



# **Selling to the Federal Government**

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## **SBA Certifications**

U.S. Small Business Administration

**Glenn E. Harris**

**Veterans Business Development  
Officer**

Your small business resource.

North Carolina District Office  
6302 Fairview Road, Suite 300  
Charlotte NC 28210

704-344-6585

Glenn.E.Harris@sba.gov

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# FEDERAL CONTRACTING OPPORTUNITIES

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## ▪ Formal Certification Programs

- ✓ 8(a) Business Development
- ✓ Small Disadvantaged Business
- ✓ HUBZone Empowerment

## ▪ Self-Certifications

- ✓ Small business
- ✓ Woman-owned business
- ✓ Service-disabled veteran/veteran owned business
- ✓ Minority-owned business



## North American Industry Classification System (NAICS) Region IV Size Standard Specialist (404) 331-7587

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Manufacturing	500 - 1500 employees*
Wholesale Trade	100 - 500 employees*
Service	\$4.5 - \$25 million**
Agriculture	\$7.0 - \$17 million**
Retail Trade	\$6.5 - \$23 million**
Construction	\$14.0 - \$33.5 million **
Special Trade	\$14.0 million**

\*Based on average over previous 12 months

\*\*Based on average over previous 3 fiscal years

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# **SOCIALLY DISADVANTAGED**

## **13 CFR 124.103**

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- ✓ **Racial or ethnic prejudice**
- ✓ **Cultural bias**
- ✓ **Presumption on the following groups:**  
African American, Asian Pacific American, Hispanic American (includes individuals of Spanish & Portuguese descent), Native American, & Subcontinent Asian American

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# SOCIALLY DISADVANTAGED

13 CFR 124.103

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- ✓ **Proof of disadvantage status for non-designated groups:**

**Objective features** - color, ethnic origin, gender, physical handicap or geographic environment - personal experiences only in America

Personal Experience

Experiences in American Society

Substantial and chronic (quality and quantity)

Negative Impact (entry & advancement in business world)

SBA considers education, employment and business history, where applicable in each case

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# SOCIALLY DISADVANTAGED

## 13 CFR 124.103

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### TYPES OF EVIDENCE

- ✓ Court/Administrative Findings of Discrimination
- ✓ Affidavits/Statements sworn under oath
- ✓ Documentary evidence supporting assertions including:
  - Personnel records
  - Payroll records
  - Rejection letters on job applications
  - Denials of credit application
  - Documents relating to rejected contract offers
  - Records memorializing meetings, conversations, etc.
  - Documents setting forth discriminating policy(ies)
  - Evidence showing generalized patterns against non-designated group

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# ECONOMICALLY DISADVANTAGED

## 13 CFR 124.104

Personal Adjusted Net Worth may not exceed \$250,000

for 8(a) Program and \$750,000 for SDB Program

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### NET WORTH

less equity in primary residence  
less equity in business  
equals adjusted net worth

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- ✓ Individual's average two-year income
- ✓ Fair market value of all assets
- ✓ Access to credit and capital
- ✓ Financial condition of the applicant firm
- ✓ Assets transferred to immediate family for less than market value (within two years)

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# 8(a) BUSINESS DEVELOPMENT

[www.sba.gov/8abd](http://www.sba.gov/8abd)

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## 8(a) BUSINESS DEVELOPMENT BENEFITS

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- ✓ Special Government Contracting Opportunity (Sole Source)
- ✓ Exclusive Training Opportunities
- ✓ Business Development Specialist (BDS)
- ✓ SDB certified (automatically)
- ✓ Mentor-Protégé Program
- ✓ Joint Venture Agreement

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# 8(a) BUSINESS DEVELOPMENT

[www.sba.gov/8abd](http://www.sba.gov/8abd)

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- ✓ Nine (9) Years
- ✓ U.S. Citizen or: Indian Tribe, Alaskan Native Corporation or Native Hawaiian Origin
- ✓ Good character
- ✓ Potential for Success
- ✓ Small business  
[www.sba.gov/size/](http://www.sba.gov/size/)
- ✓ At least 51% owned and controlled by Socially and Economically Disadvantaged individual(s)

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## TWO-YEAR WAIVER RULE FOR: 13 CFR 124.107

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- ✓ Substantial demonstration of business management experience
- ✓ Demonstrated technical expertise to carry out business plan
- ✓ Adequate capital
- ✓ Record of successful performance on contracts
- ✓ Ability to obtain the personnel, facilities, equipment, and any other requirements to perform on contracts

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## 8(a) CERTIFICATION – ONLINE

[www.sba.gov/8abd](http://www.sba.gov/8abd)

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### ✓ **Central Contractor Registration (CCR)**

[www.ccr.gov](http://www.ccr.gov)

- “Start a New Registration”
- DUNS Number 1-866-705-5711
- DUNS Number ([www.dnb.com/us](http://www.dnb.com/us))
  
- Include your email address and references
- Must update every 18 months

### ✓ **General Log-in System (GLS)**

“Register for an Account”

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# 8(a) CERTIFICATION – ONLINE

[www.sba.gov/8abd](http://www.sba.gov/8abd)

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## Online Representations and Certifications Application (ORCA)

<https://orca.bpn.gov>

## Authorization Form

Download, Sign, and Send to:

San Francisco DPCE

455 Market Street, 6th Floor

San Francisco, CA 94105

(415) 744-0328

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## 8(a) CERTIFICATION – ONLINE CONTINUED

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- ✓ Log into 8(a)/SDB Application
- ✓ Complete Application
- ✓ Submit duplicate copies of all documentation
- ✓ DPCE reviews application for completeness & advises firm of deficiencies within 15 days

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## 8(a) CERTIFICATION – ONLINE CONTINUED

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- ✓ Applicant must respond to any deficiencies within 15 days
- ✓ SBA will normally make a decision within 90 days
- ✓ If declined, applicant has 45 days to request reconsideration
- ✓ If declined, applicant must wait 12 months

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# REPORTING REQUIREMENTS

---

- ✓ 8(a) Orientation
- ✓ Surplus Property
- ✓ Business Plan
- ✓ Participation Agreement
- ✓ Annual Reviews
- ✓ Competitive Business Mix
- ✓ Financial statements & Tax returns

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## 8(a) Sole Source Award

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- ✓ Identify firm or requirement
- ✓ Submit Offering Letter (handout)
  - Adverse Impact study
- ✓ SBA determination
- ✓ SBA Acceptance/Denial
- ✓ Negotiations begin
- ✓ Award
- ✓ SBA gets a copy of Award
- ✓ GSA Federal Procurement Data Center

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## 8(a) COMPETITIVE AWARD

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- ✓ Submit Purchase Request to PCR for Review
- ✓ Submit Offering Letter
- ✓ SBA approves/declines
- ✓ Fedbizopps
- ✓ Joint Venture (?)
- ✓ Eligibility Determination
- ✓ Award
- ✓ SBA gets a copy of award
- ✓ GSA Federal Procurement Data Center

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## 8(a) REQUIREMENTS

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What happens in 8(a)...

- ✓ Must request release
- ✓ SBA approves/declines
  - Mediate/assist
  - Find another 8(a) firm
  - Release to another District
  - Release

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# SMALL DISADVANTAGED BUSINESS PROGRAM

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# SMALL DISADVANTAGED BUSINESS BENEFITS

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- ✓ Office of Small and Disadvantaged Business Utilization (SADBU)  
[www.acqnet.gov/comp/procurement\\_forecasts/index.html](http://www.acqnet.gov/comp/procurement_forecasts/index.html)
- ✓ 5% Goal (procuring agencies & prime contractors)
- ✓ Subcontracting Incentives  
Optional Form 312



# SMALL DISADVANTAGED BUSINESS

[www.sba.gov/gov/sdb](http://www.sba.gov/gov/sdb)

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- ✓ Small business  
[www.sba.gov/size](http://www.sba.gov/size)
- ✓ At least 51% owned and controlled  
Socially and Economically  
Disadvantaged
- ✓ Personal Net Worth can not exceed  
\$750,000
- ✓ U.S. Citizen or:  
Indian Tribe, Alaskan Native Corporation  
or Native Hawaiian Origin



# HUBZONE PROGRAM

[www.sba.gov/hubzone](http://www.sba.gov/hubzone)

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*Rebuilding America's Communities:  
One small business  
at a time...*



# HUBZONE PROGRAM BENEFITS

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- ✓ Office of Small and Disadvantaged Business Utilization (SADBU)  
[www.acqnet.gov/comp/procurement\\_forecasts/index.htm](http://www.acqnet.gov/comp/procurement_forecasts/index.htm) |
- ✓ Sole Source Award\*
- ✓ Price Evaluation Adjustment (PEA)  
Up to 10%
- ✓ 3% Goal (Procuring agencies & Prime contractors)

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# HUBZONE REQUIREMENTS

[www.sba.gov/hubzone](http://www.sba.gov/hubzone)

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- ✓ Small business  
[www.sba.gov/size](http://www.sba.gov/size)
- ✓ \*51% Owned by a U.S. Citizen, Community Development Corporation or Native American Tribe
- ✓ Principle office must be located in designated HUBZone Area
- ✓ 35% of employees (minimum) must reside in a designated HUBZone Area

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# HUBZONE CERTIFICATION

[www.sba.gov/hubzone](http://www.sba.gov/hubzone)

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- ✓ Electronic application
- ✓ Decision made in 30 Days
- ✓ SBA may request additional information
- ✓ Decision will be in writing



# HUBZONE'S CONTINUED ELIGIBILITY REQUIREMENTS

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- ✓ Re-certification (Every 3 years)
- ✓ Location (Same)
- ✓ Ownership (Same)
- ✓ Employment percentage

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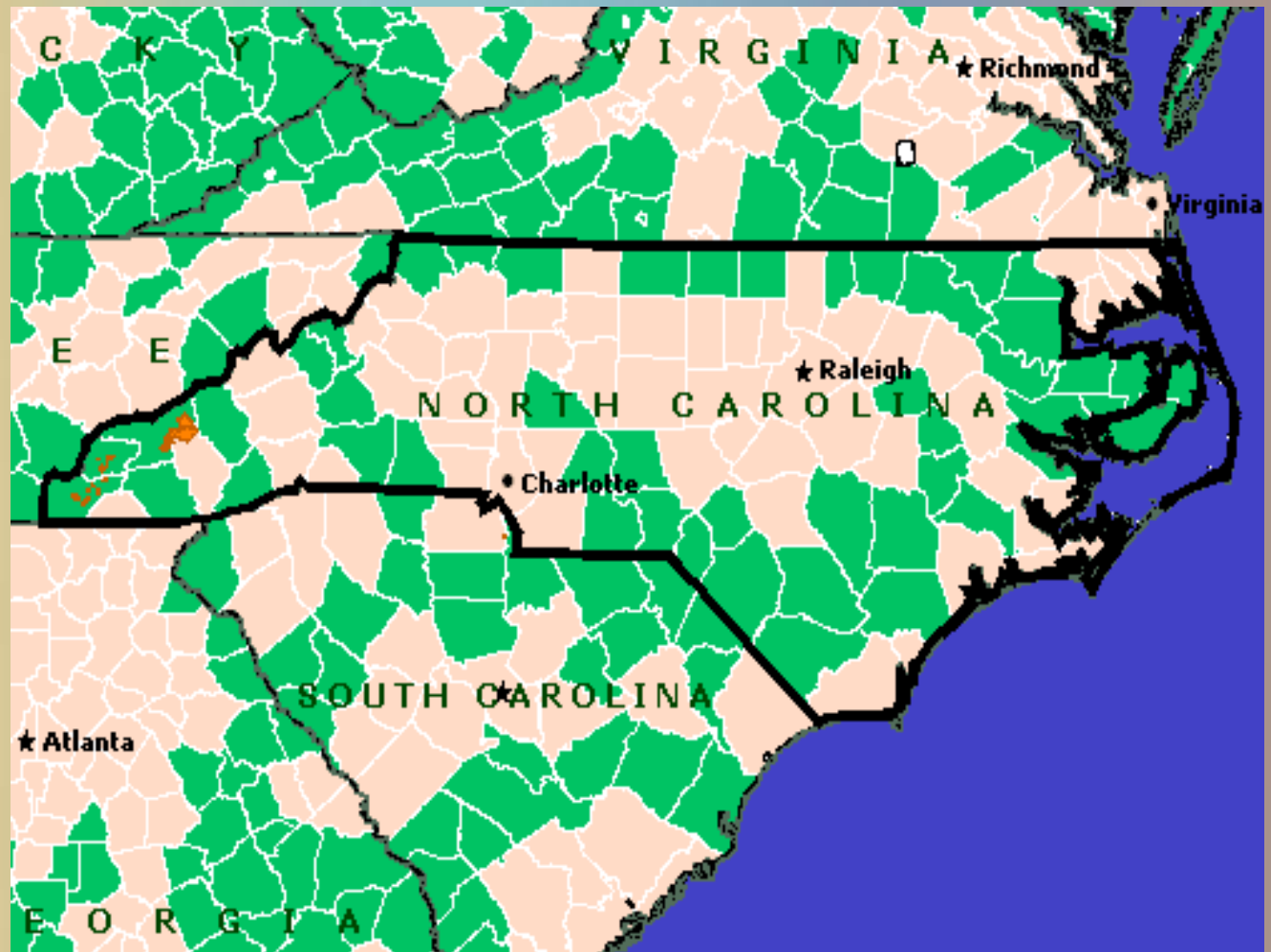


# HUBZONE-DESIGNATED AREAS

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# HUBZONE POINT OF CONTACT

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## LOCAL

Stephen “Mitch” De Mallie  
(704) 344-6590

[Stephen.demallie@sba.gov](mailto:Stephen.demallie@sba.gov)

## NATIONAL

U.S. Small Business  
Administration

Office of HUBZone  
409 3rd Street, SW  
Washington, DC  
20416

(202) 205-8885

[hubzone@sba.gov](mailto:hubzone@sba.gov)

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# WOMAN-OWNED BUSINESS

[www.sba.gov/aboutsba/sbaprograms/onlinewbc/index.html](http://www.sba.gov/aboutsba/sbaprograms/onlinewbc/index.html)

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# SMALL WOMAN-OWNED BUSINESS DEFINITION

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✓ At least 51% owned and controlled

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✓ Small business  
[www.sba.gov/size](http://www.sba.gov/size)

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# WOMAN-OWNED BUSINESS BENEFITS AND RESOURCES

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- ✓ Office of Small and Disadvantaged Business Utilization (SADBU)  
[www.acqnet.gov/comp/procurementforecasts/index.html](http://www.acqnet.gov/comp/procurementforecasts/index.html)
- ✓ 5% Goal (procuring agencies & prime contractors)
- ✓ SBA Gateway for women-owned businesses  
[www.womenbiz.gov](http://www.womenbiz.gov)
- ✓ SBA's Office of Women's Business Ownership  
[www.sba.gov/womeninbusiness](http://www.sba.gov/womeninbusiness)



# WOMEN'S BUSINESS CENTERS

[www.sba.gov/aboutsba/sbaprograms/onlinewbc/index.html](http://www.sba.gov/aboutsba/sbaprograms/onlinewbc/index.html)

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Asheville 828-253-2834

Durham 919-956-8889

Fayetteville 910-323-3377

Online Women's Business Center

[www.onlinewbc.gov](http://www.onlinewbc.gov)

SBA Women Business

Ownership Representative

April Gonzalez 704-344-6811

[april.gonzalez@sba.gov](mailto:april.gonzalez@sba.gov)

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# WOSB PROCUREMENT PROGRAM

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- ✓ FASA 1994
- ✓ No Set-Aside Program...yet
- ✓ Eligible industries

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**VETERANS**  
[www.sba.gov/vets](http://www.sba.gov/vets)

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**“SERVING THOSE WHO SERVED”**

**VETERANS BUSINESS SUCCESS**

A large group of diverse individuals, including veterans in military uniforms and business professionals in various attire, are posed in front of a large American flag. The group includes men and women of various ages and ethnicities, some in formal military dress and others in casual or business-casual clothing. One man in the foreground is seated in a wheelchair. The overall atmosphere is one of pride and community.

**SBA** U.S. Small Business Administration: 1-800-ASK-SBA; Email: [answerdesk@sba.gov](mailto:answerdesk@sba.gov)  
Office of Veterans Business Development: Phone: 202-205-6773; [www.sba.gov/VBDS](http://www.sba.gov/VBDS)



## VETERAN-OWNED SMALL BUSINESS DEFINITION

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✓ Small business

[www.sba.gov/size/](http://www.sba.gov/size/)

✓ At least 51% owned and controlled by a veteran

✓ Self-certification

✓ <http://www.vetbiz.gov>

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# SERVICE DISABLED VETERAN-OWNED SMALL BUSINESS DEFINITION

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✓ Small business

[www.sba.gov/size/](http://www.sba.gov/size/)

✓ At least 51% owned and controlled

✓ Service-disabled veterans

✓ Self-certification

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# SERVICE DISABLED VETERAN-OWNED SMALL BUSINESS BENEFITS

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- ✓ Office of Small and Disadvantaged Business Utilization (SADBU)  
[www.acqnet.gov/comp/procurement\\_forecasts/index.html](http://www.acqnet.gov/comp/procurement_forecasts/index.html)
- ✓ 3% Goal (procuring agencies & prime contractors) service-disabled only
- ✓ Sole Source (service-disabled only)
- ✓ Veterans Benefits Act (service-disabled only)
- ✓ SBA Veterans Business Development Rep.  
Glenn E. Harris  
(704) 344-6585  
[glenn.e.harris@sba.gov](mailto:glenn.e.harris@sba.gov)  
[www.sba.gov/VETS/rep.html](http://www.sba.gov/VETS/rep.html)



## IMPORTANT INTERNET SITES

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- ✓ Federal Acquisition Regulations: [www.arnet.gov/far](http://www.arnet.gov/far)
- ✓ Code of Federal Regulations 13 Part 124: [www.gpoaccess.gov/cfr/retrieve.html](http://www.gpoaccess.gov/cfr/retrieve.html)
- ✓ GSA Federal Procurement Data Center: <https://www.fpds.gov/>
- ✓ DOD Small & Disadvantaged Business Utilization Office: [www.acq.osd.mil/sadbu](http://www.acq.osd.mil/sadbu)
- ✓ FedBizOpps: [www.fedbizopps.gov](http://www.fedbizopps.gov)
- ✓ North Carolina Military Business Center: [www.ncmbc.us](http://www.ncmbc.us) and [www.matchforce.org](http://www.matchforce.org)
- ✓ SBA Homepage: [www.sba.gov](http://www.sba.gov)
- ✓ North Carolina SBA website: [www.sba.gov/nc](http://www.sba.gov/nc)

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# E-BUSINESS INSTITUTE

[www.sba.gov/services/training/index.html](http://www.sba.gov/services/training/index.html)

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Home > Services > Online Training

**Online Training** SBA Program Office

**The Small Business Training Network (SBTN)** is a virtual campus providing quality and targeted online training to meet the information needs of prospective and existing small business owners .

It is an E-Government initiative, powering a comprehensive menu of business courses, designed to serve more customers, more efficiently. The Training Network operates like an electronic umbrella under which many SBA and agency resource training programs are captured, aggregated, sorted by content and made available in multiple formats.

- > Financial Assistance
- > Contract Opportunities
- > Disaster Assistance
- > **Online Training**
  - > Free Online Courses
  - > New Courses
  - > Most Popular Courses
  - > About SBTN
- > Counseling & Assistance
- > Special Audiences
- > Laws/Regulations
- > Compliance

E-NEWSLETTERS

FREE ONLINE TRAINING

E-PAYMENTS

MARKETING AND OUTREACH

MOST REQUESTED ITEMS

BUDGET AND PERFORMANCE

Business.gov Recovery.gov FOIA Recovery Act Inspector General SBA RESOURCE PARTNERS



## PARTNERS IN DEVELOPMENT

---

### **Commercial Marketing Rep. (CMR)**

Mary Ann Korre

(404) 331-7587

[mary.korre@sba.gov](mailto:mary.korre@sba.gov)

### **Subcontracting Directory**

[www.sba.gov/aboutsba/sbaprograms/gc/contacts/gc\\_subcontracts\\_opportunities.html](http://www.sba.gov/aboutsba/sbaprograms/gc/contacts/gc_subcontracts_opportunities.html)

### **Sub-net:**

[www.web.sba.gov/subnet/search/index.cfm](http://www.web.sba.gov/subnet/search/index.cfm)

### **Procurement Center Rep. (PCR)**

Larry Mallory

(919) 541-7895

[mallory1@niehs.nih.gov](mailto:mallory1@niehs.nih.gov)

[www.sba.gov/aboutsba/sbaprograms/gc/contacts/gc\\_pcrd1.html](http://www.sba.gov/aboutsba/sbaprograms/gc/contacts/gc_pcrd1.html)

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# MARKETING TIPS

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- ✓ Contact the Small and Disadvantaged Business Utilization Specialist (SADBUS)/Small Business Specialist at the Agency
- ✓ Send information to Agency before your meeting
- ✓ Ask for constructive feedback
- ✓ Customize the presentation for each Agency
- ✓ Research Agency's past contracts, current needs and know their budget



# MARKETING TIPS (CONTINUED)

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- ✓ Presentation should last 30 minutes with 10 for Q&A
- ✓ Invite Agency's Prime Contractors (Subcontracting Opportunities)
- ✓ Presentation should include:
  - Past Performance History
  - Contract Number, Value of Project,
  - Brief Summary of Project, Point of Contact - Telephone number.
  - Outstanding Performance Awards, etc.
  - Resumes of Principal/Project Managers/ Superintendents
  - List of owned or available equipment
  - Quality Control Program

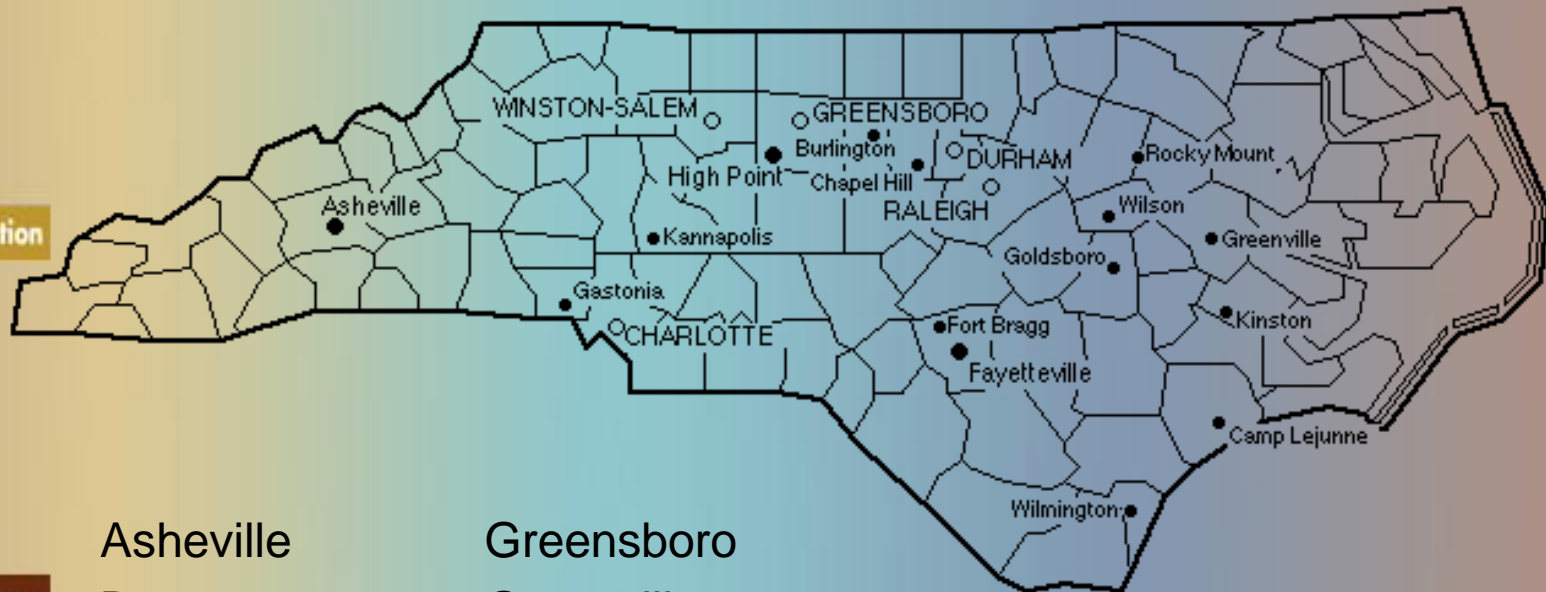
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# SMALL BUSINESS & TECHNOLOGY DEVELOPMENT CENTERS

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- |                |               |
|----------------|---------------|
| Asheville      | Greensboro    |
| Boone          | Greenville    |
| Chapel Hill    | Hickory       |
| Charlotte      | Pembroke      |
| Cullowhee      | Raleigh       |
| Durham         | Wilmington    |
| Elizabeth City | Winston-Salem |
| Fayetteville   |               |

[www.sbtcdc.org](http://www.sbtcdc.org)

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# PROCUREMENT & TECHNICAL ASSISTANCE

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- ✓ [www.sellingtothegovernment.net](http://www.sellingtothegovernment.net)
- ✓ [www.sbtadc.org/services/gov\\_procurement.asp](http://www.sbtadc.org/services/gov_procurement.asp)
- ✓ [www.ncmbc.us](http://www.ncmbc.us)

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## SCORE

[www.score.org](http://www.score.org)

- ✓ Free one-on-one counseling
- ✓ Business planning advice
- ✓ Management & technical assistance
- ✓ 15 chapters in N.C. + branches

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[www.score.org](http://www.score.org)

Asheville	Morehead City
Asheboro	New Bern
Chapel Hill	Raleigh
Charlotte	Rocky Mount
Greensboro	Southern Pines
Hendersonville	Washington
High Point	Wilmington
Kill Devil Hills	

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# SBA ALTERNATE WORK SITES

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## WESTERN NORTH CAROLINA

Mike Arriola  
29 Haywood Street  
Asheville, NC 28801  
(828) 225-1844

[Michael.Arriola@sba.gov](mailto:Michael.Arriola@sba.gov)

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## TRIANGLE & NORTHEASTERN NORTH CAROLINA

Ivan Hankins  
3434 Kildaire Farm Road, Room 205  
Cary, NC 27511  
(919) 335-1004

[Ivan.Hankins@sba.gov](mailto:Ivan.Hankins@sba.gov)

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## SOUTHEASTERN NORTH CAROLINA

Don Spry  
419 North 3<sup>rd</sup> Street  
Wilmington, NC 28401  
(910) 8153188

[don.spry@sba.gov](mailto:don.spry@sba.gov)

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## THINGS TO REMEMBER

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- ✓ TARGET YOUR CUSTOMER
- ✓ KNOW THE RULES
- ✓ PERFORM AS PROMISED
  - Know the paperwork process
  - Keep good records
  - Know your payment options
    - Progress payments
    - Prompt Payment Act
  - EFT (electronic funds transfer)
  - Accept government credit cards

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## KNOW YOUR STUFF...

---

- ✓ Request a bid package
- ✓ Copies of specs & drawings
- ✓ Understand purchasing regulations
- ✓ Federal Acquisition Regulations:
  - Micro-purchases (under \$3,000)
  - Simplified Acquisitions (under \$100,000)
  - Bids & Proposals (over \$100,000)
- ✓ Contract clauses

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## READING - A NECESSITY

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- ✓ 3 rules for a solicitation
- ✓ Request procurement history
- ✓ Attend pre-bid meetings
- ✓ Get clarification of ambiguities
- ✓ Proofread your proposal
- ✓ Submit it on time!

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## CONTRACT AWARD

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✓ **Are you Responsive?**

✓ **Are you Responsible?**

Pre-Award: Technical/Production capability

Quality Assurance (QA)

Financials: accounts receivable/net worth/cash flow

Accounting System

System for Qualifying Suppliers

Packaging, Marking, Shipping

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## AGAIN...KNOW THE REGULATIONS

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- ✓ Federal Acquisition Regulations (FAR)  
[www.arnet.gov/far](http://www.arnet.gov/far)
- ✓ Subpart 8.4 – Federal Supply Schedules
- ✓ Part 13 – Simplified Acquisitions
- ✓ Part 14 – Sealed Bidding
- ✓ Part 15 – Contracting by Negotiation
- ✓ Part 19 – Small Business Programs

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**Thank you.**  
**Questions?**

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