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NJIT PTAC November Newsletter

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## Procurement Technical Assistance Center

NEW JERSEY'S SUPPLY CHAIN AUTHORITY

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**November 2019**

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### **PTAC Event Highlight:**

#### **NJIT PTAC Supply Chain Matchmaking Conference, May 28, 2020**

Register Before November 8th and Bring a Guest for Free!

Join hundreds of small businesses, government agencies and prime contractors at NJIT PTAC Supply Chain Matchmaking Conference at the New Jersey Institute of Technology Campus Center on Thursday, May 28, 2020 from 8:00am-4:30pm.

The mission of this event is to connect small businesses with government agencies and prime contractors to fulfill mutual procurement goals while small businesses identify viable opportunities.

Special supply chain guests from Federal and local government agencies, contracting officers, prime contractors, buyers, subject matter experts and others will be presenting, exhibiting, and discussing upcoming sourcing projects.

[REGISTER HERE!](#)

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

#### **Know Your Limitations (On Subcontracting That Is) Part 2**

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conversation with two more articles covering the Limitations on Subcontracting for Manufacturers and Nonmanufacturers.

**What is “nonmanufacturer”?** According to the SBA, a Business may qualify as a nonmanufacturer if it meets these criteria:

- It does not exceed 500 employees.
- It is primarily engaged in retail or wholesale trade and normally sells the type of products being supplied.
- It will supply the end products of a small business manufacturer or processor made in the United States or obtains a waiver of such requirement.

If you are a distributor, you would likely be considered a nonmanufacturer, even though you are not "engaged in retail or wholesale trade."

**What You Need to Know:** In addition to understanding the limitations on subcontracting, you must also know the [nonmanufacturer rule](#) and when it applies. You should carry the applicable manufacturing NAICS codes for what you sell on your SAM profile and set up search agents to notify you of opportunities within those manufacturing NAICS codes.

The rules governing Limitations on Subcontracting for Manufacturers and Nonmanufacturers can be quite complex and initially hard to comprehend. Still, it is essential that you “get the facts” and understand the compliance elements around the products you sell to the government.

[Click here to read “Limitations on Subcontracting for Manufacturers.”](#)

[Click here to read “Limitations on Subcontracting for Nonmanufacturers.”](#)

If you are still confused, book an appointment with your PTAC counselor for a discussion. If you are a nonmanufacturer, check out Govology’s on-demand webcast “[Understanding & Complying With The Nonmanufacturer Rule.](#)”

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## News You Can Use:

### Building A “Compliant” Sales Process

Whether you're new to government contracting or have been at it for a while, you may struggle to have a good grasp of various compliance requirements that come with selling to the government. However, it's essential that your products, as well as your sales and delivery processes, are compliant.

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subcontracting and the nonmanufacturer rule may not apply to all acquisitions or in all situations. So, when in doubt, check with your PTAC counselor for assistance.

Here are three tips to help you build and maintain “compliant” products and processes:

1. **Educate yourself.** Attend workshops, webinars, and conferences to fill gaps in your knowledge. Read helpful articles like the ones linked in this newsletter.
2. **Set up a meeting with your local PTAC counselor.** They can answer many of the questions you will have along the way.
3. **Build a mastermind alliance.** Your PTAC counselor should be your starting point. Still, many successful contractors draw from as many minds as they can, including legal counsel versed in federal contracting law, specialized experts in your industry, other suppliers and partners who sell to the government, federal agency small business deputies, and contracting officers.

**Key Takeaways:** Never stop learning, surround yourself with experts you need until you develop your expertise, and ASK LOTS OF QUESTIONS. Never make assumptions. Get the facts to stay on the right side of compliance - it will save you much headache and frustration down the road. You will also learn how to challenge other competitors in the market if they aren't playing by the same rules.

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## Events & Workshops

### Minority Small Women & Veteran Businesses Workshop

Date: 11/4/2019

Time: 9:30 AM - 11:30 PM (EST)

[Register Here](#)

County of Bergen Division of Purchasing is hosting Minority, Women, Small, & Veteran Business Workshop. Learn to take advantage of small business set-aside and government contracting opportunities in the county of Bergen.

### Joint Advanced Planning Brief for Industry Conference for DLA Troop Support Clothing & Textiles

Date: 11/5/2019 - 11/7/2019

Time: 4:00 PM - 4:00 PM (EST)

[Register Here](#)

DLA Troop Support Clothing & Textiles will host the 2019 Joint Advanced Planning Brief for Industry (JAPBI) on November 6-7 at the Crowne Plaza Philadelphia-Cherry Hill, 2349 W. Marlton Pike Cherry Hill, NJ 08002. At this annual event, DLA Troop Support Clothing & Textiles and our military Service partners jointly brief the industrial base on future requirements and business opportunities for clothing and individual equipment. In addition

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Navy Exchange Service Command, Marine Corps Systems Command, Air Force Uniform Office).

## **How To Competitively Respond to a Sources Sought and Influence the Acquisition (Beg - Int)**

Date: 11/7/2019

Time: 1:00 PM - 2:30 PM (EST)

[Register Here](#)

Ten years ago, the government did not utilize “sources sought” as a primary acquisition tool. Jump forward to 2018 and between 8% – 10% of opportunities in FBO are sources sought. This shift indicates that the government is more focused on achieving a balance in its acquisition strategy, which is good news for government contractors. Most companies respond to a sources-sought notice by only answering the given questions and providing the information requested by the government. However, there are several key strategies for responding effectively. This course will include many examples to maximize your understanding of the various techniques and strategies for responding to a sources-sought notice to influence the acquisition.

## **SAM Registration Workshop (Beginners) NWK**

Date: 11/12/2019

Time: 9:00 AM - 12:00 PM (EST)

[Register Here](#)

WHY IS SAM REGISTRATION IMPORTANT? The System for Award Management (SAM) is the federal government’s primary source for identifying prospective suppliers, and is a vital component to access procurement opportunities and for receiving payment once you have been awarded a contract. 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.

## **Next Steps After SAM: Preparation for Government Contracting (Beginners - Intermediate)**

Date: 11/19/2019

Time: 9:00 AM - 11:00 AM (EST)

[Register Here](#)

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

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codes How to identify relevant resources, training, and events

## How to Win More Federal Contracts with Competitive Pricing (Intermediate - Advanced)

Date: 11/21/2019

Time: 1:00 PM - 2:30 PM (EST)

[Register Here](#)

With this course, we'll explain how to estimate and apply: the direct contract costs the fringe benefits for payroll taxes, leave, and group benefits the overhead costs for supporting the technical workforce the general & administrative (G&A) costs for corporate expenses the fee/profit We'll show you a Solvability's Simple Rate & Pricing Model spreadsheet that demonstrates how indirect rates are calculated, provide typical competitive ranges for small businesses, and explain actions you can take to win more federal contracts with competitive pricing. Here is what you will learn: How grouping employees and new hires for labor categories can affect your pricing; How fringe, overhead and G&A rates are used in proposal pricing; How to use multipliers for billing rates, employee pay rates, and total contract estimates; What the "typical" rates for fringe, overhead, and G&A in various markets are; How to create "what if" calculations of your indirect rates and fee for future projections. Specific tools and resources you will learn how to use: Solvability's Simple Rate & Pricing Spreadsheet.

## Webinars

Contact Your PTAC Counselor for the (FREE or low cost) code

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



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

**Date:** November 7, 2019

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

**Instructors:** Joshua Frank, RSM Federal

[Click Here to Learn More](#)



### How to Win More Federal Contracts with Competitive Pricing

**Date:** November 21, 2019

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

**Instructor:** Jenny W. Clark, Solvability

[Click Here to Learn More](#)

## Recommended Readings:

### Tylenol Please!

A recently published article on The Federal News Network illustrates how challenging and complex selling end-items to the government under small business set-asides can be, and why the three-step formula (outlined above) is essential. This article mentions two additional rules - The Buy American Act and Trade Agreements Act. [Click here](#) to read more.

### New Website Helps You Find Great Govcon Podcast!

If you enjoy listening to podcasts on the way to work, check out [www.govconpodcasts.com](http://www.govconpodcasts.com). This is a relatively new website that features a collection of some of the nation's top podcasts and information from top experts in government contracting. A great way to learn on the go!

## 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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