



PTAC Business-to-Government (B2G) 7-Part Contracting Workshop Series for 2022

Delaware PTAC conducts a 7-part series of interactive workshops focused on Business-to-Government (B2G) contracting. The series is designed to provide valuable heads-on/hands-on practicum training and counseling advice in contracting with Federal and State/Local government agencies. The workshops are presented in sequence with the government acquisition and contracting process model, so registering for the entire series will provide the best results for learning and retention of complex subject matter.

Who should participate in each of the workshops?

Individuals who are responsible for the company's Market Research and Sales, 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.

Workshop Schedules

Workshop I—Industry, Product, and Service Codes Identify Type of Business and Products/Services Sold

06 APR 22, 0900-1100, (The exact location on the UD campus Newark will be provided in advance of the workshop session.)

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-Does Government Buy What Your Company Sells? If So...How Much? How Often?

20 APR 22, 0900-1100, (The exact location on the UD campus Newark will be provided in advance of the workshop session.)

Do Federal and/or State/Local governments 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., SAM.gov Contracting Opportunities, GSA/VA Schedules, Military Supply Systems, Bid Boards (i.e., DIBBS, FedConnect), Military Exchanges and MWRs, Delaware State's MyMarketPlace, NASPO (other states), and more.

Workshop III: Government Contracting Registrations & Certifications

04 MAY 22, 0900-1100, (The exact location on the UD campus Newark will be provided in advance of the workshop session.)

- 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 states; are all licenses, registrations, etc., complete?

Learn to use certification/registration tools, i.e., DUNS Number/GSA Unique Entity Identification (UEI), LOGIN.gov, SAM.gov, SBA certification programs, VA certification program, Delaware One Stop Business Registration and Licensing System, Delaware's MyMarketPlace, and others.

Workshop IV: Solicitation (Contract Opportunity) Searches

18 MAY 22, 0900-1100, (The exact location on the UD campus Newark will be provided in advance of the workshop session.)

- 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 (a.k.a., Single Point of Entry—SPOE)?
- Do the company's products and services align with the requirements synopsized (advertised) on these sites?

Learn to conduct research for government contracting opportunities using various Federal and State/Local contract search tools, i.e., Agency Annual Acquisition Forecasts, Military Supply Commands, SBIR/STTR Announcements, as well as SPOEs i.e., SAM, GSA/VA Schedules, Military Exchanges & MWRs, Delaware's MyMarketPlace, NASPO, etc.

Workshop V: Teaming Arrangements

01 JUN 22, 0900-1100, (The exact location on the UD campus Newark will be provided in advance of the workshop session.)

When the company decides to submit a proposal on 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, SBA SubNet, SBA Prime and Subcontracting, DoD Subcontracting for Small Business, GSA Subcontracting Directory, and more.

Workshop VI: Proposal & Evaluation

15 JUN 22, 0900-1100, (The exact location on the UD campus Newark will be provided in advance of the workshop session.)

- 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 include 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 prepare 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 relevancy & quality, etc.), cost & pricing analysis (allocable, allowable, reasonable), prime & sub government privity of contract, and much more.

Workshop VII: Contract Award, Performance, and Administration

06 JUL 22, 0900-1100, (The exact location on the UD campus Newark will be provided in advance of the workshop session.)

After award, the real work begins:

Postaward Orientation, Monitor Subcontract Management, Contract Modification and Adjustment, Options, Performance Management, Documenting Past Performance, Assignment of Claims, Administering Financing Terms, etc., etc., etc.....

Government focus always on...THE BIG THREE:

1. On-time delivery/performance,
2. Quality of performance, Quality Assurance/Control Plan (QAP/QCP). Quality Assurance Surveillance Plan (QASP), and
3. Budget/cost control.

Learn roles of DCMA and DCAA, and to utilize WAWF (DoD), FAR 42 Contract Administration, CPARS, eSRS, and more.

Workshop Registration

To register for each workshop, go to:

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

Registrants can choose specific workshops to attend, however since this is a continuing series, it is highly recommended 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 (non-refundable) for each individual workshop is \$25.00 per person. For individuals registering for all seven (7) workshops, the total registration fee is \$125.00 (two workshops at no cost!).

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 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! Also, if COVID-19 remains a pandemic threat, class size may be limited. So, register earlier rather than later.

Workshop Facilitator: Dr. Walt Blaney

Dr. Walt Blaney is the Delaware State PTAC Program Director. Walt has over 44 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 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.