

## Small Business GWAC Center

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## Director's Corner



Steve Triplett, Director,  
Small Business GWAC  
Center

This past quarter has been full of activity for the Small Business GWAC Center. Besides handling all of the normal contracting activities, we have been very busy with the Veterans Technology Services Governmentwide Acquisition Contract, and have some exciting news. The option has been exercised!

Contract options were exercised to 32 businesses in which 23 are small and nine will be coded as other than small, and will receive their option subject to the following terms:

- All nine businesses will be coded as other than small on the contract and will be shown as other than small on the list of contractors that customers will see on the GWAC website.
- The nine businesses retained and coded as other than small concerns will not be able to compete for task orders as prime contractors as long as they remain an other than small business concern.
- The nine businesses retained and coded as other than small concerns will have the ability to see requirements (RFQs, RFPs and RFIs) posted on the VETS GWAC and will be allowed to offer support to any and all prime contractors on the VETS GWAC as a subcontractor.

We believe that this approach strikes the appropriate balance between small business interest to develop and demonstrate the ability to deliver world class solutions to the Federal Government and inclusion of the other than small companies in a limited capacity.

While the VETS procurement was going on, our staff has been extremely busy with other matters during these past few months. Alliant Small Business is in its third year of operation and already exceeded \$500 million of its obligated funds for task order awards. In addition, since being awarded last summer, 8(a) STARS II has received over 65 orders with an estimated value of over \$64 million.

Every member of the Small Business GWAC Center continues to be committed to assist you with your endeavors in the federal marketplace. So feel free to contact us with questions and for training or further assistance.

We thank all of you who have contributed to the success of our contracting vehicles, and are looking forward to the future as it presents opportunities in store for our small business partners.

Stephen Triplett

Director  
Small Business GWAC Center

"The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy".  
Dr. Martin Luther King Jr.

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## GWAC Training

### GSA's Office of Small Business Utilization (OSBU)

Herman Lyons, Business Development Specialist, participated in GSA's Office of Small Business Utilization (OSBU) conference call on November 7th. Herman provided an overview of the 8(a) STARS II GWAC as well as other GWACs managed by GSA's Small Business Acquisition Division. The topics of conversation included and overview of GWAC websites, tools and resources available for the small business community, and dialogue on how the two programs can work together to increase small business awareness. The conference call was coordinated by Christy Jackiewicz, Outreach Program Manager, GSA OSBU.

### GSA's National Customer Service Center

On December 1st, Todd Tekesky, Contracting Officer, participated in GSA's Integrated Technology Services (ITS) monthly webinar series. This training was delivered to to GSA's National Customer Service Center. Todd provided an overview of the 8(a) STARS II GWAC, to include features and benefits, accessing 8(a) STARS II, and support available for customer agencies. This training was coordinated by GSA's ITS Customer Engagement and Communications office.

### 8(a) STARS II GWAC Management Module Webinar

Angela Joslin, Center for GWAC Programs, Misty Claypole and Todd Tekesky, 8(a) STARS II Procuring Contracting Officers, conducted a GWAC Management Module webinar for 8(a) STARS II industry partners on December 8th. Misty and Angela introduced GSA's GWAC Management Module, provided an overview of the system, and conducted a live demonstration on how to report orders and sales. The webinar was attended by 300+ individuals.

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## Small Business GWAC Sales

Total obligated order value as of January 31, 2011:

★ 8(a) STARS	\$3,822,625,563.78
★ 8(a)STARS II	26,227,493.56
★ Alliant Small Business	\$538,099,047.49
★ VETS	\$1,077,876,606.81

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

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## Program Meetings

### Small Business GWAC Center Conducts Alliant Small Business Program Meeting Webinar

Alliant SB Industry Partners (IP) participated in the Alliant SB Program Meeting Webinar on October 19th. The webinar was conducted by Dean Cole, Business Development Specialist, Greg Byrd, Procuring Contracting Officer, and Lee Tittle, Contracting Specialist. Also attending from the Small Business GWAC Center, Steve Triplett, Director, Small Business GWAC Center; Jean Oyler, Director, Business Development; 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.

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## GWAC Industry Partner Visits

### Advance Software Systems Inc.

Alliant Small Business Contract # - GS-06F-0596Z

Lorie DuBasky from Advanced Software Systems, Inc., an Alliant Small Business (SB) GWAC prime, visited the Small Business GWAC Center on January 17th. Greg Byrd, Alliant SB Contracting Officer, Small Business GWAC Center, met with Ms. DuBasky to share ideas and outreach efforts in support of the contract.

The following 8(a) STARS II Industry Partners visited the Small Business GWAC Center:

GS-06F-0811Z Young Enterprise Systems, Inc.  
GS-06F-0947Z Select Source International  
GS-06F-0760Z ECCO Select Corporation  
GS-06F-1093Z Evolv Solutions, LLC  
GS-06F-1146Z TTC, Inc.  
GS-06F-1234Z CoSolutions EIS JV  
GS-06F-0712Z Network Specialty Group, Inc.  
GS-06F-0681Z Namtra Business Solutions, Inc.  
GS-06F-1080Z Bering Straits Information Technology  
GS-06F-1139Z Professional Technologies Group, Inc.

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## Kudos and Accolades

### Steward Receives Master's Degree



Photo of Lesa Steward holding her graduation diploma.

On December 9th, Lesa Steward, Business Development Specialist, received her Masters in Public Administration with an emphasis in Business and Government Relations from Park University. Congratulations Lesa!

### Center's Lyons Receives Commissioners Awards



Photo of Jon Jordan, Deputy Commissioner, Herman Lyons and Steve Kempf, Commissioner.

Herman Lyons, Business Development Specialist, was the recipient of the 2011 FAS Commissioner's Award. This award was to honor the excellence and the accomplishments of FAS employees who have made extraordinary contributions to the success of the Federal Acquisition Service (FAS). Congratulations Herman!



### Alliant Small Business Tops \$500M in Obligated Funds

The Small Business GWAC Center announces the recent success of the Alliant Small Business (SB) GWAC in exceeding \$500M of obligated funds for task order awards in only its third year of operation. This success is a testament to the hard work of the 69 current Alliant SB prime contractors and the dedication of the Federal Government in seeking to meet their socioeconomic goals.

Over 25 Federal agencies and Military activities have utilized Alliant SB to fulfill their information technology (IT) service requirements. Such requirements have included: IT helpdesks, cyber-security, custom computer programming, computer operations maintenance, and a wide variety of additional IT service solutions.

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

VETS, a small business set-aside Governmentwide Acquisition Contract for service-disabled veteran-owned small businesses (SDVOSBs), recently reached a milestone of \$1 billion in sales. VETS is a result of Executive Order 13360 and was designed to strengthen federal contracting opportunities for SDVOSBs. Federal Agencies may access the VETS GWAC to obtain high-quality information technology service solutions, while supporting a small business owned by a service-disabled veteran of the U.S. Armed Forces.

By recently surpassing \$1 billion in federal sales, the VETS GWAC demonstrates our nation's dedication to Service Disabled Veterans while promoting economic growth for America.

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## GSA EXPO

Mark your calendars for the 18th annual GSA Training Conference and Expo. [Register Today!](#)



**RIGHT SOLUTIONS.**  
**RIGHT NOW.**

**GSA TRAINING CONFERENCE & EXPO**  
MAY 15 - 17, 2012 | SAN ANTONIO, TX

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# Selling to the Federal Government 101

## Top Ten Rules of Booth Etiquette

With spring right around the corner, most, if not all of us are getting prepared for marketing conference season. As we dust off our booth displays and update marketing collateral, we should also brush up on the dos and don'ts of booth etiquette. After all, we are trying to generate interest in what we're peddling, right? Below are the top ten things to keep in mind before the exhibit hall doors open.

1. **SMILE!** Get a positive attitude. (Where else, other than in a small retail setting, does the buyer come to the seller? Make the most of it!)
2. Proper dress is important, and the policy of "when in doubt, go conservative" should apply. Don't be afraid to turn booth staff away if they are improperly attired. And wear your name badge on your right side so the badge faces the prospect when you shake hands.
3. Carry and use breath freshener spray or small mints (Tic Tacs vs. large, bulky mints). Shy away from spicy or garlicky food and alcoholic beverages.
4. Booth staff should avoid smoking, chewing gum, eating, drinking, heavy colognes and perfumes and anything else that might bother visitors.
5. While working the exhibit, don't sit in your booth or lean on the exhibit counters. Keep the booth neat and tidy!
6. Don't spend time engaged in paperwork or on your laptop, reading the newspaper, talking on your cell phone, with booth neighbors, or to your other booth staff. Engage prospects. Be approachable.
7. Make eye contact; never ignore a prospect, even if you're with another prospect. (Give them a nod and "just a minute" sign.) Include them into your conversation. Any one moment can deliver the single customer who can make the difference between success and failure.
8. Greet attendees by name; if you can't pronounce it, ask!
9. Shake hands; match the strength of the other person's handshake and only "pump" twice.
10. Don't leave your booth unattended and do not dismantle your booth early. Place your watch face on the inside of your wrist to "sneak peeks."

Keep these tips handy, and make sure to share them with your booth buddies. Your company pays good money for the chance to show their wares, so make the effort count. Good luck and happy exhibiting!

## Reminder to all Industry Partners



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

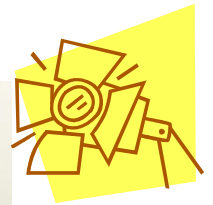
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## Spotlight



Photo of Jeffrey McMullan, Contract Specialist

Jeff McMullan is on rotation to the Small Business GWAC Center from January through March 2012, and is a Contract Specialist from the FAS Program Evaluation Office. He joined GSA in June of 2010, and he has a passion for sustainability and GSA's challenge to green the federal supply chain. Jeff has a BBA from the University of Mississippi and an MBA from the University of Missouri. When he's not in the office, you'll most likely find Jeff outside with his dog mountain biking, hiking, camping, or climbing. Welcome Jeff!





## 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
April 19, 2012	<a href="#">OSDBU Procurement Conference</a>	Washington, DC
May 7-10, 2012	<a href="#">DISA Mission Partner Conference</a>	Tampa, FL
May 15-17, 2012	<a href="#">GSA Training Conference and Expo</a>	San Antonio, TX
May 20-22, 2012	<a href="#">National Small Business Week</a>	Washington, DC
June 11-14, 2012	<a href="#">Veteran Entrepreneur Training Symposium</a>	Reno, NV
June 26-29, 2012	<a href="#">National Veteran Small Business Conference and Expo</a>	Detroit, MI
August 27-29, 2012	<a href="#">Air Force Information Technology Conference</a>	Montgomery, AL

## Quarterly Word Search

D L O H S E R H T E Z A A G L  
 P Z K D Z F J U S D N P N A T  
 I M R I H F C M C L O Q F T J  
 G B U U Y O E D Y O I B I N Z  
 W X A Y D K O W G D T P M A Q  
 Y O C M Z L R M L U A U Q I R  
 Y M O H W M M K K Y G X K L B  
 M Y T R A I N I N G E W I L L  
 F U Q U I L R Q T L L K L A U  
 S M A L L B U S I N E S S V J  
 C U E I B F Q O D B D U T Z F  
 A O H V F T T N A O N Q E B T  
 W H X F C L S Z L U W H V X U  
 G D T N E M E R U C O R P Z T  
 V L P W E I V E R W O S L Q C

Find These Words:

ALLIANT  
PROCUREMENT  
THRESHOLD

DELEGATION  
SMALLBUSINESS  
TRAINING

GWAC  
SOWREVIEW  
VETS