Small Business Development Ctr. at the University of West Florida

Government Marketing Specialist

• John DiGiacomo
• De-Jock-A-Mo
Finding Set Aside vendors
What we are going to talk about?
SBA Dynamic Small Business Search

• The U.S. Small Business Administration (SBA) was created in 1953 as an independent agency of the federal government to aid, counsel, assist, and protect the interests of small business concerns, to preserve free competitive enterprise, and to maintain and strengthen the overall economy of our nation.

• Within the Small Business Administration (SBA), the Dynamic Small Business Search (DSBS) is an internal database of firms certified by the SBA under the 8(a) Business Development and HUBZone programs. The DBS will populate those fields in the System for Award Management (SAM).
The DBS will automatically review the North American Industrial Classification Code System (NAICS) codes supplied by a firm and perform calculations against each NAICS code size standard to determine which NAICS codes the firm qualifies as a small business, based on employment and revenue information entered into SAM. Firms will update their records via the SAM webpage and should follow the links and directions found there. This automated review of a firm's size is done to determine if it is eligible to be included in the DSBS and does not affect, in any way, the self-representation requirement for federal procurement.

**Website Links**

- Dynamic Small Business Search
- System for Award Management
**DSBS** is a free portal sponsored by the Small Business Administration, used for entering and searching small business sources that want to do business with the Federal Government.

**Purpose:** Client Resource, Marketing Businesses

**Who should register in DSBS?**
- Small businesses that want to do business with the federal government
- Small businesses that meet the SBA size standards

**What is required to register?**
- Register in CCR and indicate “small business” to generate registration
- Basic business profile, i.e. certifications, set-asides, ownership & capabilities
- Generally self-certifying system
Who can access DSBS?
• Procuring agencies and contracting officers who relied on PRO-Netas the authoritative source for small business vendors
• DSBS is publicly accessible to anyone via the web

Some Benefits of using DSBS:
• Federal Procurement Officers primary tool to conduct market research and confirm eligibility for SBA's procurement preference programs
• Great tool to identify small and minority business enterprises
• Generate “client lead” lists
• Identifying business enterprises by industry and other classifications
• Teaming arrangement leads
• Custom searching and sorting by capabilities
Let’s go to the live page!

• http://web.sba.gov/pro-net/search/dsp_dsbs.cfm
System for Award Management (SAM)

• Database of government contractors
  – https://www.sam.gov/
    (make SURE .gov is the site being used..not .com)
  – Absolutely must be registered here to receive any government contracts
  – Designed to be a single resource for multiple required registrations
  – Must have an active registration to use other government websites and to be eligible for contacts.
SAM

- System for Award Management
What is SAM?

- **System for Award Management (SAM)**
- Website
- Starting place for registering to sell to the federal government
- Consolidates the capabilities that used to be at several websites
Why SAM?!

• **SAM Registration is a must!**
  - Required by federal agencies in order to be awarded a contract or purchase order

• **SBA Database linked to SAM**
  - Free marketing tool
  - Required for companies applying for SBA HUBZone or 8(a) certification
Who is SAM for?

- Anyone interested in doing business with the Federal Government
- Current Government contractors
- 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.
S.A.M. is an Improvement

Then

- **Siloed** – Separate systems, each with a separate login
- **Redundant** – Overlapping data creates opportunity for error and complicates changes
- **Separate** – Multiple vendors at many hosting locations, managed separately with varying levels of service

Now – as of August 2012

- **1 Login!** – Functionality accessible at one online location to streamline the process
- **1 Data Source!** – Centralized, normalized data to eliminate potential for conflicting values and improves agility to deal with future changes
- **1 Host!** – Consolidated hosting to reduce O&M costs

Existing capabilities, streamlined for efficiency.
Why Is Business Size Important?

• Individual Federal Agencies have **goaling requirements** to do a certain percentage of their contracting with Small Businesses.

  **Set Asides for Small Businesses**

• Prime Contractor **Goaling Requirements**
  – $550,000, must have a sub-contracting plan

www.wingov.com
What Are the Small Business Categories?

- Small Business (SB)
- Woman-owned Small Business (WOSB)
- Small Disadvantaged Business (SDB)
- 8a Certification
- Veteran Owned / Service-Disabled (SDV)
- HUBZone
- Ability One
Woman-Owned Business (WOSB)

- 51% owned and controlled by women

Self-certification for Federal Agencies
- DoT exception: certification required through Illinois Dept. of Transportation (414) 438-2143

Goaling Requirements:
- 5% government-wide goal
- Prime contractor goals (Primes may require an independent certification and goals will vary from prime to prime.)

More information at: [www.onlinewbc.com](http://www.onlinewbc.com)

www.wingov.com
Small Disadvantaged Business (SDB)

**NO Certification at Federal Level**

- 51% owned and controlled by a socially and economically disadvantaged individual

- Certification required for Federal Agencies
  - Certified through SBA Go to: [www.sba.gov/sdb](http://www.sba.gov/sdb)
  - Valid for 3 years

- Goaling requirements:
  - 5% government-wide goal
  - Prime contractor goals (Goals will vary from prime to prime.)
  - Can receive a price evaluation up to 10% on federal contracts
    - >$100,000 (not applicable on DoD contracts)

[www.wingov.com](http://www.wingov.com)
Dynamic Small Business Search

• Also called SBA Profile
• Not an absolute requirement, but still vital to contracting success
  – This is a tool to market to contracting officers, other businesses and government agencies.
  – It is their opportunity to tell agencies what they are good at, what products & services they provide, and what past work they’ve done
  – It is to be edited through SAM’s
What is included?

• Some info from SAM is carried over:
  – NAICS Codes
  – Contact Info
  – DUNS #, Cage Code, etc.
  – Certifications

• Other info can only be entered on this site, and is **VERY, VERY** important...
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 y Geografía, to allow for a high level of comparability in business statistics among the North American countries.

This official U.S. Government Web site provides the latest information on plans for NAICS revisions, as well as access to various...
What is included?

- Keywords
- Industry Certifications
- Capabilities Narrative
- Special Equipment
- Performance History
What is the Capabilities Narrative?

• Very brief explanation of the business
• Highlights their:
  – Years of experience
  – Specific govt. agencies you’ve worked with
  – What makes them different from competitors...
  • We hope!
What can we search on?

- Businesses can be searched for using any of the following search criteria:
  - location (state, congressional district, metropolitan statistical area)
  - ownership data (U.S. Citizen owned, minority owned, veteran owned, etc.)
  - federal certifications (SBA 8(a) certification)
  - industry sector codes (NAICS, "Buy Green" NAICS)
  - business type (manufacturing, construction, etc.)
  - keywords
  - minimum acceptable bonding level(s)
  - quality certifications (ISO-9000, etc.)
  - security clearance
  - EDI capabilities
  - unique identifiers (CAGE code, DUNS, EIN, SBA Customer Number, etc.)

*It is not necessary to fill out every part of the form.* But the more criteria you specify in your searches, the more precisely your results will match your needs.
Searching the quick or complex?

Welcome to Quick Market Search

All search form hotlinks open a new browser window.

**NEW FEATURES FOR MOBILE USERS:**
Phone number hotlinks can be used to dial the number on mobile phones.
Address hotlinks can be used to show the address in Google Maps.

Based on the search criteria selected, the Quick Market Search will return an aggregate number of profiles in the following socio-economic categories: HUBZone, 8(a), Small Disadvantaged Business (SDB), Woman-owned, Veteran owned and Service Disabled Veteran-owned in a randomized order. It is also possible to drill down to the specific profiles identified in the search results. (Note: To find small businesses NOT in these socio-economic categories, go to DSBS using the button above.)

**Specific Nature of Business**

<table>
<thead>
<tr>
<th>NAICS Codes:</th>
<th>Any</th>
<th>All (slower)</th>
<th>Help</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keywords:</td>
<td>Any</td>
<td>All (slower)</td>
<td>Help</td>
</tr>
</tbody>
</table>

**Location of Profile**

<table>
<thead>
<tr>
<th>States:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(any state)</td>
<td></td>
</tr>
<tr>
<td>AL - Alabama</td>
<td></td>
</tr>
<tr>
<td>AK - Alaska</td>
<td></td>
</tr>
<tr>
<td>AA - American Atlantic (APO/FPO)</td>
<td></td>
</tr>
<tr>
<td>AE - American Europe (APO/FPO)</td>
<td></td>
</tr>
<tr>
<td>AP - American Pacific (APO/FPO)</td>
<td></td>
</tr>
<tr>
<td>AS - American Samoa</td>
<td></td>
</tr>
<tr>
<td>AZ - Arizona</td>
<td></td>
</tr>
<tr>
<td>AR - Arkansas</td>
<td></td>
</tr>
<tr>
<td>CA - California</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Metropolitan Statistical Area</th>
<th>Help</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zip Code or Zip Code Initial Fragment</td>
<td></td>
</tr>
</tbody>
</table>

[How to make multiple selections.]
Welcome to the Dynamic Small Business Search

All search form hotlinks open a new browser window.

All form fields that require typing in data have "tooltips" with data format information.

Search Guidance

NEW FEATURES FOR MOBILE USERS:
Phone number hotlinks can be used to dial the number on mobile phones.
Address hotlinks can be used to show the address in Google Maps.

This is generally a self-certifying database. The SBA does not make any representation as to the accuracy of any of the data included, other than certifications relating to 8(a) Business Development, HUBZone or Small Disadvantaged Business status. The SBA strongly recommends that contracting officers diligently review a bidder's small business self-certification before awarding a contract.

Location of Profile

<table>
<thead>
<tr>
<th>States:</th>
<th>Searching within a State:</th>
</tr>
</thead>
<tbody>
<tr>
<td>(any state)</td>
<td>(Requires exactly one state from the State list at left.)</td>
</tr>
<tr>
<td>AL - Alabama</td>
<td></td>
</tr>
<tr>
<td>AK - Alaska</td>
<td></td>
</tr>
<tr>
<td>AA - American Atlantic (APO/FPO)</td>
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<tr>
<td>AP - American Pacific (APO/FPO)</td>
<td></td>
</tr>
<tr>
<td>AS - American Samoa</td>
<td></td>
</tr>
<tr>
<td>AZ - Arizona</td>
<td></td>
</tr>
<tr>
<td>AR - Arkansas</td>
<td></td>
</tr>
<tr>
<td>CA - California</td>
<td></td>
</tr>
</tbody>
</table>

(How to make multiple selections.)

Congressional District: Help
County: Select 1 State, then press Lookup Lookup Help
Area Code or Phone Number Initial Fragment
For the adventurous

- [http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm](http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm)
<table>
<thead>
<tr>
<th>View</th>
<th>Name and Trade Name of Firm</th>
<th>Contact</th>
<th>Address and City, State Zip</th>
<th>Capabilities Narrative</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Walton, Angela</td>
<td>angela walton</td>
<td>207 Abil Dr Glenn Heights, TX 75154-3863</td>
<td>Commercial plumbing, general contractors</td>
</tr>
<tr>
<td>2</td>
<td>TCH SERVICE CO</td>
<td>Robert Collins</td>
<td>10037 FM 1960 DAYTON, TX 77535-0000</td>
<td>Prime Universal Group provides construction services to commercial and federal clients in the areas of: general construction, consulting, project management, electrician, plumbing, drywall, HVAC, carpentry, heavy equipment, etc.</td>
</tr>
<tr>
<td>3</td>
<td>PRIME UNIVERSAL GROUP, LLC.</td>
<td>GABRIEL Hilario</td>
<td>2255 8th Ave Fort Worth, TX 76110-1812</td>
<td>Complete Facility and Security Service provider. Provide Emergency Management and transportation services. Services include: Janitorial, Painting, Food Service, Maintenance Services, Business Development, and Systems Integration.</td>
</tr>
<tr>
<td>4</td>
<td>SEC-OPS, INC.</td>
<td>ROBERT LOTT D Lott</td>
<td>5729 LEOPARD ST BLDG 1A CORPUS CHRISTI, TX 78408-2388</td>
<td>Provide sales and service of telecommunications systems, wiring voice CAT 3, Cat 5 and Cat 6. Local area network design and implementation. Loud speaker Paging design and installation. Maintenance of all telecom equipment</td>
</tr>
<tr>
<td>5</td>
<td>PENA BUSINESS SERVICES, INC</td>
<td>CECILIA PENA</td>
<td>10400 BRANCUS DR CROWLEY, TX 76036-9504</td>
<td>ALL JANITORIAL SERVICES, COMMERCIAL &amp; RESIDENTIAL</td>
</tr>
<tr>
<td>6</td>
<td>Ace Communications Ltd. Co., Ace Global Communications</td>
<td>RICHARD VALENT</td>
<td>5151 Flyn Pkwy Ste 102 Corpus Christi, TX 78411-6318</td>
<td>Provide sales and service of telecommunications systems, wiring voice CAT 3, Cat 5 and Cat 6. Local area network design and implementation. Loud speaker Paging design and installation. Maintenance of all telecom equipment</td>
</tr>
<tr>
<td>7</td>
<td>AIA LLC</td>
<td>Richard Vinson</td>
<td>4572 Monahans El Paso, TX 79924-2060</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>AMTEX ENTERPRISES INC</td>
<td>RANDY BLANTON R ANTON</td>
<td>154 CADO ABILENE, TX 79602-8039</td>
<td></td>
</tr>
</tbody>
</table>
Identification, Location & Contacts

This profile was last updated: 03/14/2016
Status: Active

User ID: P0825223
Name of Firm: JASON CRONIN CONSTRUCTION INCORPORATED
Trade Name ("Doing Business As ":) Cronin Construction
DUNS Number: 086199259
Parent DUNS Number: 086199259
Address, line 1: 99 S ALCANIZ ST
City: PENSACOLA
State: FL
Zip: 32502-8002
Phone Number: 850-549-3777
Fax Number: 850-549-3450
E-mail Address: ktcronin@croninconstructionusa.com
WWW Page: 
E-Commerce Website: 
Contact Person: KATIE Taylor
County Code (3 digit): 033
Congressional District: 01
Metropolitan Statistical Area: 6080
CAGE Code: 4LUD4
Year Established: 2001
Accepts Government Credit Card?: [X] Yes [ ] No
GSA Advantage Contract(s): 

(Note: Size information is now under "NAICS Codes with Size Determinations by NAICS", below.)
What is the Performance History?

• Treat this section like References on a resume’
• List past jobs successfully completed are listed.
  – Government work is preferable
  – Private sector work is fine as well
• List the ones who love the business the most.
Need Help?
Contract Specialist

- John DiGiacomo
  Government Contracting Specialist
  FSBDC at the University of West Florida
  College of Business
  Procurement Technical Assistance Center
  815 Beal Parkway NW
  Fort Walton Beach Fl. 32547-1955
  (850).586.7809
  (815).229.7500 cell
  jdigiacomo@uwf.edu
  www.sbdc.uwf.edu
Bid Matching Services

- The PTAC Program offers military, other federal, state and some local government bid matching on a daily basis through the use of a computerized data sort and electronic mailbox system.
- The search engine uses keywords and/or NAICS – SIC – FSC – NSN codes, any kind of descriptor.
- We can email your bid opportunities or post them on your own personal website page.
Bid Service Databases

Comprehensive Bid Database

**USABID**
*OutreachSystems' USABID database* consists of bid opportunities from city, county, and state agencies across the United States. To populate this proprietary database, our Internet Research Team monitors close to 1500 procurement Web sites daily.

Learn More>

**Small Purchases**
*OutreachSystems' unique "Small" database* includes federal bids not advertised in the FedBizOpps database that are less than $25,000 in value. Included are T, Q, R-, and X-bid opportunities that are retrieved daily from DLA's various electronic bulletin boards along with bids from a number of other sources.

**International**
*OutreachSystems' international database* includes international agricultural leads, bids from the *Official Journal of the European Union* and bid opportunities from MERX, the Canadian equivalent of the FedBizOpps database.

**FedBizOpps**
*FedBizOpps* is the Internet entry point for all federal bids over $25,000.

**Blue Tops**
*Blue Tops* are DoD press releases issued for contract awards valued at $5,000,000 or more. These press releases help you keep on top of potential subcontracting opportunities.