



PTAC Business-to-Government (B2G) Contracting Workshop Series for 2020

Delaware PTAC is (for the second year) presenting a 7-part series of workshops (2 hours per workshop) on Business-to-Government (B2G) contracting designed to provide valuable heads-on and hands-on practicum training with counseling advice in contracting with Federal and State/Local government agencies. Workshops I thru VII will be sequentially presented, each workshop twice per month, February thru September 2020 (Workshop I in February, Workshop II in March, etc.). The first Tuesday of each month (FEB-SEPT) workshops I thru VII will be presented at the Small Business Development Center (SBDC), 103 W. Pine Street, Georgetown, DE. The second Tuesday of each month workshops I thru VII will be presented at the Delaware Biotechnology Institute (DBI), 15 Innovation Way, Delaware Technology Park (DTP), Newark, DE. You choose which of the two workshop sites you want to attend each month by indicating that on your registration. (See Workshop Registration section below.)

Who should participate in each of the workshops?

Individuals who are responsible for the company's Market Research and Sales to the Government (Federal and/or State/Local), Proposal Writers, Purchasing/Buyers, Contract Managers/Administrators, and all others who need to understand the policies, practices, procedures, and processes of Federal and State/Local government contracting should attend. Attendance at all 7 workshops is advised for continuity in learning government acquisition and contracting cycles from cradle to grave.

About the Workshop Facilitator

Dr. Walt Blaney is the Delaware State PTAC Program Director. Walt has over 42 years of experience in Federal government acquisition and contracting, both as a Federal government civilian and a Naval Officer. Walt's professional contracting experience includes; contract specialist, contract negotiator, Contracting Officer (CO/KO), and procurement analyst with agencies i.e., Department of Defense, Coast Guard, Department of Labor, and Treasury. Walt is a former university adjunct 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 was certified by the US Navy and Coast Guard as a Defense Acquisition Workforce Improvement Act (DAWIA) Level III Contracting Career Field professional.

2020 PTAC Workshop Schedule

Workshop I: Determine Proper Industry and Products/Services Codes that define your Type of Business and Product/Services your company Sells

February 4 @ SBDC Georgetown (1000-1200) and February 11 @ DBI, Room 102 (0930-1130)

Does the company use the correct/proper NAICS/SIC Codes, PSC/FSC Codes, and UNSPSC of NIGP Codes for the products/services it wants to sell to the government? Using proper industry, product, and service codes clearly identifies the business and its products/services to connect more exactly with the government's solicited requirements. Correct coding results in better Solicitation/Bid Matching! Learn to use resource tools to properly define the company's Primary/Secondary NAICS/SIC Codes, PSC/FSC Codes, UNSPSC Codes, and NIGP Codes.

Workshop II: Market Research for Sales: Do You Sell What the Government Buys? If So, How Much and How Often?

March 3 @ SBDC Georgetown (1000-1200) and March 10 @ DBI, Room 102 (0930-1130)

Does Federal and/or State/Local government buy the products/services the company sells? If so, how much and how often? Adequate Market Research to answer these questions is essential to determining if selling to these government agencies is a wise economic business objective. Learn to use tools to research if the government buys what your company sells, and how much/ how often; tools i.e., Beta SAM (formerly FedBizOpps), GSA/VA Schedules, Military Supply Systems, Bid Boards (i.e., DIBBS, FedConnect), Military Exchanges and MWRs, Delaware State's MyMarketPlace, NASPO, and more.

Workshop III: Federal and State Certifications and Registrations

May 5, @ SBDC Georgetown (1000-1200) and May 12 @ DBI, Room 102 (0930-1130)

- If the company decides to sell to the Federal government, is it registered in the System for Award Management (SAM): with all the relevant NAICS and PSC codes, timely updates made yearly, LOGIN.gov 2-part authentication in effect, notarized Entity Administrator letter submitted, SBA certifications indicated, etc.?
- If the company decides to sell to Delaware State/Local government or out-of-state; are all licenses, registrations, and certifications in effect at the State government level?
- If the company decides to do business in other state; are all licenses, registrations, etc., complete?

Learn to use certification/registration tools, i.e., DUNS Number (soon to be replaced by a new GSA numbering system), LOGIN.gov, SAM.gov, Beta SAM, SBA certification programs, VA certifications, Delaware One Stop Business Registration and Licensing System, Delaware's MyMarketPlace, and others.

Workshop IV: Solicitation/Contract Opportunity Searches

June 2 @ SBDC Georgetown (1000-1200) and June 9 @ DBI, Room 102 (0930-1130):

When the company is prepared to commence actively searching for Federal and/or State/Local government solicitations, are the company's marketing & sales people searching in all the right government solicitation portals (aka points of entry)? Do the company's products and services align with the requirements synopsis (advertised) on these sites?

Learn to conduct research for government contracting opportunities using various Federal and State/Local contract and grant Single Points of Entry (SPOE) using search tools, i.e., Agency Annual Acquisition Forecasts, Military Supply Commands, SBIR/STTR Announcements, and more, in addition to Beta SAM, GSA/VA Schedules, Grants.gov, Military Exchanges & MWRs, Delaware's MyMarketPlace, NASPO, etc.

Workshop V: Teaming Arrangements—Primes & Subs

July 7 @ SBDC Georgetown (1000-1200) and July 14 @ DBI, Room 102 (0930-1130)

When the company decides to submit a proposal to a government solicitation, will make-or-buy decisions necessitate developing 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 the 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 (subs) and subs seeking primes, i.e., SBA DSBS, Thomas Registry, Mentor-Protégé Programs including All-Small Businesses, SBA SubNet, SBA Prime and Subcontracting, DoD Subcontracting for Small Business, GSA Subcontracting Directory, and more.

Workshop VI: Proposal Development—Technical, Management Approach, Pricing...

August 4 @ SBDC Georgetown (1000-1200) and August 11 @ DBI, Room 102 (0930-1130):

- How does the company prepare, organize, and write a proposal? Government solicitations describe proposal writing requirements such as; what is required to be included in the proposal, format of the proposal, what proposal elements will be evaluated; applicable terms and conditions that will be included in any resultant contract; cost and pricing template, etc.
- How does the government evaluate proposals to make awards? Proposal evaluation elements 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 will help the company successfully put together its proposals.

Learn differences and similarities between Federal and State/Local solicitation/contract requirements, techniques of proposal writing suggested by SBA, developing capability statements, preparing unsolicited Federal government proposals (FAR 15.6), 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.

Workshop VII: Contract Award, Performance, and Administration

Sept 1 @ SBDC Georgetown (1000-1200) and Sept 8 @ DBI, Newark, Room 102 (0930-1130)

Has the company received a government contract award? The best is yet to come...contract post award performance and contract administration: Protests. Reports. Quality Assurance. Invoicing. Changes. Disputes. Terminations....

The BIG THREE:

1. On-time delivery/performance,
2. Quality of performance, and
3. Budget/cost control.

Quality Assurance/Control Plan (QAP/QCP). Quality Assurance Surveillance Plan (QASP)....

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

Workshop Registration

Participants may choose specific workshops to attend, or all seven (advisable), along with the desired location to attend. Again, since this is a continuing series, it is highly recommend that those individuals in the company who are primarily responsible for government contracting attend all seven (7) workshops to gain the most benefit.

Registration fee for each individual monthly workshop is \$25.00 per person. If an individual registers for all seven (7) workshops, the total registration fee is \$125.00 (two workshops at no cost!). Registration deadline for the complete series or individual workshops is January 24, 2020.

Each participant must bring her/his laptop or tablet; these are participatory (heads-on/hands-on) workshops. Participants will work online throughout the workshops to learn to use all the tools presented during each workshop: 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 attendee's company.

This is real-time live-X training! As such, class size is limited at Georgetown and DBI to a maximum of 16 individuals at each site. So, register earlier rather than later. (Additional workshops may be scheduled on a case-by-case basis depending on registration response.)

To register for one, or all workshops click Here:

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