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## Procurement Technical Assistance Center

NEW JERSEY'S SUPPLY CHAIN AUTHORITY

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*October 2019*

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### Tip of the Month:

#### Know Your Limitations (On Subcontracting That Is) Part 1

If you are a small business pursuing federal contracting opportunities, the limitations on subcontracting can be very confusing. Nonetheless, you must understand them if you wish to remain compliant and protect yourself against competitors' protests.

So, what are "the limitations on subcontracting"? Essentially, the limitations on subcontracting place a cap on the dollars that your firm can subcontract to "non-similarly situated entities" under set-aside contracts. To add to the confusion, the language in the FAR has not yet caught up to the updated SBA regulations published in 13 CFR 125.6. Additionally, the limitations on subcontracting vary by industry (construction, service, manufacturing, etc.). To help make sense of it all, Govology has recently published two blog articles on this subject. The first article covers the limitations on subcontracting for construction firms while the other addresses the limitations on subcontracting for service firms.

[Click here](#) to read "Limitations on Subcontracting for Construction Contractors in Three Steps."

[Click here](#) to read "Limitations on Subcontracting for Service Contractors in Four Steps."

If you are still confused, book an appointment with your PTAC counselor for a discussion.

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## News You Can Use:

### How To Protect Yourself Against Scams And Snake Oil Salesmen

There are many great people supporting businesses in the government marketplace - from for-profits and non-profits to universities and government agencies. Unfortunately, there are also as many scam artists and snake oil salesmen lurking in the shadows. They want to sell you the magic pill to success but at the end of the day, take your money and leave you frustrated with the results. Here are some tips to help you save money and keep your peace of mind.

1. **Before you spend your money on services, check with your NJIT PTAC counselor.** We may have just what you need or will point you in the right direction.
2. **If it sounds too good to be true, it likely is.** When you see or hear things like "we guarantee a contract" or "if you would like a 5-year no-bid contract with the federal government, call us," be cautious. Snake oil salesmen are very sneaky. Even if they "get you a contract," that doesn't mean you will be awarded dollars under this contract if it's not right for you. We see this happen quite often with companies that get onto a GSA schedule and make no sales.
3. **Beware of scams!** If you receive an email from a government agency or visit a website that looks like an official government website, look for the .gov extension in the email address or the URL. There are plenty of impersonators out there. In fact, each year when disaster strikes, scams like "Get registered with FEMA" start popping up on the Internet. This problem is so prevalent that FEMA has established a "FEMA Disaster Fraud Hotline." That number is 1-866-720-5721. Unfortunately, this is just one example of scams that can trap the unwary.

With a little caution, due diligence, and guidance from your NJIT PTAC, you can navigate around scams and snake oil salesmen to find credible resources that will help you in your journey.

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## Events & Workshops

### Cybersecurity Requirements: What Do Manufacturers Need to Know?

Date: 10/3/2019

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

[Register Here](#)

The escalating severity and the enormous cost of Cyber breaches has put all organizations, big and small, on notice that the dangers are real and costly. Managing cyber risk is not just good corporate governance, it is now a core business operation, required to protect against financial harm, brand damage, loss of intellectual property and potential litigation. The need to address this growing problem has created a confusing and complex landscape of solutions and standards. These controls can work but there is a disconnect, especially in the SMB marketplace between awareness and action. With more than 80% of corporate assets moving from physical to intellectual it is now more important than ever to make sure your cyber risk program is current, aligned to a standard and consistently maintained. This workshop will help all the participants cut through some of the increasing fog in the industry and provide practical ideas on how to employ the NIST 171 standard to protect your assets, intellectual property and people. Your business is a target for a Cyber Attack. Today, it is not "IF," but "When."

### **How Do We Drive Down Overhead? (Beginners - Advanced)**

Date: 10/3/2019

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

[Register Here](#)

In this webinar, you'll learn answers to the following questions: What are the "going rates" for fringe, overhead and G&A? What are other companies doing to get their rates low? How do you find the balance between pricing to win and managing growth? How do you know that all your costs are covered? How do you determine where your break-even point is and why should you care? How do you use a Multiplier? What steps can you take today to make your pricing better this year and next? Bonus Tool: Solvability Simple Rate and Pricing Model (RPM) Spreadsheet.

### **Understanding and Complying with the Nonmanufacturer Rule (Beginners - Intermediate)**

Date: 10/17/2019

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

[Register Here](#)

After attending this webinar, participants will be able to: Understand the requirements to qualify as a non-manufacturer; Know how to determine whether a non-manufacturer waiver is in effect, and how to obtain a waiver; Understand the important exceptions and limitations of the non-manufacturer rule.

### **The City of Newark's Business Certification Expo**

Date: 10/22/2019

Time: 11:00 AM - 6:00 PM (EDT)

[Register Here](#)

GET CERTIFIED!! The City of Newark's Business Certification Expo is a one day event where Newark businesses will be updated on the different bidding opportunities with city, county, state, and tri-state entities, then have the ability to apply for certifications with each entity. The purpose of the expo is to ensure Newark-based businesses are competing for RFPs to be able to help grow their businesses.

### **Convincing a Prime to Put You on Their Team (Beginners - Advanced)**

Date: 10/24/2019

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

[Register Here](#)

We'll discuss several strategies you can employ to communicate your value from the start. You need to make sure that your initial discussion clearly shows that you'll make the prime more competitive. It's not about what you sell or how strong you are at what you do. It's about helping the prime to win. Create that perception, and you're on the team. This webinar is about perception and how you match the value you provide to the prime's requirements.

### **Marketing to Government Agencies and Prime Contractors (Beginners - Intermediate)**

Date: 10/31/2019

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

[Register Here](#)

This webinar will help you understand and implement best practices in marketing to government agencies. After attending this webinar, you will learn: how to conduct market research specific to the government marketplace using both online tools and primary research methods such as agency interviews; what basic marketing materials you should have in your arsenal and how to use them effectively; how to use technology to streamline and enhance your marketing efforts; how to build a compelling value proposition that speaks to your target clients, and how to properly respond to sources sought notices to increase your chances of getting an opportunity set aside.

### **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)

Point of Contact: Letty Jumbo (973) 596-3105

[Register Here](#)

**EVENT INFORMATION** Tue, November 05 2019, 4:00 PM - Thu, November 07 2019, 4:00 PM [EST]

**ABOUT THE EVENT:** DLA Troop Support's Clothing & Textiles welcomes you to the 5th annual Joint Advanced Planning Brief for Industry. At the JAPBI, the Clothing & Textiles team and our military service partners will brief the industrial base on future requirements and business opportunities for clothing and individual equipment.

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## Webinars

Contact Your PTAC Counselor for the (FREE or low cost) code  
For contact information go to <http://www.njit.edu/ptac/contacts>



### How Do We Drive Down Overhead?

**Date:** October 3, 2019

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

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

[Click Here to Learn More](#)



### Understanding and Complying with the Nonmanufacturer Rule

**Date:** October 17, 2019

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

**Instructors:** Matthew Schoonover and Rob Kampen, Koprince Law LLC

[Click Here to Learn More](#)



### Convincing a Prime to Put You on Their Team

**Date:** October 24, 2019

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

**Instructors:** Joshua Frank, RSM Federal

[Click Here to Learn More](#)

### Marketing to Government Agencies and Prime

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## Contractors

**Date:** October 31, 2019

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

**Instructors:** Carroll Bernard, Govology

[Click Here to Learn More](#)

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## Recommended Readings:

### The 2019 Govology Guide To Federal Micro-Purchase Thresholds

If you are looking to sell products and services to the federal government that fall at or below their micro-purchase thresholds, you should know what they are. The micro-purchase thresholds have changed over the last couple of years, and there's even talk about increasing them yet again. If you are confused, you can [click here](#) to download a copy of Govology's Guide To Federal Micro-Purchase Thresholds.

### Cybersecurity Compliance Update

Cybersecurity is an issue for all businesses. But when it comes to doing business with the federal government, it is imperative to understand your responsibilities as well as the compliance requirements. Steve Meredith recently posted a great article on LinkedIn sharing some of the most recent updates and things you should know when it comes to cybersecurity. [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](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

## Connect With Us

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