



US Army Corps of Engineers



HELPING THE DEPUTY WORK FOR YOU

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Deputy, USACE
Office of Small Business Program, SWF District

2010



Helping The Deputy Work For You

Here are a few suggestions you might want to consider when seeking procurement opportunities within the U.S. Army Corps of Engineers:

- **Keep Your SBA Profile Current**
- **Monitor Procurement Websites**
- **Marketing Your Firm**



Helping The Deputy Work For You Understanding CCR (The other side)

Registration Complete

[Send To Printer](#)

NOTE: If you would like a print out of your entire Trading Partner Profile for your records, please click on View TPP within the Registration Tools menu on the left side of your screen and use the "Send To Printer" button there.

You have changed items in CCR that may affect your ORCA record. Please allow 48 hours for your changes in CCR to become effective and then visit ORCA at [HTTPS://ORCA.BPN.GOV](https://orca.bpn.gov) to complete this update.

You have successfully finished your CCR Registration!!!

All of your CCR data has been saved and is now being processed, which could take 24-48 hours. If you want to fill out the optional information, or continue to make changes to your CCR profile, please use the [Registration Menu] located on the left of your screen.

Note: Your firm's profile information indicates that it has qualified for one or more SBA Small Business Types. Select the [View your SBA Small Business Types] button for more details.

Please select the [Register or Update your SBA Profile] button to complete SBA's supplemental page. If you are applying for certification as a HUBZone, Small Disadvantaged Business, or the 8(a) Business Development Program, you must complete the SBA Supplemental page.

 **View your SBA Small Business Types**

 **Register or Update your SBA Profile**

❖ **Register or Update your SBA Profile**

For Official Use Only.



Helping The Deputy Work For You

Keeping Your Profile Current Identification, Location, & Contacts

This profile was last updated:

Name of Firm:

Trade Name ("Doing Business As ..."):

Main office or branch office?:

Address, line 1:

Address, line 2:

City:

State:

Zip:

Phone Number:

Fax Number:

E-mail Address:

WWW Page:

E-Mall (electronic mall selling firm's products):

❖ Keep Profile current; suggest every 90 days

❖ E-mail Address

❖ Webpage

❖ E-Mail (if applicable)



Helping The Deputy Work For You

Keeping Your Profile Current Identification, Location, & Contacts

Contact Person:

County Code (3 digit):

Congressional District:

Metropolitan Statistical Area:

DUNS Number:

CAGE Code:

Year Established:

Accepts Government Credit Card?: Yes No

GSA Advantage Contract(s)

❖ Accepts Government Credit Card

❖ GSA Advantage Contracts

(Note: Size information is now under "Size, NAICS Codes and Keywords", below.)

ALWAYS FILL OUT "YES" AND "NO" BLOCKS



Helping The Deputy Work For You

Keeping Your Profile Current
Organization, Ownership & Certifications

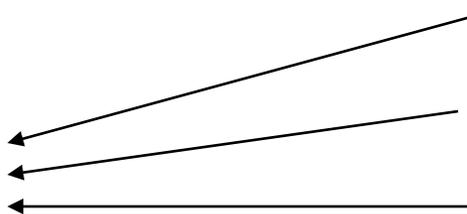
Legal Structure:

Ownership and Self-Certifications:

❖ Women Owned

❖ Veteran

❖ Service Disabled
Veteran



Current Principals:



Helping The Deputy Work For You

Keeping Your Profile Current

Organization, Ownership & Certifications

"Business Development Servicing Office"
(for certifications):

8(a) Certification:

SBA 8(a) Case Number:
SBA 8(a) Entrance Date:
SBA 8(a) Exit Date:

❖ SBA controls this
area

Small Disadvantaged Business Certification:

SDB Entrance Date:
SDB Exit Date:

HUBZone Certification:

HUBZone Certified?: Yes No
HUBZone Certification Date: N/A

8(a) Joint Venture Certification:

8(a) JV Entrance Date:
8(a) JV Exit Date:



Helping The Deputy Work For You

Keeping Your Profile Current
Organization, Ownership & Certifications

DBE Certifications (and State):

Non-Federal-Government Certifications:

- ❖ DBE Certification – Put them in the system
- ❖ Non-Federal Government Certification – Put them in the system



Helping The Deputy Work For You

Keeping Your Profile Current Products and Services

Capabilities Narrative:

Special Equipment/Materials:

Business Type
Percentages:

Bonding Levels

Construction Bonding Level (per contract)

Construction Bonding Level (aggregate)

Service Bonding Level (per contract)

Service Bonding Level (aggregate)

❖ Never leave this Blank

❖ Make sure to fill this out

❖ Keep Bonding Levels current



Helping The Deputy Work For You

Keeping Your Profile Current Products and Services

Size, NAICS Codes and Keywords:

Primary?	Code	NAICS Code's Description	"Buy Green"? ⁽¹⁾	Small? ⁽²⁾	Emerging? ⁽³⁾

(1) By entering Yes for "Buy Green", the firm asserts that it obeys EPA guidelines for environmental friendliness for this NAICS code. Note, EPA guidelines do not exist for every NAICS code.
(2) If Yes, the firm's revenues/number of employees do not exceed the NAICS code's small business size standard.
(3) If Yes, the firm's revenues/number of employees do not exceed the NAICS code's special small business size standard for the Compositeness Demonstration Program (FAR 19-10). Note, not all NAICS codes are applicable to this program.
(4) "Pending" means that the firm's size for the NAICS code is pending a manual determination by the SBA.

Keywords:



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Keeping Your Profile Current
Products and Services

Miscellaneous:

Quality Assurance Standards:

Electronic Data Interchange
capable?:

YES NO



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Keeping Your Profile Current Export Profile (Trade Mission Online)

Exporter?:

- Export Business Activities:
- Exporting to:
- Desired Export Business

❖ This might be used
for Market Research

Relationships:

- Description of Export
Objective(s):



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Keeping Your Profile Current Performance History (References)

References



- ❖ Put in as many References as you can
- ❖ Include current work



Helping The Deputy Work For You

Monitoring Procurement Websites

➤ Monitor the following websites:

➤ FEDERAL BUSINESS OPPORTUNITIES (FEDBIZOPPS)

<http://www.fbo.gov/>

➤ Respond to “SOURCES SOUGHT” announcements

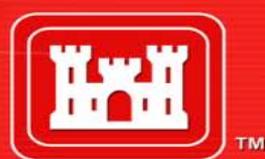
➤ Answer all questions correctly in the announcement

➤ ARMY SINGLE FACE TO INDUSTRY (ASFI)

https://acquisition.army.mil/asfi/solicitation_search_form.cfm

➤ FEDERAL PROCUREMENT DATA SYSTEM (FPDS)

<https://www.fpds.gov/>



Helping The Deputy Work For You Monitoring Procurement Websites – FEDBIZOPPS

Home - Federal Business Opportunities: Home - Windows Internet Explorer

https://www.fbo.gov/index?ock=1&au=8&c=

File Edit View Favorites Tools Help

Home - Federal Business Opportunities: Home

FEDBIZOPPS.GOV Federal Business Opportunities

Home General Info News Opportunities Agencies Privacy

Welcome to FBO.gov, the U.S. Government's one-stop virtual marketplace. Through this single point-of-entry, commercial vendors and government buyers are invited to post, search, monitor, and retrieve opportunities solicited by the entire Federal contracting community.

Find Opportunities
NO REGISTRATION REQUIRED
Advanced Search View By Agency

Buyers / Engineers
Government users may post, manage, and award opportunities.

Username: View Opportunities
Password: No login is required to view opportunities.
 Register Now
Password Reminder

Vendors / Citizens
Vendors and citizens may search, monitor, and retrieve opportunities.

Username: Find Opportunities
Password: No login is required to view opportunities.
 Register Now
Password Reminder
Recovery FAQs

RECOVERY
FBO now contains Recovery and Reinstatement Act actions.
SEARCH RECOVERY OPPORTUNITIES
SEARCH RECOVERY AWARDS

FRO BID MODULE LAUNCHED
This new feature allows for the electronic submission and review of vendor responses to a notice. For more details, please refer to the user's user guides below.

USER GUIDES
Buyer
Vendor
Engineer
Location / Agency Admin

Use Adobe Acrobat Reader to view files in PDF format.

ADDITIONAL RESOURCES
Business Partner Network (BPN)
Central Contractor Registration (CCR)
Online Regs & Cert Application (ORCA)
Federal Agency Business Catalogs
Federal Assets Sales
Federal Grants
USA.gov
Minority Business Development Agency
SUB . Net (Subcontracting Opportunities)
iXt
Recovery.gov

Help Desk Accessibility

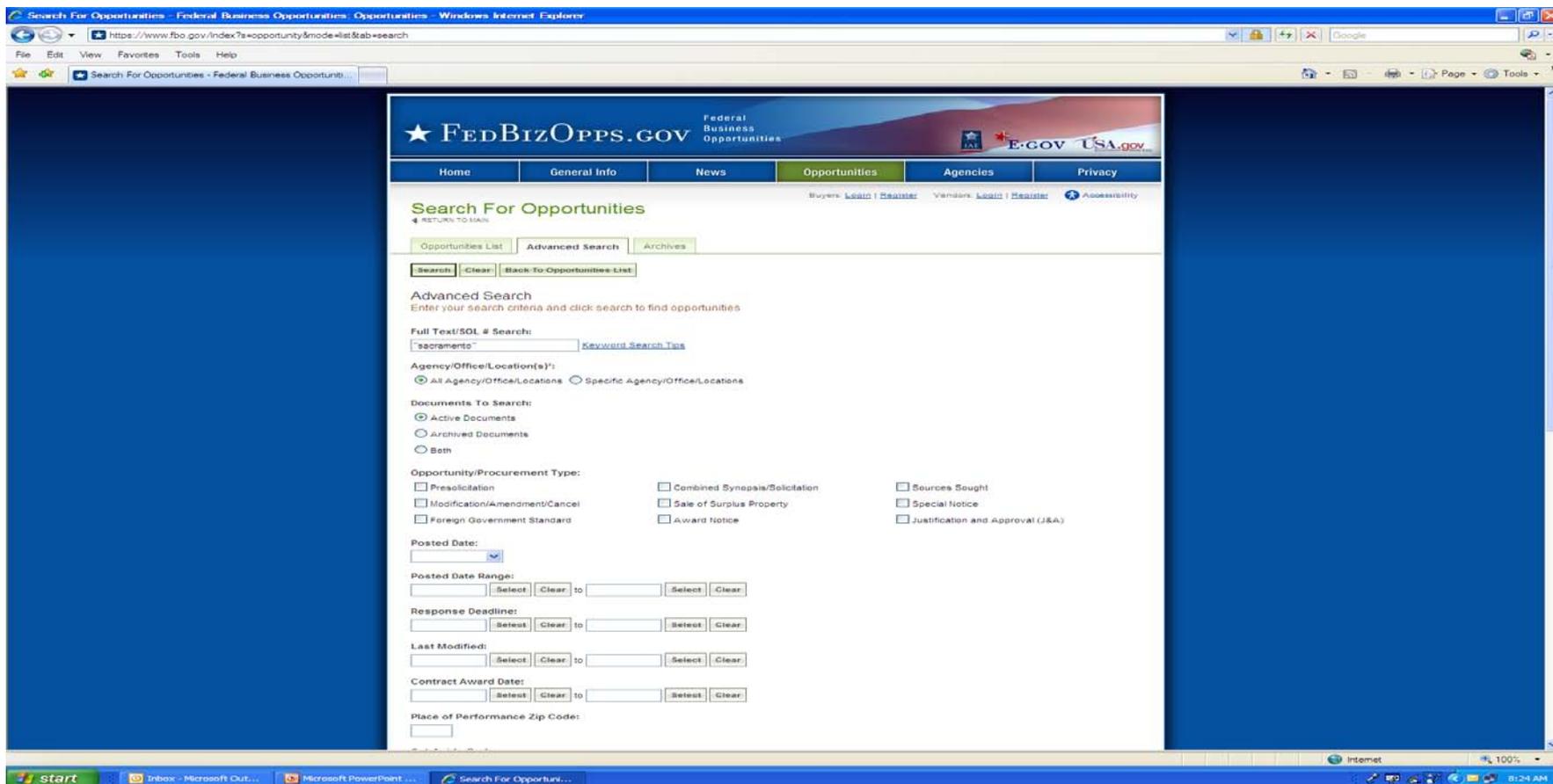
start | Inbox - Microsoft Out... | Microsoft PowerPoint... | Home - Federal Busin... | Internet | 100% | 8:13 AM

Recovery Information

Sign up to receive notifiers



Helping The Deputy Work For You Monitoring Procurement Websites – FEDBIZOPPS





Helping The Deputy Work For You Monitoring Procurement Websites – FEDBIZOPPS

The screenshot displays the FEDBIZOPPS.gov website in an Internet Explorer browser window. The page title is "Opportunities - Federal Business Opportunities: Opportunities - Windows Internet Explorer". The address bar shows the URL "https://www.fbo.gov/?tab=search&results=opportunity&mode=list&". The website header includes the FEDBIZOPPS.GOV logo and navigation tabs: Home, General Info, News, Opportunities (selected), Agencies, and Privacy. Below the header, there are search filters and a table of opportunities.

Opportunity	Agency/Office/Location	Type	Posted On
Z - Maintenance Dredging along the Sacramento and Stockton Delta Water Ship Channels W91238-09-R-0001 Z - Maintenance, repair, and alteration of real property	Department of the Army U.S. Army Corps of Engineers US Army Engineer District, Sacramento	Solicitation (Modified)	May 06, 2009
RECOVERY - 20 - General Purpose Bottom Weighted Can Buoys W91238-09-Q-0168 20 - Ship and marine equipment	Department of the Army U.S. Army Corps of Engineers US Army Engineer District, Sacramento	Presolicitation	May 06, 2009
Clear Creek Geomorphic Monitoring 095-Q200075 B - Special studies and analysis - not R&D	Department of the Interior Bureau of Reclamation Bureau of Reclamation	Solicitation (Modified)	May 06, 2009
Periodicals Subscription 09VRR00102 76 - Books, maps & other publications	Department of the Interior U. S. Geological Survey U. S. Geological Survey	Presolicitation	May 06, 2009
5.0a Solar Transmitters (Telemetry) 09VRR00104 08 - Communication, detection, and coherent radiation equipment	Department of the Interior U. S. Geological Survey U. S. Geological Survey	Combined Synopsis/Solicitation	May 07, 2009
B-Planning and Environmental Studies Services within the Corps of Engineers, South Pacific Division boundaries W91238-09-R-0017 B - Special studies and analysis - not R&D	Department of the Army U.S. Army Corps of Engineers US Army Engineer District, Sacramento	Solicitation (Modified)	May 07, 2009
B-Planning and Environmental Studies Services within the Corps of Engineers, South Pacific Division boundaries W91238-09-R-0018 B - Special studies and analysis - not R&D	Department of the Army U.S. Army Corps of Engineers US Army Engineer District, Sacramento	Solicitation (Modified)	May 07, 2009
2009 International Training Course in Volcano Hazard Monitoring 09VRR00109 U - Education & training services	Department of the Interior U. S. Geological Survey U. S. Geological Survey	Solicitation (Modified)	May 07, 2009
S - Janitorial Service - US Navy and Marine Recruiting Stations	Department of the Army U.S. Army Corps of		



Helping The Deputy Work For You Monitoring Procurement Websites – FEDBIZOPPS

USACE,
Sacramento
District
DoDAAC is
"W91238"

Opportunity	Agency/Office/Location	Type	Posted On
Z--Maintenance Drawing along the Sacramento and Stockton Delta Water Ship Channels W91238-09-R-0001 Z -- Maintenance, repair, and alteration of real property	Department of the Army U.S. Army Corps of Engineers US Army Engineer District, Sacramento	Solicitation (Modified)	May 06, 2009
RECOVERY--20--General Purpose Bottom Weighted Can Buoys W91238-09-R-0108 20 -- Ship and marine equipment	Department of the Army U.S. Army Corps of Engineers US Army Engineer District, Sacramento	Presolicitation	May 06, 2009
Clear Creek Geomorphic Monitoring 095-Q20075 B -- Special studies and analysis - not R&D	Department of the Interior Bureau of Reclamation Bureau of Reclamation	Solicitation (Modified)	May 06, 2009
Periodicals Subscription 09VRRG0102 76 -- Books, maps & other publications	Department of the Interior U. S. Geological Survey U. S. Geological Survey	Presolicitation	May 06, 2009
5.0a Solar Transmitters (Telemetry) 09VRRG0104 58 -- Communication, detection, and coherent radiation equipment	Department of the Interior U. S. Geological Survey U. S. Geological Survey	Combined Synopsis/Solicitation	May 07, 2009
B--Planning and Environmental Studies Services within the Corps of Engineers, South Pacific Division boundaries W91238-09-R-0017 B -- Special studies and analysis - not R&D	Department of the Army U.S. Army Corps of Engineers US Army Engineer District, Sacramento	Solicitation (Modified)	May 07, 2009
B--Planning and Environmental Studies Services within the Corps of Engineers, South Pacific Division boundaries W91238-09-R-0018 B -- Special studies and analysis - not R&D	Department of the Army U.S. Army Corps of Engineers US Army Engineer District, Sacramento	Solicitation (Modified)	May 07, 2009
2009 International Training Course in Volcano Hazard Monitoring 09VRRG0109 U -- Education & training services	Department of the Interior U. S. Geological Survey U. S. Geological Survey	Solicitation (Modified)	May 07, 2009
S--Janitorial Service--US Navy and Marine Recruiting Stations	Department of the Army U.S. Army Corps of		



Helping The Deputy Work For You Monitoring Procurement Websites – FEDBIZOPPS

FEDBIZOPPS.CO.V Federal Business Opportunities

Home General Info News Opportunities Agencies Privacy

BUYERS LOGIN | REGISTER VENDORS LOGIN | REGISTER Accessibility

RECOVERY--Y--The Guadalupe River Project Contract 3A Phase 3 consists of replacement of UPRR bridges Nos. 3 (vehicular bridge) & 4 (railroad bridge) between New Julian Avenue and Coleman Avenue, all in downtown San Jose, California

RECOVERY
Solicitation Number: W91238-09-B-0002
Agency: Department of the Army
Office: U.S. Army Corps of Engineers
Location: US Army Engineer District, Sacramento

Notice Details Package Interested Vendors List

Complete View
Original Synopsis
Presolicitation
May 05, 2009
3:32 pm
Changes
May 29, 2009
3:00 pm
Solicitation

Back Add To Watchlist Add Me To Interested Vendors

Solicitation Number: W91238-09-B-0002
Notice Type: Solicitation

Synopsis:
Added: May 05, 2009 3:32 pm
This acquisition is proceeding as a firm fixed price UNRESTRICTED FULL AND OPEN COMPETITION Invitation for Bids (IFB).
Estimated Cost Range is between \$5,000,000 and \$10,000,000
Period of Performance for Construction:
Complete construction without exercise of option 1: 155 calendar days.
Complete construction with exercise of option 1: 503 calendar days.
This Procurement will be conducted under FSC CODE Y222, SIC CODE 1629, NAICS Code 237310. The size standard for this code is \$33,500,000. All questions should be directed to the Contract Specialist, Angham A. Sybangone, at (916) 557-5231, FAX No.: (916) 557-5278, e-mail angham.a.sybangone@usace.army.mil.

Job Descriptions:
The primary objective of the Guadalupe River project is to provide 100-year flood protection to the areas of San Jose adjacent to the river. The basic object of this project is to:
a. Construct a two-track railroad bridge and associated approaches.
b. Construct a vehicular bridge.
c. Construct a pedestrian under crossing.
d. Construct a maintenance road.

ALL FILES
Solicitation 1
May 29, 2009
W91238-09-B-0002 Spt...
W91238-09-B-0002 Spt...

GENERAL INFORMATION
Notice Type: Solicitation
Original Posted Date: May 5, 2009
Posted Date: May 29, 2009
Response Date: May 20, 2009 11:59 am
Original Response Date: May 20, 2009 11:59 am
Archiving Policy: Automatic, on specified date
Original Archive Date: July 19, 2009
Archive Date: July 19, 2009
Original Set Aside: N/A
Set Aside: N/A
Classification Code: Y - Construction of structures and facilities
NAICS Code:

Done
start Wsd-gc:ldal\FICLO... Inbox - Microsoft Out... Microsoft PowerPoint... RECOVERY--Y--The G... Internet 100% 10:36 AM

Add to Watchlist
Add me to Interested Vendors



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W91238

W91238



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The screenshot shows the FEDBIZOPPS website interface. The header includes the logo and navigation tabs: Home, General Info, News, Opportunities, Agencies, and Privacy. Below the header, there are search filters and a table of opportunities.

Opportunity	Agency/Office/Location	Type	Posted On
Z--Maintenance, Dredging along the Sacramento and Stockton Deep Water Ship Channels WB1238-09-R-0001 Z -- Maintenance, repair, and alteration of real property	Department of the Army U.S. Army Corps of Engineers US Army Engineer District, Sacramento	Solicitation (Modified)	May 08, 2009
RECOVERY--20--General Purpose Bottom Weighted Can Buoys WB1238-09-G-0166 20 -- Ship and marine equipment	Department of the Army U.S. Army Corps of Engineers US Army Engineer District, Sacramento	Presolicitation	May 08, 2009
B--Planning and Environmental Studies Services within the Corps of Engineers, South Pacific Division boundaries WB1238-09-R-0017 B -- Special studies and analysis - not R&D	Department of the Army U.S. Army Corps of Engineers US Army Engineer District, Sacramento	Solicitation (Modified)	May 07, 2009
B--Planning and Environmental Studies Services within the Corps of Engineers, South Pacific Division boundaries WB1238-09-R-0018 B -- Special studies and analysis - not R&D	Department of the Army U.S. Army Corps of Engineers US Army Engineer District, Sacramento	Solicitation (Modified)	May 07, 2009
S--Janitorial Service - US Navy and Marine Recruiting Stations WB1238-09-G-0167 S -- Utilities and housekeeping services	Department of the Army U.S. Army Corps of Engineers US Army Engineer District, Sacramento	Solicitation	May 07, 2009
RECOVERY--Y--Vinyl Siding Hensley Lake and Lake Keweenaw, CA WB1238-09-R-0005 Y -- Construction of structures and facilities	Department of the Army U.S. Army Corps of Engineers US Army Engineer District, Sacramento	Presolicitation	May 07, 2009
Organizational Memberships for Fitness Facilities, USACE, Sacramento WB1238-09-G-0165 99 -- Miscellaneous	Department of the Army U.S. Army Corps of Engineers US Army Engineer District, Sacramento	Sources Sought (Modified)	May 06, 2009
Y--General Instruction Buildings at Presidio of Monterey, California WB1238-09-R-0040 Y -- Construction of structures and facilities	Department of the Army U.S. Army Corps of Engineers US Army Engineer District,	Solicitation	May 06, 2009



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Monitoring Procurement Websites – ASFI



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Monitoring Procurement Websites - FPDS

The screenshot shows the FPDS Next Generation website interface. The browser window title is "Welcome to the Federal Procurement Data System - Next Generation (FPDS-NG) - Windows Internet Explorer". The address bar shows "https://www.fpds.gov/". The website layout includes several sections:

- Log In:** Fields for "Log-In:" and "Password:" with a "Login" button. Links for "Forgot Your Password?", "Security and Privacy", "About FPDS-NG", and "Contact Help Desk".
- What's New:** Announcements such as "New government wide standard reports and improved adhoc reporting is now available.", "New FPDS-NG enhanced reporting capability", "New Interagency Contract Directory", and "DoD Data Availability".
- Top Requests:** A list of "Current top requests" including "American Recovery and Reinvestment Act Report", "Hurricane Katrina Contracts", and "Hurricane Rita Contracts".
- Registration:** A welcome message and instructions for new users, including links for "Not Registered? Register" and "Who Should Register?".
- Important Links:** A collection of links including "FPDS-NG FAQs", "IAE FAQs", "List of Agencies Submitting Data to FPDS-NG", "Find Current Business Opportunities", "Small Business Services", "Business Partner Network", "Register as a Potential Contractor", "East Performance Information Retrieval System", "Official Website for eGov Initiatives", "FPDS-NG Project Site", and "Interagency Contract Directory".
- Reports:** A list of available reports for download, such as "Small Business Goaling Report FAQs", "Small Business Goaling Report FY 2007", and "Federal Procurement Report FY 2009".
- CBT (Computer Based Training):** Information about downloading and installing CBT plugins, with links to "Award CBT", "IDV CBT", and "FPDS Help File".

The browser's taskbar at the bottom shows several open applications: "start", "Inbox - Microsoft Out...", "Helping The Deputy...", and "Welcome to the Fede...". The system tray on the right shows the time as "10:05 AM".



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Monitoring Procurement Websites - FPDS

Standard Reports

For an audit log, please [click here](#).
To submit comments, please [click here](#).



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Monitoring Procurement Websites - FPDS

Name	Description
Small Business Achievements by Awarding Organization Report	The Small Business Achievements by Awarding Agency displays the dollars, actions, and percentages for small business contracts. The goaling exclusions apply to this report. This report is run by awarding agency.
Small Business Goaling Report	This report displays the dollars, actions, and percentages for small business contracts. The goaling exclusions apply to this report. This report is run by funding agency.
Federal Contract Actions and Dollars	This report displays the federal contract actions and dollars for the specified date signed range

Federal Contract Actions and Dollars



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Monitoring Procurement Websites - FPDS

9700" = DoD

2100 = Army

Org. Code = SPD

Contracting Office Id =
the DoDAAC

Need Help Using This Report ? Click here

Federal Contract Actions and Dollars

Please enter the criteria for the report:

1. A Date Range cannot exceed 12 months. Please refine your search criteria or call the help desk for a broader search.

Search Name: Default

From Date (mon-dd-yyyy or Qtr/FY): 1st Quarter 2007
Oct 1 2008

To Date (mon-dd-yyyy or Qtr/FY): 4th Quarter 2008
Sep 30 2009

Department ID: 9700

Agency ID: 2100

Organization Code: SPD

Contracting Office Region:

Contracting Office ID: W91238

Execute Save Cancel

Your IDs should be blank!



Helping The Deputy Work For You

Monitoring Procurement Websites - FPDS

The screenshot shows the FPDS website interface. The main table displays contract data for the Department of Defense (9700). A callout box labeled "Award Detail" points to a specific row in the table, which contains the following information:

Department	Total Actions	Total Dollars	% Total Actions	% Total Dollars
DEPT OF DEFENSE (9700)	100,0000	100,0000	100.0000 %	100.0000 %
Total	100,0000	100,0000	100.0000 %	100.0000 %

The "Award Detail" callout box contains the following information:

- Primary Path: Federal Contract Actions and Dollars (Department)
- Contracting Agency
- Major Command Code
- Sub Command1 Code
- Sub Command2 Code
- Sub Command3 Code
- Contracting Office Region
- Contracting Office
- Vendor Name
- Reference IDV PIID
- PIID
- Modification Number
- Transaction Number

Secondary Paths

DoD report data are delayed 90 days for non DoD users.
To print a complete version of the sectioned report, you must first download the report to PDF mode.



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Monitoring Procurement Websites - FPDS

FPDS-NG | MELEA.CROUSE.USACE@RPT2100.ARMY.MIL | Federal Contract Actions and Dollars Report | Windows Internet Explorer

https://www.fpds.gov/Reports/manage.jsp/myReportsController.jsp

File Edit View Favorites Tools Help

FPDS-NG | MELEA.CROUSE.USACE@RPT2100.AR

HOME Search Advanced Search Log Off

Award Detail Active filter

Print Export Highlighting Drill Charts WebMail

of 221 R

Contracting Agency ID	Contracting Agency Name	Contracting Office ID	Contracting Office Name	Contracting Office Region	PHD	Modification Number	Transaction Number	Referenced IDV PIID	Date Signed	Effective Date	Completion Date	Est. Ultimate Completion Date	Last Date to Order	Funding Agency ID	Funding Office
2100	DEPT OF THE ARMY	W91238	W076 ENDIST SACRAMENTO	NO REGION IDENTIFIED	0001	0		0 W9123808A0002	12/11/2008	12/11/2008	01/18/2009	01/18/2009		98CE	W91238
2100	DEPT OF THE ARMY	W91238	W075 ENDIST SACRAMENTO	NO REGION IDENTIFIED	0001	1		0 W912380800013	12/04/2008	12/04/2008	11/23/2008	11/23/2008		2100	W91238
2100	DEPT OF THE ARMY	W91238	W076 ENDIST SACRAMENTO	NO REGION IDENTIFIED	0001	1		0 W912380700013	12/09/2008	12/09/2008	06/09/2009	06/09/2009		98CE	W91238
2100	DEPT OF THE ARMY	W91238	W075 ENDIST SACRAMENTO	NO REGION IDENTIFIED	0001	1		0 W912380800012	11/24/2008	11/24/2008	11/05/2009	11/05/2009		98CE	W91238
2100	DEPT OF THE ARMY	W91238	W076 ENDIST SACRAMENTO	NO REGION IDENTIFIED	0001	1		0 W912380800022	10/10/2008	10/10/2008	03/02/2009	03/02/2009		2100	W91238
2100	DEPT OF THE ARMY	W91238	W075 ENDIST SACRAMENTO	NO REGION IDENTIFIED	0001	1		0 W912380800028	10/23/2008	10/21/2008	10/09/2008	10/09/2008		3000	00000
2100	DEPT OF THE ARMY	W91238	W075 ENDIST SACRAMENTO	NO REGION IDENTIFIED	0001	2		0 W912380800003	12/10/2008	12/10/2008	08/09/2009	08/09/2009		2100	W91238
2100	DEPT OF THE ARMY	W91238	W075 ENDIST SACRAMENTO	NO REGION IDENTIFIED	0001	3		0 W912380700044	11/21/2008	11/20/2008	12/31/2008	12/31/2008		98CE	W91238
2100	DEPT OF THE ARMY	W91238	W075 ENDIST SACRAMENTO	NO REGION IDENTIFIED	0001	2		0 W912380800032	12/08/2008	12/04/2008	04/15/2009	04/15/2009		2100	W91238
2100	DEPT OF THE ARMY	W91238	W075 ENDIST SACRAMENTO	NO REGION IDENTIFIED	0001	3		0 W912380700022	12/18/2008	12/18/2008	09/28/2009	09/28/2009		98CE	W91238
2100	DEPT OF THE ARMY	W91238	W075 ENDIST SACRAMENTO	NO REGION IDENTIFIED	0001	4		0 W912380700034	11/26/2008	11/26/2008	01/29/2009	01/29/2009		2100	W91238

* DoD report data are delayed 90 days for non DoD users.
* To print a complete version of the sectioned report, you must first download the report to PDF mode.

Done Internet 100%

start Calendar - Microsoft... Helping The Deputy... FPDS-NG | MELEA.CR...



US Army Corps of Engineers



Helping The Deputy Work For You

Marketing Your Firm
The Basics

What is the No. 1 Marketing Tool?!?!?!?

Think about it for now....



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Marketing Your Firm The Basics

- Business Cards

- Do you have all the information on your card?
- Does your card tell us what you do?

- Email, Mail, or Call

- Which is the best method in communicating your firm's talents?



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Marketing Your Firm

The Basics

- Conferences

- Which conference to attend?
- Volunteer to be on a committee?
- “Other-Than-Small” Business Participation?



Helping The Deputy Work For You

Marketing Your Firm

The Basics

- Do your Homework
 - Who buys what you sell?
 - How do they buy it?
 - When do they buy it?
- Use your Resources
 - Who are they?
 - When to use them?



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Marketing Your Firm

The Basics

- If USACE comes a knockin'...
 - Answer the door and follow-through.
 - You don't have the time to respond?



Helping The Deputy Work For You

Marketing Your Firm Helpful Hints to Briefings

- **Requesting a Capabilities Brief:**
- **The Facilitator:** Small Business Specialist
- **Audience:**
 - Technical Staff
 - Contracting Officer/Specialist
 - Small Business Advocate

**** The Facilitator should ALWAYS be the Small Business Specialist ****



Helping The Deputy Work For You

Marketing Your Firm Helpful Hints to Briefings

•Who Should Brief:

- YOU!!! (Who knows you best?)

•Who Should *not* brief ---

- A professional “briefer” not otherwise associated with your firm

***They don't know you as well as you know yourself**

***Gives impression you are not well prepared**



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Marketing Your Firm Helpful Hints to Briefings

•What Should You Brief:

- Your Capabilities
- Your Talents
- Your Past Performance
- Your Strengths

**** Certifications should be the last thing mentioned ****



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Marketing Your Firm Helpful Hints to Briefings

•What you Should ***NOT*** brief:

- The FAR (KOs already know the regs)
- Things you ***CAN'T*** do (this is not an *incapability briefing*)
- Some *other* firms' talents and capabilities (let them do their own work!)
- Negative information (your opinion of Government personnel, etc.)



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Marketing Your Firm Helpful Hints to Briefings

•When and Where Should You Brief:

- BEFORE the prime buying season (this is *NOT* the 4th Quarter)
- Briefing should be portable
 - Ready to present as a tabletop or on-screen
 - Bring your own equipment including projector



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Marketing Your Firm Helpful Hints to Briefings

•Making a Good Impression

- Make an appointment – & *be on time*
- Allow ample time for clearing security (military or Federal Bldgs)
- A picture is worth 1000 words
- Completed projects that showcase your efforts
- Work in progress that highlights special crews
- Delivered commodities



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Marketing Your Firm Helpful Hints to Briefings

•Making a Good Impression (cont'd)

- Practice, Practice, Practice
- Be comfortable in all possible settings
- Polish your presentation---if you don't sound good, you won't look good
- Turn Off the Cell Phone

- What do I do afterwards?



Helping The Deputy Work For You

Marketing Your Firm Facility “Gatekeepers”

- Visit Department of Defense Installations
- A listing of all Small Business Specialists
 - Selling to the Army -
<http://sellingtoarmy.com/User/Misc/SearchASBS.aspx>
 - Selling to the Air Force -
<http://selltoairforce.org/Locator/LocatorMap.aspx>
 - Selling to the Navy –
<http://www.donhq.navy.mil/OSBP/about/SBS-List-by-State.pdf>



Helping The Deputy Work For You

What is the No. 1 Marketing Tool?!?!?!?

BID OR PROPOSE

Relationships....

Using your own resources ...

Responding to Sources' Solicitations ...

Capabilities Presentations...

Attending Conferences...



US Army Corps of Engineers



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Questions?