

NJIT PTAC May Newsletter

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Procurement Technical Assistance Center

NEW JERSEY'S SUPPLY CHAIN AUTHORITY

May 2019

Procurement Opportunity: Joint Base MDL Pitch Day

Proposals are due May 17, 2019

Joint Base McGuire-Dix-Lakehurst (JB MDL) is seeking innovative commercial solutions during their first JB MDL Pitch Day. The goal of a Commercial Solutions Opening (CSO) is to obtain “innovative” solutions that fulfill requirements, close capability gaps, or provide potential technology advancements. The solutions may expand beyond a normal operational environment typically supported by small businesses providing infrastructure support. There may be some contractors who are typically found in the SBIR portfolio who may be a good match for this CSO. Proposals are due May 17, 2019.

The CSO has been posted in FedBizOps (FBO). Go to the JB MDL Pitch Day for more

information: <https://www.jbmdlpitchday.info/>

Areas where solutions are needed are:

JBMDL191-004 Training
JBMDL191-003 Contingency Response
JBMDL191-002 Air Operations
JBMDL191-001 Installation Support

JB MDL has partnered with New Jersey Institute of Technology (NJIT) Procurement Technical Assistance Center (PTAC) to provide New Jersey based small businesses with free technical assistance, training, proposal reviews, and counseling. To gain access to these free resources contact your procurement specialist. (If your business is not headquartered in New Jersey, you should contact your local PTAC for technical assistance via this link: <https://www.dla.mil/SmallBusiness/PTAP/PTAC/>).

NJIT PTAC Supply Chain Matchmaking Conference

Thursday, May 30, 2019, 8:00 AM - 4:30 PM (EDT)

NJIT Campus Center, Newark NJ 07103

[Register Here!](#)

The conference will connect small businesses to contracting opportunities with prime contractors and government agencies. Supply chain professionals from the public and private sectors will present, exhibit, and discuss upcoming procurement projects during one-on-one matchmaking sessions.

Please refer to the registration page for pricing.

For more information and to register, go to:

<https://www.eventdex.com/NJITPTAC/SCMC>

If you have any questions, please email Jennifer Evans at jennifer@allianceforbiz.com.

We look forward to seeing you in May!

NJIT PTAC Tip of the Month:

Small Businesses Shouldn't Fear The Federal Marketplace

The government market offers many opportunities for businesses to grow and diversify. It can, however, seem like 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).

So if you are new to the federal marketplace, how can you and your team pursue this vast marketplace, find opportunities that are right for you, and allow you to 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. Also, if your product or service falls below the micro-purchase thresholds, you can be awarded small purchase orders without having to compete for them.
3. Having a small offer that falls under the micro-purchase threshold can also give you an easy foot in the door, and low-risk option for the government to engage.
4. Watch Govology's on-demand webinar titled ["Mighty Micro-Purchase: The Sole Source Super Power."](#)
5. Build a mastermind network and don't go it alone. There are many things you won't know, but don't let that paralyze you. As long as you know who to ask, you will continue to move forward.

NJIT PTAC News You Can Use:

Marketing Your Small Business To Federal Agencies

If you registered your business in [SAM.GOV](https://sam.gov), you've completed one of the first steps to engage in a business relationship with federal agencies. Now it's time to market and promote your business to federal agencies. Below are the steps every contractor should have completed soon after registering in SAM.

- 1. Complete Market Research.** One of the great things about the federal government is that historical spend data is made available to the public at no cost. All you need to do is learn how to use this data to your advantage. Market research should be one of the first actions you complete. It will save you tremendous amounts of time and money by keeping your team's efforts focused on the agencies most likely to buy what you sell.
- 2. Develop a Professional Website.** Your website should highlight your value proposition, team experience, and performance history at a minimum. Listing completed projects is always a plus, as often buyers and prime contractors search for companies with relative experience and past performance on projects they have requirements to fill. Besides having a general website, some firms like to have a section of their website tailored specifically for their government customer. This part of the website has relevant data for federal agencies such as the company's DUNS number, CAGE Code, Small Business Certifications, and the like. [Click here](#) for an example of a good small business website that speaks to both government and commercial clients. While there, check out and download their line card/capability statement as it offers a good example of the next checklist item.
- 3. Create a Capability Statement.** This is a simple 1 to 2-page document that summarized the company's experience, past performance, and value proposition. Sometimes, this document is referred to as a line card. Your firm's capability statement should be kept up-to-date and ready for instant delivery at the federal

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4. **Optimize Your SBA Profile.** This is an important element of government search optimization, yet contractors often skip this step when registering in SAM because it's optional. It is especially important if you are interested in opportunities under \$25k because, at that dollar threshold, agencies typically don't publicize the opportunity but look for small businesses in the SBA directory. Those firms that have a complete profile that's linked to a professional website which further communicates their value, experience, and performance history, have a much better chance of being invited to participate in a non-published opportunity than those who skip this step.

If you need assistance completing any of these steps or would like a no-cost review, contact your PTAC counselor.

Events & Workshops

SAM Registration Workshop (Beginners)

Tuesday, May 7, 2019

9:00 am - 12:00 pm (EDT)

Many state, and local government agencies, as well as prime contractors rely on SAM to identify vendors and subcontractors for awarding contracts. In addition, all federal government contractors must be registered in SAM before receiving payments and disbursements. Incomplete and inaccurate registrations are the primary reason why many small businesses keep themselves out of the procurement cycle. Essentially, it is of the utmost importance that your SAM registration provide accurate and detailed information. Let NJIT PTAC provide the technical assistance your business needs to get you on the road to government contracting and subcontracting opportunities. Sign up for this workshop TODAY!

For registration details visit NJIT PTAC's event portal

at: <https://njitptac.ecenterdirect.com/events/1567>

Next Steps After SAM: Preparation for Government Contracting

Tuesday, May 14, 2019

8:30 am - 10:30 am (EDT)

This seminar will provide the insight needed to better prepare your business for government contracting. The guidance and direction provided in this session include: How to find business opportunities in your field How to conduct market research Capability statements and why you need them The importance of keywords, NAICS, and PCS /FSC codes How to identify relevant resources, training, and events.

[For more information and to register, click here.](#)

Webinars

Contact your NJIT PTAC Procurement Specialist for the FREE code.

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



How to Get Involved with Hurricane Season Recovery Projects

Date: May 16, 2019

Time: 1 p.m. EDT

Presenters: Carroll Bernard; Tim Scarborough, UH PTAC; Jane Dowgillo, Florida PTAC; Pedro Acevedo, Puerto Rico PTAC

[Click Here to Learn More](#)



Creating a Step by Step Government Sales Strategy

Date: May 23, 2019

Time: 1 p.m. EDT

Presenter: Joshua Frank

[Click Here to Learn More](#)



Game Changer: An Update on the SBA's Universal Small Business Mentor-Protege Program

Date: May 30, 2019

Time: 1 p.m. EDT

Presenters: Matthew Schoonover, and Shane McCall, Koprince Law LLC.

[Click Here to Learn More](#)

Recommended Readings:

Runway Extension Act Update: SBA Says Three-Year Reporting Period Still Applies

In a recent article on the [smallgovcon.com blog](#), Matthew Schoonover provides an update on the SBA's current position regarding the Small Business Runway Extension Act, and when contractors may (or may not) expect to see the application of the new law, which effectively extends the revenue reporting period for revenue-based small business size standard calculations from three years to five. [Click here](#) to read the full article and stay tuned for future updates.

7 Govcon Myths That Need Busting

In an article published by Mark Amtower, he discusses common myths and misconceptions commonly held by contractors new to the government market. As a government contractor, you should know the facts, and have a better understanding of what to expect when entering the federal marketplace. [Click here to read the full article.](#)

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
7. Computer literate
8. Company website and email preferred

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