



**October 2018**

***NJIT PTAC Event of the Month:***

## **Industry Day: Lakehurst Small Business Roundtable (LKE-SBR)**

**Theme:** “NAWCAD Aircraft Launch and Recovery (ALRE) and Support Equipment (SE) Upcoming Requirements and Program Descriptions”

**Hosts:** LKE-SBR, NDIA, NJIT-PTAC

**Keynote:** CAPT Craig E. Lee, Vice Commander, NAWCAD

**Date:** Thursday, October 11, 2018

**Time:** 9:30 AM to 3:30 PM (EDT)

**Place:** The Ocean County Library, Mancini Hall

[101 Washington Street](#)

Toms River, NJ 08753

Are you looking to work with the DOD - NAWCAD Lakehurst? Are you trying to increase your government business?

Then don't miss The Lakehurst Small Business Roundtable Industry Day where you'll have an opportunity to engage with the key players at NAWCAD Lakehurst and network with other small, medium, and large contractors who could be your potential partners or customers. This event offers a one-of-a-kind opportunity to hear directly from your potential government customers about who they are, what they do and what they are looking for.

To learn about NAWCAD Lakehurst and what they procure, please visit [the NAVAIR Lakehurst website](#).

This event is FREE! Breakfast and Lunch will be provided! Registration is required and space is limited! To register, please visit <https://www.eventbrite.com/e/lke-sbr-2018-industry-day-registration-50364833573>

For further details please contact Sheila Harris-Adams [sheila@vbsgov.com](mailto:sheila@vbsgov.com)

### **NJIT PTAC Economic Impact in Contract Awards**

<b><u>FY*</u></b>	<b><u>Total Dollars</u></b>
2016	\$606.8M
2017	\$276M
2018 YTD	\$371.4M

\* FY August 1 through July 31

### ***Tip of the Month:***

**Know How To "Accurately" Report and Update  
Your Small Business Size Status**

Size standards as defined by the U.S. Small Business Administration can be a bit confusing, especially for new contractors entering the federal marketplace. But regardless if you are a newcomer to the federal market or a contractor who has been around for a while, it is essential that you understand how to “accurately” determine your size status from year to year. Why?

1. When you register or update your [SAM.GOV](#) vendor profile, “You are certifying the information is accurate and complete. Knowingly providing false or misleading information may result in criminal prosecution under Section 1001, Title 18 of the United States Code.” - [SAM.GOV](#) excerpt.
2. If you are close to the SBA’s designated size standard, you may be considered “other than small” in some NAICS codes and “small” in others, and as your revenue varies from year to year, so may your size based upon your ever-changing 3-year average.
3. Properly self-certifying your small business size status in your [SAM.GOV](#) profile is pivotal to your eligibility for other certifications like SDVOSB/VOSB, WOSB, SDB, 8(a), and HUBZone.

So, how do you “accurately” determine your size status?

1. A meeting with your NJIT PTAC Procurement Specialist is always a great option to assist you in this area or any other area related to your [SAM.GOV](#) profile.

[Click here](#) and check out Govology’s new Youtube video titled “Are You A Small Business?” This 10-minute video provides an excellent overview of how to accurately calculate and report your employee count and total revenue, and answer the question, Are you a small business this year?

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## *NJIT PTAC News You Can Use:*

### **Are Your SBA and SAM Profiles Optimized?**

In addition to helping you determine your small business size status, we at the NJIT PTAC can also help you optimize your SAM and SBA profiles in many ways to include:

1. Ensuring that you are listing all the right NAICS codes for your business;
2. Helping you choose product service codes (PSC) related to your vendor profile;
3. Providing guidance on adding and updating keywords in your SBA Profile;
4. Offering guidance on how to develop and populate a good capabilities narrative;
5. Counseling you on how to populate performance history and references within your SBA profile effectively;
6. Ensuring that your profile's website link is formatted correctly so that it leads buyers to your website when they click it.

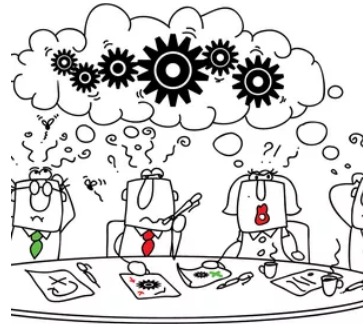
While compliance is essential, you also want to ensure that your profiles are optimized so that when buyers and prime contractors use the SAM and SBA databases to search for small businesses to invite into opportunities, they can find your profile in the search results. And better yet, you'd want your profile to grab their attention and spark their interest in your business and what you can do for them.

**Call to action:** Schedule a meeting with your NJIT PTAC Procurement Specialist for your federal vendor profile tune-up.

## October Webinars

Contact your NJIT PTAC Procurement Specialist for the FREE code.

For contact information go to <http://www.njit.edu/ptac/contacts>



### Using Debriefs and Protests to Go After the Contracts You Want and Deserve

**Date:** October 4, 2018

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

**Trainer:** Maria Panichelli, Cohen Seglias

[CLICK HERE TO LEARN MORE](#)



### How To Competitively Respond to a Sources Sought and Influence the Acquisition

**Date:** October 18, 2018

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

**Trainer:** Joshua Frank, RSM Federal

[CLICK HERE TO LEARN MORE](#)

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## Events and Workshops

Oct 2, 2018 9:00 AM - 12:00 PM (EDT)  
[SAM Registration Workshop \(Beginners\)](#)

Oct 3 - 4, 2018 8:00 AM - 5:00 PM (EDT)  
[NYS MWBE Forum](#)

Oct 12, 2018 9:00 AM - 2:00 PM (EDT)  
[SHCCNJ Annual Convention Business Expo](#)

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## Recommended Readings:

### Why Federal Distributors Must Understand the Non-Manufacturer Rule (NMR)

Did you know that If you are a small business reseller or distributor of a product that you did not manufacture, it is imperative for you to list the manufacturing NAICS codes in your [SAM.GOV](#) profile? [Click here](#) to read an informative article on this subject published on the Govology.com blog.

### More On Size Standards

Check out [the SBA's webpage on small business size standards](#) - it provides valuable information that may impact a company's size status (e.g., the inclusion of "affiliates") as well as general requirements that companies must meet to be considered a small business.

Also, if you have questions about size status, you can ask the SBA's Office of Size Standards directly - the webpage has their email, phone, and mailing address. Finally, if you believe that a competitor has made false claims

regarding their size status, you will find a link to procedures for submitting a size protest.

### **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