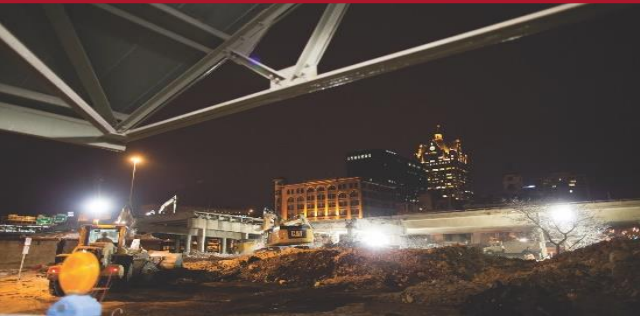


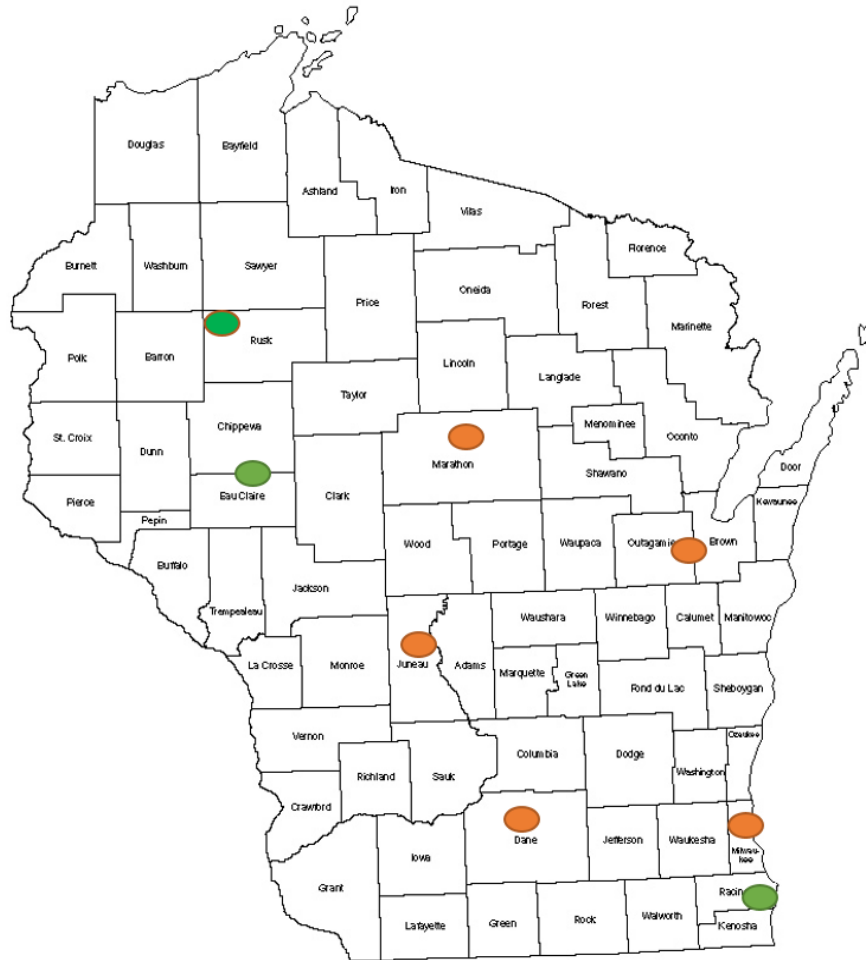


A Procurement Technical
Assistance Center (PTAC)

Veterans First Contracting Program

August, 2016





LOCATIONS:

- **Primary office – Milwaukee** - Technology Innovation Center
- **Staffed Satellite offices**
 - Madison** (FEED – Food Enterprise & Economic Development / MEC – Madison Enterprise Center)
 - Camp Douglas** (Juneau County Economic Development Corporation)
 - Wausau** (Wausau Regional Chamber of Commerce)
 - Appleton** (Fox Valley Technical College)
- **Active Partnerships**
 - Racine** – LaunchBox
 - Eau Claire** - Western Dairyland
 - Ladysmith** – Indianhead Community Action

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UPCOMING EVENTS

JULY 13 2016

ACQUISITION HOUR: MARKET RESEARCH – USING THE
FEDERAL PROCUREMENT DATA SYSTEMS (FPDS) –
PART 1

JULY 20 2016

DOING BUSINESS WITH THE NATIONAL PARK SERVICE
MUNISING, MI »

JULY 27 2016

ACQUISITION HOUR: MARKET RESEARCH – USING THE
FEDERAL PROCUREMENT DATA SYSTEMS (FPDS) –
PART 2

AUGUST 3 2016

HOW TO DO BUSINESS WITH THE DEPARTMENT OF
VETERANS AFFAIRS
IRON MOUNTAIN, MI »

AUGUST 4 2016

HOW TO DO BUSINESS WITH THE DEPARTMENT OF
VETERANS AFFAIRS
GREEN BAY, WISCONSIN »

CURRENT OPPORTUNITIES (3)

GET STARTED WITH THE BASICS

Questions & answers on how to get started.

GET STARTED

SIGN-UP FOR OUR NEWSLETTER

Stay up-to-date with the latest WPI news.

SIGN UP

HAVE A QUESTION? WE'RE HERE TO HELP.

One of our staff of experts is available to answer your
questions.

GET HELP

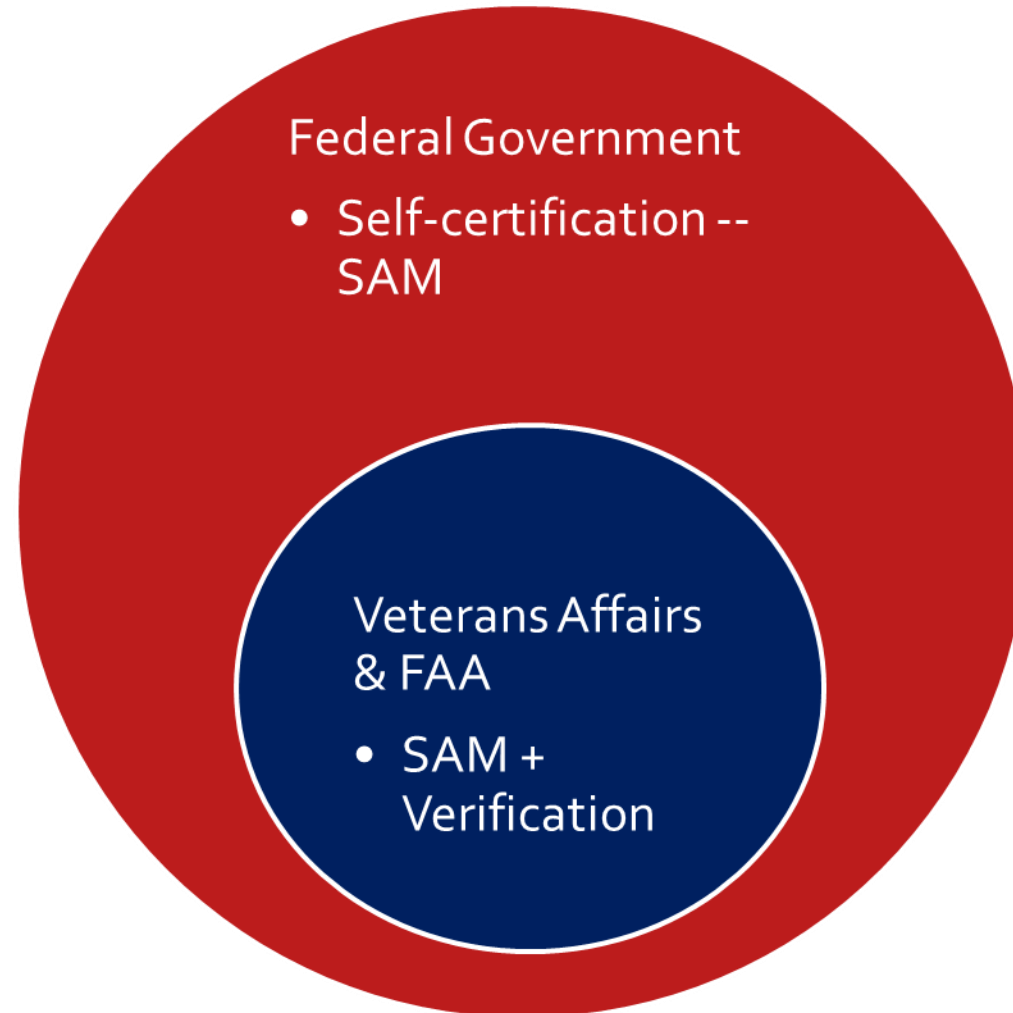
What we will Cover Today

- Self Representation
- Veterans First Contracting Program
- Verification Benefits
- Verification Process
- Available Assistance
- State Programs

Formal Verification vs. Self Representation

- VA and FAA require SDVOSB and VOSB to go through the Formal CVE verification process in order to participate in the Veterans First Contracting Program with the VA or to participate in FAA SDVOSB set asides
- All other Federal agencies accept **Self Representation** in the System for Award Management (SAM)
- **NOTE:** There is no set aside program for VOSB Government-wide - ONLY with the VA
 - **3% Goal** for SDVOSB government-wide
 - **12% Goal** for VOSB with the VA
 - **10% Goal** for SDVOSB with the VA

Federal Agency Requirements



Self Representation - SDVOSB Eligibility

- Business owned by a Service-Disabled Veteran (SDV)
 - **51% direct and unconditional ownership** by one or more SDVs
- Control of the business
 - **Long-term decisions, daily business operations, management** controlled by SDV(s)
 - **Ultimate control of the business entity** (partnership, LLC, corporation) by SDV(s)
 - SDV must have:
 - **Management experience** to run the concern
 - **Ultimate managerial, supervisory** control of technical experts, license holders
 - SDV need NOT have technical expertise or license

Self Representation - SDVOSB Self Representation

- With initial offer for a specific contract, SDVOSB must represent:
 - It is an SDVOSB business (SAM)
 - It is small under the NAICS code assigned to it
 - It will meet percentage of work requirements

Self Representation - SDVOSB Sole Source Awards

- A contracting officer may award a sole-source contract to a SDVOSB firm when:
 - The contract is not currently set aside for the 8(a) program
 - Award price including options will not exceed:
 - \$6.5 million for manufacturing
 - \$4 million for all other NAICS codes
 - The SDVOSB firm is a responsible contractor
 - The contract award price is fair and reasonable

Self Representation - Limitations on Subcontracting

- Limitations on subcontracting that a SDVOSB Prime or Sub-contractor can subcontract for:
 - Services Contracts (Except Construction):
 - 50% of the contract performance incurred for SDVOSB personnel
 - Supply Contract:
 - 50% of the cost of manufacturing the supplies
 - General Construction:
 - 15% of the contract performance incurred for SDVOSB personnel
 - Construction by Special Trade:
 - 25% of the contract performance incurred for SDVOSB personnel

Veterans First Contracting Program

Under the VA Veterans First Contracting Program, eligible business owners must first be verified through the VA Center for Verification and Evaluation (CVE). Firms are eligible for two years from their last verified date.

SDVOSB and VOSB must be verified in order to participate in SDVOSB and VOSB set-asides. <http://www.va.gov/osdbu>

VA Contracting Priority*

Contracting Order of Priority – VAAR 819.7004

...Contracting officer shall consider in the following order of priority,...

- (a) To SDVOSBs
- (b) To VOSB, including but not limited to SDVOSBs
- (c) Pursuant to –
 - (1) Section 8(a) of the Small Business Act or
 - (2) The Historically-Underutilized Business Zone (HUBZone) Program and
- (d) Pursuant to any other small business contracting preference.

**Unique to contracting with VA.*

SDVOSB Set-Asides

VAAR 819.7005 states:

The contracting officer shall set-aside an acquisition for competition restricted to SDVOSB concerns upon a reasonable expectation that (1) offers will be received from two or more eligible SDVOSB concerns and (2) award will be made at a fair and reasonable price.

The contracting officer shall ensure eligibility is extended to businesses owned and operated by surviving spouses and businesses are registered and verified in the CVE database prior to making an award.

Verification Benefits

- Opportunities for **eligible firms to participate in Veteran-Owned Service-Disabled (VOSB) and SDVOSB set-asides.**
- **Subcontracts** with VA's large prime contractors in acquisitions
- Participate in VA's SDVOSB **Mentor-Protégé Program.**
- **VA is one of the largest Federal Government procurement organizations – over \$3.9 Billion to Veteran-Owned Small Businesses in Fiscal Year 2015**
- The “recognized” logo (symbols) for **Vet “owned and controlled”**

Verification Process – What is Verification?

- The **Process** by which Veteran-Owned Businesses are **evaluated and determined eligible** to be listed in Vendor Information Pages (**VIP**) database **for 2 years** (opportunity to renew at 2 year point prior to expiration)
- Evaluation is primarily based on the requirements found in **38 Code of Federal Regulations (CFR) Part 74**
- Once **eligibility is validated and determined**, a VOSB/SDVOSB is **verified** and can participate in the Veteran's First Contracting Progra

Verification – Eligibility

- At least 51% owned and controlled by Veteran(s) or Service Disabled Veteran(s)
 - Honorably discharged
 - Includes Reserve/Guard
- Must be able to prove disability (no minimum rating),
- **Must be registered in SAM and Vendor Information Pages (VIP)**
- Must not be debarred from doing business with the Federal Government
- Not for profits and franchises are ineligible

Verification – Ownership

- Vet owners must have **Direct and Unconditional Ownership of at least 51% of the business**
- **A note on community property:** VOSBs and SDVOSBs that reside in Community Property states may have to take special measures in meeting the 51% ownership stipulation. However, it can be an **EASILY CORRECTIBLE ISSUE** that may be resolved before applying.

In a Community Property jurisdiction, most property acquired during the marriage (except for gifts or inheritances) – is owned jointly by both spouses and is divided upon divorce, annulment, or death. Joint ownership is automatically presumed by law in the absence of specific evidence that would point to the contrary.

In the instance of a business located in a Community Property state, unless otherwise indicated, the business would be automatically be **ONLY 50%** owned by the Veteran – **NOT MEETING THE ELIGIBILITY REQUIREMENTS.**

Verification – Control

- Control must be **total** and **unconditional**
- The Vet must have the **Managerial experience** to the extent needed to manage the company
 - CVE will look at your resume and other documents to make this determination
- Is the vet the Highest compensated officer?
 - *Unless there is a logical explanation otherwise submitted by the Veteran as to how taking a lower salary than other employee(s) helps the business
- Does he or she hold the highest officer position?

Available Assistance

Meet with a VA Verified Counselor. Northwest Michigan PTAC and WPI have trained VA Verified Counselors on staff to assist with the application process:

- Obtaining a DUNS number and registering in SAM
- Reviewing the required documentation with you
- Reviewing a sample application with you
- **Assisting businesses in registering in the Vendor Information Pages (VIP)** on the VA OSDBU website and uploading the documentation

State Programs

Michigan

Service-Disabled Veteran Businesses receive up to a 10% price preference and the state has a goal of awarding 5% of total state expenditures to service-disabled veteran-owned businesses.

Wisconsin

Service-Disabled Veteran Businesses receive up to a 5% price preference and the state has a goal of awarded 1% of total state expenditures to service-disabled veteran-owned businesses. Service disability rating of at least 20%. \$150 application fee.

Resources

- FAR: <https://www.acquisition.gov/?q=browsefar>
- VAAR: <http://www.va.gov/oal/library/vaar/>
- Air Force FAR: <http://farsite.hill.af.mil/>
- Acquisition.gov is: <https://www.acquisition.gov/>
- Northwest Michigan PTAC - 906-789-0558
- Wisconsin Procurement Institute - 414-270-3600 www.wispro.org



Upcoming Events

WPI EVENTS

- *Acquisition Hour Live Webinar Series - Tuesdays and Wednesdays*
- *Small Business Contracting Series – October 13, 2016, and December 15, 2016 – Milwaukee, WI*
- *Fort McCoy Acquisition Open House – October 18, 2016 – Fort McCoy, WI*
- *Winning Approach to Contract Award: Preparation, Lead Generation, Follow-Up and Closing the Deal – October 27, 2016 – Green Bay, WI with additional dates and locations throughout state*
- *Marketplace 2016 – November 16 - 17, 2016 – Milwaukee, WI*

MAJOR VA EVENT

- *National Veterans Small Business Engagement (NVSBE) – November 1 – 3, 2016 – Minneapolis, MN*

For Assistance or Additional Information Contact VA Trained Verification Counselors

Wisconsin Procurement Institute (WPI)

Benjamin Blanc – 414-270-3600 or benjaminb@wispro.org

Joseph Smetak – 414-270-3600 or josephs@wispro.org

Marc Violante – 920-456-9990 or marcv@wispro.org

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Don Makowski – 906-789-0558 or

donmakowski@networksnorthwest.org