gov/8astars2](http://www.gsa.gov/8astars2).

If you have questions regarding 8(a) STARS II, please feel free to contact us at [s2@gsa.gov](mailto:s2@gsa.gov).

### VETS GWAC Exceeds \$1 Billion Sales Milestone

Congratulations to the VETS GWAC industry partners and GSA's VETS GWAC team on surpassing \$1 billion in sales. The \$1B is a result of 259 task order awards issued by 15 different federal agencies. This great accomplishment demonstrates our nation's commitment to our Service Disabled Veterans.

### Fastest Growing Companies

The following companies were recently named the Fastest Growing Hispanic-Owned Business for the year in Hispanic Business Magazine.

MicroTech is a Service-Disabled Veteran-Owned & 8(a) Small Business. MicroTech has experienced a five-year growth of over 7585.7%.

Engineering Services Network, a Service-Disabled Veteran Owned Small Business has experienced a five year sales growth of over 68.4%.

SBG Technology Solutions Inc., a member of joint venture through American Veterans LLC, is a Service-Disabled Veteran Owned Small Business, and has experienced a five year growth of over 1334.9%.



Photo of Howard Innis, Contracting Officer

Howard Innis, Contracting Officer, was the recipient of the Excellence In Partnership Award (EIP). This award was on behalf of The Coalition for Government Procurement, and was presented to Howard for demonstrating outstanding contributions to the 8(a) STARS Program. Congratulations Howard!

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## Selling to the Federal Government 101

### FedBizOpps Opportunity Research

The start of a new fiscal year is a good time for industry partners to assess current market research and examine new methods for identifying opportunities. An essential market research tool is Fedbizopps.

FedBizOpps (FBO) is the central repository for federal government procurement opportunities. On FBO, agencies post procurement opportunities in an effort to identify potential supply sources. Key to note is that the FBO site and its associated research features are offered at no cost to the vendor community.

FBO offers unique tools for the vendor community, including the ability to set up automated searches and

receive notifications of new procurement opportunities. Each vendor can perform a generic search independently or create a profile to use FBO's enhanced search features. Once the user's profile is created, he/she can set up filters to capture applicable opportunities.

For the Small Business GWAC Industry Partners, applicable FBO search criteria might include a NAICS code(s), small business set aside code, or classification code. Users with profiles can set up a "search agent" which filters all opportunities on a scheduled basis to identify the most applicable opportunities for your business. You can even schedule email notifications for matching opportunities. For a demonstration on setting up these useful search tools, please visit [www.fbo.gov](http://www.fbo.gov) and click on "Getting Started."

## Reminder to all Industry Partners



Please reference the contract number instead of the offer number on all correspondences.

## Spotlight

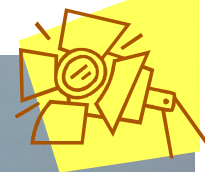


Photo of Phil Putthoff, Contract Specialist

Phil Putthoff joined the Small Business GWAC Center in September 2011 as a Contract Specialist on rotation from the IT Schedule 70 Branch. He has been with GSA since December of 2009. Phil has a Bachelor's Degree in Business administration from Rockhurst University and Masters in Business Administration from Baker University. Phil spends the majority of his time outside of work, attending his children's athletic events.

## REMINDER

**The ordering period for the 8(a) STARS I GWAC ends November 30, 2011;** all task orders must be completed no later than May 31, 2014.

## Upcoming Events

The Small Business GWAC Center participates in a variety of events throughout the year. Many events offer training on GSA's GWACs as well as networking opportunities for small business. Please monitor <http://www.gsa.gov/sbgwac> for updates.

Date	Event/URL	Location
November 2, 2011	<a href="#">USDA/National Information Technology Center (NITC) Expo</a>	Kansas City, MO
December 7-8, 2011	<a href="#">MacDill SDVOSB/VOSB and SB Conference &amp; Expo</a>	Tampa, FL
January 24-26, 2012	<a href="#">AFCEA West</a>	San Diego, CA