

PTAC Government Contracting Workshop Series for 2019

Delaware PTAC is presenting a series of seven (7) individual, 2-hour, Business-to-Government (B2G) workshops designed to provide valuable heads-on/hands-on practicum training and counseling advice in contracting with Federal and DE State/Local government agencies. Workshops I thru VII will be sequentially presented, one workshop each month, February thru August 2019. Each individual workshop will be presented twice per month; the first monthly workshop will be conducted at the Small Business Development Center (SBDC), 103 W. Pine Street, Georgetown, on the first Tuesday of each month. The second monthly workshop will be conducted at the STAR Campus, University of Delaware, 540 S. College Avenue (Rt. 896), Newark, on the second Tuesday of each month (except March, during which Workshop II will be conducted on the third Tuesday). You can choose which workshop site to attend each month by indicating that on your registration.

Who should participate in each of the workshops?

Individuals who are responsible for your company's Market Research and Sales to the Government (Federal, Delaware State/Local, and other states), Proposal Writers, Make-or-Buy Decision-Makers, Contract Managers/Administrators, and all others who are determined to need to understand the policies and practices of Federal and State/Local contracting.

Workshop Registration

Participants may choose which workshops and location to attend. However, since this is a continuing series, it is highly recommend that those individuals in your company who are primarily responsible for government contracting should attend all seven (7) workshops to gain the most benefit.

Registration fee for each monthly workshop is \$25.00 per person. If you register an individual for all seven (7) workshops (strongly advised), the total registration fee is \$125.00. Registration deadline for each month's workshop is the last business day of the previous month. For example, the February workshop registration deadline is January 31, for the March workshop it is February 28, and so on. If you are registering an individual for all seven (7) workshops, please complete the series registration NLT January 31, 2019.

Each participant must bring her/his laptop; this is a 'working' workshop. Participants will conduct live, on-line Market Research for Sales, Search for Government Solicitations, Research for Prime Contractors and Subcontractors, Unpack Solicitations, initiate Proposal development, and much more that is directly applicable to each individual's company.

This is real-time live-X training! As such, class size is limited to a maximum of 12 individuals; the first 12 who register at each location. (Additional workshops may be scheduled on a case-by-case basis depending on registration response.)

About the Workshop Facilitator

Dr. Walt Blaney is the Delaware PTAC Program Director. Walt has over 40 years of experience in Federal government acquisition and contracting, both as a Federal civilian and a Naval Officer contract specialist, contracting officer, and procurement analyst with agencies i.e., Department of Defense, Coast Guard, and Treasury. Walt is a former university professor with Temple and Penn State where he taught both graduate and undergraduate courses in Federal government procurement policy, procurement and materials management, and post-award contract administration/management. Walt is a lifetime Certified Professional Contract Manager (CPCM) and FELLOW with the National Contract Management Association (NCMA), and he is also certified as a Defense Acquisition Workforce Improvement Act (DAWIA) Level III Contracting Career Field professional by the Department of the Navy.

To register click on following link or Copy link into your Browser:

<https://udapps.nss.udel.edu/casforms/ptac/wkshp-series/index.jsp>

[STAR Campus \(Newark, DE\) Map](#)

[SBDC Georgetown Map](#)

Workshop Schedules

Workshop I: Industry and Products, Supplies, and Services Codes Identifying Products and/or Services Your Company Sells

Does your business use the correct/proper NAICS/SIC Codes, PSC/FSC Codes, and UNSPSC Codes for the products/services you want to sell to the government? Using proper product and service codes pinpoints your business clearly to connect with the government's solicited requirements. Correct coding results in better Solicitation/Bid Matching!

Learn to use resource tools, i.e., Census Bureau NAICS Codes, DOL SIC Codes, NAICS to SIC Codes Crosswalk, FPDS PSC Codes, FSC Codes, and UNSPSC Codes.

February 5 10:00 am – 12:00 pm (SBDC, Georgetown, DE) **or**
February 12 9:30 am – 11:30 am (STAR Campus, Newark, DE)

Workshop II: Market Research for Sales

Does Federal and/or State/Local government buy the products/services your company sells? If so, how much and how often? Adequate Market Research to answer these questions is essential in determining if selling to these governments is a wise business objective.

Learn to use market research tools, i.e., FedBizOpps (FBO), GSA Schedules, Grants.gov, FPDS-NG, MACs & GWACs, DE MyMarketPlace, and NASPO.

March 5 10:00 am – 12:00 pm (SBDC, Georgetown, DE) **or**
March 19 9:30 am – 11:30 am (STAR Campus, Newark, DE)

Workshop III: SAM and DE State Registrations

Your company decides to sell to the Federal government; is the company registered in the System of Award Management (SAM) with all the relevant industrial and product/service codes, timely updates made (if registered), LOGIN.GOV 2-part authentication, notarized Entity Administrator letter submitted, etc.?

Your company decides to sell to DE State/Local government; are all licenses, registrations, and certifications in effect at the State government level? (NOTE: State governments do not require SAM registration.)

Learn to use registration tools, i.e., DUNS Number, CAGE Code, SAM.gov, LOGIN.gov, DE One Stop Business Registration and Licensing System, and DE MyMarketPlace.

April 2 10:00 am – 12:00 pm (SBDC, Georgetown, DE) **or**
April 9 9:30 am – 11:30 am (STAR Campus, Newark, DE)

Workshop IV: Solicitation & Opportunities Searches; Fed & DE State

When your company is prepared to commence market research for Federal and/or DE State government solicitations, is your company looking for success on all the right government solicitation portals? Do your products and services align with the requirements synopsis (advertised) on these sites? Conduct market research for government acquisition and procurement opportunities using various Federal and state/local contract and grant search engines.

Learn to use search tools, i.e., SBIR-STTR BAAs, NAVSUP Enterprise, DLA DIBBS, DHS, DARPA, AMC, OTA Consortia, etc., in addition to FedBizOpps (FBO), GSA Schedules, Grants.gov, FPDS-NG, MACs & GWACs, DE MyMarketPlace, and NASPO.

May 7 10:00 am – 12:00 pm (SBDC, Georgetown, DE) **or**
May 14 9:30 am – 11:30 am (STAR Campus, Newark, DE)

Workshop V: Teaming Arrangements—Primes & Subs

When your company decides to submit a proposal to a government solicitation, will your make-or-buy decisions necessitate development of contractor teaming arrangements, i.e., subcontracting, joint ventures, or partnerships, to satisfy all the requirements specified in a solicitation's scope of work (SOW)? A teaming arrangement decision may be the only way your company can cover the complete performance domain of the SOW in its proposal.

Learn to research several government websites to find prime contractors seeking subcontractors and subs seeking primes, i.e., SBA DSBS, Thomas Registry, Mentor-Protégé Programs including All-Small, SBA SubNet, SBA Prime and Subcontracting, DoD Subcontracting for Small Business, USA Spending, and GSA Subcontracting Directory.

June 4 10:00 am – 12:00 pm (SBDC, Georgetown, DE) **or**
June 11 9:30 am – 11:30 am (STAR Campus, Newark, DE)

Workshop VI: Proposal Development

How does your company prepare, organize, and write a proposal? Government solicitation instructions normally describe such requirements such as; what is required to be included in the proposal, format of the proposal, how proposals will be evaluated, applicable terms and conditions that will be include in any resultant contract, cost and pricing template, etc.

- How does the government evaluate proposals to make awards? Proposal evaluation elements often include such factors as; technical approach, management approach, key personnel, staffing plans, past performance (relevant and recent), and cost/price analysis. Understand better how the government evaluates proposals for awards, which will help you to successfully put your proposals together.

Learn various and different Federal and State solicitation requirements, techniques of proposal writing suggested by SBA, developing capability statements, preparing unsolicited proposals, government evaluation procedures (technical, management, past performance scope & quality, etc.), cost & pricing analysis (allocable, allowable, reasonable), prime & sub government privity of contract, and much more.

July 2 10:00 am – 12:00 pm (SBDC, Georgetown, DE) **or**
July 9 9:30 am – 11:30 am (STAR Campus, Newark, DE)

Workshop VII: Pre-Post Award and Administration

Are you ready to receive a government award? The best is yet to come...contract pre-post award and contract administration... Protests. Reports. Quality Assurance. Invoicing. Changes. Disputes. Terminations. The BIG THREE: 1. On-time delivery schedules, 2. Quality of performance, and 3. Budget/cost control. Quality Assurance Surveillance Plan (QASP) and CPARS.

Learn how the government expects contracts to be properly administered and managed by contractors utilizing DCMA, DCAA, WAWF, FAR 42 Contract Administration, Protests, CPARS/PPIRS, eSRS, and much more.

August 6 10:00 am – 12:00 pm (SBDC, Georgetown, DE) **or**
August 13 9:30 am – 11:30 am (STAR Campus, Newark, DE)

