

# ***HELPING THE DEPUTY HELP YOU!!***

## ***“PROFILE ENHANCEMENT AND MARKETING”***

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Duty Location: Fort Worth Texas

Date of Presentation: Present day



®

US Army Corps of Engineers  
**BUILDING STRONG**®



# Profile Enhancement and Marketing

**This presentation provides 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**



# Profile Enhancement and Marketing

## 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> 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**

For Official Use Only.

❖ **Register or Update your SBA Profile**



# Profile Enhancement and Marketing

## Keeping Your Profile Current

### Identification, Location, & Contacts

This profile was last updated:

Name of Firm:

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

DUNS Number:

Parent DUNS Number:

Address, line 1:

Address, line 2:

City:

State:

Zip:

Phone Number:

Fax Number:

E-mail Address:

❖ **Keep Profile current; suggest every 90 days**

❖ **E-mail Address**



# Profile Enhancement and Marketing

## Keeping Your Profile Current

### Identification, Location, & Contacts

WWW Page:

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

Contact Person:

Contact Title:

County Code (3 digit):

Congressional District:

Metropolitan Statistical Area:

CAGE Code:

Year Established:

Accepts Government Credit Card?: [ ] Yes [ ] No

GSA Advantage Contract(s):

❖ Provide Webpage

❖ Govt Credit Card

❖ GSA Schedule

**ALWAYS FILL  
OUT "YES" AND  
"NO" BLOCKS**



# Profile Enhancement and Marketing

## Keeping Your Profile Current

### Organization, Ownership & Certifications

Legal Structure:

Ownership and Self-Certifications:

**Current Principals**

- ❖ Women Owned
- ❖ Veteran
- ❖ Service Disabled Veteran
- ❖ Current Principals



# Profile Enhancement and Marketing

## 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:

#### **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:

❖ **SBA controls this area**



# Profile Enhancement and Marketing

## Keeping Your Profile Current

### Organization, Ownership & Certifications

**DBE Certifications (and State):**

❖ **DBE Certification – Put them in the system**

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

**Non-Federal-Government Certifications:**



# Profile Enhancement and Marketing

## 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)

❖ Never leave this Blank

❖ Make sure to fill this out

❖ Keep Bonding Levels current



# Profile Enhancement and Marketing

## Keeping Your Profile Current

### Products and Services

#### *NAICS Codes with Size Determinations by NAICS:*

#	Primary?	Code	NAICS Code's Description	"Buy Green"? <sup>(1)</sup>	Small? <sup>(2)</sup>	Emerging? <sup>(3)</sup>
1						

(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.

**Keywords:**



# Profile Enhancement and Marketing

Keeping Your Profile Current

Products and Services

***- EXAMPLE -  
REVIEWING A  
PROFILE***



# Profile Enhancement and Marketing

## Keeping Your Profile Current

### Products and Services

the firm is small in any of these NAICS codes: 561730;  
 the profile location is in: 'AL';  
 the firm is currently 8(a)-certified or an 8(a) Joint Venture;  
 and randomized by original start time of search: 2011-03-28 03:11:46 PM.

Data validation took 0.01 seconds. The count, search and one-to-many queries took 0.00 seconds, 4.71 seconds and 0.04 seconds, respectively.

Displaying profiles 1 - 9 (of 9 profiles matching criteria):

View	NAICS, Primary and Small	Capabilities Narrative
1		is a General Contractor specializing in the design/build and turn-key construction of pre-engineered steel, modular, and conventional buildings. is certified by the SBA as an 8(a) firm.
2		provides commercial general contracting and janitorial services in the following NAICS Codes: 236220, 236210, 238210, 237130, 238160, 238170, 561720, 561730, 561740,562111
3		is licensed in Building,Municipal & Public Works Construction, Asbestos Abatement, Demolition, Sewer and Water, Paving, Curb & Gutter, Sidewalks, Concrete Crushing, and disaster response for services within our capabilities.
4	541614	Provide Logistics Management services required for Quality Services while maintaining a readiness posture. Productivity improvement, production planning,quality assurance and control,inventory management,distribution networks, materials handling posture.
5		
6		General Contractor of Construction & Construction Services of all types and scope Renovations, Bridge and Highway Construction, Demolition
7		
8	561720	provides quality cleaning services for industrial & commercial buildings, & government agencies. Services include vehicle detailing, carpet/window cleaning, pressure washing, strip/wax floors, custodial & grounds maintenance.
9		

- ❖ Landscaping NAICS
- ❖ State of Alabama
- ❖ 8(a) certified



# Profile Enhancement and Marketing

## Keeping Your Profile Current

### Products and Services

Name: ARMY RESERVE CONTRACTING CENTER SOUTH  
Contract:  
Start: 07/01/2008  
End: 05/31/2013  
Value:  
Contact:  
Phone:

Name: ARMY RESERVE CONTRACTING CENTER SOUTH  
Contract: 1  
Start: 07/01/2008  
End: 02/28/2013  
Value:  
Contact:  
Phone:

❖ Firm#2 displayed 18 References

❖ 2 Specific References

❖ Motor Control Unit

❖ 5KV Switchgear

*Remaining References  
look like....*



# Profile Enhancement and Marketing

## Keeping Your Profile Current

### Products and Services

Name:  
Contract: Janitorial Service  
Start: 10/01/1998  
End:  
Value:  
Contact:  
Phone:

Name:  
Contract: Janitorial Service  
Start: 02/01/1998  
End:  
Value:  
Contact:  
Phone:

❖ Firm#8 displayed 6 References

❖ 3 Govt References

*All References had  
same Contract Title...*



# Profile Enhancement and Marketing

Keeping Your Profile Current

Products and Services

**Miscellaneous:**

Quality Assurance Standards: (none given)

Electronic Data Interchange capable?:  Yes  No



# Profile Enhancement and Marketing

Keeping Your Profile Current

Export Profile (Trade Mission Online)

Exporter?:

Export Business Activities:

Exporting to:

Desired Export Business Relationships:

Description of Export Objective(s):

❖ This might be used  
for Market Research



# Profile Enhancement and Marketing

## Keeping Your Profile Current

### Performance History (References)

Name:  
Contract: Janitorial Service  
Start: 10/01/1998  
End:  
Value:  
Contact:  
Phone:

Name:  
Contract: Janitorial Service  
Start: 02/01/1998  
End:  
Value:  
Contact:  
Phone:

#### **EXAMPLE**

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

#### **REMINDER!!!**

**NARRATIVE CAPABILITY**

**NAICS CODES**

**KEYWORDS**

**REFERENCES**

**THEY SHOULD ALL MATCH!!!!**



# Profile Enhancement and Marketing

## 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](https://acquisition.army.mil/asfi/solicitation_search_form.cfm)

➤ FEDERAL PROCUREMENT DATA SYSTEM (FPDS)

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



# Profile Enhancement and Marketing

## Monitoring Procurement Websites – FEDBIZOPPS

Home - Federal Business Opportunities: Home - Windows Internet Explorer

https://www.fbo.gov/

File Edit View Favorites Tools Help

Convert Select

Home - Federal Business Opportunities: Home

FEDBIZOPPS.GOV Federal Business Opportunities

Home Getting Started General Info Opportunities Agencies Privacy

Search more than **32,600\*** active federal opportunities.

Posted Date: Last 90 Days Set-Aside Code: Any

Place of Performance: Any State or Territory Type: Any

Keyword / Solicitation #: Agency:

Search

Additional criteria and multiple selections are available on the [advanced search form](#).  
\* Notices posted within the last 90 days.

[How do I find and compete for contracting opportunities related to the Haitian Relief and Reconstruction Effort?](#)

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

Username:  [View Opportunities](#)  
No login is required to view opportunities.

Password:  [Register Now](#)  
[Password Reminder](#)  
[Recovery FAQs](#)

Login

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

Username:  [Find Opportunities](#)  
No login is required to view opportunities.

Password:  [Register Now](#)  
[Password Reminder](#)  
[Recovery FAQs](#)

Login

**Location / Agency Administrators**

[Login Here](#)  
[Register Now](#)

**ADDITIONAL RESOURCES**

- FAQs
- Federal Service Desk
- Recovery.gov
- Whitehouse.gov/recovery/
- Business Partner Network (BPN)
- Central Contractor Registration (CCR)
- Federal Agency Business Forecasts
- Federal Assets Sales
- Federal Grants
- USA.gov
- Minority Business Development Agency
- SUB - Net (Subcontracting Opportunities)

**RECOVERY**  
FBO now contains Recovery and Reinvestment Act actions.

[SEARCH RECOVERY OPPORTUNITIES](#)  
[SEARCH RECOVERY AWARDS](#)

**FBO RECOVERY REPORTS**

- [Click here for Opportunities](#)
- [Click here for Awards](#)

[Click here to learn more.](#)

**USER GUIDES**

- [Buyer](#)
- [Vendor](#)
- [Engineer](#)
- [Location / Agency Admin](#)

Use [Adobe Acrobat Reader](#) to view files in PDF format.

**DEMONSTRATION VIDEOS**  
Watch demonstration videos designed to familiarize you with the features and functionality of the new FBO.

[Watch the Videos](#)

start 2010 SPD SB Conf. ... Helping The Deputy ... Inbox - Microsoft Out... Home - Federal Busin... 4:24 PM

Sign up to receive notifiers



# Profile Enhancement and Marketing

## Monitoring Procurement Websites – FEDBIZOPPS

The screenshot displays the FEDBIZOPPS.gov website in an Internet Explorer browser window. The page title is "Search For Opportunities - Federal Business Opportunities: Opportunities". The URL is "https://www.fbo.gov/index?to=opportunity&mode=list&tab=search". The website header includes the FEDBIZOPPS.gov logo, "Federal Business Opportunities", and "E-GOV USA.gov". A navigation menu contains "Home", "General Info", "News", "Opportunities", "Agencies", and "Privacy". Below the menu, there are links for "Buyers: Login | Register" and "Vendors: Login | Register", along with an "Accessibility" link. The main content area is titled "Search For Opportunities" and includes a "RETURN TO MAIN" link. There are three tabs: "Opportunities List", "Advanced Search", and "Archives". The "Advanced Search" tab is active, showing a search form with the following fields and options:

- Search:** Search, Clear, Back To Opportunities List
- Advanced Search:** Enter your search criteria and click search to find opportunities
- Full Text/SOL # Search:** Input field containing "sacramento", with a "Keyword Search Tip" link.
- Agency/Office/Location(s):** Radio buttons for "All Agency/Office/Locations" (selected) and "Specific Agency/Office/Locations".
- Documents To Search:** Radio buttons for "Active Documents" (selected), "Archived Documents", and "Both".
- Opportunity/Procurement Type:** A grid of checkboxes for:
  - Pre solicitation
  - Modification/Amendment/Cancel
  - Foreign Government Standard
  - Combined Synopsis/Solicitation
  - Sale of Surplus Property
  - Award Notice
  - Sources Sought
  - Special Notice
  - Justification and Approval (J&A)
- Posted Date:** A dropdown menu.
- Posted Date Range:** Input fields for "to" and "to" with "Select" and "Clear" buttons.
- Response Deadline:** Input fields for "to" and "to" with "Select" and "Clear" buttons.
- Last Modified:** Input fields for "to" and "to" with "Select" and "Clear" buttons.
- Contract Award Date:** Input fields for "to" and "to" with "Select" and "Clear" buttons.
- Place of Performance Zip Code:** An input field.



# Profile Enhancement and Marketing

## Monitoring Procurement Websites – FEDBIZOPPS

The screenshot displays the FEDBIZOPPS.gov website interface. The header includes the site 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
<a href="#">Z--Maintenance Dredging along the Sacramento and Stockton Deep Water Ship Channels</a> W91238-09-D-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
<a href="#">RECOVERY--20--General Purpose Bottom Weighted Can Buoys</a> W91238-09-D-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
<a href="#">Clear Creek Geomorphic Monitoring</a> 095Q200075 B -- Special studies and analysis - not R&D	Department of the Interior Bureau of Reclamation Bureau of Reclamation	Solicitation (Modified)	May 06, 2009
<a href="#">Periodicals Subscription</a> 09WR00102 76 -- Books, maps & other publications	Department of the Interior U. S. Geological Survey U. S. Geological Survey	Presolicitation	May 06, 2009
<a href="#">5.0a Solar Transmitters (Telemetry)</a> 09WR00104 08 -- Communication, detection, & coherent radiation equipment	Department of the Interior U. S. Geological Survey U. S. Geological Survey	Combined Synopsis/Solicitation	May 07, 2009
<a href="#">B--Planning and Environmental Studies Services within the Corps of Engineers, South Pacific Division boundaries</a> 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
<a href="#">B--Planning and Environmental Studies Services within the Corps of Engineers, South Pacific Division boundaries</a> 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
<a href="#">2009 International Training Course in Volcano Hazard Monitoring</a> 09WR00109 U -- Education & training services	Department of the Interior U. S. Geological Survey U. S. Geological Survey	Solicitation (Modified)	May 07, 2009
<a href="#">S--Janitorial Service--US Navy and Marine Recruiting Stations</a>	Department of the Army U.S. Army Corps of		



# Profile Enhancement and Marketing

## Monitoring Procurement Websites – FEDBIZOPPS

**USACE,  
Sacramento  
District**

**DoDAAC is  
"W91238"**

Opportunity	Agency/Office/Location	Type	Posted On
<b>Z--Maintenance, Repair along the Sacramento and Stockton Deep Water Ship Channels</b> W91238-09-D-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
<b>RECOVERY--General Purpose Bottom Weighted Can Buoya</b> 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 08, 2009
<b>Clear Creek Geomorphic Monitoring</b> 095Q200075 B -- Special studies and analysis - not R&D	Department of the Interior Bureau of Reclamation Bureau of Reclamation	Solicitation (Modified)	May 08, 2009
<b>Periodicals Subscription</b> 09VRQ0162 76 -- Books, maps & other publications	Department of the Interior U. S. Geological Survey U. S. Geological Survey	Presolicitation	May 08, 2009
<b>5.0u Solar Transmitters (Telemetry)</b> 09VRR0164 58 -- Communication, detection, & coherent radiation equipment	Department of the Interior U. S. Geological Survey U. S. Geological Survey	Combined Synopsis/Solicitation	May 07, 2009
<b>B--Planning and Environmental Studies Services within the Corps of Engineers, South Pacific Division boundaries</b> 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>B--Planning and Environmental Studies Services within the Corps of Engineers, South Pacific Division boundaries</b> 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
<b>2009 International Training Course in Volcano Hazard Monitoring</b> 09VRR0160 U -- Education & training services	Department of the Interior U. S. Geological Survey U. S. Geological Survey	Solicitation (Modified)	May 07, 2009
<b>S--Janitorial Service--US Navy and Marine Recruiting Stations</b>	Department of the Army U.S. Army Corps of		



# Profile Enhancement and Marketing Monitoring Procurement Websites – FEDBIZOPPS

**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**

**U.S. ARMY**

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

**Notice Details** | Packages | Interested Vendors List

Complete View

- Original Synopsis  
Presolicitation  
May 05, 2009  
3:32 pm
- Changes  
May 29, 2009  
9:00 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: 1529, NAICS Code: 237310. The size standard for this code is \$32,500,000. All questions should be directed to the Contract Specialist, Anghnam A. Sybangone, at (916) 557-5231, FAX No.: (916) 557-5278, e-mail anghnam.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:

- Construct a two-track railroad bridge and associated approaches.
- Construct a vehicular bridge.
- Construct a pedestrian under crossing.
- Construct a maintenance road.

ALL FILES

- Solicitation 1  
May 29, 2009
- W91238-09-B-0002.pdf
- W91238-09-B-0002.pdf

GENERAL INFORMATION

Notice Type:  
Solicitation

Original Posted Date:  
May 5, 2009

Posted Date:  
May 29, 2009

Response Date:  
May 20, 2009 11:59 pm

Original Response Date:  
May 20, 2009 11:59 pm

Archiving Policy:  
Automatic, on specified date

Original Archive Date:  
July 18, 2009

Archive Date:  
July 18, 2009

Original Set Aside:  
N/A

Set Aside:  
N/A

Classification Code:  
Y - Construction of structures and facilities

NAICS Code:

Add to  
Watchlist

Add me to  
Interested  
Vendors



# Profile Enhancement and Marketing

## Monitoring Procurement Websites – FEDBIZOPPS

The screenshot displays the FEDBIZOPPS website interface. The main navigation bar includes links for Home, General Info, News, Opportunities, Agencies, and Privacy. The 'Opportunities' tab is selected. Below the navigation bar, there is a search bar with the text 'W91238' entered. The search criteria are: Full Text/SOL & Search: W91238, Agency/Office/Location(s): All Agency/Office/Locations, Documents To Search: Active Documents, Opportunity/Procurement Type: Presolicitation, Modification/Amendment/Cancel, Foreign Government Standard, Combined Synopsis/Solicitation, Sale of Surplus Property, Award Notice, Sources Sought, Special Notice, and Justification and Approval (J&A). The search results section is currently empty.

W91238



# Profile Enhancement and Marketing

## Monitoring Procurement Websites –

### FEDBIZOPPS

The screenshot displays the FEDBIZOPPS website interface. At the top, there is a navigation bar with links for Home, General Info, News, Opportunities, Agencies, and Privacy. Below this is a search bar and a table of opportunities. The table has columns for Opportunity, Agency/Office/Location, Type, and Posted On. The opportunities listed include maintenance dredging, general purpose bottom weighted can buoys, planning and environmental studies, janitorial services, vinyl siding, and organizational memberships.

Opportunity	Agency/Office/Location	Type	Posted On
<a href="#">Z--Maintenance Dredging along the Sacramento and Stockton Deep Water Ship Channels</a> 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
<a href="#">RECOVERY--20--General Purpose Bottom Weighted Can Buoys</a> RECOVERY WB1238-09-Q-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
<a href="#">B--Planning and Environmental Studies Services within the Corps of Engineers, South Pacific Division boundaries</a> WB1238-09-R-0017 B -- Special studies and analysis - not RAD	Department of the Army U.S. Army Corps of Engineers US Army Engineer District, Sacramento	Solicitation (Modified)	May 07, 2009
<a href="#">B--Planning and Environmental Studies Services within the Corps of Engineers, South Pacific Division boundaries</a> WB1238-09-R-0018 B -- Special studies and analysis - not RAD	Department of the Army U.S. Army Corps of Engineers US Army Engineer District, Sacramento	Solicitation (Modified)	May 07, 2009
<a href="#">S--Janitorial Service - US Navy and Marine Recruiting Stations</a> WB1238-09-Q-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
<a href="#">RECOVERY--Y--Vinyl Siding Hensley Lake and Lake Keweenaw, CA</a> RECOVERY WB1238-09-R-0006 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
<a href="#">Organizational Memberships for Fitness Facilities, USACE, Sacramento</a> WB1238-09-Q-0165 99 -- Miscellaneous	Department of the Army U.S. Army Corps of Engineers US Army Engineer District, Sacramento	Sources Sought (Modified)	May 06, 2009
<a href="#">Y--General Instruction Buildings at Presidio of Monterey, California</a> 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



# Profile Enhancement and Marketing

## Monitoring Procurement Websites –

### ASFI

The screenshot shows a Windows Internet Explorer browser window displaying the ASFI Acquisition Business Web Site. The page features the Army logo and the text "Army Single Face to Industry (ASFI) Acquisition Business Web Site" with the tagline "Serving the U.S. Army Acquisition Community". The main section is titled "Solicitation Search" and includes a form for searching by quick options: "Most recently posted solicitations" and "Solicitations that close today". Below this is a field for "Solicitation Number" with a note that wildcards are represented by the % character. Further down, there is a "Select Contract Office" dropdown menu with options: ANY, ACA, Aberdeen Proving Ground, ACA, Capital District Contracting Center, ACA, Dugway Proving Ground, and ACA, Fort Bliss. A note states: "NOTE: Contract offices WILL NOT appear in the selection list above unless that office has active solicitations posted to the ASFI website! If you feel your site should have active postings on the ASFI web site but you do not see your site listed above, please contact ASFI". There are radio buttons for "AND / OR" search options. Below that is a "Noun phrase:" input field. At the bottom, there is an "OR" section with a "NAICS code:" dropdown menu showing options: ANY, 115112 - Soil Preparation, Planting, and Cultivating, 115310 - Support Activities for Forestry, and 242310 - Other Crushed and Broken Stone, Minors and Quarries. The browser's taskbar at the bottom shows the Start button and several open applications: "Inbox - Microsoft Out...", "Helping The Deputy ...", and "Acquisition Business S...". The system tray shows the date and time as 8:54 AM.



# Profile Enhancement and Marketing

## Monitoring Procurement Websites - FPDS

**Federal Procurement Data System - Next Generation**

Site Search ...

Home | Newsroom | Reports | Status | Worksite | Archives | Training | Calendar | Help

**ezSearch**  
Google-like search to help you find federal contracts...  
ezSearch contains procurement data as well as additional NASA data (for example, financial assistance actions).

**Recovery FY 2009**

**Top 5 States (Place of Performance) by Dollars Obligated**

State	Dollars Obligated
WASHINGTON	\$2,348.83M
CALIFORNIA	\$1,941.5M
SOUTH CAROLINA	\$1,716.83M
COLORADO	\$1,183.5M
TEXAS	\$1,167.77M

[All States](#) | [Departments](#) | [Small Business](#) | [Top 5 States](#) | [Set Aside](#) | [Vendor](#) | [Trend](#)

**Top Requests**

- Recovery Report
- Haiti Earthquake Report
- American Samoa Report
- Hurricane Katrina Contracts
- Hurricane Rita Contracts
- Other Hurricane/Disaster Relief

**Upcoming Events**

- Fri Apr 09 @06:00PM - 09:00PM  
V1.4 SP 1.0 Production Deployment
- Thu Apr 22 @10:00AM - 11:00AM  
CCB - Change Control Board Meeting

[View Full Calendar](#)  
[Subscribe to RSS Feed](#)

**Latest News**

- Upcoming Releases
- Data Archives
- Software Releases
- Data Management Fixes
- New Unified FPDS-NG Portal
- NIA: Haiti Earthquake 2010
- ARRA Dashboard - Drill Downs
- Small Business Goaling Report



# Profile Enhancement and Marketing

## Monitoring Procurement Websites - FPDS

FPDS Next Generation

Logged in as: MELEA.CR...  
OU:USACE@PRPT2100.ARMY.MIL

Advanced Search GO Help Log Off

**Awards**

- Delivery / Task Order Against IDV
- Purchase Order
- Definitive Contract
- BPA Call

**Basic IDVs**

- PSS
- GWAC
- BDA
- BPA
- IDC

**Transactions/Modifications**

- Corrections
- Void
- Modifications

**System Administration**

- Users
- Locations
  - Place
  - Country
- Organizations
  - Department
  - Agency
  - Functional Division
  - Organization
  - Funding A
  - Contracting Offices
- Service Classifications
  - NAICS
  - PSC
  - Claimant Program
  - System Equipment
  - Data Ownership

**Reports**

- Standard Reports
- Ad Hoc Reports
- ezSearch BETA
- Interagency Contract Directory

**Awards Inbox**

- Craft Awards
- Direct Awards
- Indirect Awards
- Transfer Awards

**IDV Inbox**

- Direct IDVs
- Indirect IDVs
- Transfer IDVs

For an audit log, please [click here](#)

To submit comments, please [click here](#)

start | Notes - Microsoft Out... | Passwords 50sb Smc... | Helping The Deputy... | FPDS-NG : MELEA.CR... | Internet | 100% | 10:09 AM

Standard Reports



# Profile Enhancement and Marketing

## Monitoring Procurement Websites - FPDS

The screenshot shows the FPDS website interface in Internet Explorer. The browser's address bar displays the URL: <https://www.fpds.gov/Reports/manage.jsp/myReportsController.jsp>. The page features a navigation bar with icons for Home, Who, What, Where, When, How, Reports, Sys Admin, Help, and CAPS/OLIS. Below the navigation bar is a 'Favorites' section with a table of links:

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

The 'Federal Contract Actions and Dollars' link is circled in black, and a callout line points from the circle to the text 'Federal Contract Actions and Dollars' located below the screenshot.

**Federal Contract Actions and Dollars**



# Profile Enhancement and Marketing

## Monitoring Procurement Websites - FPDS

**9700 = DoD**

**2100 = Army**

**Org. Code = SPD**

**Contracting Office Id = the DoDAAC**

**SPD DoDAACs**  
*Albuquerque – W912PP*  
*Los Angeles – W912PL*  
*Sacramento – W91238*  
*San Francisco – W912P7*

**SWD DoDAACs**  
*Fort Worth – W9126G*  
*Galveston – W912HY*  
*Little Rock – W9127S*  
*Tulsa – W912BV*

Your IDs should be blank!



# Profile Enhancement and Marketing

## Monitoring Procurement Websites - FPDS

The screenshot shows the FPDS website interface. At the top, there's a navigation bar with 'HOME', 'ezSearch', 'Advanced Search', and 'Log Off'. Below that, the main content area is titled 'Federal Contract Actions and Dollars'. A table is displayed with columns for 'Department', 'Total Actions', 'Total Dollars', '% Total Actions', and '% Total Dollars'. The table has one row for 'DEPT OF DEFENSE (9788)' and a 'Total' row. A callout box labeled 'Award Detail' points to the 'Award Detail' link in the 'Total' row. The callout box contains a list of fields: Primary Path, Federal Contract Actions and Dollars (Department), Contracting Agency, Major Command Code, Sub Command 1 Code, Sub Command 2 Code, Sub Command 3 Code, Contracting Office Region, Contracting Office, Vendor Name, Referenced IDV PHD, PHD, Modification Number, and Transaction Number. At the bottom of the page, there are two footnotes: '- DoD report data are delayed 90 days for non DoD users.' and '- To print a complete version of the sectioned report, you must first download the report to PDF mode.'

Department	Total Actions	Total Dollars	% Total Actions	% Total Dollars
DEPT OF DEFENSE (9788)	100,000	100,000	100.0000 %	100.0000 %
Total	100,000	100,000	100.0000 %	100.0000 %

**“Award Detail”**



# Profile Enhancement and Marketing

## 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

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

HOME azSearch Advanced Search Log Off

**"Export"**

Award Detail Active filter

Send Report Highlighting Drill Charts Worksheet

Contracting Agency ID	Contracting Agency Name	Contracting Agency 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	W81238	W076 ENDIST SACRAMENTO	NO REGION IDENTIFIED	0001	0		0 W8123809A0002	12/11/2008	12/11/2008	01/16/2009	01/16/2009		90CE	W81238
2100	DEPT OF THE ARMY	W81238	W075 ENDIST SACRAMENTO	NO REGION IDENTIFIED	0001	1		0 W812380500013	12/04/2008	12/04/2008	11/23/2009	11/23/2009		2100	W81238
2100	DEPT OF THE ARMY	W81238	W076 ENDIST SACRAMENTO	NO REGION IDENTIFIED	0001	1		0 W812380700013	12/09/2008	12/09/2008	06/09/2009	06/09/2009		90CE	W81238
2100	DEPT OF THE ARMY	W81238	W075 ENDIST SACRAMENTO	NO REGION IDENTIFIED	0001	1		0 W812380500012	11/24/2008	11/24/2008	11/05/2009	11/05/2009		90CE	W81238
2100	DEPT OF THE ARMY	W81238	W076 ENDIST SACRAMENTO	NO REGION IDENTIFIED	0001	1		0 W812380900002	10/10/2008	10/10/2008	03/02/2009	03/02/2009		2100	W81238
2100	DEPT OF THE ARMY	W81238	W075 ENDIST SACRAMENTO	NO REGION IDENTIFIED	0001	1		0 W8123808000028	10/23/2008	10/21/2008	10/09/2009	10/09/2009		3000	00000
2100	DEPT OF THE ARMY	W81238	W075 ENDIST SACRAMENTO	NO REGION IDENTIFIED	0001	2		0 W8123806000003	12/10/2008	12/10/2008	08/09/2009	08/09/2009		2100	W81238
2100	DEPT OF THE ARMY	W81238	W075 ENDIST SACRAMENTO	NO REGION IDENTIFIED	0001	2		0 W8123807000044	11/21/2008	11/20/2008	12/31/2008	12/31/2008		90CE	W81238
2100	DEPT OF THE ARMY	W81238	W075 ENDIST SACRAMENTO	NO REGION IDENTIFIED	0001	2		0 W8123808000032	12/08/2008	12/04/2008	04/15/2009	04/15/2009		2100	W81238
2100	DEPT OF THE ARMY	W81238	W075 ENDIST SACRAMENTO	NO REGION IDENTIFIED	0001	3		0 W8123807000022	12/18/2008	12/18/2008	09/28/2009	09/28/2009		90CE	W81238
2100	DEPT OF THE ARMY	W81238	W076 ENDIST SACRAMENTO	NO REGION IDENTIFIED	0001	4		0 W8123807000024	11/26/2008	11/26/2008	01/29/2009	01/29/2009		2100	W81238

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.

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

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# **Profile Enhancement and Marketing**

**Marketing Your Firm**

**The Basics**

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

**Think about it for now....**



# Profile Enhancement and Marketing

## 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?



# Profile Enhancement and Marketing

## Marketing Your Firm

### The Basics

- **Conferences**

- Which conference to attend?
- Volunteer to be on a committee?
- Large Business Participation?



# Profile Enhancement and Marketing

## 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?



# Profile Enhancement and Marketing

## Marketing Your Firm

### The Basics

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



# Profile Enhancement and Marketing

## 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 \*\***



# Profile Enhancement and Marketing

## 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



# Profile Enhancement and Marketing

## 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 \*\***



# Profile Enhancement and Marketing

## 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.)



# Profile Enhancement and Marketing

## Marketing Your Firm

### Helpful Hints to Briefings

- **When and Where Should You Brief:**

- **BEFORE** the prime buying season (this is *NOT* the 4<sup>th</sup> Quarter)

- Briefing should be portable

- Ready to present as a tabletop or on-screen

- Bring your own equipment including projector



# Profile Enhancement and Marketing

## 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**



# Profile Enhancement and Marketing

## 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?**



# Profile Enhancement and Marketing

## 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://airforcesmallbiz.org/assistance/locate-small-business-specialist.php>
  - Selling to the Navy –  
<http://www.donhq.navy.mil/OSBP/about/sbs-state.html>



# Profile Enhancement and Marketing

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

**BID OR PROPOSE**

Relationships....

Using your resources....

Responding to solicitations....

Capabilities Presentation....

Attending Conferences...



# Profile Enhancement and Marketing

**QUESTIONS???**

