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**NJIT**

PROCUREMENT TECHNICAL ASSISTANCE CENTER



*April 2018*

*Event of the Year:*

## **NJIT PTAC Supply Chain Matchmaking Conference 2018**

***May 17, 2018 8:00 AM - 4:30 PM***

[Learn More](#)

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*Seminar Series:*

## **Break Through to Contracting Success** *In Collaboration with Burlington County Library System*

April 9, 2018 9:00 AM - 12:00 PM

**Session 1: Demystifying Supply Chain Management for Government  
Contractors**

April 16, 2018 9:00 AM - 12:00 PM

**Session 2: Market Research for Government Contractors**

April 23, 2018 9:00 AM - 12:00 PM

**Session 3: Proposals That Win Contracts**

April 30, 2018 9:00 AM - 12:00 PM

**Session 4: Branding and Marketing for Government Contractors**

May 7, 2018 9:00 AM - 12:00 PM

**Session 5: Risk Management and Compliance for Contractors**

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***Tip of the Month:***

**Important Information About [SAM.GOV](https://sam.gov) Changes**

For years, PTACs have made efforts to help keep their clients safe in the Government marketplace. One of the repeated problems PTACs across the nation have warned their clients about is paying third-party companies a fee for registration in the [SAM.GOV](https://sam.gov) database. Here are three important things you should know.

1. Registration in [SAM.GOV](https://sam.gov) is free.
2. If you need assistance with registration in [SAM.GOV](https://sam.gov), your NJIT PTAC counselor can assist you at no cost.
3. It can be dangerous to provide your banking information to third parties or allow them the opportunity to re-route your payments.

Case in point. The General Services Administration is currently investigating fraud within the [SAM.GOV](#) database and is now requiring new contractors registering in SAM to "submit a notarized letter identifying the authorized entity administrators associated with the contractor's DUNS Number," according to a [recent article published on Fedscoop.com](#).

For more information, [click here](#) to read a great blog article just published by Mr. Dennis Casey, Executive Director at the Colorado PTAC.

**Recommended Action from GSA for all Entities Registered in [SAM.GOV](#):**

*"Entities registered in SAM are advised to log into SAM and review their registration information, particularly their financial information. Contact the supporting Federal Service Desk at [www.fsd.gov](#), or by telephone at 866-606-8220 (toll-free) or 334-206-7828 (internationally), for FREE assistance, Entities are responsible for ensuring that their information is current and correct in SAM in accordance with paragraph (b) of FAR clause 52.232-33, and should routinely review such information for accuracy."*

Contact your NJIT PTAC representative if you have concerns, questions, or need assistance with any issues related to [SAM.GOV](#).

**Bottom Line:** It is unclear from the articles published above whether the [SAM.GOV](#) was breached, or the issue stems from businesses allowing third-party entities to enter data in their [SAM.GOV](#) profile. Regardless, we highly advise that you keep your [SAM.GOV](#) registration in-house and administered by a trusted owner or employee of the company.

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***PTAC News You Can Use:***

# Supporting Your Market Research Efforts

Trying to use some of the federal government's free websites for market research, but still finding yourself challenged to put the pieces together? Or perhaps you're having a hard time understanding some of the codes and jargon contained within the data.

A one-on-one session with your NJIT PTAC counselor focused on market research can be tremendously beneficial for your company. In addition to helping you uncover and understand qualitative data found on sites such as USASpending.Gov, your NJIT PTAC counselor can advise on how to connect, ask the right questions, and interact when meeting buyers, end users, and agency small business specialists at local events or meetings. It is always a great idea to meet with your PTAC counselor ahead of your agency meetings for tips on what to do and what to avoid, in addition to getting the inside scoop on the agency before your meeting.

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## *Webinars*

Contact your NJIT PTAC Counselor for a **FREE** code

### **How to Make the SBA's Mentor-Protégé Program Work for Your Small Business**

**Date:** April 5, 2018

**Time:** 1:00 p.m. EDT

[CLICK HERE TO LEARN MORE](#)



### **Winning Strategies and Best Practices for Government Prospecting**

**Date:** April 19, 2018

**Time:** 1:00 p.m. EDT

[CLICK HERE TO LEARN MORE](#)



### **Analyzing Your GovCon Cybersecurity Compliance**

**Date:** April 26, 2018

**Time:** 1:00 p.m. EDT

[CLICK HERE TO LEARN MORE](#)

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## ***April Events and Workshops***

April 4, 2018 8:00 AM - 1:00 PM  
Naval Surface Warfare Center Philadelphia Division Industry Day

April 9, 2018 9:00 AM - 12:00 PM  
Demystifying Supply Chain Management for Government Contractors: Session  
1 of 5 Series

April 13, 2018 9:00 AM - 5:00 PM  
NDIA Delaware Valley Chapter International Defense Industry Conference

April 16, 2018 9:00 AM - 12:00 PM  
Market Research for Government Contractors: Session 2 of 5 Series

April 19, 2018 9:30 AM - 2:30 PM  
LKE-SBR Naval Air Warfare Center Aircraft Division (NAWCAD) Small  
Business Programs & Forecast

April 23, 2018 9:00 AM - 12:00 PM  
Proposals That Win Contracts: Session 3 of 5 Series

April 30, 2018 9:00 AM - 12:00 PM  
Branding & Marketing for Government Contractors: Session 4 of 5 Series

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### ***Recommended Reading:***

#### **Navigating the New USASpending Website**

USASpending.Gov is a powerful (and free) website where you can find many answers, gain perspective, and uncover your top federal targets. If you are already a user of this platform, you may have noticed some recent changes. Not to worry! You can still get the information you need, and our partners at Govology.com have assembled a short demo video on how to use some of the

most important features to help you quickly find and analyze contracting spend data. [Click here to view this demo.](#)

Want a more in-depth course on how to use data from the USASpending.Gov website and other free sites? [Check out Govology's on-demand course "Who Buys What You Sell."](#) You can access this course at no cost to you as a client of the NJIT PTAC. Simply contact your PTAC counselor for a coupon code, and apply it during the checkout process.

### **About Your PTAC:**

The New Jersey Institute of Technology Procurement Technical Assistance Center (NJIT PTAC) is funded in part through a cooperative agreement with the Defense Logistics Agency's Office of Small Business Programs. Our mission is to help small businesses succeed in the government marketplace. To get assistance and support from the NJIT PTAC, you must first become a client by completing our online client application at <http://njitptac.ecenterdirect.com/signup>.

You can also contact us via phone at (973) 596-3105.

For additional information online, please visit our website at [www.njit.edu/ptac](http://www.njit.edu/ptac).

### **Client Prerequisites:**

Any business seeking to become an NJIT PTAC client must meet the following requirements:

1. New Jersey-based small business (excluding Union County businesses)
2. Established at least two years
3. Customer base that demonstrates past performance
4. Must not be delinquent with child support or taxes
5. Creditworthy
6. Business bank account

7. Computer literate
8. Company website and email preferred