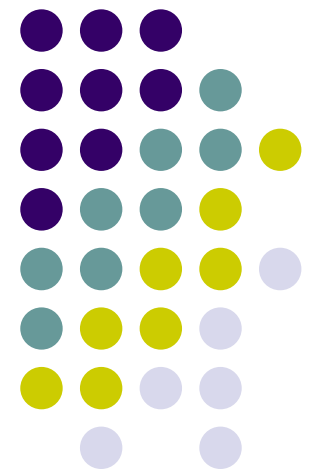
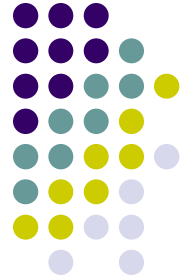




**Welcome to**

*Federal Market Research,  
Data Sources and Uses*





# Central Contractor Registration

To do business with ALL federal agencies, you need to be registered on Central Contractor Registration, effective Jan 1, 2004

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

Many agencies use this list to search for bid candidates; many price use it to search for subs; merged with ProNet; you must also be on this list, so you can get paid by the federal government.



# SADBU Contacts

- Small & Disadvantaged Business Utilization Specialists.
- Should be your first agency contact - will tell you how, what and from whom they purchase.
- 23% small business goal.

[www.sba.gov/GC/osdbu.html](http://www.sba.gov/GC/osdbu.html)



# FAR, Regulations, Policy, Ethics

## Federal Acquisition Regulations

<http://www.arnet.gov/far/>

## Federal Regulations

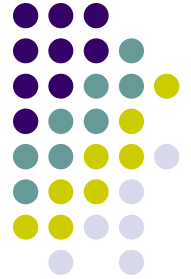
[www.regulations.gov/](http://www.regulations.gov/)

## US Office of Government Ethics

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

## Office of Federal Procurement Policy

[www.whitehouse.gov/omb/procurement/](http://www.whitehouse.gov/omb/procurement/)



# **CFR, Travel Regs, GAO & OMB**

## **Code of Federal Regulations**

[www.gpoaccess.gov/cfr/index.html](http://www.gpoaccess.gov/cfr/index.html)

## **DoD Travel Regulations**

[www.dtic.mil/perdiem/trvlregs.html](http://www.dtic.mil/perdiem/trvlregs.html)

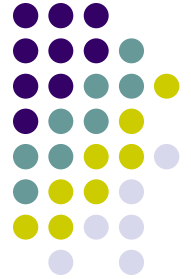
## **General Accounting Office**

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

## **Office of Management and Budget**

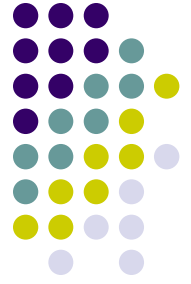
<http://w3.access.gpo.gov/usbudget/index.html>

# Federal Agency Procurement Forecasts



[www.acqnet.gov/AcqNet/FedBusOpps/](http://www.acqnet.gov/AcqNet/FedBusOpps/)

**Research your targeted agencies**



# FedBusOppts

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

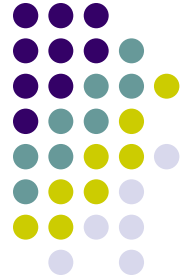
**Single Repository for Government  
Procurement Announcements and Awards**

**FedBusOppts Selective Agency and Category Notification**

[www.fedbizopps.gov/servlet/VendorReg](http://www.fedbizopps.gov/servlet/VendorReg)

or use **Loren Data** for \$195 yr

[www.ld.com](http://www.ld.com)



# Federal Procurement Data Center-Next Generation

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

Reports by Federal Overview, Geographic View and Agency View

<http://www.fpdc.gov/fpdc/fpr2002.htm>

What agencies bought the product and how much did they spend?

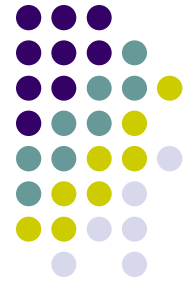
What companies sold the product and how much did they sell?

<http://fpdcapp.gsa.gov/pls/fpdsweb/fpdsprodsearch1>

Contractor Search (permits you to "drill down" to individual contracts).

[www.fpdc.gov/fpdc/FpdsContractorForm1a.htm](http://www.fpdc.gov/fpdc/FpdsContractorForm1a.htm)

## Procurement Technical Assistance Centers



Provides assistance to businesses in marketing products and services to Federal, state and local governments.

<http://www.dla.mil/db/procurem.htm>



# Small Business Administration

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

## 8(a) Business Development

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

## Hub Zones

<https://eweb1.sba.gov/hubzone/internet/>

## North American Industry Classification System (NAICS)

[www.census.gov/epcd/www/naics.html](http://www.census.gov/epcd/www/naics.html)

## SBA Development Centers

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

## SBA Veteran's Business Development

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

## SBA Small Disadvantaged Business

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



# Useful Federal URL's for Searching

## Google Uncle Sam

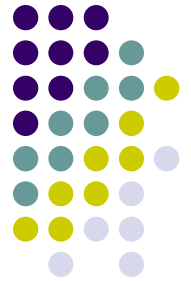
[www.google/unclesam](http://www.google/unclesam)

## FedWorld (Gov Portal)

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

## FirstGov

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



# **Abbreviations and Acronyms**

## **Abbreviations and Acronyms of the U.S. Government**

[www.ulib.iupui.edu/subjectareas/gov/docs\\_abbrev.html#G](http://www.ulib.iupui.edu/subjectareas/gov/docs_abbrev.html#G)

## **Military Acronyms**

[www.ulib.iupui.edu/subjectareas/gov/military.html](http://www.ulib.iupui.edu/subjectareas/gov/military.html)

## **DoD/IT Acronym Listing**

[www.dacs.dtic.mil/topics/acronym/acronyms.shtml](http://www.dacs.dtic.mil/topics/acronym/acronyms.shtml)

# Publications

Carroll Publishing – Government Print Directories

[www.carrollpub.com/](http://www.carrollpub.com/)

Computer Reseller News

[www.crn.com/](http://www.crn.com/)

Federal Computer Week

[www.fcw.com](http://www.fcw.com)

Government Executive

[www.govexec.com](http://www.govexec.com)

Government Technology

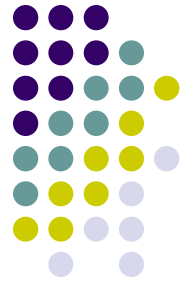
[www.govtech.net/](http://www.govtech.net/)

Washington Technology – Targets System Integrators, Agency Profiles, Product Reviews

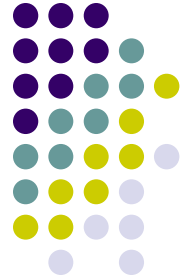
[www.washingtontechnology.com](http://www.washingtontechnology.com)

**(1) Follow their editorial calendars and**

**(2) get to know the reporters that cover your products/services**



# Organizations



**Association for Federal Information Resource Management**

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

**Computer Technology Industry Association**

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

**Government Electronics and Information Technology Association**

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

**Greater Washington Initiative**

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

**Industry Advisory Council**

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

**Northern Virginia Technology Council**

[www.nvtc.org/home.htm](http://www.nvtc.org/home.htm)

**Information Technology Association Of America**

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

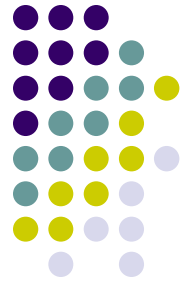
**National Contract Management Association**

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

**Small and Emerging Contractors Advisory Forum (SECAF)**

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

# Fee-For-Service Market Research



COLMAR Corporation – Total Accumulated Forecast For Information Spending - (TAFFIS) – tracks federal IT spending at more than 80 agencies by contract.  
[www.colmarcorporation.com](http://www.colmarcorporation.com)

Eagle Eye – Historical Contract Awards – Competitor Research-Market Sizing  
[www.eagleeyeinc.com/](http://www.eagleeyeinc.com/)

ePipeline - Web-based research for RFI, Pre-RFP's, RFP's, Re-Competes, etc (digs deeper in to programs down to budgetary basis)  
[www.epipeline.com](http://www.epipeline.com)

Federal Sources – Web-based research for RFI, Pre-RFP's, RFP's, Re-Competes, etc  
[www.fedsources.com/](http://www.fedsources.com/)

Input – Web-based research for RFI, Pre-RFP's, RFP's, Re-Competes, etc  
[www.input.gov](http://www.input.gov)

Loren Data - \$195 annual fee to track FedBusOppts by Keyword, FSC, etc  
[www.ld.com](http://www.ld.com)

Market Connections, Inc – Customer Satisfaction Surveys, Research Studies, et al  
[www.marketconnectinc.com](http://www.marketconnectinc.com)

# SBA/DoD

## Sub-Contracting Searches



Prime contractors use SUB-Net to post subcontracting opportunities.

Small businesses can review this web site to identify opportunities in their areas of expertise.

[http://web.sba.gov/subnet/dsp\\_search\\_option.cfm](http://web.sba.gov/subnet/dsp_search_option.cfm)

DoD Subcontracting

[www.acq.osd.mil/sadbu/publications/subdir/](http://www.acq.osd.mil/sadbu/publications/subdir/)



# Dod Photo's, Clip Art, Forms, Lists

## DoD Photo's

[www.defendamerica.mil/photogallery.html](http://www.defendamerica.mil/photogallery.html)

## Federal Clip Art (not free)

[www.onemileup.com/](http://www.onemileup.com/)

## Federal Forms

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

## Federal Mailing Lists

[www.federaldirect.net](http://www.federaldirect.net)



# Women-Owned Business Resources

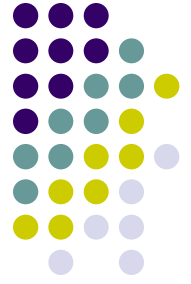


Women-Owned Businesses

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

Department of Defense, Women Owned  
Small Business Website

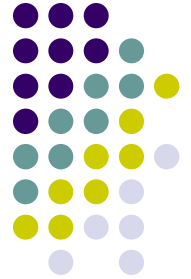
[www.acq.osd.mil/sadbu/wosb/](http://www.acq.osd.mil/sadbu/wosb/)



# Federal Grants

## Track the money trail

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



# Chief Information Officers

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

## DoD MENTOR-PROTEGE (MP) PROGRAM



DoD Mentor-Protégé (MP) Program was enacted in 1990 (Public Law 101-510). This program was established to provide incentives for (major) DoD prime contractors (Mentors) to help small disadvantaged businesses (SDBs) qualified organizations that employ the severely disabled, and [Women Owned Small Business](#) (Protégés) develop technical and business capabilities. The goal of the program is to assist protégés to successfully compete for prime contract and subcontract awards. Successful Mentor-Protégé agreements provide a winning relationship for the protégé, the mentor and the DoD.

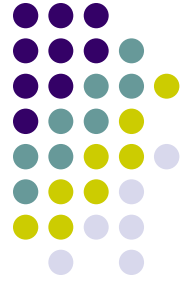
The first act of participation for either party, Mentor or Protégé, is to find a counterpart. Protégés must keep in mind that a smaller Mentor might be more responsive to a Protégé's needs. More importantly is that the Mentor and the Protégé must be compatible.

A mentor firm must have at least one active subcontracting plan and be eligible for federal contracts. As of 1 October 1999 a protégé firm must be either a [small disadvantaged business](#) (SDB) certified by the Small Business Administration (Office of Small Disadvantaged Business Certification & Eligibility) a self-certified qualifying organization that employs the severely disabled or a WOSB (as defined in Section 8064A of Public Law 102-172).

DoD Mentor-Protégé Hotline at 1-800-553-1858.

Application [www.acq.osd.mil/sadbu/mentor\\_protege/participate/aaat.html](http://www.acq.osd.mil/sadbu/mentor_protege/participate/aaat.html)

MB Program Participates: [www.acq.osd.mil/sadbu/mentor\\_protege/participants/ActiveFrame.htm](http://www.acq.osd.mil/sadbu/mentor_protege/participants/ActiveFrame.htm)



## FEDERALLY FUNDED RESEARCH AND DEVELOPMENT CENTERS (FFRDCS)

Established during World War II, Federally Funded Research and Development Centers (FFRDCs) assist the United States Government with scientific research and analysis, systems development, and systems acquisition in defense, energy, aviation, space, health & human services, and tax administration. Although sponsored by government agencies, they are administered by not-for-profit organizations to solve complex technical problems that cannot be solved by a single group.

The websites for the 36 FFRDCs are listed at <http://www.nsf.gov/sbe/srs/nsf03308/start.htm>

Each prime contractor operating an FFRDC has a contracting organization that is required to operate like a federal contracting division. They must follow public purchasing policies in general and comply with the Federal Acquisition Regulation (FAR) in particular. FFRDCs have small and disadvantaged business goals just like a federal governments (feds goal is 23%).

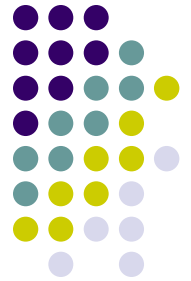


## MANUFACTURING EXTENSION PARTNERSHIP (MEP)

MEP is a nationwide network of not-for-profit centers in over 400 locations nationwide, whose sole purpose is to provide small and medium sized manufacturers with the help they need to succeed.

Centers are funded by federal, state, local and private resources to serve manufacturers. That makes it possible for even the smallest firms to tap into the expertise of knowledgeable manufacturing and business specialists all over the United States. These specialists are people who have had experience on manufacturing floors and in plant operations.

[www.mep.nist.gov/](http://www.mep.nist.gov/)

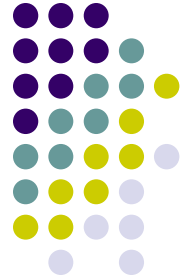


## FEDERAL TECHNOLOGY SOURCE

BUY A COPY OF GOVERNMENT EXECUTIVE'S  
THE FEDERAL TECHNOLOGY SOURCE

Only \$9.95 by calling 800-208-8001  
or [www.govexec.com/fedtech/](http://www.govexec.com/fedtech/), which lists  
the names, addresses and contact info the top  
federal executives, industry and  
marketing associations.

# Advertise in GSA's MarkeTips Magazine



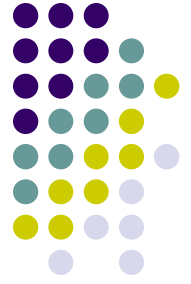
GSA's *MarkeTips* Magazine is your key to the Federal Marketplace.

With a mailing list of over 100,000 Federal buyers,

*MarkeTips* provides an opportunity for GSA contract holders to promote products to Federal agencies.

Advertising space in *MarkeTips* is FREE OF CHARGE, and is offered on a first come, first served basis. Because of limited ad space, vendors are limited to 2 ads per Fiscal Year (Oct-Sep).

This Media Kit contains a number of documents including ad specifications and instructions, logos required for *MarkeTips* advertisements, Style Sheet, Style Guide, GSA points of contact, and a glossary of terms. The kit is also available on the web @ [http://www.gsa.gov/Portal/gsa/ep/contentView.do?contentId=10848&contentType=GSA\\_BASIC](http://www.gsa.gov/Portal/gsa/ep/contentView.do?contentId=10848&contentType=GSA_BASIC)

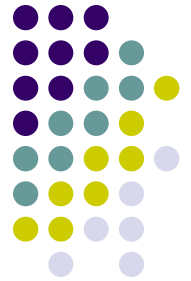


## Seed your Competition-E-Library

- Determine which suppliers have a contract, and what's covered under our Federal Supply Schedules.
- Search by schedule contractor's name, contract number, special item number, schedule number, or keyword.
- Great tool for contractors to find Team Partners when responding to a customer's requirement.

[www.gsaelibrary.gsa.gov/elib/eLibrary.jsp](http://www.gsaelibrary.gsa.gov/elib/eLibrary.jsp)

# Federal Supply Schedule Contractor Guide



The FSS Contractor Guide is intended to help vendors understand how to participate in the GSA Federal Supply Service Multiple Award Schedules program.

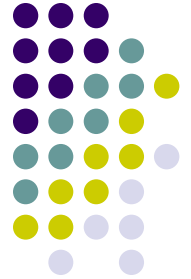
<http://apps.fss.gsa.gov/contractorguide/>



## The Steps to Success

## How to be a Successful GSA Contractor

Download @ <http://vsc.fss.gsa.gov/>



## Determine Section 508 Applicability

[www.section508.gov/](http://www.section508.gov/)

or

[www.capitalreps.com/508%20Summary%20from%20CapITal%20Reps.PDF](http://www.capitalreps.com/508%20Summary%20from%20CapITal%20Reps.PDF)

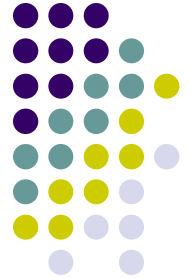
# Check out SPOC's



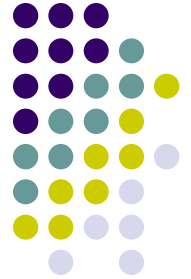
- Section 1122 of the Fiscal Year 1994 National Defense Authorization Act established the authority for state and local governments to purchase law enforcement equipment through federal procurement channels, provided that the equipment is used in the performance of counterdrug activities. The authority for the "1122 Program" resides with the Department of Defense. The U.S. Army, as the Executive Agent of the program, has formed a steering committee consisting of representatives from the General Services Administration (GSA), the Defense Logistics Agency (DLA), and the Department of Justice (DOJ).
- Each state participating in the 1122 Program designates a State Point Of Contact (SPOC) to administer the state's activities under the program, by validating the counterdrug mission of each procurement request, and ensuring the availability of funds. To date, forty-five (45) states have elected to participate in the 1122 Program.
- SPOC's for 1122 Program: <http://www.dla.mil/j-3/leso/section1122.htm>

# Summary

*CAPITAL REPS* LLC



- Know agency budget, mission, your best-value (solutions) and procurement preferences.
- Know your competitors.
- Spend monies on advertising (direct mail, trade shows, publications).
- Know the rules and regulations (FAR).
- Have lots of patience - need staying power.



## Questions???

- Sign up for Free weekly Fed E-Newsletter
- Visit [www.capitalreps.com](http://www.capitalreps.com)
- Call us @ 703-715-2677 or
- E-mail us @ [capsales@capitalreps.com](mailto:capsales@capitalreps.com)