



FEMA

FEMA 101

How to do Business with FEMA

Disaster Preparedness Briefing

December 2010



“FEMA’s mission is to support our citizens and first responders to ensure that as a nation we work together to build, sustain, and improve our capability to prepare for, protect against, respond to, recover from, and mitigate all hazards.”

ILP's Vision

To establish strategic relationships with vendor-supporting industry partners and stakeholders; to serve as an information provider for vendors seeking to do business with FEMA; and to connect vendors with program offices in support of FEMA's mission.

ILP's Mission

The Industry Liaison Program (ILP) is one point of entry for vendors seeking to do business with FEMA. The program coordinates vendor presentations with program offices and Industry Days, conducts market research, responds to informal Congressional requests, and performs vendor analysis reporting.



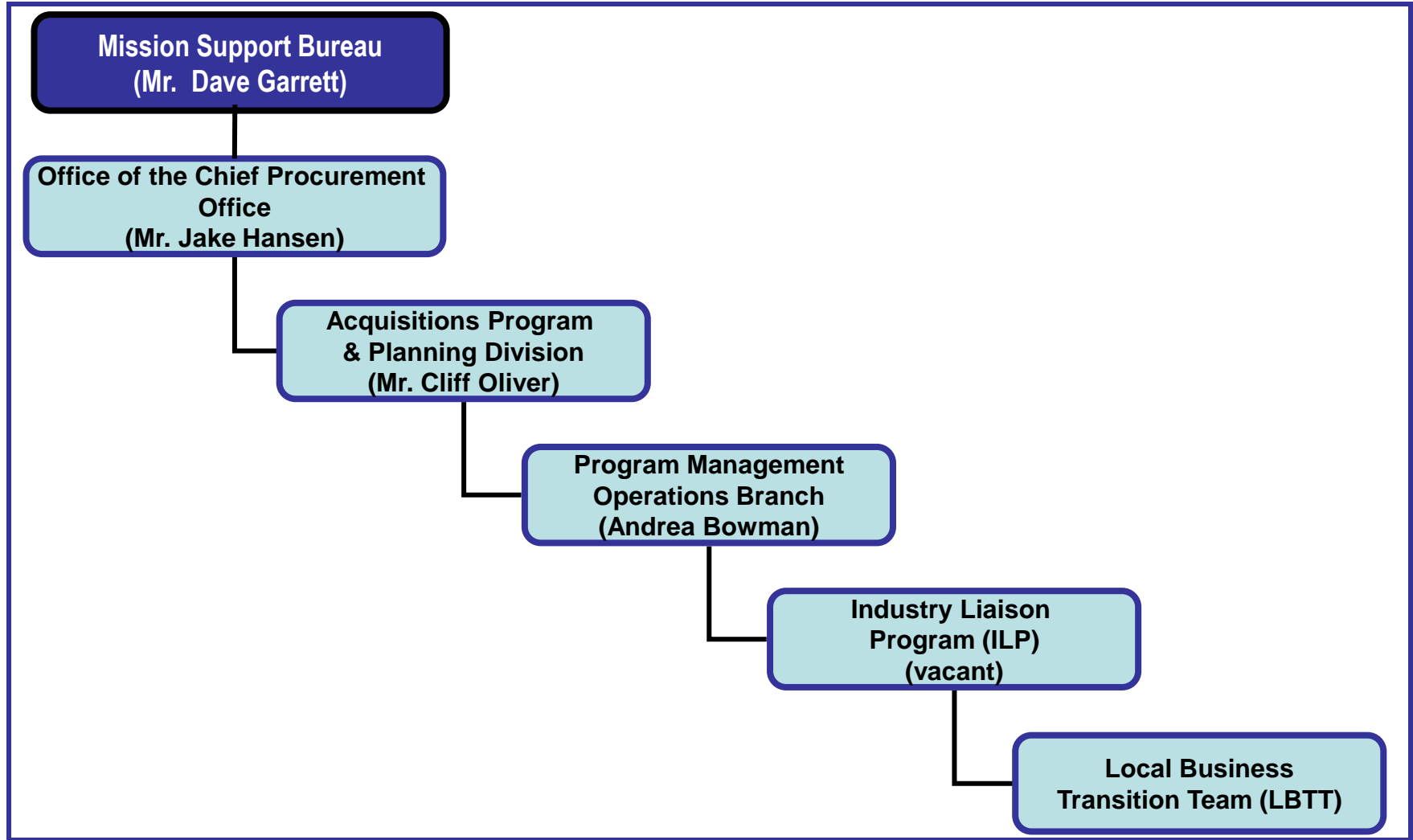
FEMA

Industry Liaison Program

- Key programs involved in vendor relations when doing business with FEMA
 - Industry Liaison Program (ILP)
 - Local Business Transition Team (LBTT)
 - Small Business Program
- The **ILP** coordinates vendor presentations with program offices and Industry Days, conducts market research, responds to informal Congressional requests, and performs vendor analysis reporting.
- ILP coordinates the flow of vendor inquiries regarding how to do business with FEMA at FEMA Headquarters



- Roles during disasters:
 - In response to provisions found in Sec. 307 of the Robert T. Stafford Disaster Relief and Emergency Assistance Act, Use of Local Firms and Individuals, the **LBTT** facilitates the transition of disaster requirements, where feasible and practical, to organizations, firms, and individuals residing or doing business in the disaster area. The LBTT also forges relationships with local and regional stakeholders.
 - **FEMA Small Business Program** works to create an environment for maximum socio-economic participation in federal government contract awards and large prime subcontract awards.





- **Vendor Outreach Session**

- 15-minute session
- Highlight vendors' products/services, strengths and benefits
- Describe how products/services meet the needs of FEMA
- Potential opportunity to meet with more than one Program Office
- Include Industry Liaison, Program Office, Contracting Officer (CO), and the vendor
- **Are not** in lieu of specific disaster opportunities or open solicitation requirements and/or guidelines

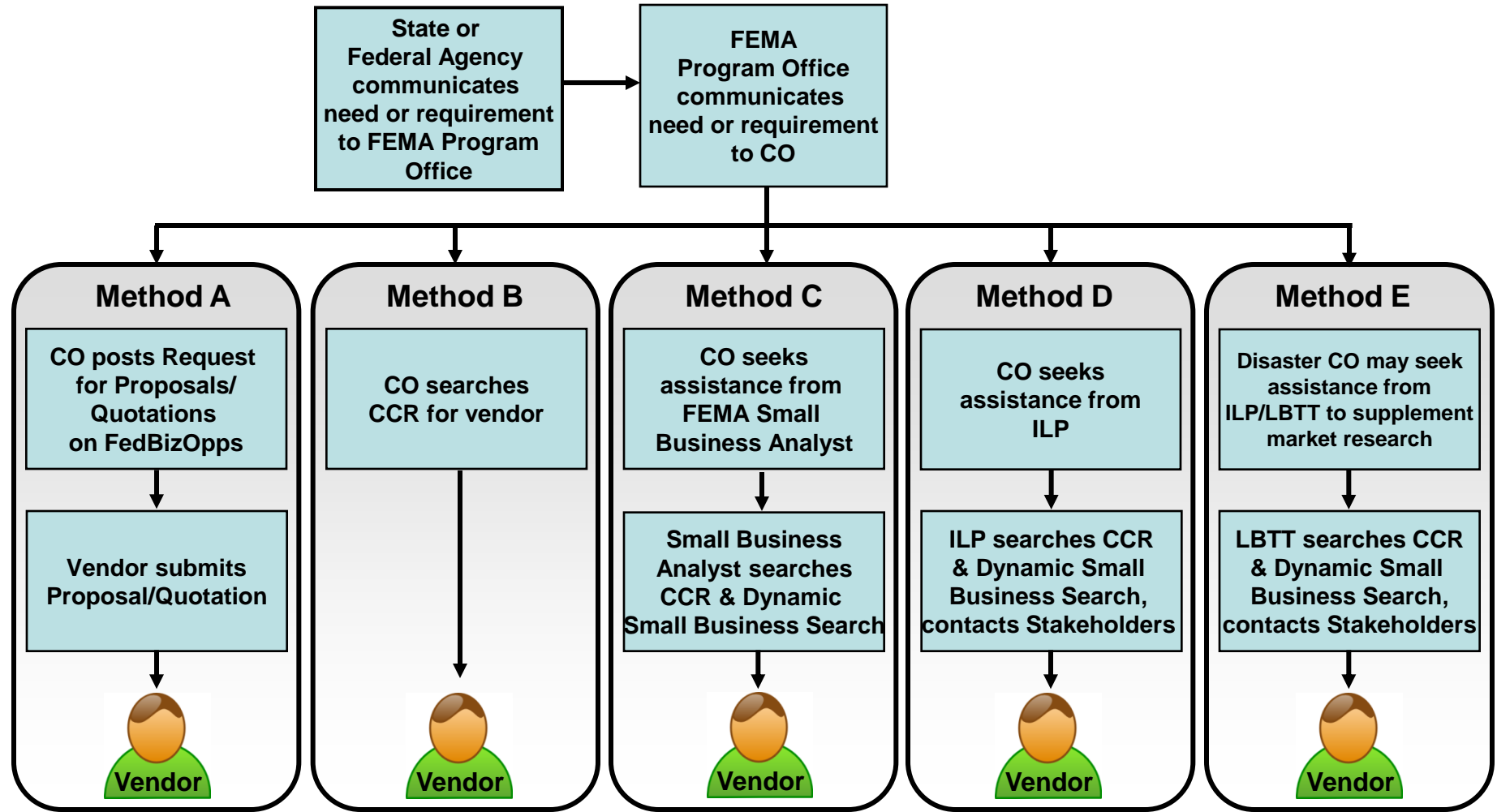
- **Industry Day Events**

- Events are hosted where need is determined by the Program Office and Contracting Officer
- Events will present specific acquisition and procurement requirements to vendors interested in doing business with FEMA, as well as questions and answers
- Events are synchronized with the release of the procurement requirement solicitations



FEMA

How FEMA Locates Local Vendors

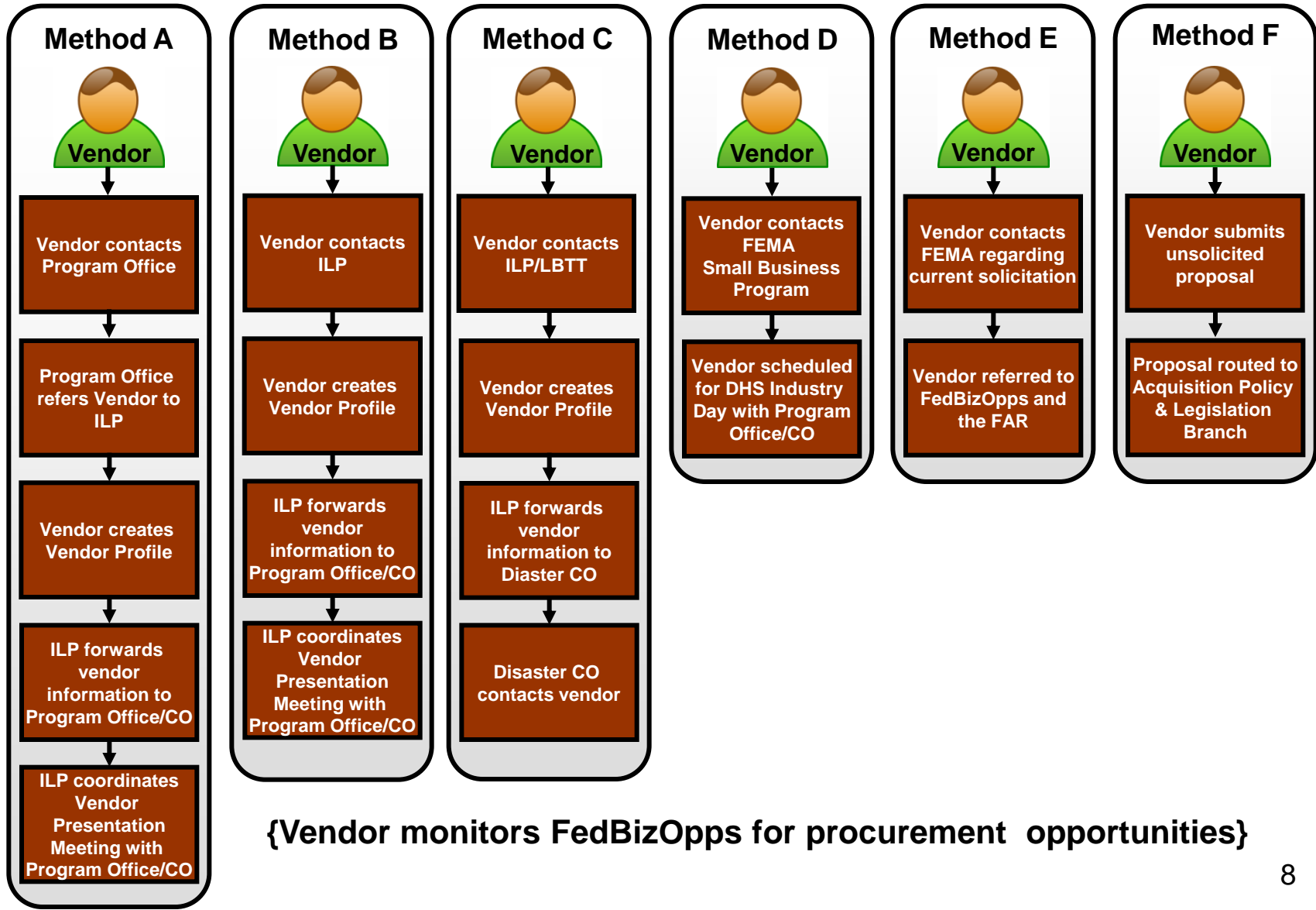


Stakeholders: Small Business Administration, Small Business Development Centers, Procurement Technical Assistance Centers, City Council, Economic Development Councils, Chambers of Commerce, minority organizations, and professional and trade groups



FEMA

How FEMA Manages Vendor Inquiries





Vendors interested in doing business with FEMA should follow the steps below:

1. **Register in the Central Contractor Registration (CCR) at www.ccr.gov.** CCR is the primary registrant database for the Federal government. Contracting Officers at FEMA extract vendor profile information from CCR to identify potential vendors.
2. **Contact FEMA:**
 - a. Contact Industry Liaison Support Center. Specific vendor information can be found at <http://www.fema.gov/business/contractor.shtm>.
 - b. Small businesses should contact the Small Business Office and SBA regarding goals and criteria at FEMA-SB@dhs.gov.
 - c. Debris removal businesses should register at the Debris Removal Contracting Registry at <https://asd.fema.gov/inter/nerr/home.htm>.
 - d. Vendors interested in providing housing solutions should visit the Joint Housing Solution Group's Housing Assessment Tool (HAT) at <https://asd.fema.gov/inter/hat>.
3. **Find opportunities.** The single point-of-entry to search, monitor, and retrieve Federal procurement opportunities is Federal Business Opportunities (FedBizOpps) at www.fbo.gov.
4. **Submit a proposal.**



- **Promote your services in government-wide databases.** FEMA uses the CCR database. Register with this database and FEMA will be able to locate your business. Identify your company as a disaster contractor. (www.ccr.gov)
- **Watch the Web.** Federal and state agencies are placing more procurement opportunities on their web sites. FEMA posts its procurement opportunities on FedBizOpps. (www.fbo.gov)
- **Federal Procurement Data System (FPDS).** Contact the companies who have been awarded contracts for subcontractor, supplier or teaming opportunities. (www.fpds.gov)



- **Get listed in electronic catalogs.** GSA Advantage and other electronic commerce initiatives will let you list your product for government browsing.
- **Accept the government credit card.** The government buys more than \$5 Billion in goods and services annual with the purchase card. Many Contracting Officers prefer the purchase card to paperwork for purchases.
- **Teaming and partnering.** If you are strong in one business area, but inexperienced in another, find a subcontractor or teaming partner who can fill in the areas where you're weak. The Federal government encourages teaming.
- **Persevere.** Making the right connection can take time; perseverance will pay off.



FEMA

A New Tool to Locate Vendors

The Supplier Locator web-based application provides FEMA's acquisition and program office personnel the ability to qualify, assess, and validate potential local suppliers, to include small businesses.

Businesses discriminates include socio-economic statuses, city/county, state, and national.

FEMA utilizes this tool to mitigate acquisition risk, assist in the timely awards of procurements, and provide extended market research information in an expedient manner.

Supply Intelligence | SMS - Windows Internet Explorer

https://supplyintel.dnb.com/locator/logon.do

File Edit View Favorites Tools Help

Supply Intelligence | SMS

D&B Supply Intelligence
Decide with Confidence GET THE MONEY

Supply Intelligence Home Report Archive Help Logoff

The Supply Intelligence tools provide market analysis detailing key trends, competitors and opportunities within a specific industry. Additionally, this web-enabled analytical tool helps to locate and qualify suppliers based on the customer's objectives, risk and performance measures. This module will dramatically reduce the cycle time of your sourcing process.

Supplier Locator [Click here to proceed](#)

Supplier Locator helps companies quickly identify global suppliers according to:

- Products and services (UNSPSC)
- Line of Business (SIC)
- Geography
- Demographic information
- Socio-Economic information (U.S. Only)
- Size and structure of business

Supplier Information Report [View Sample](#) [Click here to proceed](#)

Supplier Information Report helps companies quickly get in-depth information about an individual supplier. This enables companies to eliminate the RFI (Request for Information) collection process in the entire sourcing process to gain some basic understanding about the supplier. The Supplier Information Report provides the following details:

Supplier Information Report helps companies quickly identify global suppliers according to:



FEMA

A New Look

A New External Website to Support our External Stakeholders and Vendors

Home | **About FEMA** | **Disaster Information** | **Plan & Prepare** | **Recover & Rebuild** | **Apply for Assistance** | **FEMA for You**

About FEMA Industry Liaison Program

Quick Start Process for Vendors

Small Business Office Send a General Inquiry

Contact Us

MISSION | **VENDORS** | **CURRENT DISASTER** | **CONTACT US**

Open for Business with FEMA

The Industry Liaison (IL) Program is the portal for all vendors seeking to do business with FEMA. Additionally, small business vendors are routed to the FEMA Small Business Analyst for notification, support and processing.

- [Working with DHS](#) - Links to contracts, grants, small business opportunities, research and development and contacts.
- [Information Technology Products and Services](#) - Share your technology-related products and services information with people in the Information Technology divisions of DHS and its component agencies via this DHS database.
- Debris Removal Contractors - [Register your company info and resource capabilities](#)
- Disaster Response Contractors - register or update your company's resource capabilities at the [Central Contractor Registration \(CCR\)](#). All contractors are required to be registered in the CCR prior to receiving any contract award from DHS-FEMA.
- Listing of Active Contracts ([PDF 92KB](#), [TXT 59KB](#)) - (As of January 22, 2009)

FEMA does not endorse any private or non-profit entities, but provides this data on its web

Important Links

- How to do Business with FEMA Brochure ([PDF 165KB](#), [TXT 16KB](#))
- Submit Vendor Profile ([PDF 87KB](#), [TXT 3KB](#))
- Industry Liaison Fact Sheet ([PDF 115KB](#), [TXT 3KB](#))

Quick Links

- [Department of Homeland Security \(DHS\) Open for Business](#)
- [Central Contractor Registration \(CCR\)](#)
- [FedBizOpps \(FBO\)](#)
- [Federal Interagency Data Online \(FIDO\)](#)
- [Federal Procurement Data System \(FPDS\)](#)
- [Online Representations and Certifications Application \(ORCA\)](#)

Additional Resources

- [Small Business Administration](#)
- [Small Business Development Centers \(SBDC\)](#)
- [Small Business Administration \(SBA\)](#)

<http://www.fema.gov/privatesector/industry/index.shtm>



FEMA

Contact Information

Industry Liaison Program Manager

Andrea V. Bowman

Phone: (202) 646-1895

Industry Liaison Support Center

Email: FEMA-Industry@dhs.gov

Small Business Program Manager

Pamela McClam

Phone: (202) 212-1975

Email: FEMA-SB@dhs.gov



FEMA

Discussion