



# Doing Business with VISN 12

## U.S. Department of Veterans Affairs

[Steve Maier](#)

Small Business Liaison

VISN 12: VA Great Lakes Healthcare System

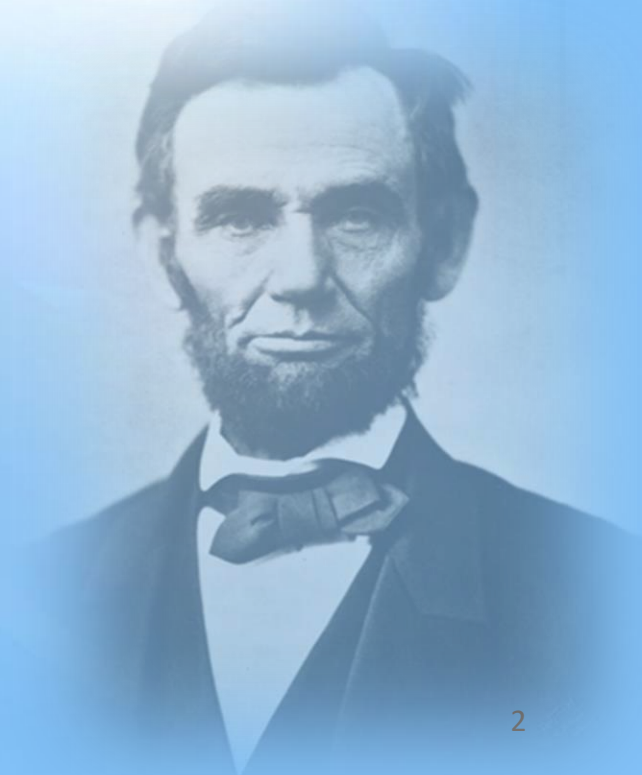




# VA's Mission

## Fulfill President Lincoln's promise

*"To care for him who shall have borne the battle, and for his widow, and his orphan" by serving and honoring America's Veterans and their families.*



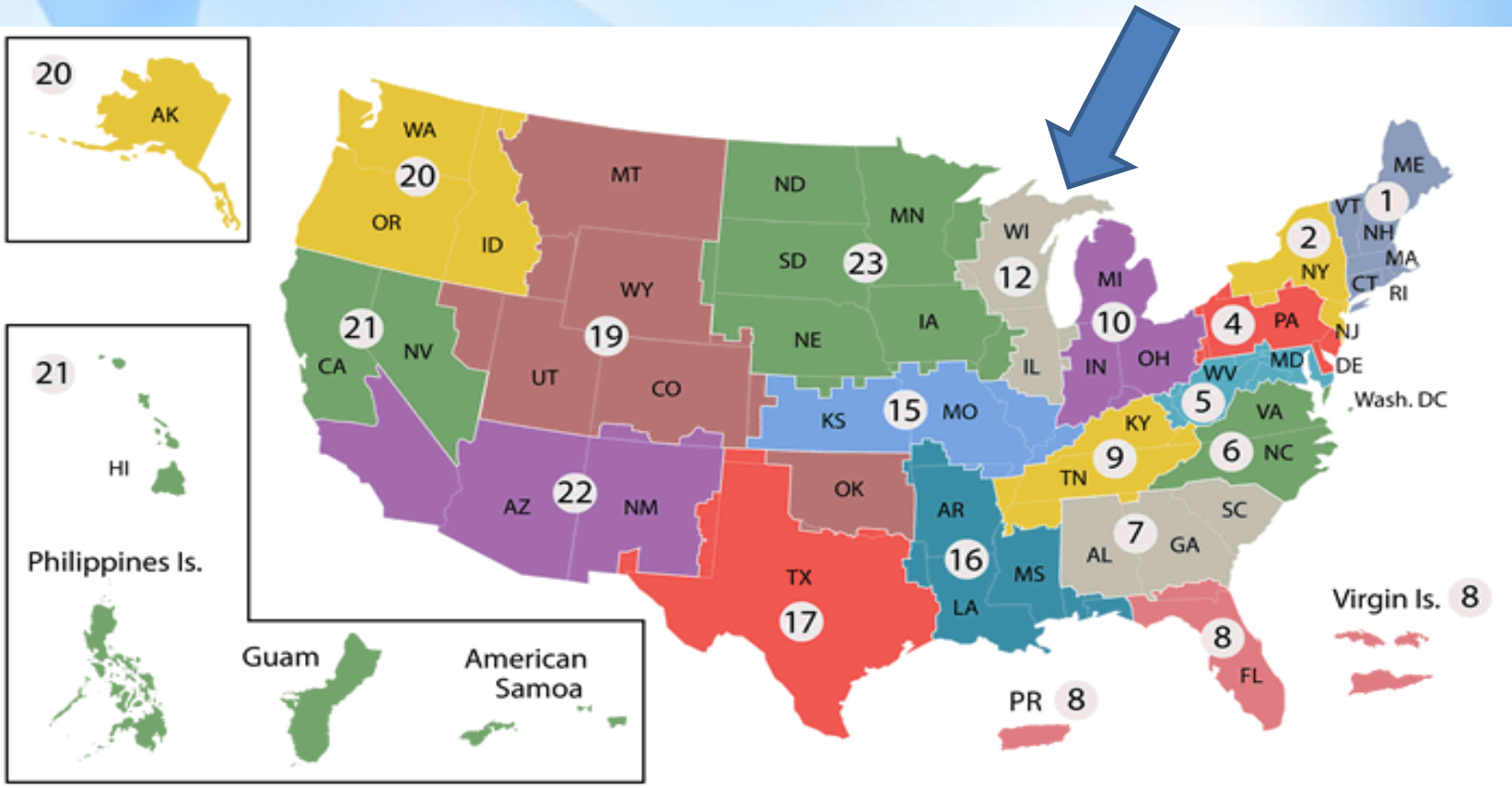


# VA consists of 3 Branches

- Veterans Benefits Administration (VBA)
  - Disability, pensions, VOC, Home loans, GI Bill
- National Cemetery Administration (NCA)
  - 136 National Cemeteries
- Veterans Health Administration (VHA)
  - Medical Centers, CBOCs, CLC, Vet Ctrs



# Veterans Health Administration (VHA) Structure - 18 "VISNs" (No 3,11,13,14 or 18) Veterans Integrated Service Networks



Please be advised: The information contained therein is subject to change at any time without notice.



# Veterans Integrated Service Network (VISN) 12



Please be advised: The information contained therein is subject to change at any time without notice.



# Contextual Quote

“DIFFICULT way to make an EASY living.”



# Doing Business with VHA (VISN 12)

- Federal Government Procurement
  - Registrations/Certifications
  - Well traveled road
  - Certs vs. “Need”
  - Proof of Concept?
  - Local vs. Everyone
  - Not A.B.C. relationship based
  - Right Hand, Left Hand
  - Very, Very Litigious



# Vet Business Best Practices

---



- Business Plan (market analysis)
- Seek/Receive Mentorship
- Customer Diversity
- Specific Offering or Problem solved
- Basic Understanding of Fed Proc Law
  - Services: Subcontracting Limits (13 CFR 125.6)
  - Products: Non-Manufac Rule (13 CFR 121.406)



# VHA Contracting Officers serve 3 audiences





# Supreme Court Case

## 38 U.S. Code § 8127



- VA specific
- Set Higher SDVOSB goal for VA
- Broke “parity” of SBA socio-economic programs for VA
  - “Veterans First”, “Rule of Two”
  - Not Limited to whatever the goal is
- VA “CVE” certification differing from SBA cert and state cert
- “Fair and Reasonable Pricing” a factor



# VA Veteran Business Certification CVE

- <https://www.vip.vetbiz.va.gov/>

## Search Businesses

VIP Verified Businesses

11/22/2019 2:35 PM EST



SDVOSB: 10586



VOSB: 3249

Total Verified: 13835



Find Veteran Businesses

[Advanced Search](#)

Business Name

DUNS

DBA

NAICS Codes

Keywords - Separate keywords with blank spaces

Search by VOSB or SDVOSB?



# VHA Contracting Officers serve 3 audiences





# Dollar Thresholds – Federal Purchasing

- Credit Card
  - \$10,000 and below (\$2,500 for service work)
  - Often not competitive
  - “Additional Duty” for buyers
  - Right Hand, Left Hand
- “Simplified” Acq Threshold (SAT)
  - \$10,001 to \$250,000 (warranted CO’s)
  - Competition & Small Business Sought
  - Federal procurement laws apply



# Where to find opportunities

- Find current VISN 12 opportunities:
  - <https://beta.sam.gov>
  - Formerly FBO.gov
  - Navigate to “Contract Opportunities” section
  - Once there, search for keyword “36c252”
  - Change “Sort By” (upper right) to “Last updated date”
  - This is the Agency office code for VISN 12.



# How best to market the VA (inexact science)

- Scheduled Live events
  - National: [www.nvsbe.com](http://www.nvsbe.com)
  - Facility: <https://www.va.gov/osdbu/calendar.asp>
  - Local VISN 12 meetings through SBL
- Direct Mail (Postcard)
  - Find addresses at <https://www.va.gov/directory/guide/home.asp>
  - Simple, non-intrusive, straight to the point
  - Addressed to specific target audience



# QUESTIONS?



Please be advised: The information contained therein is subject to change at any time without notice.



# Thank You! Contact info below:

---

STEVE MAIER

SMALL BUSINESS LIAISON

[STEVEN.MAIER2@VA.GOV](mailto:STEVEN.MAIER2@VA.GOV)

414-844-4824