



NJIT

PROCUREMENT TECHNICAL ASSISTANCE CENTER



October 2017

Tip of the Month:

Don't Be Scared Away by Complexity in the Government Marketplace



The government market offers many opportunities for businesses to grow and to diversify. It can, however, also be a scary place for small businesses to venture, especially when it comes to high-dollar value acquisitions with a high level of risk and technical complexity, along with heavy contract management and compliance requirements.

The good news is that the government marketplace doesn't have to be scary to small businesses if they know how to navigate it. There are plenty of low-risk opportunities for small businesses regardless of size, capabilities, and resources. In fact, over 90% of government purchases and contract actions are performed under the **Micro-Purchase Threshold** and paid for with a credit card (commonly referred to as a government purchase card).

In addition, according to the Federal Acquisition Regulation (FAR) part 13.003 (b)(1):

*“Acquisitions of supplies or services that have an anticipated dollar value exceeding \$3,500 (\$20,000 for acquisitions as described in 13.201(g)(1)) but not exceeding \$150,000 (\$750,000 for acquisitions described in paragraph (1)(i) of the simplified acquisition threshold definition at 2.101) are reserved exclusively for small business concerns and shall be set aside.” **

One of the primary purposes of **simplified acquisition procedures** is to avoid unnecessary burdens for both agencies and contractors and to increase opportunities for small businesses.

So if you are new to the federal marketplace, how can you and your team sleep well at night?

1. Take baby steps.
2. Start small. Beginning with small opportunities is a great way for your team to acclimate in a low-risk environment.

3. Build a bid/no bid decision matrix, and simply don't pursue opportunities beyond your capacity or risk tolerance.
4. Obtain training for your team, and give them time to learn.
5. Build a mastermind network and don't go it alone. There are many things you won't know, but as long as you know who to ask, you will continue to move forward.

**Note: Micro-Purchase and Simplified Acquisition Thresholds may differ from the figures provided above dependant upon the agency and special contracting circumstances such as contingency and emergency contracting.*

PTAC News You Can Use:

They're At It Again: Beware of Wolves In Sheep's Clothing

PTACs continually warn their clients of companies that engage in deceptive marketing practices by disguising themselves to look like an official government website, but then charge businesses for things that are free, such as registration in [SAM.GOV](https://sam.gov).

Well, the wolves are out again, this time preying on businesses looking to help out in the areas of the U.S. devastated by the 2017 Hurricane season. To illustrate, if you do a Google search for "FEMA Contracts", only two links on the first page of results point to the official FEMA or Department of Homeland Security (DHS) websites.

Can you guess which one is the official government site and which one is the biggest impersonator? You may be shocked.

In addition to websites, you may receive an official-looking email urging you to take action.

How can you spot a wolf in sheep's clothing?

1. **Look at the site URL.** Official government websites will typically end in the .gov rather than .com or .org.
2. **Examine the URL of the email sender.** Does the email address end in [@fema.com](mailto:fema.com) or something similar? The .com will typically giveaway that this is not coming from the U.S. Government.
3. **Are they asking for a fee?** The Federal Government does not send out emails soliciting money for vendor registration or other services.
4. **When in doubt, ask your NJIT PTAC representative.** We have seen many deceptive marketing practices over the years and can help you identify wolves. Feel free to forward your NJIT PTAC any suspicious email correspondence or website URLs for a free evaluation.

Related resources and credible information:

[FEMA.GOV](https://www.fema.gov): The official website of the Federal Emergency Management Agency.

APTAC Article: [FEMA Registration is free: Beware of “Government Vendor Registration” websites that charge a fee.](#)

Govology Webinar: [Getting Involved With 2017 Hurricane Season Recovery Projects](#) - call us at (973) 596-3105 for a code to attend this webinar for free!

FYI: Important Communication from the SBA:

SBA Issues Small Business Goaling Credit for FAR Part 26 Local Area Small Business Set Asides in Response to Disasters

On November 25, 2015, the President signed into law the Recovery Improvements for Small Entities After Disaster Act of 2015 (RISE Act), Pub. L. No. 114-88. Section 2108 authorizes SBA to establish contracting preferences for small business concerns located

in disaster areas, and provide agencies with double credit for awards to small businesses located in disaster areas.

Specifically, 15 U.S.C. 644(f), authorizes procuring agencies to provide contracting preferences for small business concerns located in areas for which the President has declared a major disaster, during the period of the declaration. Under Federal Acquisition Regulation (FAR) § 6.208, contracting officers may set aside solicitations to allow only offerors residing or doing business in the area affected by a major disaster. Under existing FAR § 26.202-1, such local area set asides may be further set aside for small business concern.

15 USC 644(f) also provides that if an agency awards a contract to a small business located in a disaster area through a contracting preference, the value of the contract shall be doubled for purposes of determining compliance with the small business contracting goals described in section 15 USC 644(g)(1)(A) of the Small Business Act.

Consequently, for FY 2017 and going forward, SBA will provide agencies double credit for goaling purposes for an award that is identified as a local area set aside and a small business or other socioeconomic set aside in FPDS. SBA will calculate and provide the extra credit through the agency Goaling Scorecard process.

**This email message was distributed by the PTAP Program Manager, The Defense Logistics Agency, on September 27, 2017.*

Live Webinars

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

**Getting Involved With 2017
Hurricane Season Recovery**



Projects

Date: October 4, 2017

Time: 2:30 PM EDT

[Learn More](#)

How to Write Customer Focused Proposals

Date: October 19, 2017

Time: 1:00 PM EDT

[Learn More](#)



Local Events, Workshops, Conferences

Oct 10, 2017 9:00 AM - 12:00 PM
[SAM Registration Workshop \(Beginners\)](#)

Oct 17, 2017 1:00 PM - 2:00 PM
[Conversation w/ HUBZone Program Manager \(ONLY HUBZone & Potential HUBZone Businesses\)](#)

Oct 20, 2017 9:00 AM - 12:00 PM
[ASDO's 22nd Annual Aviation Networking Conference](#)

Oct 24, 2017 7:30 AM-1:00 PM
[NJBIA Small Business Summit and Match Making Session](#)

Oct 25, 2017 1:00 PM-2:00 PM

[Submitting Alternate Offer Technical Data Packages & Becoming an Approved Source \(Intermediate-Advanced\)](#)

Oct 26, 2017 6:30 PM-8:30 PM

[Growing Garden State Sales: How to Do Business with Rutgers, NJIT, and PTAC \(Beginner-Intermediate\)](#)

Featured Training:

Proposal Week



Beginner: [Monday, 11/13/17 \(9:00AM-10:30AM\)](#)

Intermediate: [Tuesday, 11/14/17 \(9:00AM-12:00PM\)](#)

Advanced: [Thursday, 11/16/17 \(9:00AM-4:00PM\)](#)

Please select the appropriate training session based on your company's current stage and experience in federal government contracting.

The training designed for beginning, intermediate and advanced contractors would no doubt benefit our Federal Contracts Departments by way of future receipts of higher quality cost proposal submissions and backup/supporting documentation. Even the advanced contractors would benefit because they will acquire a first-hand understanding of what should be submitted

One of the every-day, significant issues facing certain Teams/PCO's/Contract Specialists in Federal Government Contracts Departments, is the receipt of inadequate cost proposals wherein the assigned procurement team must expend an inordinate amount of time in just trying to understand the basis for the proposed cost elements in the submitted cost proposal; let alone perform the required cost and price analysis. The quality or lack thereof, regarding "contractor cost proposal submissions to NAWCAD-Lakehurst and other government agencies" has been the impetus for the "PROPOSAL WEEK" seminars.

Registration through the NJIT PTAC portal is required to attend. asbackup with their cost proposal so as to potentially facilitate a more timely Government review.

Recommended Reading:

Micro-Purchase and Simplified Acquisition Thresholds Raised for Hurricane Harvey Response

A recent article from the Contracting Education Academy at Georgia Tech provides information on GSA's temporary rule to raise the micro-purchase threshold from \$3,500 to \$20,000. [Read more](#)

FAR Subpart 26.2 Disaster or Emergency Assistance Activities

This subpart of the FAR implements the Robert T. Stafford Disaster Relief and Emergency Assistance Act, which provides a preference for local organizations, firms, and individuals when contracting for the major disaster or emergency assistance activities. It is important to understand that though there is a local preference, the need goes beyond the capabilities of local area businesses. Besides, some local businesses may require teaming assistance to fulfill particular needs.

[Click here to read more and learn how your business may participate.](#)

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.

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