



Massachusetts Procurement Technical Assistance Center (PTAC)

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<https://www.massptac.org/>



About PTAC Program

Introduction to PTAC Services

Government Contracting (Basics)

- Selling to the Federal government
- Selling to the Local & State governments
- Selling to Primes: large Corporations (Subcontract)



What is PTAC?

Procurement Technical Assistance Center

<https://www.massptac.org/>

Our Mission:

Provide assistance to qualified Massachusetts-based firms that are selling to – or have the capability and desire to sell to – federal, state, and local-government buying authorities.



- Created by the U.S. Congress in 1985
- PTACs are funded through cost sharing cooperative agreements between the U.S. Department of Defense, State of Massachusetts /local entities (UMASS).
- PTACs (regional & statewide) provide a range of services at little or no-cost across the U.S.A.
- There are 100 PTAC Programs Nationwide (PTAC's) - with over 300 local offices
- Many PTAC's are affiliated with Small Business Development Centers (SBDC's) and other small business programs.



Massachusetts Small Business Development Center (MSBDC)

The MSBDC offers FREE & CONFIDENTIAL services in 3 main areas:

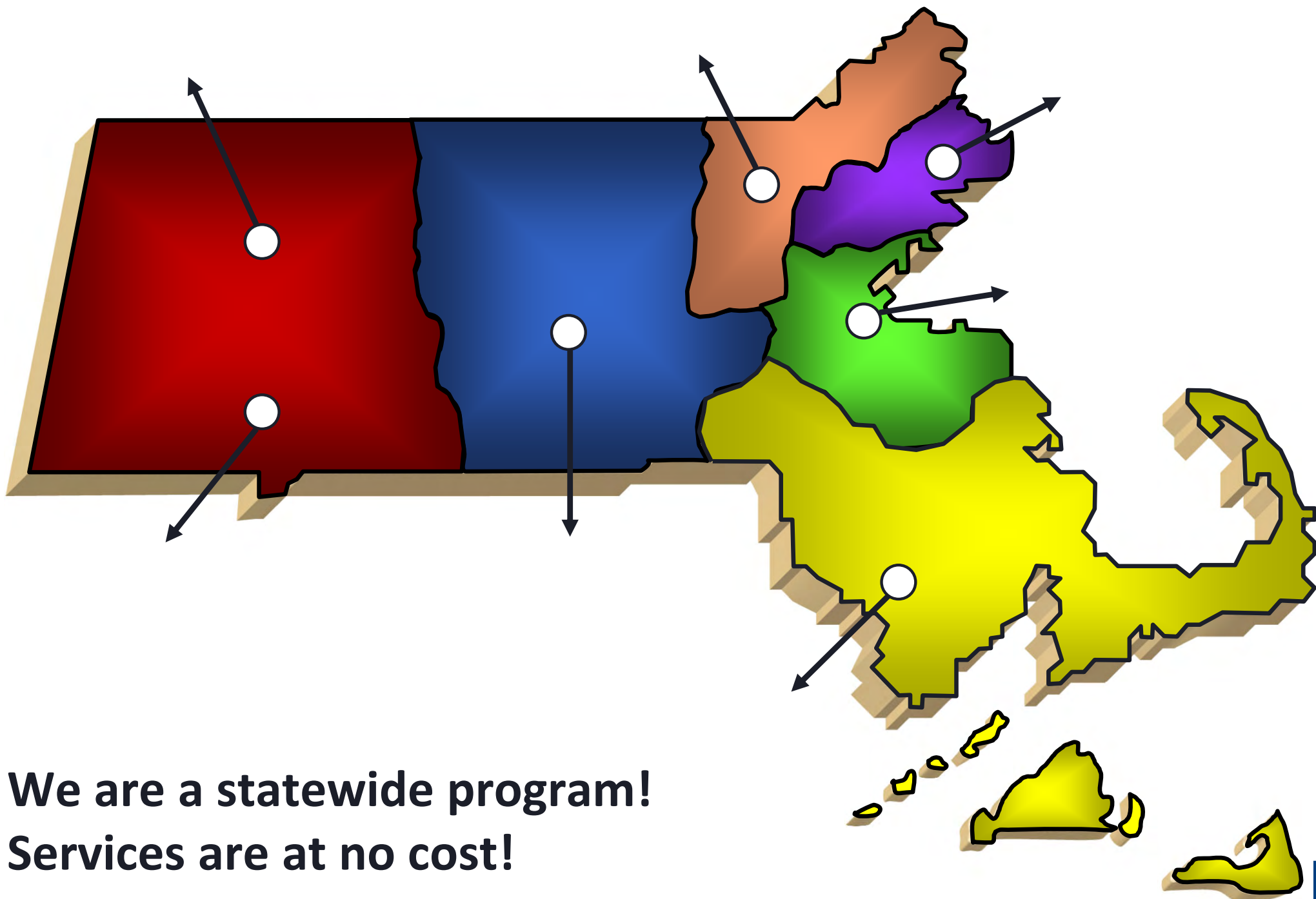
- (1) Business Advisory Services.
- (2) International Trade/Export.
- (3) Government Procurement – PTAC



Massachusetts Small Business Development Center (MSBDC)

- Startup or existing Businesses
- Business plan development
- Financial plan development
- Marketing and sales strategies
- Organizational and personnel issues
- Free and Low-cost workshops, training seminars

MSBDC Web Site: www.msbdc.org



We are a statewide program!
Services are at no cost!

PTAC SERVICES

How can PTAC help you with Government Contracting ?

If you are new to government contracting, visit our Request for Services page to sign up and be assigned a counselor <https://www.massptac.org/>

Pre-Requisites

Your business must be Headquartered in Massachusetts

Must be in business for at least 2 years

Must have valid email address

Readiness

- Capability Statement - set you apart from your competitors (a marketing tool to make you shine)
- Sales & Marketing Strategy
- Research which government agencies buy your product or service



The single largest purchaser of consumer goods and services in the world.

Federal, State, and local agencies spend billions on goods and services. They buy a world of goods and services from small businesses like yours...

The opportunity that comes out of federal, State & local government contracting can be highly lucrative



Where do I begin?

Decision to grow your business by having federal, state, and local governments as customers

One-on-one counseling

Federal - REGISTRATIONS

- To get started, you will need to register in the System for Award Management (SAM)
<https://www.sam.gov/SAM/>
- Unique Entity ID (UEI) has replaced DUNS# and validate company information. Entity validation confirms that an entity exists and is unique. You verify that there is no existing registration for the legal business name and physical address.
- This process is required by the Federal Acquisition Regulation (FAR) [part 52.204-6](#).
- The SAM system may also ask for your date and state of incorporation for entity validation.
- Some entities may be asked to provide additional business documents to establish their identity.
- You will need your tax ID # , tax payers name, your Business information, EFT Information for payment of Invoices
- It is federally mandated that any business wishing to do business with the federal government must be registered in SAM before being awarded a contract
- Vendors must maintain or update their SAM records annually including preference program category.

PTAC SERVICES

SBA Dynamic Small Business Search (DSBS)

Best Kept Secret: Do Not forget to keep updating your DSBS profile
Market your company's products and services.

One of the best and most used by Contracting Officers and Prime Contractors
http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm.

Once you have registered your company as a vendor in the SAM (Systems for Award Management) site your basic information is at the same time copied in to the SBA supplemental page-DSBS

You will also need to know your NAICS (North American Industrial Classification System) when entering information into the SAM system.

Capability Statements

- Capabilities Statements are Essential Tools for Marketing to Government Agencies.
- It must be organized for use in the government sector
- Purpose of a Capability Statement:
 - ✓ Required in many government registration processes
 - ✓ A door-opener to new agencies
 - ✓ Proof of qualification
 - ✓ Proof of past performance
 - ✓ It will set you apart from your competitors
- A Capability Statement should be brief(1-2 pages), to the point and specifically related to the individual agency's needs. Ideally, it is a living document that will change depending on the targeted agency

Cybersecurity requirements

Small businesses looking to contract with the U.S. Department of Defense (DoD) will have to show the ability to safeguard their systems and data.

Each DoD request for proposal will list a Cybersecurity Maturity Model Certification (CMMC) level required to bid the work.

To help small businesses with the tools and training to meet this standard, DoD developed Project Spectrum, a free platform that:

- Assists in CMMC certification
- Provides tools and training for cybersecurity awareness
- Educates users on risk management
- Helps small businesses install or boost cybersecurity hygiene

Visit [Project Spectrum](#) to sign up, learn about what you need to get certified, or to complete a self-assessment of your company's cyber readiness.

PTAC SERVICES

Preference programs or Set Asides: What is a small business set aside?

These are contracts dollars are “set aside” by the Federal Government for small businesses. The government reserves certain types of contracts so that small businesses only can compete for them.

Qualified small businesses that meet various socioeconomic criteria are eligible to compete for these set-aside opportunities after obtaining certification from the SBA. [Certify.sba.gov](https://certify.sba.gov) is the portal for sending your application

Set-asides are awarded across a variety of industries.

Agency/Prime Contractor Sub-Contracting Goals set by the Small Business Administration (SBA) are as follows:

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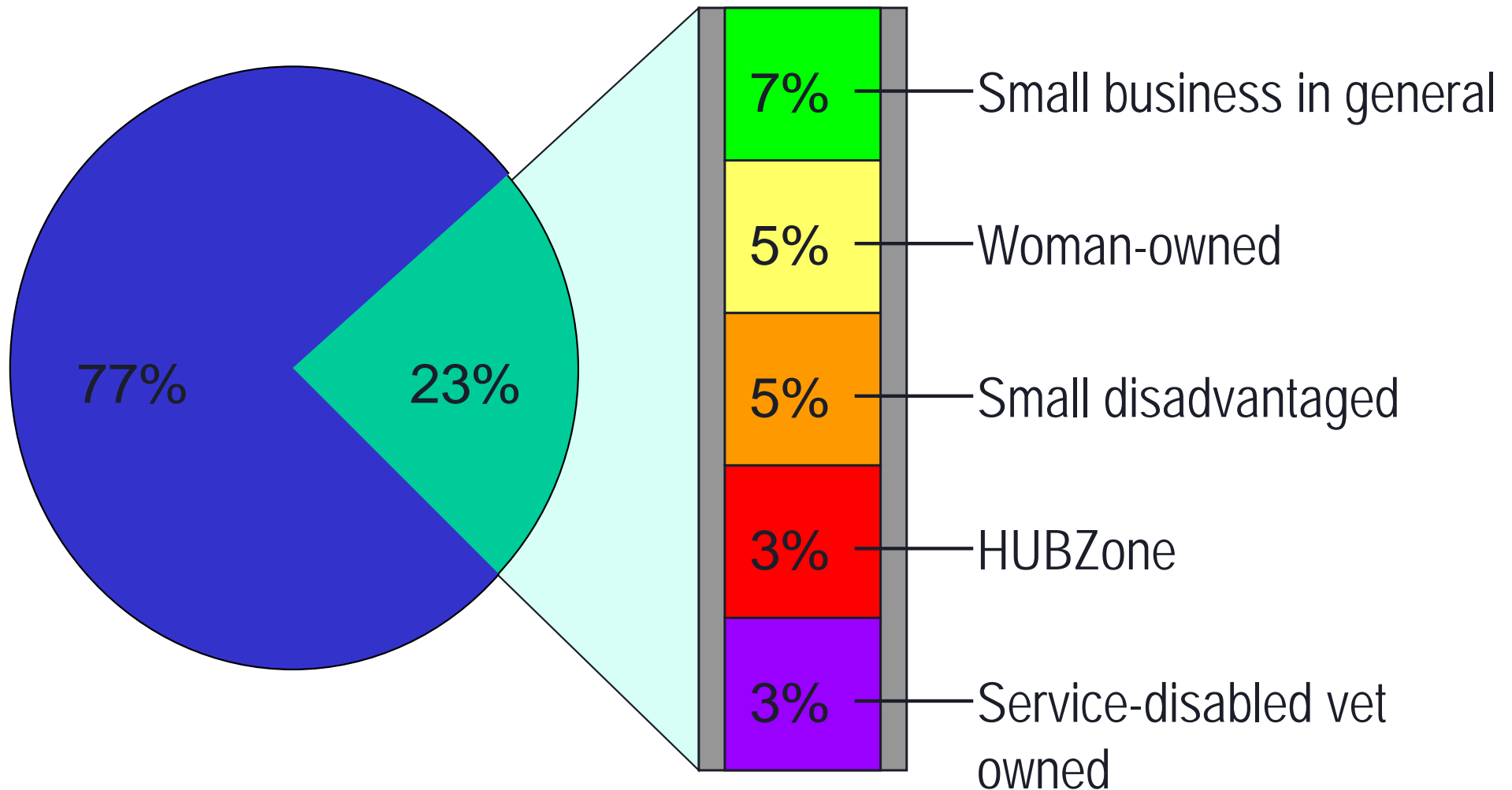
Goals set by the Federal Government are as follows:

Overall 23 % of prime contracts are set aside for small businesses:

- 5 % of prime and subcontracts for women-owned small businesses (WOSB)
- 5 % of prime and subcontracts for small disadvantaged Bus.
- 3 % of prime and subcontracts for Historically Underutilized Business (HUB) Zone
- 3 % of prime and subcontracts for service-disabled veteran owned small businesses (SDVOSB)
- 7% All Small Businesses

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PTAC SERVICES

Federal Government Certifications

[Certify.sba.gov](https://certify.sba.gov) - Easy-to-use single system for managing your certification applications.

8(a) Business Development Program	Certified only by U.S. Small Business Administration (SBA)
HUBZone Program	Certified only by U.S. Small Business Administration (SBA)
Women Owned Small Business (WOSB) / (EDWOSB)	Self-certify through SBA (free) or Get certified by a third-party certifier (TPC) (for a fee)
Service Disabled Veteran Owned Program (VOSB / SDVOSB)	Certified through the VA CVE program

Note:

As required by the National Defense Authorization Act (NDAA) of 2021, VA’s Center for Verification and Evaluation will be transferring to SBA effective January 1, 2023. There is no immediate action required for VOSB or SDVOSB verified small business owners at this time.

Becoming a Statewide Contractor - State of Massachusetts

To sell your goods and services to the State, you must do a few things:

Create a vendor profile in COMMBUYS (Commonwealth of MA purchasing & procurement Portal (Commbuys.com)).

COMMBUYS registration is free and takes a few minutes to complete. COMMBUYS is where businesses submit quotes and transact business with the Commonwealth.

Interested bidders have two ways to learn about all Open Bids, including those for Statewide Contracts:

- 1) You can manually search COMMBUYS, or
- 2) Register your business in COMMBUYS to receive automatic email notifications for bids that match the services or commodity your business provides.
- 3) You may use PTAC Bidmatch only if you are a PTAC client

Becoming a Statewide Contractor - State of Massachusetts (OSD)

Statewide Contracts are established by the Operational Services Division.

OSD offers training courses designed for vendors who are new to state procurement.

Attendees receive a live demonstration of where to find bidding opportunities, resources, navigating the portal; searching for bids and contracts responding to bids; and selecting commodity codes for the vendor profile

United Nations Standard Products and Services Code (UNSPSC)

Purchasers use these codes when posting bids and vendors select UNSPSCs as part of their COMMBUYS Vendor Profiles to receive bid notifications that align with their businesses.

Assess other state markets: How to do Business with each state www.naspo.org

State of Massachusetts

Registrations & Certifications -

The Supplier Diversity office (SDO) Provides certification services - The SDO certifies businesses and manages several programs that help them enhance their marketability when bidding on public contracts.

You will need to take the certification self-assessment and attend a mandatory Pre-Certification Workshop.

Create an SDO portal account after the workshop.

Commbuys - Subscription is free. It enables online capabilities like automated email notices, and online submissions. Tools enable you to search for solicitations.

Minority Business Enterprise (MBE)

Women Business Enterprise (WBE)

Veteran Business Enterprise (VBE)

Portuguese Business Enterprise (PBE)

Business must meet eligibility requirements & intake requirement.

For a fee you can also apply for and be approved by approved third Party [WBENC WBE Certification](#)



Other Commonwealth of Massachusetts Certifications

Division of Capital Asset Management and Maintenance (DCAMM)

DCAMM is responsible for capital planning, public building construction, facilities management, and real estate services for the Commonwealth.

DCAMM Certification allows companies to bid on **vertical** building construction projects put out to bid by Massachusetts public awarding authorities.

DCAMM Certification is **not** required for highway, bridge, tunnel, sewer, site work or other horizontal work that does not involve buildings and building projects under \$150,000.

Contractor certification is required when an awarding authority (any Massachusetts public agency) solicits bids for a vertical construction project under M.G.L. Chapter 149 or Chapter 149A with an estimated construction cost of at least \$150,000. The project must be for the construction, reconstruction, demolition, maintenance, or repair of a vertical building.

Agency site or city and town sites: For example: MBTA:

http://bc.mbta.com/business_center/bidding_solicitations/

City of Springfield <https://www.springfield-ma.gov/finance/procurement-bids/>

PTAC Bid Match Service to Locate Opportunities

A free service provided by PTAC that searches military, federal, state and local government websites for contract / Bid opportunities.

Bid Match will utilize the keywords which you provided to search Federal, state, and local- government procurement registers to find appropriate opportunities.
Opportunities are emailed to you for your review and action.

PTAC Bid Match Service to Locate Opportunities

The service is provided by OutreachSystems, who contracts only with PTACs around the country.

Find bids that you would never otherwise know about! Delivering relevant bid opportunities right to your email

It will store your bid leads on a private Web site for easy ongoing access for 30 days

This service is provided at no cost to registered PTAC clients



Subcontracting Opportunities – Large / Primes

Prime contractors work directly with the government. They manage any their subcontractors directly.

Subcontracting and other partnerships involves working with other contractors in order to test the waters of federal business without suffering undue risk.

You can find historical award information with the [Federal Procurement Database Systems – Next Generation](#).

Register at Prime Contractors websites Primes looking to meet their subcontracting goals
PTAC Co-Sponsors matchmaker events - Network & develop relationships with Large companies and Government agencies.

Subcontracting opportunities are posted in the following directories:

[Subcontracting Network database](#)

[General Services Administration's Subcontracting Directory for Small Businesses](#)

[Department of Defense Subcontracting Opportunity Directory](#)

[SBA's Directory of Federal Government Prime Contractors with a Subcontracting Plan](#)

Upcoming matchmaker events - www.dodneregional.org

Sponsored by All New England & New York PTAC's



Subcontracting / Other Tips:

Search for federal government procurement opportunities

Identify current procurement opportunities in your product or service area.
We encourage you to test your search in their databases

Check sam.gov/ Learn about Contract Opportunities and who got the award

Search the federal government single point of entry for many opportunities over \$25,000 -
Federal Procurement Data System- <https://www.fpds.gov/>

The Federal Procurement Data System (FPDS) is a single source for US government-wide procurement data. The Federal Procurement Data Center (FPDC), part of the U.S. General Services Administration, manages the Federal Procurement Data System (FPDS)




Subcontracting

- Cold emailing : Send Capability Statement
 - Register in interested vendor registration/supplier portals
 - Look into industry organizations and register
 - Attend networking events: Industry days, Matchmakers, etc.
-

Did you know that as a client of the Massachusetts PTAC, you have FREE access to Government Contracting Webinars that might be helpful to your business and access to monthly informative Newsletter?

These Government Contracting Webinars are developed and hosted by **Govology** – a Massachusetts PTAC Resource.

OTHER PTAC SERVICES INCLUDE

- VA Veterans First contracting program -Verified by VA Center for Verification & Evaluation (CVE)
 - General Services Administration GSA Schedule contract -a long-term pre-approved vendor. They are called the Multiple Award Schedule (MAS) Program
 - Doing Business with the Department of Defense (DoD)
 - Preparing a proposal & post award assistance
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- DIBBS - DLA Internet Bid Board System - a portal for contractors to submit quotes and proposals for a DLA solicitation.
 - Cybersecurity - information technology security of systems
 - Subcontracting Opportunities
 - FEMA & MEMA
 - Technical Research -Provide Data
 - Workshops
 - Market Research
 - PTAC Sponsored matchmaker events - Network & develop relationships with Large companies and Government agencies
 - Access to free Procurement related On-demand, live webinars and Webcasts through Govology.

Conclusion:

One on one counseling

Registrations

Selling to Federal, State & local governments

Selling to Primes



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Thank you!