



8th Annual Contracts in Five

Doing Business with the Army Corps of Engineers

Colonel Richard P. Pannell

&

Ken Adams

Galveston District,
U.S. Army Corps of Engineers



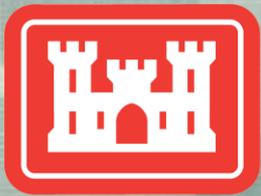
2015 Contracts in Five

*Col. Richard Pannell
Commander of the Galveston District
Army Corps of Engineers*

*Kenneth Adams
Director for Small Business, Galveston District
U.S. Army Corps of Engineers*

***“HOW TO DO BUSINESS WITH THE
CORPS”***

April 30, 2015

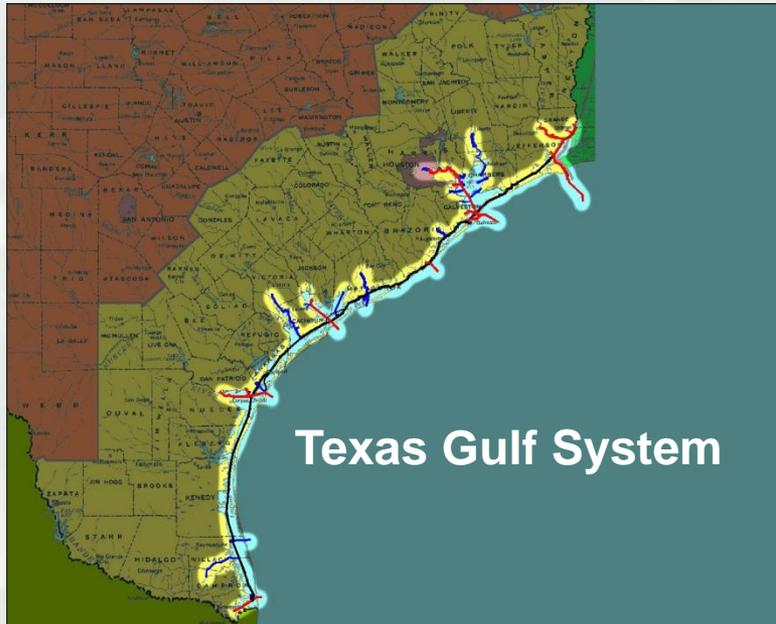


®

**U.S. Army Corps of Engineers
Galveston District
BUILDING STRONG®**



DISTRICT FACTS



- Texas Ports and Waterways moved 575M
- 50,000 square mile district boundary
- 460 miles of coastline
- 48 Texas counties
- 18 counties – Coastal Bay Estuaries
- 2 Louisiana parishes
- 346 full time employees
- 760 miles shallow draft
- 240 miles deep draft
- 13 shallow draft ports
- 15 deep draft ports



MISSION AREAS

- Navigation
- Flood Risk Mitigation
- Ecosystem Restoration
- Shoreline Protection
- Regulatory
- Military Construction
- Emergency Management



GOALS

FY 2011: Total Obligated \$184,969,434 / Small Business \$62,198,528

FY 2012: Total Obligated \$101,463,823/Small Business \$29,038,946

FY2013: Total Obligated \$96,889,575/Small Business \$31,773,777

FY 2014: Total Obligated 100,877,859/Small Business \$31,797,541

Categories	Goals	Achieved
Small Business	27%	28%
Small Disadvantaged Business	8%	8%
Women-Owned Small Business	5%	15%
HUBZone Small Business	5%	7%
Service Disabled Veteran-Owned Small Business	5%	0%
Historically Black Colleges & University Minority Institutes	2.5%	0%

Small Business Study FY14 Work Plan

Total to award:~\$151 million

Total unrestricted:~\$98.1 Million

Total to SB:~\$52.8 Million

(35% of the SB pool dollars)

October 2014 – Sept 2015 Outreach Mission

- Monthly HMBC Breakfast
- Galveston District “Industry Day”
Jadwin Building, Galveston, May 28
- SAME Small Business Conference
San Antonio Texas , July 20-22



MARKET RESEARCH

How to do business with the Corps

**SAM (Systems for Award Management)*

**DSBS (Dynamic Small Business Search)*

**Marketing your Firm*



“SAM”

The Federal Governments’ System for Award Management (SAM) is Changing the Way You Do Business



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WHAT IS “SAM”?

- * The System for Award Management (SAM) is combining federal procurement systems and the Catalog of Federal Domestic Assistance into one new system. This consolidation is being done in phases. The first phase of SAM includes the functionality from the following systems:
- * Central Contractor Registry (CCR)
- * Federal Agency Registration (Fedreg)
- * Online Representations and Certifications Application
- * Excluded Parties List System (EPLS)



NEXT PHASE OF SAM?

- * Electronic Subcontracting Reporting System (eSRS)
- * FFATA Subaward Reporting System (FSRS)
- * Catalog of Federal Domestic Assistance (CFDA)
- * Federal Business Opportunities (FBO)
- * Wage Determinations On Line (WDOL)
- * Federal Procurement Data System (FPDS)
- * Combination of Past Performance Information Retrieval System (PPIRS),
- * Contractor Performance Assessment Reporting System (CPARS) and;
- * The Federal Awardee Performance and Integrity Information System (FAPIIS).



WHO SHOULD USE THE “SAM”?

- * **SAM** is used by anyone interested in the business of the Federal Government, including:
- * Entities (contractors, federal assistance recipients, and other potential award recipients) who need to register to do business with the government, look for opportunities or assistance programs, or report subcontract information;
- * Government contracting and grants officials responsible for activities with contracts, grants, past performance reporting and suspension and debarment activities;
- * Public users searching for government business information.



TYPES OF ACCOUNTS

Individual:

- * Contains your own personal information.
- * May stay with you even when your role in your organization or the permissions you need to do your job change.
- * Just because you have an account does not mean you have the ability to create or edit records, to do those activities you must have roles. With an account, Federal Government employees can also request access to view sensitive data through search or extracts.

System:

- * Represents a particular information technology (IT) system.
- * Is primarily for systems which need to send data to SAM (such as a Federal Government contract writing system) or wish to automate the pull of the data through extracts or web services.
- * Is useful if multiple users in your organization need to access the same extract or web service.



DYNAMIC SMALL BUSINESS SEARCH

- * Shown as small on any NAICS, you will be presented a link to SBA for the DSBS
- * Separate database than SAM
- * Database that the federal government uses to find small businesses
- * Problem Areas:

Current Principals

Capabilities

Other certifications

Keywords

References



PROFILE ENHANCEMENT AND MARKETING

Keeping Your Profile Current Identification, Location, & Contacts

This profile was last updated:

Name of Firm:

Trade Name ("Doing Business As ..."):

DUNS Number:

Parent DUNS Number:

Address, line 1:

Address, line 2:

City:

State:

Zip:

Phone Number:

Fax Number:

E-mail Address:

❖ Keep Profile current;
suggest every 90 days

❖ E-mail Address



PROFILE ENHANCEMENT AND MARKETING

Keeping Your Profile Current

Identification, Location, & Contacts

WWW Page:

E-Mall (electronic mall
selling firm's products):

Contact Person:

Contact Title:

County Code (3 digit):

Congressional District:

Metropolitan Statistical Area:

CAGE Code:

Year Established:

Accepts Government Credit Card?: [] Yes [] No

GSA Advantage Contract(s):

- ❖ Provide Webpage
- ❖ Govt Credit Card
- ❖ GSA Schedule

**ALWAYS FILL
OUT "YES"
AND "NO"
BLOCKS**



PROFILE ENHANCEMENT AND MARKETING

Keeping Your Profile Current Organization, Ownership & Certifications

Legal Structure:

Ownership and Self-Certifications:

❖ Women Owned

❖ Veteran

❖ Service Disabled
Veteran

❖ Current Principals

Current Principals



PROFILE ENHANCEMENT AND MARKETING

Keeping Your Profile Current Organization, Ownership & Certifications

“Business Development Servicing Office” (for certifications)

8(a) Certification:

SBA 8(a) Case Number:
SBA 8(a) Entrance Date:
SBA 8(a) Exit Date:

Small Disadvantaged Business Certification:

SDB Entrance Date:
SDB Exit Date:

HUBZone Certification:

HUBZone Certified?: Yes No
HUBZone Certification Date:N/A

8(a) Joint Venture Certification:

8(a) JV Entrance Date:
8(a) JV Exit Date:

❖ SBA controls this area



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PROFILE ENHANCEMENT AND MARKETING

Keeping Your Profile Current Organization, Ownership & Certifications

DBE Certifications (and State):

❖ DBE Certification – Put them in the system

❖ Non-Federal Government Certification – Put them in the system

Non-Federal-Government Certifications:



PROFILE ENHANCEMENT AND MARKETING

Keeping Your Profile Current Products and Services

Capabilities Narrative:

Special Equipment/Materials:

Business Type Percentages:

Bonding Levels

Construction Bonding Level (per contract)
Construction Bonding Level (aggregate)
Service Bonding Level (per contract)

- ❖ Never leave this Blank
- ❖ Make sure to fill this out
- ❖ Keep Bonding Levels current



PROFILE ENHANCEMENT AND MARKETING

Keeping Your Profile Current Products and Services

NAICS Codes with Size Determinations by NAICS:

#	Primary?	Code	NAICS Code's Description	"Buy Green"? ⁽¹⁾	Small? ⁽²⁾	Emerging? ⁽³⁾
1						

(1) By entering Yes for "Buy Green", the firm asserts that it obeys EPA guidelines for environmental friendliness for this NAICS code. Note, EPA guidelines do not exist for every NAICS code.

(2) If Yes, the firm's revenues/number of employees do not exceed the NAICS code's small business size standard.

(3) If Yes, the firm's revenues/number of employees do not exceed the NAICS code's special small business size standard for the Compositeness Demonstration Program (FAR 19-10). Note, not all NAICS codes are applicable to this program.

Keywords:



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PROFILE ENHANCEMENT AND MARKETING

Keeping Your Profile Current
Products and Services

- EXAMPLE - REVIEWING A PROFILE



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PROFILE ENHANCEMENT AND MARKETING

Keeping Your Profile Current Products and Services

the firm is small in any of these NAICS codes: 561730;
 the profile location is in: 'AL';
 the firm is currently 8(a)-certified or an 8(a) Joint Venture;
 and randomized by original start time of search: 2011-03-28 03:11:46 PM.

Data validation took 0.01 seconds. The count, search and one-to-many queries took 0.00 seconds, 4.71 seconds and 0.04 seconds, respectively.

Displaying profiles 1 - 9 (of 9 profiles matching criteria):

View	NAICS, Primary and Small	Capabilities Narrative
1		is a General Contractor specializing in the design/build and turn-key construction of pre-engineered steel, modular, and conventional buildings. is certified by the SBA as an 8(a) firm.
2		provides commercial general contracting and janitorial services in the following NAICS Codes: 236220, 236210, 238210, 237130, 238160, 238170, 561720, 561730, 561740,562111
3		is licensed in Building,Municipal & Public Works Construction, Asbestos Abatement, Demolition, Sewer and Water, Paving, Curb & Gutter, Sidewalks, Concrete Crushing, and disaster response for services within our capabilities.
4	541614	Provide Logistics Management services required for Quality Services while maintaining a readiness posture. Productivity improvement, production planning,quality assurance and control,inventory management,distribution networks, materials handling posture.
5		
6		General Contractor of Construction & Construction Services of all types and scope Renovations, Bridge and Highway Construction, Demolition
7		
8	561720	provides quality cleaning services for industrial & commercial buildings, & government agencies. Services include vehicle detailing, carpet/window cleaning, pressure washing, strip/wax floors, custodial & grounds maintenance.
9		

- ❖ Landscaping NAICS
- ❖ State of Alabama
- ❖ 8(a) certified



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PROFILE ENHANCEMENT AND MARKETING

Keeping Your Profile Current Products and Services

Name:
Contract: Janitorial Service
Start: 10/01/1998
End:
Value:
Contact:
Phone:

Name:
Contract: Janitorial Service
Start: 02/01/1998
End:
Value:
Contact:
Phone:

- ❖ Firm#8 displayed 6 References
- ❖ 3 Govt References

*All References had
same Contract Title...*



PROFILE ENHANCEMENT AND MARKETING

Keeping Your Profile Current
Products and Services

Miscellaneous:

Quality Assurance Standards: (none given)

Electronic Data Interchange capable?: Yes No



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PROFILE ENHANCEMENT AND MARKETING

Keeping Your Profile Current Export Profile (Trade Mission Online)

Exporter?:

Export Business Activities:

Exporting to:

Desired Export Business Relationships:

Description of Export Objective(s):

❖ This might be used
for Market Research



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PROFILE ENHANCEMENT AND MARKETING

Keeping Your Profile Current Performance History (References)

Name:	
Contract:	Janitorial Service
Start:	10/01/1998
End:	
Value:	
Contact:	
Phone:	

Name:	
Contract:	Janitorial Service
Start:	02/01/1998
End:	
Value:	
Contact:	
Phone:	

EXAMPLE

- ❖ Put in as many References as you can
- ❖ Include current work

REMINDER!!!

NARRATIVE CAPABILITY

NAICS CODES

KEYWORDS

REFERENCES

THEY SHOULD ALL MATCH!!!!



PROFILE ENHANCEMENT AND MARKETING

Monitoring Procurement Websites

➤ Monitor the following websites:

➤ FEDERAL BUSINESS OPPORTUNITIES (FEDBIZOPPS)

<http://www.fbo.gov/>

➤ Respond to “SOURCES SOUGHT” announcements

➤ Answer all questions correctly in the announcement

➤ ARMY SINGLE FACE TO INDUSTRY (ASFI)

https://acquisition.army.mil/asfi/solicitation_search_form.cfm

➤ FEDERAL PROCUREMENT DATA SYSTEM (FPDS)

<https://www.fpds.gov/>



PROFILE ENHANCEMENT AND MARKETING

Marketing Your Firm
The Basics

What is the No. 1 Marketing Tool?!?!?!?

Think about it for now....



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PROFILE ENHANCEMENT AND MARKETING

Marketing Your Firm The Basics

- Business Cards

- Do you have all the information on your card?
- Does your card tell us what you do?

- Email, Mail, or Call

- Which is the best method in communicating your firm's talents?



PROFILE ENHANCEMENT AND MARKETING

Marketing Your Firm The Basics

- Conferences

- Which conference to attend?
- Volunteer to be on a committee?
- Large Business Participation?



PROFILE ENHANCEMENT AND MARKETING

Marketing Your Firm The Basics

- Do your Homework
 - Who buys what you sell?
 - How do they buy it?
 - When do they buy it?
- Use your Resources
 - Who are they?
 - When to use them?



PROFILE ENHANCEMENT AND MARKETING

Marketing Your Firm The Basics

- If USACE comes a knockin'...
 - Answer the door and follow-through.
 - You don't have the time to respond?



PROFILE ENHANCEMENT AND MARKETING

Marketing Your Firm Helpful Hints to Briefings

- Requesting a Capabilities Brief:
- The Facilitator: Small Business Specialist
- Audience:
 - Technical Staff
 - Contracting Officer/Specialist
 - Small Business Advocate

**** The Facilitator should ALWAYS be the Small Business Specialist ****



PROFILE ENHANCEMENT AND MARKETING

Marketing Your Firm Helpful Hints to Briefings

- What Should You Brief:
 - Your Capabilities
 - Your Talents
 - Your Past Performance
 - Your Strengths

** Certifications should be the last thing mentioned **



PROFILE ENHANCEMENT AND MARKETING

Marketing Your Firm Helpful Hints to Briefings

- What you Should *NOT* brief:
 - The FAR (KOs already know the regs)
 - Things you *CAN'T* do (this is not an *incapability briefing*)
 - Some *other* firms' talents and capabilities (let them do their own work!)
 - Negative information (your opinion of Government personnel, etc.)



PROFILE ENHANCEMENT AND MARKETING

Marketing Your Firm Helpful Hints to Briefings

- When and Where Should You Brief:
 - BEFORE the prime buying season (this is *NOT* the 4th Quarter)
 - Briefing should be portable
 - Ready to present as a tabletop or on-screen
 - Bring your own equipment including projector



PROFILE ENHANCEMENT AND MARKETING

Marketing Your Firm Helpful Hints to Briefings

- Making a Good Impression
 - Make an appointment – & *be on time*
 - Allow ample time for clearing security (military or Federal Bldgs)
 - A picture is worth 1000 words
 - Completed projects that showcase your efforts
 - Work in progress that highlights special crews
 - Delivered commodities



PROFILE ENHANCEMENT AND MARKETING

Marketing Your Firm Helpful Hints to Briefings

- Making a Good Impression (cont'd)
 - Practice, Practice, Practice
 - Be comfortable in all possible settings
 - Polish your presentation---if you don't sound good, you won't look good
 - Turn Off the Cell Phone
- What do I do afterwards?



PROFILE ENHANCEMENT AND MARKETING

Marketing Your Firm Facility “Gatekeepers”

- Visit Department of Defense Installations
- A listing of Small Business Offices
 - [Selling to the Army](http://sellingtoarmy.com/user/showpage.aspx?SectionID=9)
 - <http://sellingtoarmy.com/user/showpage.aspx?SectionID=9>
 - [Selling to the Air Force](http://airforcesmallbiz.org/index.php)
 - <http://airforcesmallbiz.org/index.php>
 - [Selling to the Navy](http://www.donhq.navy.mil/OSBP/)
 - <http://www.donhq.navy.mil/OSBP/>
 - [DoD Office of Small Business Programs](http://www.acq.osd.mil/osbp/)
 - <http://www.acq.osd.mil/osbp/>



PROFILE ENHANCEMENT AND MARKETING

What is the No. 1 Marketing Tool?!?!?!?

Relationships....

Using your own resources ...

Responding to Source's Solicitation.

Capabilities Presentations.

Attending Conferences...

BID OR PROPOSE



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PROFILE ENHANCEMENT AND MARKETING

QUESTIONS???



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CONTACTS

Contracting and Small Business Office

- Curtis Cole Jr: Chief, Galveston Execution Branch 409-766-3185
curtis.cole@usace.army.mil
- Maria Rodriguez: Contracting Officer 409-766-6331
Maria.E.Rodriguez@usace.army.mil
- Celia Cockburn: Contracting Officer 409-766-3067
Celia.E.Cockburn@usace.army.mil
- Traci Robicheaux: Contracting Officer 409-766-6306
Traci.Robicheaux@usace.army.mil
- Kenneth Adams: Director for Small Business Programs 409-766-3006
Kenneth.w.adams@usace.army.mil





ON FACEBOOK

www.facebook.com/GalvestonDistrict



ON TWITTER

www.twitter.com/USACEgalveston



ON YOUTUBE

[www.YouTube.com/Galveston District](http://www.YouTube.com/GalvestonDistrict)



ON DVIDS

www.dvidshub.net/units/USACE-GD



ONLINE

www.swg.usace.army.mil



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