

2015 Small Business Government Contracting Series

WHAT IS GSA (GENERAL SERVICES ADMINISTRATION)?

May 5, 2015



**Providing expert technical
assistance to
FEDERAL, STATE and LOCAL
GOVERNMENT
Contractors
And Subcontractors**

**A Procurement Technical
Assistance Center (PTAC)
Serving the Wisconsin Business
Community**

WPI Offices located at:

Milwaukee County Research Park

10437 Innovation Drive, Suite 320

Milwaukee, WI 53226

414-270-3600 FAX: 414-270-3610

Juneau County Economic Development Corp.

122 Main St - Camp Douglas, WI 54618

608-427-2455 FAX: 608-427-2086

Western Dairyland EOC, Inc.

418 Wisconsin St. - Eau Claire WI 54703

608-427-2455 FAX: 608-427-2086

Fox Valley Technical College – DJ Bordini Center

5 Systems Drive – Appleton WI 54912

920-840-3771 FAX: 414-270-3610

Racine County Economic Development Corporation – Launch Box

141 Main Street, Suite 2, Racine, WI 53403

414-270-3600 FAX: 414-270-3610

Madison Enterprise Center

100 S. Baldwin St., Madison, WI 53703

608-444-0047 FAX: 414-270-3610

Food Enterprise & Economic Development (FEED)

1219 N. Sherman Ave., Madison, WI 53704

608-444-0047 FAX: 414-270-3610

Wausau Region Chamber of Commerce

200 Washington Street, Wausau, WI 54403

920-456-9990 FAX: 414-270-3610

www.wispro.org - info@wispro.org

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UPCOMING EVENTS

02/26/2015
FEDERAL PRIME CONTRACTOR GROUP MEETING
ST. FRANCIS (MILWAUKEE) »

03/03/2015
SMALL BUSINESS GOVERNMENT CONTRACTING
SERIES: SELLING TO THE DEPARTMENT OF VETERANS
AFFAIRS
WAUWATOSA »

03/04/2015
ACQUISITION HOUR: LEARNING ABOUT WAWF - IRAPT
WEBINAR »

03/09/2015
ENTERING THE GOVERNMENT MARKET - A PRIMER
RACINE »

03/11/2015
ACQUISITION HOUR: PREPARING FOR CSPR AUDIT
WEBINAR »

CURRENT OPPORTUNITIES (7)

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.

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HAVE A QUESTION? WE'RE HERE TO HELP.

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

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SERVICES OFFERED BY WPI

- FREE Bid Matching Services
- Individual Counseling and Assistance
- Locating Local, State and Federal Opportunities
- Government Market Strategy Development
- Training in use of Government websites and tools
- Assistance with System for Award Management (SAM) Registration
- Assisting in Market Research Process
- Development of Market Profile
- Small Business Subcontracting Plans-Development, Outreach and Reporting
- Small Group Training
- Outreach and training with Local, State and Federal agencies
- Assist with Pre and Post Award Functions
- Assistance with Agency Specific Contracting Requirements
- Assistance with Contracting Regulations and Requirements, including FAR, DFAR, CFR
- Assistance with GSA Schedule Preparation and Administration
- Assistance with Local, State and Federal Certifications, including:
 - Service Disabled & Veteran Owned Small Business, HUBZone, Woman Owned Small Business, 8(a) Business Development Program
 - State
 - Local
 - DBE
- Bid Review and Submission Assistance
- Proposal and Assistance, Review and Submission Assistance
- Capabilities Statement and Related Government Marketing Material Development
- Assistance in Locating and Developing Teaming Partners and Subcontractors
- Updated Government Market Information

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What we will Cover Today

- Overview of GSA
- Public Building Services (PBS)
- GSA Multiple Award Schedule Contracts
- Eligibility Requirements
- Department of Veterans Affairs Federal Supply Schedules
- Using GSA Website



General Services Administration (GSA)

The mission of GSA is to deliver the best value in real estate, acquisition, and technology service to government and the American people.

GSA offers businesses the opportunity to sell billions of dollars worth of products and services to federal agencies.

GSA has divided the nation into 11 regions. Wisconsin is located in Region 5, also known as the Great Lakes Region.

GSA.GOV

Public Buildings Service (PBS)

- Provide workspace for more than 1.2 million federal workers. Approximately half are housed in buildings owned by the federal government and half are located in leased properties.
- Lease Portfolio comprises over 8,700 leases with an annual rent of over \$5.6B.
- GSA offers more than 100 work-site child care centers.

Public Buildings Service

- Manage 354 million square feet including office buildings, courthouses, land ports of entry, post offices, and warehouses. They provide comfortable and efficient workplaces, preserve historic buildings and construct environmentally sound buildings.
- GSA has moved towards green, energy efficient, sustainable buildings.
- Small business opportunities include space renovation and leases

Policy and Regulations

- Develop evidence-based government wide regulations and policies that encourage agencies to use the best, most cost effective management policies.
- Regulations
- Acquisition Policy
- Aviation Management Policy
- Transportation Policy
- Personal Property Management Policy
- Real Property Management Policy
- Travel and Relocation Policy
- Vehicle Management Policy
- Information, Integrity, and Access
- Mail Management Policy

Federal Acquisition Service (FAS)

- **Office of General Supplies and Services** - Simplifies the buying process to meet customer agency needs in the areas of office supplies, computer products, tools, security, furniture, and many others.
- **Office of Travel, Motor Vehicles, and Card Services** - Provides responsive and cost-effective solutions in support of federal travel and transportation, motor vehicle solutions and a wide variety of card services.

Products and Services

GSA serves as the acquisition and procurement arm of the federal government, offering equipment, supplies, telecommunications, and integrated information technology solutions to federal agencies so the agencies can focus on doing what they do best—serving the public.

What is a GSA Schedule?

- The Federal Supply Schedule (FSS) program also known as the GSA Schedules Program or the Multiple Award Schedule (MAS) Program offers speed, selection, flexibility, transparency, efficiency, value, and procurement management.
- Schedules are Indefinite Delivery, Indefinite Quantity (IDIQ) contracts providing an indefinite quantity of supplies and services at stated prices during a fixed period of time.
- Each GSA Schedule is composed of Special Item Numbers (SINs) that groups similar products and services together.

GSA Schedules

- Any federal agency can use these contracts and many prefer to use the schedule over other procurement options because of pre-negotiated terms and pricing, transparency, and ease of use.
- Awarded for a base period of five years with potential for 3 five-year option periods, resulting in a 20 year contract.
- Sales are only limited to minimum and maximum quantities defined by the contract holder.
- In 2014 GSA Schedule sales totaled more than \$38 billion.
- Considered a “hunting license”

Who Uses GSA Schedules?

- All federal agencies in the executive, legislative and judicial branches
- Department of Defense
- Authorized Government Contractors
- Mixed-ownership Government Corporations – Amtrak, Federal Deposit Insurance Corporation (FDIC)
- District of Columbia
- Other organizations authorized to use GSA Schedule contracts

Additional Information

- 80% of GSA contractors are small businesses who represent 36% of sales.
- Estimated total sales are approximately \$40B.
- Approximately 10% of government needs were procured through the GSA schedules
- Over 19,000 contracts
- **Approximately 40% of the 19,000 contracts generated sales.**
- GSA Schedule will represent a significant investment on the part of the contractor.

GSA Schedule Eligibility Requirements

- 2-3 Years in Business (3 yrs required for some schedules)
- Financial Stability – Be prepared to present a balance sheet and a P&L from the last year.
- Good Reputation and Web Presence
- Required Registrations – DUNS Number, SAM
- Complete *The Pathway to Success* GSA online training
- More information on GSA Vendor Support Center

<https://vsc.gsa.gov/>

How to Increase Probability of Success

- 2 years of experience in federal contracting either as a prime or subcontractor
- Contacts and relationships within the federal contracting community
- Working with a mentor who is a successful GSA MAS contractor
- Attending seminars and workshops on contracting
- Investing a large amount of resources to work on and manage your initial GSA contract

Challenges

- Competing and winning Government contracts is costly in both time and resources - it can take up to 12 months for an award
- Not all Government agencies use GSA contracts for their procurements
- Allocating time, money, other resources, and a willingness to stay the course is needed to be successful.
- GSA can cancel contract if sales are below \$25,000.
- Managing, administering the contract.

Challenges

- Identifying eligible users
- Managing the basis – (price reduction clause)
- Identifying, selling only items under contract as being on schedule
- Being able to identify items listed on schedule and IFF funds for reporting
- Maintaining GSA advantage listings
- Having a schedule contract can impact commercial sales

VA Federal Supply Schedule (FSS)

GSA has delegated authority to the VA to procure medical supplies under the VA Federal Supply Schedules program. Like GSA Schedule contracts, the VA Schedules are indefinite delivery/indefinite quantity type contracts awarded to pre-approved vendors using full and open competition. The VA Federal Supply Schedule (FSS) program negotiates firm-fixed pricing based on a commercial “most favored customer” pricing concept, including an option for economic price adjustments. All products and services are state-of-the-art and provide national/worldwide coverage.

VA Federal Supply Schedule (FSS)

65 I B – Drugs, Pharmaceuticals, & Hematology Related Products

65 II A – Medical Equipment & Supplies

65 II F – Patient Mobility Devices

65 VII – Invitro Diagnostics Reagents, Test Kits, & Test Sets

65 II C – Dental Equipment & Supplies

65 VA – X-Ray Equipment & Supplies

66 III – Cost-Per-Test, Clinical Laboratory Analyzer

621 I – Professional & Allied Healthcare Staffing Services

621 II – Medical Laboratory Testing & Analysis Services

What can I do on the GSA Website?

- Locate contractors with GSA contracts
- Find out if items are already on a GSA contract
- Find out what price the Government is paying for items currently on contract
- Locate GSA prime contractors
<http://www.gsa.gov/portal/content/101195>
- Use GSA Forecast of Contracting Opportunities
<http://www.gsa.gov/portal/content/101163>

GSA.GOV

GSA U.S. General Services Administration

Search

WHAT GSA OFFERS DOING BUSINESS WITH GSA LEARN MORE BLOG

▼ MOST REQUESTED LINKS

- Per Diem Rates
- POV Mileage Reimbursement
- GSA Advantage!**
- GSA Recovery Act
- GSA Schedules
- Forms Library
- Regulations: FAR, FMR, FTR
- Government Property for Sale
- Careers at GSA
- GSA eLibrary**
- GSA Events
- Rent Bills and RWAs

► FOR GOVERNMENT CUSTOMERS

► FOR CITIZENS & CONSUMERS

► FOR BUSINESSES

A Message from the Acting Administrator

Denise Turner Roth offers a few words on her first day as Acting Administrator.

FIND OUT MORE >

1 2 3 4

GSA Advantage!

The screenshot shows the GSA Advantage! Online Shopping interface. At the top left is the GSA logo and the text "GSA Advantage!® Online Shopping". To the right, it says "A service of the U.S. General Services Administration". Below this is a navigation bar with "Shop by Category" and a search bar containing "wireless mouse M325". A "Go" button and "Advanced" link are also present. On the left side, there is a "Products" menu with categories such as "Building & Industrial", "Electronics & Technology", "Facilities & Supplies", "Furniture & Furnishings", "Law Enforcement, Fire & Security", "Office Equipment", "Office Supplies", "Office Supplies & Equipment FSSI", "Scientific & Medical", "Tools, Paint & Recreational", and "Vehicles & Equipment". The main content area features a large banner for "2015 Calendars" by GSA Global Supply, with a "Learn More »" button. Below the banner are sections for "Special Programs" and "Strategic Sourcing".

GSA eLibrary



Welcome! GSA eLibrary is your one source for the latest GSA contract award information. GSA offers unparalleled acquisition solutions to meet today's acquisition challenges. GSA's key goal is to deliver excellent acquisition services that provide best value, in terms of cost, quality and service, for federal agencies and taxpayers.

GSA offers a wide range of acquisition services and solutions utilizing a variety of tools, contract vehicles, and services to meet the customer's specific needs including Multiple Award Schedules, Governmentwide Acquisition Contracts, Technology Contracts, and Assisted Acquisition Services. For more information on what GSA has to offer, visit GSA.gov.

Search

 in all the words

enter Keywords, Contract Number, Contractor/Mfr Name, Schedule/SIN/GWAC Number, NAICS

[Contractor Directory \(a-z\)](#)

[Cross-Schedule Search](#)

Category Guide

- Winter Supplies & Services
- Disaster Relief
- Hospitality, Cleaning, & Chemicals
- Laboratory, Scientific, & Medical
- Office Solutions
- Security Solutions
- Tools, Hardware, & Machinery
- Vehicles & Watercraft
- Building & Industrial
- Furniture & Furnishings
- IT Solutions & Electronics
- Law Enforcement, Fire, & Security
- Recreation & Apparel
- Services
- Travel & Transportation Solutions
- Wildland Fire & Equipment

News...

GSA Strategic Sourcing BPAs. GSA eLibrary now includes the latest contract award information on GSA Strategic Sourcing BPAs. GSA Strategic Sourced BPAs are established against Federal Supply Schedules and offer greater discounts, business intelligence and best practice solutions. To find out more, click on the 'GSA Strategic Sourcing BPAs' link under 'Additional Information / Customers'.

Quick Search

Go to

Schedule Contracts

GSA schedule contracts offer direct delivery of millions of state-of-the-art, high-quality commercial supplies and services at volume discount pricing!
[View schedule contracts](#)
[GSA schedules info](#) [VA schedules info](#)

Technology Contracts

GSA technology contracts cover the whole spectrum of IT solutions, from network services and information assurance to telecommunications and purchase of hardware and software.
[View technology contracts](#)
[GSA technology contracts info](#)

State and Local Governments

Cooperative Purchasing COOP PURCH
Purchase IT products, services, and support equipment from Federal Supply Schedules.
[View participating vendors](#)
[Cooperative Purchase FAQ](#)



On-Line Searches at GSA.GOV

Resources

- GSA: <http://gsa.gov/portal/category/100000>
- GSA Vendor Support Center: <https://vsc.gsa.gov/>
- GSA Schedule Sales Query: <https://ssq.gsa.gov/>
- Locate GSA prime contractors
<http://www.gsa.gov/portal/content/101195>

Resources

- Use GSA Forecast of Contracting Opportunities
<http://www.gsa.gov/portal/content/101163>
- GSA Great Lakes Region 5:
<http://gsa.gov/portal/category/21456>
- GSA Public Buildings Service:
<http://www.gsa.gov/portal/content/104444>
- Federal Business Opportunities (FedBizOpps) website -
<https://www.fbo.gov/>

Resources Continued

- FAR: <https://www.acquisition.gov/?q=browsefar>
- General Service Administration Acquisition Manual: <https://www.acquisition.gov/?q=browsegsam>
- Veterans Administration Acquisition Regulation: <http://www.va.gov/oal/library/vaar/>
- Wisconsin Procurement Institute
Phone: 414-270-3600
www.wispro.org



Upcoming WPI Events

- ***Small Business Government Contracting Series continues the first and third Tuesday of each month through June, 2015 – Milwaukee, WI***
- ***Acquisition Hour (Weekly Webinar) through June, 2015***
- ***Working with the Department of Housing and Urban Development (HUD) and Other Federal and Local Agencies – May 8, 2015 – Milwaukee, WI (GSA is scheduled to attend)***
- ***3rd Annual Department of Veterans Affairs Business Conference – May 12, 2015 – Milwaukee, WI***
- ***Doing Business with the National Park Service – June 23, 2015 – Ashland, WI***
- ***9th Annual Volk Field Small Business Conference – July 29 – 30, 2015 – Camp Douglas, WI***
- ***Marketplace 2015 – October 29-30, 2015 – Milwaukee, WI***

9TH ANNUAL VOLK FIELD SMALL BUSINESS CONFERENCE –

CONTRACTING IN TIMES OF EMERGENCY, DISASTERS AND CRISIS

July 29 – 30, 2015 – Camp Douglas, WI



Sponsored and Hosted by:

- Volk Field Air National Guard Base
- Juneau County Economic Development Corporation
- US Small Business Administration
- Western Dairyland
- Wisconsin Procurement Institute
- Monroe County Economic Development
- SBDC – UW La Crosse
- Northwest Michigan PTAC

PROGRAM HIGHLIGHTS:

Current Issues in Government Contracting
Contracting Opportunities in Emergency
Preparedness and Disaster Relief
Networking and Individual Meetings
Capabilities Statement Exhibit
Capabilities Presentation Competition
Financing and Bonding for your Small
Businesses
Social Media

UPDATED information will be posted to

<http://tinyurl.com/Volk2015> or contact David Olson at 608-427-2455 or davido@wispro.org

For Assistance or Additional Information - Contact

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