

Volume 1, Issue 8

March 2009

# Center for Facilities Maintenance & Hardware

Director's Corner - by Debbie Harms



**Special points of interest:**

- Director's Corner by Debbie Harms — Recovery and Reinvestment Act (ARRA)
- GSA Advantage
- Green vs Smart Buildings
- NEW! CFMH Subcommittee
- Financial Outlook
- Industry Days & GSA EXPO

On February 17, 2009, President Obama signed the American Recovery and Reinvestment Act (ARRA) of 2009 into law. The intent of this legislation is to stimulate vital sectors of the nation's economy. For example, one of targeted sectors is energy, and accordingly, the bill provides significant funding for the "greening" of our nation's federal buildings.

Since the inception of the stimulus bill, the Center for Facilities Maintenance and Hardware (CFMH) has been reviewing the language in the bill to determine the implications of the new legislation for the Center and for the industry partners who have contracts under Schedules 51V and O3FAC. This review revealed many planned agency investments which should translate into business opportunities for our schedule holders.

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Two recurring investments noted were facility modernization and the "greening" of federal buildings. Each of these areas should create business opportunities across CFMH schedules. With facilities modernization logically would come the increased need for tools, hardware, paints, equipment, etc., and the "greening" of federal buildings should create opportunities for energy services companies, facilities maintenance companies, as well as many of our Schedule 51V product providers.

One frequently asked question by agencies and industry partners alike is "will contracting rules and regulations be relaxed for stimulus acquisitions." The administration is mandating accountability and transparency throughout the process, and all current competition requirements remain in effect.

The stimulus package should create increased business for our industry partners and I encourage each of you to begin planning your marketing and sales efforts accordingly.

To read more about the specific language in the bill, log onto <http://www.recovery.gov/>. To learn more about how GSA is supporting stimulus efforts log onto <http://vsc.gsa.gov>.

Debbie Harms

## GSA Advantage: YOU MUST BE ON IT!

GSA continues to make GSA Advantage! easier for contractors to use, while maintaining features that our customers demand. Whether you are a long-term contractor or a newly awarded contractor, it is vital that you administer and maintain the accuracy of your schedule contract. Any error (big or small) can be costly and puts you at a high risk for legal issues or penalties. You must comply with all contractual requirements and have internal policies, procedures and systems in place to ensure your compliance.

Just as it is important to ensure your sales teams do not inadvertently offer lower prices to your most favored commercial customers, so as not to invoke the price reduction clause, it is also vital that contract pricing in GSA Advantage be maintained. In these tough economic times, you must keep your catalogs up-to-date and ensure that Advantage pricing is accurate and current. If your pricing is outdated on Advantage, customers will not know the price has increased. You must sell it at the price listed in Advantage! You must also ensure that all descriptive information, including country of origin, unit of measure, etc. are up to date.

If you aren't on GSA Advantage you must get there immediately. Contractors on GSA Advantage enjoy benefits such as:

- Worldwide exposure of schedule services and products to Government users.
- Electronic transmission of orders.
- Receive RFQs and RFIs directly through the online Ebuy system

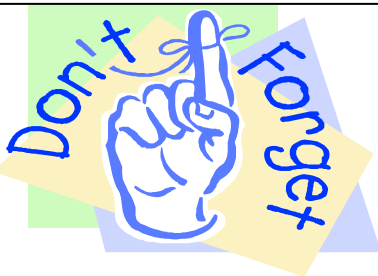
*"Opportunity is missed by most people because it is dressed in overalls and looks like work."*

*Author: Thomas Edison, American Inventor.*

## PARTNERING CORNER

The CFMH Partnering Corner was developed to assist industry partners with establishing partnerships with 03FAC and 51V industry partners. The process was designed to enable industry partners to send emails to one or more groupings of CFMH industry partners at one time. The process is all done via a webpage and emails. The industry partner who has an opportunity or needs to team with another schedule industry partner will submit that information on the web page and upon completion an email will be sent to all the industry partners who have a contract under the categories chosen. The emails will not only outline specific partnering opportunities, but should also provide other necessary information that will enable the email recipients to make an accurate assessment of their capabilities as described in the partnering opportunity. Please use this site only for generating partnering opportunities: <http://r6.gsa.gov/fas/cfmh/partnering.aspx>

## REPAIR AND ALTERATION SIN



Don't forget to modify your 03FAC contract to include our new SIN for Ancillary Repair and Alterations. Ancillary Repair and Alterations projects are those (1) solely associated with the repair, alternation, delivery or installation of products or services also purchased under this Schedule,

and which are (2) routine and non-complex in nature, such as routine painting or carpeting, simple hanging of drywall, basic electrical or plumbing work, landscaping, and similar noncomplex services. You may be missing out on opportunities so contact your Contracting Officer today or for more information call 816-926-6760.

# WHAT ARE GREEN AND SMART BUILDINGS?

By Tim Benoit

The terms *Green Buildings* and *Smart Buildings* are both frequently used phrases. But what constitutes a *Green Building* and a *Smart Building*, and what are the commonalities and differences of each? Here's a brief breakdown:

A **Green Building**, also known as a sustainable building, brings together practices and techniques to reduce and ultimately eliminate the negative impacts of the building on the environment and human health. *Green Buildings* are designed to efficiently use energy, water and to reduce waste. The usage of recycled materials and resources are also maximized within a *Green Building*. *Green Buildings* also improve public and occupant health by improving indoor air environmental quality thus reducing the impact on human health and the environment during the building's lifecycle.

A **Smart Building** entails the operational analysis, web based control and integration of the building's systems. Commonly integrated systems are the building's lighting systems, HVAC systems, security systems, power generation systems, life safety systems, etc. In terms of energy efficiency, imagine the benefits of incorporating *Smart Building* technology and having your heating/air conditioning and overhead lights automatically adjust depending on whether you are at or away from your desk.

One significant commonality between *Green buildings* and *Smart buildings* is that both optimize energy performance and eliminate waste. In addition, both involve design innovations, increased measurement and verifications, permanent monitoring systems, carbon dioxide monitoring, and the controllability of the building's systems.

## CFMH Marketing Subcommittee



Marvin Steinlauf, Vice President  
Sales and Marketing

During the SLC meeting at the May, 2005 Expo, the Center for Facilities Maintenance and Hardware asked for a volunteer amongst the Contractors to head up a new committee called GSA Marketing Subcommittee. After asking for a volunteer, Mary Snodderly pointed at me and said "I would like to ask Marvin Steinlauf to take this on." She knew of my many years in sales and marketing, and felt comfortable with me working on this project. I then stood up and said "YES". I looked around and asked for contractors who would like to join me, and lo and behold, we started the subcommittee with myself and 4 other industry partners. Today we have 70 plus members.

A critical part of our mission is to be a marketing information source for subcommittee members. Therefore, each month contractors email me marketing related question pertaining to their contract, and I put together the monthly bulletin with those questions and the answers to the previous month's questions. To help fill up each month's bulletin, I also find articles of interest on the Internet. Two years ago, I contacted the office of the Coalition for Federal Procurement and asked them if they would like to participate on a monthly basis by informing us what is going on at Capitol Hill pertaining to GSA. They agreed and since that time, their information has become an integral part of the Bulletin.

Send questions and comments by emailing [sales@allfoam.com](mailto:sales@allfoam.com)

## CFMH Marketing Subcommittee

### Federal Facilities Slated for Overhaul:

Provided by: Marvin Steinlauf

The current administration plans to overhaul federal facilities to make them more energy efficient. This will be a daunting and expensive task since federal facilities number in the thousands. Proposed overhaul tasks include:

- Replace old heating systems, and install more efficient lighting
- Install advanced meters that measure energy consumption on an ongoing basis
- Modernize heating and cooling systems

The Department of Defense has a laundry list of projects awaiting funding that could substantially improve energy efficiency at military bases and create private sector jobs quickly. GSA Schedules are ideal mechanisms for stimulus initiatives because they are established contracts with pre-negotiated prices, and procurements can be made in a matter of weeks.

The scope of work of the 03 FAC Facilities Management and Maintenance GSA Schedule is focused on energy improvement tasks and green technology. Companies holding this schedule will be in an ideal

### Q & A

**Question from a member:** Frequently, I am called by service men's families; oversees who need our products because of the dust and climate conditions. Is there any way they can purchase through GSA? (Either the family or the service member themselves for use primarily in the middle east?)

**Answer from GSA:** The schedules program is for Federal Government customers only and cannot ever be made available to private firms or individuals. Even if a Federal Disaster is declared, the schedules program opens up only to State and Local governments but never to private firms or individuals. Doing so could jeopardize the status of your Basis of Award.

**Question from a member:** Can anyone recommend a mailing list of federal customers (purchasers) for my catalog and post-card mailing campaign?

**Answer from a GSA Personnel:** Mailing lists - Since 9/11 we are unable to circulate mailing lists because of security concerns.

**FROM MARVIN: SAVE THESE TWO IMPORTANT DATES:** I am often asked this time of the year by several of our contractors, "Marvin, if I could afford the time and money to attend one of the two events which one do you recommend I go to." Easy answer. Kansas City Industry Days. Here is your opportunity to gather information that for the most part can help you with your contract and in doing so produce more sales. Our Marketing Committee conducts a one hour meeting to address current and future marketing and sales issues. You will be able to meet all of the Marketing people who work Business Management Division. The meeting is an open forum with questions from the audience most welcomed. The one-on-one meeting with your Contracting Officer are invaluable. Make sure you get one scheduled after you register for the event.

## Who's new at CFMH/BMD?



**Name:** Kendra McQueary

**Birthplace:** Jefferson City, MO

**University Attended:** University of Central Missouri

**Degree:** Undergrad: Business Management, Graduate: MBA in Finance

**Why did you pick GSA in your job search:** I wanted to work for the government, and I had heard of GSA's great reputation.

**What does being a Federal Government employee mean to you:** It means serving the public.

**What has your first month of work been like:** Confusing. I had no knowledge of contracting, not to mention the crazy acronyms. I'm learning though!

**What has surprised you most about your job so far:** How people in the office seem to truly enjoy their jobs...for the most part.

**Hobbies:** Sports, being with my family and friends, playing Rook

**What would someone be surprised to know about you:** I don't like flowers.

**If you were an American Idol contestant what would you sing:** All-American Girl by Carrie Underwood because I'm your everyday, average, American girl



**Name:** Dean C. Gillis

**Birthplace:** Garrison, North Dakota

**University Attended:** Haskell Indian Nations University

**Degree:** Business Administration, emphases in Management

**Why did you pick GSA in your job search?** I have always been involved with GSA, it was during my military career that I seen the type of service and office environment that GSA provided. The people that I have met over the years have always had good things to say and I enjoy what I do, so GSA was the first company that I looked for during a career fair at Kansas University (KU).

**What does being a Federal Government employee mean to you?** This is a way for me to continue to serve my country by providing supplies, services, and customer support.

**What has your first month of work been like?** Organized and the people that I work with have been very supportive.

**What has surprised you most about your job so far?** The building, it is huge. Haven't been lost yet, however, I have been a might confused.

**Hobbies:** I like riding my ATV, hunting, fishing, and camping.

**What would someone be surprised to know about you?** That I have traveled around the world already.

**If you were an American Idol contestant what would you sing?** George Strait, Heartland



**Name:** Kristy L. Wilbur (Contractor employee)

**Birthplace:** Kansas City, MO

**University Attended:** I've attended Longview Community College. Plan to get back into it by the end of this year and hopefully obtain my associates degree within the next year.

**Degree:** Currently in process

**Why did you pick GSA in your job search:** I've been working for GSA for 10 years and I have always found that working as a contractor for the Federal Government to be rewarding and always challenging.

**What does being a Federal Government employee mean to you:** I'm a contractor for the Federal Government, but I do feel that my services are valuable in serving the public

**What has your first month of work been like:** So far my first month has been challenging and rewarding. Everyone in CFMH are very friendly and helpful.

**What has surprised you most about your job so far:** Everything! I've never been involved with marketing before so it's an all new learning process.

**Hobbies:** Being with family and friends, exercising, going to the lake, movies,

**If you were an American Idol contestant what would you sing:** I would never make it that far!!



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Visit us on the web!

[www.gsa.gov/cfmh](http://www.gsa.gov/cfmh)

## Center for Facilities Maintenance & Hardware Financial Outlook

### FY09 Q1 Compared to FY08 Q1

(Figures in thousand's)

	QTR #1 FY08	QTR#1 FY09	% Change
<b>03FAC</b>	44,832	55,435	+23.65%
<b>51V</b>	190,272	201,997	+6.16%

## Welcome New Industry Partners!

### Company Name

### Schedule

Surface Gel Tek LLC	51V
Burns & Roe Services Corp	03FAC
Arborwell, Inc	03FAC
Versar Inc	03FAC
Ram Tech Inc	03FAC
La Playa Inc of Virginia	03FAC
Mondre Energy Inc	03FAC
Action Facilities Management Inc	03FAC
J. Goodison Company	03FAC
Travers Mechanical Services, LLC	03FAC
Cityside Management Corp	03FAC
McFarlane Sheet Metal, Inc	03FAC
EDM Zap Parts Inc	51V
Easthill Group, Inc	51V
Applied Management Engineering	03FAC
Adsil Inc	03FAC
Hooks van Holm, Inc	03FAC
Milspray LLC	51V
Aerocoat Source LLC	51V
BLB Resources, Inc	03FAC
Edmonds Elevator Company	03FAC

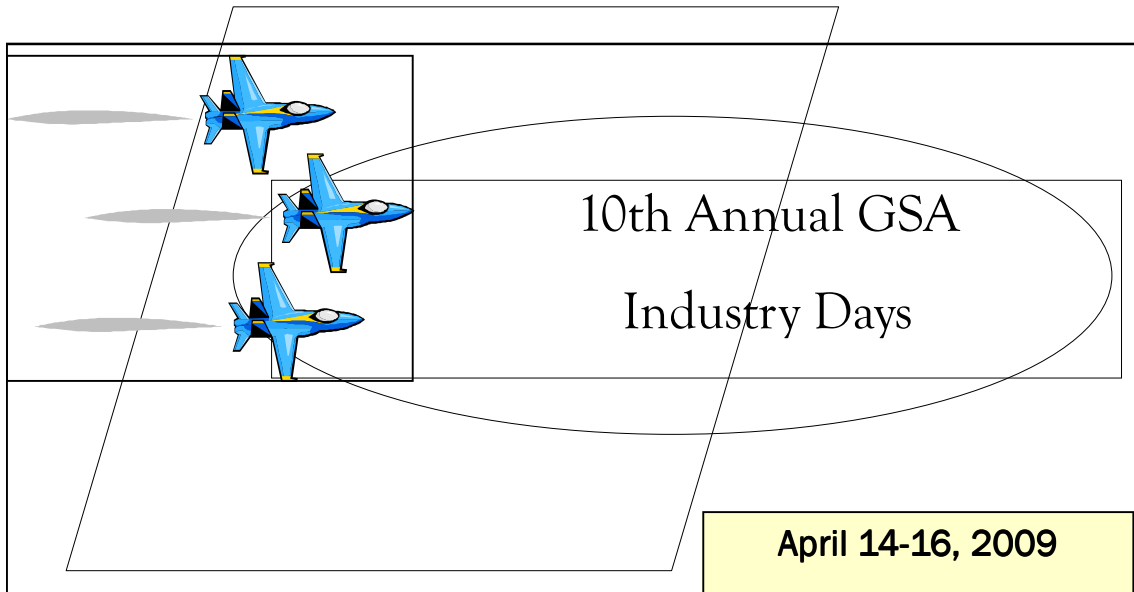
### Company Name

### Schedule

Abraxas Energy Consulting LLC	03FAC
Applied Energy Management, Inc	03FAC
Albert Kahn Associates, Inc	03FAC
Neff Rental, Inc	51V
Mr. B Services of Mississippi	03FAC
Synthesis Management Group Inc	03FAC
BestAssets, Inc	03FAC
C W I S, LLC	03FAC
STS Operating, Inc	51V
Mortgage Contracting Services LLC	03FAC
Doall Company	51V
Pro Soil Landscape & Design Inc	03FAC
R.S. Hughes Company, Inc	51V
Rooster Products International	51V
Pelican Sales Inc	51V
Reynolds, Smith and Hills, Inc	03FAC
Harrington, Moran, Barksdale, Inc	03FAC
J G M Property Group, Inc	03FAC
A-Sons Construction Inc	03FAC
Espinoza Electric Inc	03FAC
W.A. Robbins Construction Co., L	03FAC

## UPCOMING EVENTS

### Synchronization: Moving Forward Together



10th Annual GSA  
Industry Days

April 14-16, 2009

To get a PDF copy of the invite or if you wish to go straight to the event page, please go to:

<http://www.gsa.gov/Portal/gsa/ep/eventVoew/dp?>

### *Plan now to attend the GSA Expo*



**When: June 9 - 11, 2009**

**Where: San Antonio, Texas**

**For updated information and to register, visit [expo.gsa.gov/gss](http://expo.gsa.gov/gss)**