

# MAXIMIZING YOUR EFFORTS AT DETCOC

*-- What You Need to Know --*

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# Be Prepared!

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- What do you do?
  - Service or Manufacturer?
  - Can you build a space station?
- Why do business with you?
  - Socioeconomic Programs?
  - Meet their mission?
  - Unless you invented something – someone is already doing it!
- Sell yourself!

# What to Bring?

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- Business Cards
  - Have plenty – at least 50 (each exhibitor, other attendees)
  - Keep in one place
  - Another place for cards you receive
  - Make notes on card, before moving on

# What to Bring?

- Brochure or Information Sheet
  - Contact Information:
    - Name, title, address, e-mail, website, fax, and phone
  - Business Information:
    - DUNS, CAGE Code, what you sell, services offered, capabilities
  - Codes:
    - NAICS, SIC, FSC, PSC, State Commodity
  - Registrations:
    - CCR, SBA Profile, State, etc.
  - Certifications:
    - 8(a), HUBZone, SDVOSB, WOSB, ISO, etc.

# What to Bring?

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- Line Card
  - Details:
    - What you sell or service
  - Terms:
    - Credit cards
    - Discounts
  - Delivery options:
    - Postal
    - FOB Destination, Origin

# Sell Yourself!

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- Elevator Speech
  - Concise – 15 to 60 seconds
  - Passionate, Planned, and Practiced
  - Mom would understand
- Speech Contains
  - Product or Service
  - Who is your market
  - Who you are
  - Who is the competition
  - Why you – competitive edge

# What's Next

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- Name and contact information for the person that works your area
- Request a meeting
- At their office
- 10 minutes

# DETCOC Tips

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- Prioritize who you will visit with
- Stop and make notes
- Be organized – don't fumble – first impressions
- Don't expect a contract, make the contact!

# Questions???

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- Ask
- Second part of presentation – government contracting.

# Procurement Technical Assistance Centers - (PTAC)

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- Assist small businesses with obtaining government contracts
- Government contracts consist of:
  - Federal - DoD, US Forest Service, VA, etc.
  - State - TxDOT, Texas Forest Service, etc.
  - Local - County, School Districts, etc.

# Overview

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- Funded by the Department of Defense (DoD), Defense Logistics Agency (DLA)
- Nationwide network – 93 Procurement Technical Assistance Centers (PTAC), with over 250 local offices - [www.dla.mil/db/procurem.htm](http://www.dla.mil/db/procurem.htm)
- Member of the Association of Procurement Technical Assistance Centers (APTAC) - [www.aptac-us.org](http://www.aptac-us.org)

# Government

*-- Largest Purchaser in the World --*

- \$456.9 Billion - 2800 affiliated buying agencies
  - 3.9 million transactions in 2007
- \$378.5 Billion allocated to small businesses
- 98% of contracts are \$25,000 or less
- Buys every product and service imaginable

# Federal Government Contracting Goals

<http://www.sba.gov/aboutsba/sbaprograms/goals/index.html>

The statutory goals are as follows:

- 23 percent of prime contracts for small businesses;
- 5 percent of prime and subcontracts for small disadvantaged businesses;
- 5 percent of prime and subcontracts for women-owned small businesses;
- 3 percent of prime and subcontracts for HUBZone;
- 3 percent of prime and subcontracts for service-disabled veteran-owned small businesses.

# State Government Contracting Goals

[http://www.hhsc.state.tx.us/about\\_hhsc/Contracting/rfp\\_attch/HUB\\_Info\\_Inst.html](http://www.hhsc.state.tx.us/about_hhsc/Contracting/rfp_attch/HUB_Info_Inst.html)

- Historically Underutilized Business (HUB)
- Disadvantaged Business Entity – TxDOT and Department of Transportation
- HUB goals per Texas Administrative Code §111.13 are:
  - Heavy Construction - 11.9%
  - Building Construction - 26.1%
  - Special Trade Construction - 57.2%
  - Professional Services - 20.0%
  - Other Services - 33.0%
  - Commodities Purchasing - 12.6%

# Local Government Contracting Goals

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- Woman Owned
- Minority Owned
  
- Established by local agencies
- Requires certification from “For-Profit” organizations – cost approximately \$400.00
- Usually lowest price.

# Federal Contracting

## -- Things You Need --

- Type of Business – Service, Manufacturing
- North American Industrial Classification System (NAICS) Codes - 112331
- Size of Business – Small
- Dun and Bradstreet Number (DUNS): 03-826-3633
- Tax ID or EIN Number: 71-85432
- Business organization – Partnership, S-Corp
- Socioeconomic Qualifications – SDVOB, WOB

# North American Industrial Classification System

<http://www.census.gov/epcd/www/naics.html>

- What you do.
- Check out competition – CCR



U.S. Census Bureau

People | Business | Geography | Newsroom | Subjects A to Z | Search@Census

## North American Industry Classification System (NAICS)

Main | FAQs | History | Development Partners | Federal Register Notices | Product Classification

### NAICS SEARCH

Enter keyword or 2-6 digit code  
  
2007 NAICS Search

Enter keyword or 2-6 digit code  
  
2002 NAICS Search

### DOWNLOADS / REFERENCE FILES / TOOLS

### INTRODUCTION

The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

NAICS was developed under the auspices of the Office of Management and Budget (OMB), and adopted in 1997 to replace the [Standard Industrial Classification \(SIC\) system](#). It was developed jointly by the [U.S. Economic Classification Policy Committee \(ECPC\)](#), [Statistics Canada](#), and Mexico's [Instituto Nacional de Estadística, Geografía e Informática](#), to allow for a high level of comparability in business statistics among the North American countries.

# SBA Size Standards

<http://www.sba.gov/services/contractingopportunities/sizestandardstopics/index.html>

- Based on NAICS Code used

The screenshot displays the SBA website's navigation and content for the 'Size Standards' page. At the top left is the SBA logo with the tagline 'Your Small Business Resource'. To the right, there is a search bar labeled 'Search SBA' and a 'GO' button, along with a link '> En Español'. A horizontal menu bar contains links for 'Home', 'SMALL BUSINESS PLANNER', 'SERVICES' (highlighted), 'TOOLS', and 'LOCAL RESOURCES'. Below the menu, a breadcrumb trail reads 'Home > Contracting Opportunities > For Government/ Contracting Officials > Size Standards'. The main content area features a 'Size Standards' heading, a dropdown menu for 'SBA Program Office' set to 'SBA Programs', and a paragraph explaining that SBA has established numerical definitions for all for-profit industries. A right-hand sidebar lists navigation options: '> For Small Business Owners', '> For Government/ Contracting Officials', '> Regulation & Policy', '> Size Standards', and '> Resources'. A partial link '> Small Business Size Standards' is visible at the bottom of the page.

# Duns and Bradstreet

<http://fedgov.dnb.com/webform/displayHomePage.do>

- Credit report on companies.
- Determine what companies have your name.

The screenshot shows the homepage of the D&B DUNS Numbers service for US Government Contractors & Grantees. The page features a yellow header with the D&B logo and the tagline "Decide with Confidence". A dark blue sidebar on the left contains navigation links: "Begin D-U-N-S Search/ Request Process", "About the D&B D-U-N-S Number", "Frequently Asked Questions (FAQ)", and "D&B, CCR, Grants Contacts". The main content area is white and contains a green message: "Thank you for using the D&B online webform process for US Govt contractors and Grantees!". Below this is a welcome message: "Welcome to the D&B D-U-N-S Request Service for US Federal Government Contractors and Grantees". The text explains that D&B provides a D-U-N-S Number, a unique nine-digit identification number, for each physical location of a business. It states that D-U-N-S Number assignment is FREE for all businesses required to register with the US Federal government for contracts or grants. Two "Click here" links are provided: one to request a D-U-N-S Number via the Web (noted as being created within 1 business day) and another to request a D-U-N-S Number by phone (for U.S., Puerto Rico, and U.S. Virgin Islands Only). A footer note says "For technical difficulties, contact [govt@dnb.com](mailto:govt@dnb.com)".

# Socio Economic Programs

<http://www.sba.gov>

- Self Certified – Woman Owned, Veteran (VA Rating)
- SBA Certified – 8(a), SDB, HUBZone

U.S. Small Business Administration  
**SBA**  
Your Small Business Resource

Programs and services to help you start, grow and succeed

> En Español

Search SBA

▶ Home	SMALL BUSINESS PLANNER	SERVICES	TOOLS	LOCAL RESOURCES
▶ About SBA				
▶ Newsroom	Manage your business from start to finish	Expand your business with programs and services	Increase your business knowledge and productivity	Support your business with a team of experts
▶ Contact				
▶ FAQ				

# Federal Contracting

-- Where You Register --

- Central Contractor Registration (CCR)
  - Commercial and Government Entity (CAGE) Code: A8YH9
- Small Business Administrations Dynamic Small Businesses (use to be Pro-Net)
- SBA Business Cards
- SBA HUBZone
- Center for Veterans Enterprise VetBiz Vendor Information

# State Contracting

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- Historically Underutilized Business (HUB)
- Texas Centralized Master Bidders List (CMBL)
  - Historically Underutilized Business Certification

# Centralized Master Bidders List (CMBL)

<http://www.window.state.tx.us/procurement/prog/cmb/>

- Desired for Texas contracting – not enforced.
- \$70.00 for one year.

The screenshot shows the 'Window on State Government' website. The header includes the state seal, the text 'Window on State Government' and 'Susan Combs Texas Comptroller of Public Accounts', and a 'Site Search' box. A navigation bar contains links for 'HOME', 'ABOUT US', 'TEXAS TAXES', 'FINANCES & ECONOMY', 'STATE PURCHASING' (highlighted), 'FORMS', and 'e-SERVICES'. Below this is a 'State Purchasing' banner with a 'PURCHASE ORDER' graphic. The main content area features the 'Centralized Master Bidders List (CMBL)' section, which includes a 'Register as a State of Texas Vendor to Receive Bid Opportunities Now' heading and a paragraph explaining the CMBL's purpose. To the left of this section are 'e-Services' and 'Resources' links. To the right are 'External Links' and 'Related Links' sections.

Window on State Government  
Susan Combs Texas Comptroller of Public Accounts

Páginas en español | Contact Us

Site Search  GO

Quick Start for: Citizens Business Government

HOME ABOUT US TEXAS TAXES FINANCES & ECONOMY STATE PURCHASING FORMS e-SERVICES

State Purchasing

**e-Services**

- Register for the CMBL
- Modify/Update Existing CMBL Profile
- Search the CMBL
- Search HUB Directory

**Resources**

- Registration Instructions
- NIGP Commodity Book
- Profile
- Updates/Maintenance
- Refund Policy
- Frequently Asked

**Centralized Master Bidders List (CMBL)**

**Register as a State of Texas Vendor to Receive Bid Opportunities Now**

The CMBL is a master database used by State of Texas purchasing entities to develop a mailing list for vendors to receive bids based on the products or services they can provide to the State of Texas.

Manufacturers, suppliers, and other vendors wishing to furnish materials, equipment, supplies, and services to the state should register for the CMBL to receive bidding opportunities.

The CMBL annual registration fee is \$70.00 and may be paid on-line by credit/debit card or check debit (US addresses only) or via a printable application.

State Purchasing ↗

**External Links**

- Texas Government Code, 2155.263-270 - statutes that govern the program
- Texas Administrative Code, Title 34, Part 1, Chapter 113, Subchapter C, Rule 20.34 - rule that governs the program

**Related Links**

- HUB Program

# Historically Underutilized Business (HUB)

<http://www.window.state.tx.us/procurement/prog/hub/>

- Woman and Minority
- Free – 3 – 6 weeks

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**Window on State Government**  
Susan Combs Texas Comptroller of Public Accounts

Páginas en español | Contact Us

Site Search

Quick Start for: Citizens Business Government

HOME ABOUT US TEXAS TAXES FINANCES & ECONOMY **STATE PURCHASING** FORMS e-SERVICES

**State Purchasing**


**e-Services**  
Search HUB Directory

**Resources**  
Searching for HUBs on the CMBL  
HUB Certification  
Calendar of Events  
HUB Coordinators Contact List  
HUB Disparity Study  
HUB Subcontracting Plan  
HUB Reporting  
Mentor Protégé Program

**Publications**  
Vendor Guide  
HUB Brochure  
HUB Forms Library  
Maximize Your Opportunities Booklets

**Historically Underutilized Business (HUB) Program**

**2009 Event Spotlight**

 **HUBEXPO** May 19-20 - Kingsville  
June 23-24 - Austin

[Register today for the Kingsville HUBEXPO and the Austin HUBEXPO](#)

**A "Historically Underutilized Business"**

is at least 51% owned by an Asian Pacific American, Black American, Hispanic American, Native American and/or American woman,  
is an entity with its principal place of business in Texas, and  
has an owner residing in Texas with a proportionate interest that actively participates in the control, operations and management of the entity's affairs.

The statewide HUB Program facilitates the use of HUBs in state procurement and provides information on the state's procurement process to minority and woman- owned businesses.

**State Purchasing Programs**

**Related Links**  
CMBL Program  
HUB Certification Agreements  
Minority & Women Organization Links  
Vendor Performance Tracking System  
Vendor Advocacy Committee (VAC)

**External Links**  
Texas Government Code, Chapter 2161  
Texas Administrative Code, Chapter 20, Subchapter B

# Disadvantaged Business Entity (DBE)

<http://www.dot.state.tx.us/business/tucpinfo.htm>

- DBE not equal to HUB
- Standards of DOT

The screenshot shows the TxDOT Expressway website. The header includes the TxDOT logo and navigation links: Home, Contact Us, and Tools & Plug-Ins. The main content area is titled "Texas Unified Certification Program DBE Information Directory". It features two main sections: "TUCP Company Names Sorted Alphabetically" and "TUCP Work Categories". Each section includes a link to download company listings and a table of links for each TxDOT district.

**TUCP Company Names Sorted Alphabetically**

Download Company Alphabetic Listings  
TUCP DBE Alphabetic Listing (Statewide)  
TUCP DBE Alphabetic Listing by TxDOT District

<a href="#">Abilene</a>	<a href="#">Brownwood</a>	<a href="#">El Paso</a>	<a href="#">Lufkin</a>	<a href="#">San Antonio</a>
<a href="#">Amarillo</a>	<a href="#">Bryan</a>	<a href="#">Fort Worth</a>	<a href="#">Odessa</a>	<a href="#">Tyler</a>
<a href="#">Atlanta</a>	<a href="#">Childress</a>	<a href="#">Houston</a>	<a href="#">Paris</a>	<a href="#">Waco</a>
<a href="#">Austin</a>	<a href="#">Corpus Christi</a>	<a href="#">Laredo</a>	<a href="#">Pharr</a>	<a href="#">Wichita Falls</a>
<a href="#">Beaumont</a>	<a href="#">Dallas</a>	<a href="#">Lubbock</a>	<a href="#">San Angelo</a>	<a href="#">Yoakum</a>

**TUCP Work Categories**

Download Work Category Listings  
TUCP DBE Category Listing (Statewide)  
TUCP DBE Category Listing by TxDOT District

<a href="#">Abilene</a>	<a href="#">Brownwood</a>	<a href="#">El Paso</a>	<a href="#">Lufkin</a>	<a href="#">San Antonio</a>
<a href="#">Amarillo</a>	<a href="#">Bryan</a>	<a href="#">Fort Worth</a>	<a href="#">Odessa</a>	<a href="#">Tyler</a>

# Don't Expect Results Overnight

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- Be prepared to work, research, and LEARN
- Be Organized and Keep Good Records
- Remember, you are trying something new
- Government Contracting is the GRAVY, not the Meat and Potatoes!!!

# Other Resources

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- Small Business Development Center (SBDC)
  - Provides basic business assistance - business plans, financing, start-up information
  - Non-accredited courses on business building, business software, computers
- Business Information Centers (BICs), Woman Owned Business Centers, Veterans Business Outreach Center, etc.

# Contact Info

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- **Mail:**  
Angelina College Procurement Assistance Center  
PO Box 1768  
Lufkin, TX 75902-1768
- **Location:**  
Angelina College Campus, Community Services Building  
3500 South First Street (Highway 59), south side of Lufkin
- **Telephone:**  
(936) 633-5432  
1-888-326-5223  
Fax: (936) 633-5478
- **E-mail:**  
Director ([acpac@consolidated.net](mailto:acpac@consolidated.net))