



Procurement Technical Assistance Center

NEW JERSEY'S SUPPLY CHAIN AUTHORITY

September 2019

Tip of the Month:

Be Ready and Willing to Adapt

Success Tip: Be flexible and willing to adapt your offerings to meet the unique needs of your government customers.

Generally, government buyers prefer to buy off-the-shelf commercially available products and services because it's easy and saves the taxpayers money. However, there are times when the government needs customized solutions - e.g. when there is a higher need for security or requirements for higher control standards. In such cases, the government will pay a premium for a customized product or service as long as it helps to accomplish its mission.

With this in mind, here are a couple of suggestions to consider and take action on.

Business Owners: Determine if you're willing to adapt your products or services if the need arises. Discuss your sentiments with your sales team, and outline a process for them to follow if they find attractive opportunities that your company can perform with a little adaptation.

Sales People: Share this tip with your management team. Understand the management's position on adaptation, and have a plan if you uncover such opportunities.

Having the willingness and ability to adapt your products or services to meet the unique

requirements of government buyers can set you apart from the competition and open up more opportunities. But this will work only if the management and sales team are on the same page.

News You Can Use:

Keeping Up With An Ever-Changing Marketplace

A recent LinkedIn article published by Joshua Frank at RSM Federal sheds light on some of the many changes and trends taking place in the government marketplace. Here are just a few mentioned:

- The government's shift away from DUNS numbers in 2020
- New SAM.GOV website
- Contract Bundling and the impacts on small business
- The Small Business Runway Extension Act & New Size Standards
- Cybersecurity
- And more, [click here](#) to read the full article.

So how can you keep up with all of these changes? Your time is extremely limited, but you can't just bury your head in the sand if you're to thrive in the government marketplace.

Here are a few simple things you can build into your daily, weekly, and monthly routine that won't take up a lot of your time.

Doing the following things consistently will help your company stay compliant, ready to pounce on new opportunities, and mitigate any threats that may arise as a result of these changes.

1. Read this newsletter each month. We will do our best to keep you updated on things that you need to know. Make sure you read the entire newsletter, including the recommended readings.
2. Ensure that you are receiving and reading our emails. We often send important updates on various government contracting issues.
3. Encourage other people on your team to join our email distribution list, especially if they play a critical role in your government market sales, performance, contract management, accounting, or compliance teams.
4. Connect with your PTAC counselor and other government market experts on LinkedIn. Look for frequent updates on what's happening in the government marketplace. Make it a habit to check your LinkedIn feed once a day even if it's a five-minute daily routine.
5. Beware of speculation. Speculative posts and articles can cause you to drift and become needlessly concerned about something that may or may not happen, depending on who you hear it from. Stay focused on what is, what has happened, or

what will happen. When you see change, determine if it is relevant to your business and take appropriate action.

To the last point, you may see and hear many discussions that are not relevant to your business. Don't waste your time. If you're not sure whether something you've read about is pertinent to your business, email your PTAC counselor and ask. The same applies to training - you don't need to learn everything there is to know about government contracting. Save time and ask your PTAC counselor for guidance.

Events & Workshops

Procurement, Certification & Set-Aside Programs Seminar

Date: 9/5/2019

Time: 12:00 PM - 1:30 PM (EDT)

Registration Deadline: 9/2/2019 3:00 PM (EDT)

Register via email to harvetta.lynch@pnc.com

Increase your business revenue through Procurement, Certification & Set-Aside Programs.

For registration details visit NJIT PTACs event portal at:

<https://njitptac.ecenterdirect.com/events/1735>

SAM Registration Workshop (Beginners) NWK

Date: 9/10/2019

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

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.

For registration details visit NJIT PTACs event portal at:

<https://njitptac.ecenterdirect.com/events/1710>

Achieving Success After LGBTE Certification

Date: 9/12/2019

Time: 8:00 AM - 12:00 PM (EDT)

Join the "Out For Business" Breakfast to meet other professionals and hear success stories from some of our Chamber Members who own LGBTE certified businesses. Learn how they engaged with various companies post certification and how to gain entry to leading corporations. You will also learn how to become a certified LGBT Business Enterprise via the National LGBT Chamber of Commerce. \$30 for Dues-Paying Members \$40 for Non-Members Price includes Breakfast

For registration details visit NJIT PTACs event portal at:

<https://njitptac.ecenterdirect.com/events/1734>

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

Date: 9/17/2019

Time: 9:00 AM - 5:00 PM (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 registration details visit NJIT PTACs event portal at:

<https://njitptac.ecenterdirect.com/events/1723>

NJ Connect Summit

Date: 9/20/2019

Time: 8:00 AM - 4:30 PM (EDT)

It is so important to keep abreast of information and resources that can help to start, grow and expand your business. The Garden State Minority Women and Veteran Owned Business Summit- NJ Connects, sponsored by the State Office of Diversity and Inclusion is New Jersey's first annual business-building forum dedicated to connecting diverse suppliers with billion-dollar public and private sector business opportunities with and within the State of New Jersey. Hear from New Jersey cabinet and Authority leaders to learn about initiatives and opportunities in construction, technology, renewable energy, transportation and more. The summit will feature: Learning Sessions and Panel

Discussions Business Bootcamps and “How-to” Workshops Exhibitors featuring public and private sector business leaders Networking opportunities with 750+ attendees When: *Networking reception to follow Where: New Jersey Institute of Technology (NJIT) Wellness & Events Center 104 Lock Street Newark, NJ 07102

For registration details visit NJIT PTACs event portal at:

<https://njitptac.ecenterdirect.com/events/1722>

Webinars

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

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



FAR Overview: Types of Government Competition

Date: September 12, 2019

Time: 1:00 p.m. EDT

Instructor: Scott Cook

[Click Here to Learn More](#)



Advanced Teaming Strategies to Accelerate Small Business Government Revenue

Date: September 19, 2019

Time: 1:00 p.m. EDT

Instructors: Joshua Frank

[Click Here to Learn More](#)

Recommended Readings:

Attempts To Eliminate Small Business Set-Asides Failed - (Yay!)

Small businesses can breathe a little easier as congress rejects one panel’s recommendation to eliminate small business set-asides. [Click here](#) for the full article, and give thanks to organizations like WIPP who are fighting for small businesses.

New Ban on Certain Telecommunications Equipment

A new article published on the smallgovcon.com blog provides a warning to contractors

regarding the government's ban on certain telecommunications equipment effective August 13th, 2019. [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

Connect With Us



Copyright © 2019 NJIT PTAC, All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#)



