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**December 2018**

***The NJIT PTAC Team wishes you and your families  
a very happy and safe holiday season.***

*Special thanks to our host, New Jersey Institute of Technology, the Defense Logistics Agency, and all the regional stakeholders who have contributed to a stellar year for our small business clients.*

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### **NJIT PTAC Tip of the Month:**

## **How To Help Get A Contract Set Aside In Your Favor**

For small businesses, set aside contracts are a beneficial aspect of doing business with the federal government. But how do federal contracts get set aside, and how can you influence the acquisition process to get an opportunity set aside in your favor?

First, let's address the issue of how opportunities get set aside. When Contracting Officers procure products and services on the open market, one of the first things they do is market research. When conducting market research, agencies are required to look for qualified small businesses capable of fulfilling their requirements. One tool federal agencies commonly use during market research is *Sources Sought* notices. When they send out *sources sought* notices, they are not only looking to determine if qualified businesses can fulfill

meet their agency's small business set aside goals.

Hence, if an agency uses a *sources sought* notice when researching the market for a product or service your firm can provide, and you want to get that acquisition set aside, it is imperative that you respond appropriately and on time. Contracting Officers make set aside determinations based on the *Rule of Two*. The *Rule of Two* means that they must have a reasonable expectation that two or more small businesses are qualified, capable, and plan to submit a bid or proposal to the government should the government set aside the acquisition. If the government doesn't set aside the procurement for your specific certification type (i.e., 8 (a) HUBZone, WOSB, SDVOSB, etc.), don't get discouraged and feel that the submission was a waste of time. If an agency sets aside the opportunity for small business, that's still a win that your response helped shape.

For additional information and training on this subject, check out Govology's on-demand training titled "How To Competitively Respond To A Sources Sought And Influence The Acquisition." You can obtain a coupon code from your PTAC counselor for free access to this training, then [click here](#) to enroll and get instant access.

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## **NJIT PTAC News You Can Use:**

### **Need Help With Your Sources Sought Response?**

Did you know that your NJIT PTAC Procurement Specialist can be a valuable resource in helping you respond to sources sought notices? If you are planning to respond to a sources sought notice, a simple phone call to your NJIT PTAC Procurement Specialist can provide you with some tips to help ensure that your response is compliant and complete. If time permits, you may also consider having us review your response before submitting it to the government. Whether you are responding to a sources sought notice or a Request for Proposal (RFP), you should schedule an appointment with us as soon as you know you will be submitting a response. Don't wait until the last minute to get on your procurement specialist's schedule. Proper planning and scheduling will allow enough time for us to review your response and for you to make any last-minute edits before submitting it to the government ON TIME.

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## Webinars

Contact your NJIT PTAC Procurement Specialist for the FREE code.

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



### 2018 Federal Contracting Year End Review

**Date:** December 13, 2018

**Time:** 1 p.m. EST

**Presenter:** Steven Koprince

[Click Here to Learn More](#)

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## Events & Workshops

December 4, 2018 9:00 AM - 12:00 PM (EST)

[SAM Registration Workshop \(Beginners\)](#)

December 12, 2018 9:30 AM - 11:00 AM (EST)

[Government Contracting and NJIT PTAC Resources \(Beginner - Intermediate\)](#)

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## Recommended Readings:

### HUBZone Program: SBA's Proposed Rule Clears Up Some Common Misconceptions

A recent article published by Steven Koprince on the Smallgovcon.com blog provides commentary on an update from the SBA to help clarify SBA HUBZone eligibility criteria. If you are a HUBZone firm, or interested in becoming HUBZone certified in the future, this article may help eliminate some common points of confusion. [Click here](#) to read the full article.

### The Largest Federal Contract Is About to Get Bigger: This Is IT

Bloomberg Government recently published an eye-opening, must-read article

government will be looking to procure IT products and services in the coming years. [Click here](#) to read the full article on the Bloomberg Government website. You can also [click here](#) if you are interested in reading the 52-page President's Management Agenda which could affect many companies doing business with the federal government, not just IT.

## 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

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