



U.S. ENVIRONMENTAL
PROTECTION AGENCY

OFFICE OF SMALL BUSINESS PROGRAMS

Small Business Making a Difference While Opening Doors!

Doing Business with EPA

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The Mission of the U.S. Environmental Protection Agency's Office of Small Business Programs (OSBP) is to support the protection of the environment and human health by fostering opportunities for partnerships, contracts, sub-agreements, and grants for small and socioeconomically disadvantaged concerns.



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Section 15(k) of the Small Business Act requires that all federal agencies with procurement powers establish an Office of Small and Disadvantaged Business Utilization (OSDBU), and specifies the responsibilities of OSDBU Directors in their roles as advocates for small businesses.

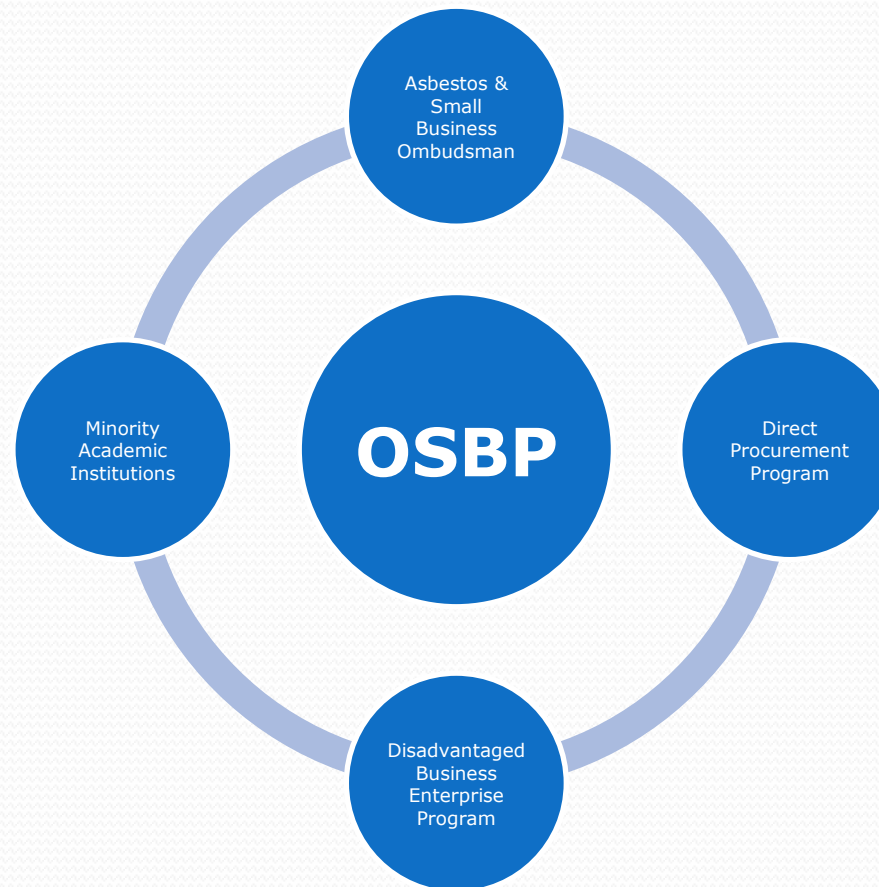
* At EPA, the OSDBU function is contained within the OSBP



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Direct Procurement Program (Acquisition)



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Small Business Sectors





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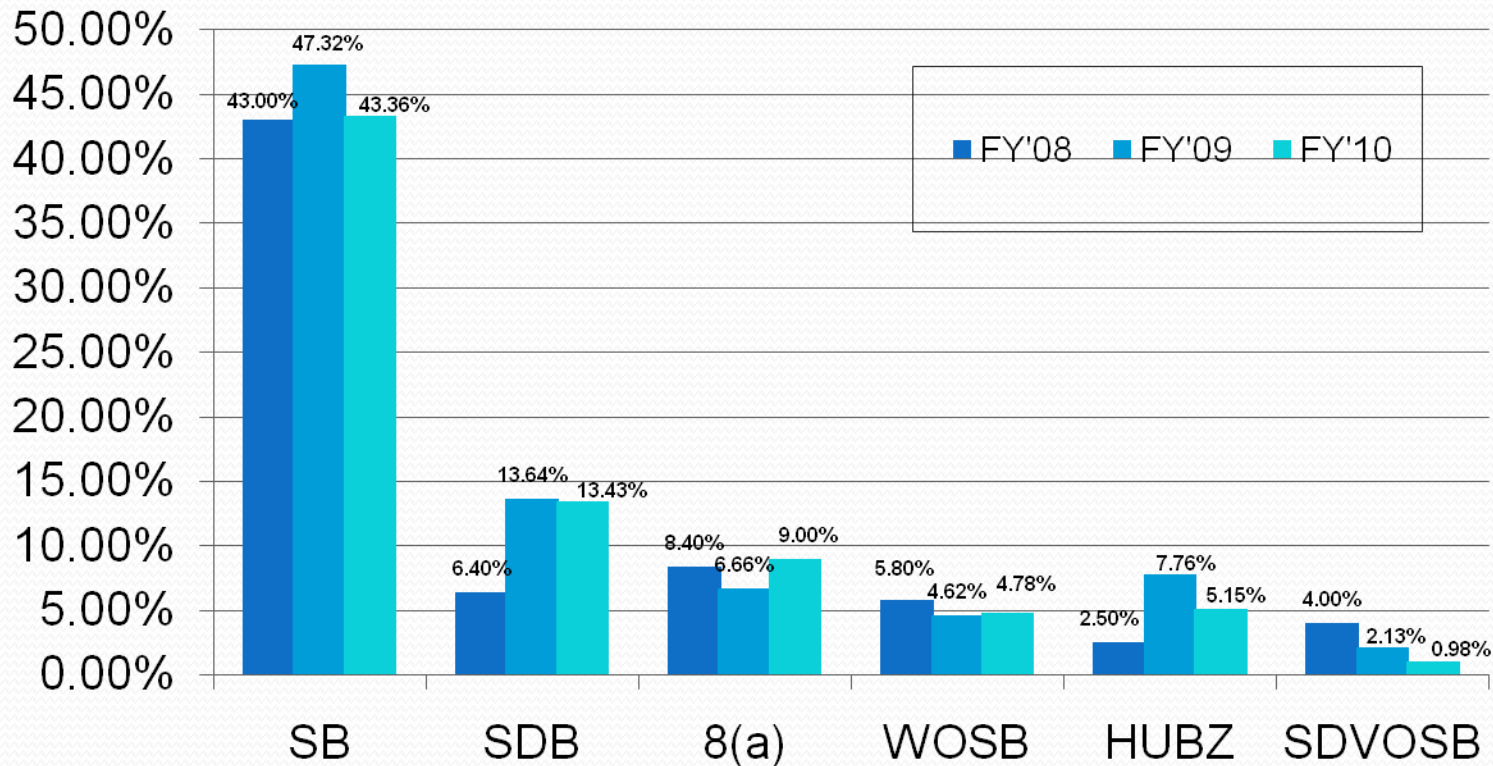
Fiscal Years 2010/2011

Estimated Obligations	Negotiated	
	Dollar Value	Goal
Direct		
Small Businesses	\$546 M	42.0%
8(a) Businesses	\$97 M	*7.5%
Non 8(a) Small Disadvantaged Businesses	\$39 M	*3.0%
Women-Owned Small Businesses	\$65 M	5.0%
HUBZone Businesses	\$39 M	3.0%
Service Disabled Veteran-Owned Small Businesses	\$39 M	3.0%
Subcontract	Dollar Value	Goal
Small Businesses	\$106 M	53.3%
Small Disadvantaged Businesses	\$80 M	20.0%
Women-Owned Businesses	\$15 M	7.5%
HUBZone Businesses	\$6 M	3.0%
Services Disabled Veteran-Owned Small Businesses	\$6 M	3.0%



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FY'08 – FY'10 Small Business Accomplishments





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EPA FY11 Small Business Accomplishments

as of 4/12/11

Total dollars expended	\$664,950,898
Small Business	40.38%
SDB	13.08%
WOSB	4.96%
HUBZone	1.21%
SDVOSB	7.81%



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"Rule of Two"

FAR 19.502-2(a)

The contracting officer shall set-aside an acquisition for small business participation when **there is a reasonable expectation that offers will be obtained from at least two responsible small business concerns** that are competitive in terms of market prices, quality, and delivery.



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Subcontracting Opportunities

The following website is a Subcontracting Director for contractors and subcontractors to post notices for subcontracting opportunities and thereby increase competition for subcontracts.

http://federalallies.org/SBA_Subcontract_Network.html



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OSBP Small Business Counseling Sessions

Below is a list of upcoming procurement conferences that OSBP gives at EPA Headquarters. These conferences are designed to counsel Contractor's on how to do business with EPA.

- July 26, 2011** EPA OSBP [Environmental Consulting Services Counseling Session](#)
- September 15, 2011** EPA OSBP [Hubzone Small Business Counseling Session](#)
- November 15, 2011** EPA OSBP [Service Disabled Veterans Owned Small Business Counseling Session](#)



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Small Business Vendor Profile System (SBVPS)

The SBVPS has been developed by OSBP to track Small, Small Disadvantaged, Minority, Women-Owned, HUBZone, Service Disabled Veteran-Owned, and American Indian/Alaska Native businesses, as well as HBCUs, HACUs and MIs available to do business with EPA. This database provides a means to search and retrieve vendors by ownership, NAICS Codes, corporate capabilities, SBA 8(a) status, and other designations as desired.

To register your company, visit:

<http://cfpub.epa.gov/sbvps>





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Tips for Marketing to EPA

- 1. *Research the Federal Procurement Data System (FPDS) maintained by GSA.*** Review the top 5 to 10 industry procurement totals for EPA and for the specific program operating within EPA at <https://www.fpds.gov/>. Analyze the FPDS data to determine what the major procurement buying activities are for each operating administration. This research may indicate whether your specific NAICS code, or niche industry, has potential procurement opportunities.
- 2. *Focus on your business successes with other government agencies and use them to help you decide which opportunities you will pursue.*** If you have had success in one Federal Agency in a specific NAICS category and you learn from your research above that EPA conducts procurements within that same NAICS category-leverage that past success with strong past performances references.



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Tips for Marketing to EPA

- 3. *Familiarize yourself with your potential client's goals and objectives.***
Review EPA's annual budget information, Strategic Plan – <http://www.epa.gov/planandbudget/strategicplan.html>
and Annual Performance Plan – <http://www.epa.gov/adminweb/budget-goals.htm>
- 4. *Develop key networking strategies.*** Make a point of meeting and speaking with other EPA prime and sub- contractors that have successfully worked on environmental-related contracts in the past to learn from their experiences and to evaluate potential teaming opportunities. Learn more about the EPA Mentor Protégé Program at www.epa.gov/osbp/pdfs/protege.pdf . Get to know the trade associations that are in your industry niche- especially the ones that are active in the geographic area in which you conduct business.

Register with the Central Contractor Registration (CCR) for greater visibility
Contracting Officers and prime contractors use the Department of Defense's (DOD) CCR database to find small, disadvantaged and women-owned businesses. Be sure that they can find you by registering in the database at <http://www.ccr.gov/> and be sure to keep your company's email address and profile up to date.



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Tips for Marketing to EPA

- 5. *DO YOUR HOMEWORK!!!*** Review the web site of any of the EPA program offices that procure what you have to sell. Review the agency's strategic and annual performance plans and take a look at the EPA web site <http://www.epa.gov/>
- 6. *Be credit card accessible.*** As a small business it is critical that you become credit card accessible. The trend in federal procurement increasingly involves the use of credit cards for purchases



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Top Ten NAICS Codes

1. 562910 - Remediation Services
2. 541620 - Environmental Consulting Services
3. 541519 - Other Computer Related Services
4. 541710 – R&D in the Physical, Engineering, and Life Sciences
5. 541611 – Admin. Management and General Mngmt Consulting
6. 541380 - Testing Laboratories
7. 561210 - Facilities Support Services
8. 541511 - Custom Computer Programming Services
9. 541330 - Engineering Services
10. 518210 - Data Processing, Hosting, and Related Services



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GREENING YOUR SMALL BUSINESS

EPA Partnership Programs & Tools to Help Business Go Green

<http://www.epa.gov/osdbu/greening.htm>



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EPA and OSBP Mission

- The **U.S. Environmental Protection Agency's** (EPA) mission is to protect human health and the environment.
- The **Office of Small Business Programs** (OSBP) supports EPA's mission by fostering opportunities for partnerships, contracts, subagreements, and grants for small and socioeconomically disadvantaged concerns, including their advocacy in EPA regulations & compliance.
- OSBP's **Green Initiative Task Force** develops information, resources and tools to assist small business in going green.



“Gaining Opportunities by Going Green”



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Benefits to Greening a Small Business

- **Highly marketable within the government acquisition process.**
- Saves money by reducing waste and increasing efficiency.
- Attracts green consumers.
- Attracts motivated employees.
- Differentiates your business from competitors.
- Provides flexibility in uncertain times.
- Demonstrates leadership and commitment.





Legal Basis for Greening Government

Federal government's legal progression in going green:

- Resource Conservation and Recovery Act (RCRA), Section 6002 (1994).
- Farm Security and Rural Investment Act (2002 Farm Bill), Section 9002.
- Energy Policy Act of 2005.
- Energy Independence and Security Act of 2007.
- Executive Orders 13514, 13423, 13221, and 13101.





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Executive Order 13423

“Strengthening Federal, Environmental, Energy and Transportation Management”

- Issued in January 2007.
- Requires agencies within the acquisition process to set environmental conservation goals in the areas of energy efficiency, renewable energy, toxics reductions, recycling, sustainable buildings and fleets, electronic efficiency stewardship, and water conservation.





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Executive Order 13514

Federal Leadership in Environmental, Energy, and Economic Performance

- Issued in October 2009.
- Expands energy reduction and environmental performance requirements of EO 13423 by making reductions of greenhouse gas emissions a priority of the federal government, and by requiring agencies to develop sustainability plans focused on cost-effective projects and programs.





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Green Contract Clause Requirements

Example Requirements:

- Provide recycled and recyclable products.
- Use energy and water efficient products.
- Develop waste reduction measurements.
- Utilize green conferencing methods.
- Provide LEED certifications and/or green buildings.





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EPA's Environmental Preferable Purchasing

A green purchasing initiative that assists federal (and other) buyers to purchase more sustainable products and services.

Examples include:

- BioPreferred Program.
- Energy Star and Federal Energy Management Program.
- Alternative Fuel Vehicles/Alternative Fuels Program.
- The WaterSense Program.
- Design for the Environment--DfE Label and Products.
- Comprehensive Procurement Guidelines for Recycled Content.





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EPA Voluntary Partnership Programs

SmartWay:

An EPA launched brand that identifies products and services that reduce transportation-related emissions.



Design for the Environment (DfE):

A voluntary program that allows manufacturers to put the DfE label on household and commercial products, such as cleaners and detergents, that meet stringent criteria for human and environmental health.





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EPA Voluntary Partnership Programs

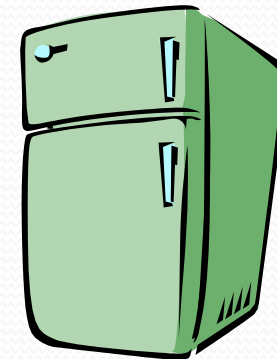
Green Power Partnership:

A voluntary program that supports the organizational procurement of green power by offering expert advice, technical support, tools and resources.



GreenChill Refrigeration Partnership:

An EPA Partnership with food retailers to reduce refrigerant emissions and decrease their impact on the ozone layer and climate change.





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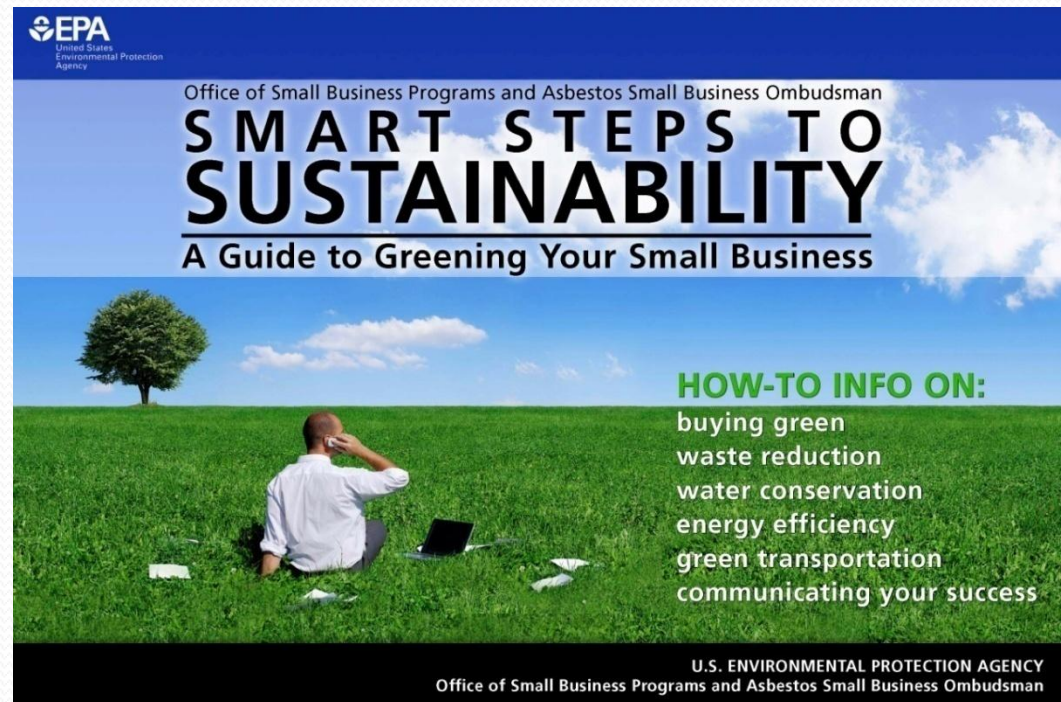
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Small Business Resource Guide

EPA's free, on-line greening publication designed especially for small businesses

Assistance in moving beyond compliance and into sustainability





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Smart Steps Highlights

- Focus on different opportunities to conserve and reduce impacts:
 - Waste
 - Water
 - Energy
 - Purchasing
- Encourage participation in EPA voluntary programs for industry and business.
- Environmental statistics and case studies.



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Case Studies

Real Businesses

Real Green Savings

real success: a profile of AJ's Auto Repair



Don't tell the folks at AJ's Auto Repair in Salem, Oregon that auto repair can't be green. For the past thirty years AJ's has worked to reduce the environmental impact of almost every aspect of their operations. Co-founder Robert Anderson is AJ's leading environmental voice. He believes in the importance of environmental protection because "we all have a dog in this fight."

Mr. Anderson knew that any green steps had to be profitable and feasible. In 1994, AJ's switched to burning used oil for heat instead of sending it out for disposal. This not only reduces waste, but saves the company up to \$10,000 a year. To keep the solution from creating problems, the company incorporated the used oil tanks into workbenches to save valuable floor space and modified the shop floor for spill containment to prevent possible leaks from getting into the environment.

Looking out for the environment is part of AJ's corporate culture. New employees read AJ's environmental handbook and sign a statement confirming their agreement with AJ's environmental effort. According to Mr. Anderson, employees "green up" quiddly and are key to finding new environmentally friendly approaches. For instance, an employee suggested charging the AC systems with industrial dry nitrogen, a safe gas, rather than releasing environmentally harmful and expensive freon during leak testing. This change saves AJ's hundreds of dollars a year and reduces the negative affect of releasing an ozone-depleting chemical. Employee buy-in also means that new greening ideas from management are welcomed and can be tested on the floor to ensure feasibility.

Although hazardous materials may seem synonymous with auto repair, AJ's has significantly reduced their use of toxic materials. AJ's employees use water-based parts washers and biodegradable detergent instead of the hazardous solvents commonly used in parts washers. This is better for the environment, healthier for employees, and does not generate a hazardous waste that requires special handling. A "bird bath" brake washer eliminated the use of chlorinated solvent brake spray cans and reduced employee exposure to asbestos. Other instances where alternatives replaced hazardous materials include innovative uses of common products like vegetable spray as a lubricant and Milk of Magnesia as an anti-seizing compound.

Another element of AJ's success is to work cooperatively with other organizations. As president of the Northwest Automotive Trade Association, Mr. Anderson helps green the automotive industry as a whole and is active with the Portland Pollution Prevention Outreach Team, a collaborative effort of non-profits, and state and local government, that certifies Eco-Logical Businesses. In conjunction with the Oregon Department of Environmental Quality (DEQ), AJ's piloted a free program to remove switches for trunk lights that contain mercury. Since the program began, AJ's has replaced over 2,500 mercury switches with a non-toxic ball bearing alternative. The program helps ensure proper disposal of the toxic mercury and is now a mandatory pollution prevention program statewide in Oregon and Idaho.

AJ's is careful to avoid greenwashing, making sure they don't overstate their environmental record. The company web site and marketing material focus instead on their core repair work. However, the free publicity from their numerous awards such as the DEQ Certificate of Excellence, the Governor's Award for Toxics Use Reduction, the Marion County Recycler of the Year Award, and the Small Business Environmental Stewardship Award broadens AJ's exposure and brings in additional customers.

So what's the benefit from all this greening? One benefit is money. An independent evaluation of AJ's environmental efforts found that over a ten-year period greening had saved the company over \$200,000 from cost savings and increased business revenue. An intangible but important benefit is that a strong environmental record appeals to top employees, and the innovative and cooperative work atmosphere improves productivity. Being a greener company has also helped AJ's attract new customers. The first 90 people who came in for the new non-toxic switches went on to spend over \$26,000 in repair services. Bob Anderson estimates that 18 to 20 percent of new customers choose AJ's because of the company's commitment to the environment. Greening works for AJ's and for AJ's customers. As one customer put it, "Over the years you guys have done a great job and we really appreciate it."

For more information on AJ's, visit www.ajsautorepair.com.

Disclaimer: EPA does not endorse any commercial company, their products or services in any way. By including specific companies, EPA is simply providing information.

 INTRODUCTION & OVERVIEW 3

www.epa.gov/osdbp/



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Smart Steps Highlights cont...

- Step by step guidance for a strategic approach to greening
- Impact questionnaire worksheets to assess one's environmental sustainability interest and awareness of green initiatives
- Motivation and vision charts to progress after internal assessment



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DBE Small Business Coordinators

Region 1 – Larry Wells

(617) 918-1836

CT, MA, ME, NH, RI, VT

Region 2 - Michele Junker (212) 637-3418

Peggy Deluca (215) 637 -3369

NJ, NY, PR, VI

Region 3 – Shasa Brown-Perry

(215) 814-5405

DC, DE, MD, PA, VA, WV

Region 4 – Charles Hayes

(404) 562-8377

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

Region 5 - Adrienne Callahan

(312) 353-5556

IL, IN, MI, MN, OH, WI

Al Demarcki – HQ

(202) 564-5209 – HQ

Jerry Dodson – RTP

(919) 541-2249

Billy Oden – CINN

(513) 487-2126

Region 6 - Debora Bradford

(214) 665-7406

AR, LA, NM, OK, TX

Region 7 - Chester Stovall

(913) 551-7549

IA, KS, MO, NE

Region 8 - Marshall Pullman

(303) 312-6499

CO, MT, ND, SD, UT, WY

Region 9 - Joseph Ochab

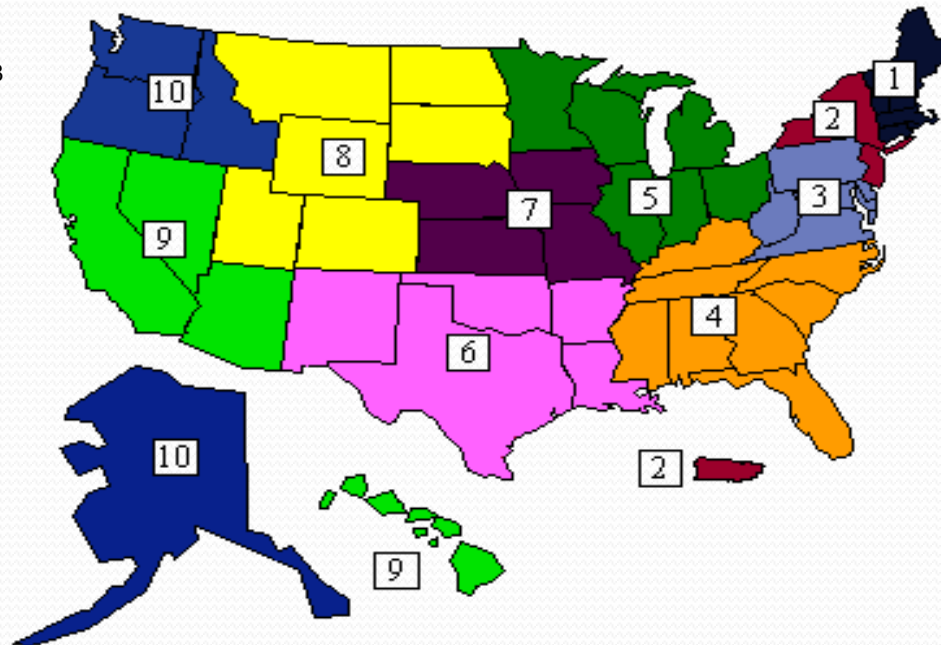
(415) 972-3761

AZ, CA, HI, NV, AS, GU

Region 10 – Greg Luchey

(206) 553-2967

AK, ID, OR, WA





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- Office of Small Business Programs – <http://www.epa.gov/osbp>
- Small Business Outreach – http://www.epa.gov/osbp/direct_outreach.htm
- EPA Procurement Forecast – http://www.epa.gov/osbp/direct_biz.htm
- EPA Active Contract Listing – <http://www.epa.gov/oam/ptod/ek1rpt.pdf>
- EPA Vendor Database – <http://cfpub.epa.gov/sbvps>
- EPA Small Business Goals – http://www.epa.gov/osbp/direct_goals.htm



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In Closing....

Questions?



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