



**U.S. Army Contracting Command**



# Women-Owned Small Business (WOSB) Federal Contract Program Presentation

Darlene Brakefield  
WOSB Program Manager

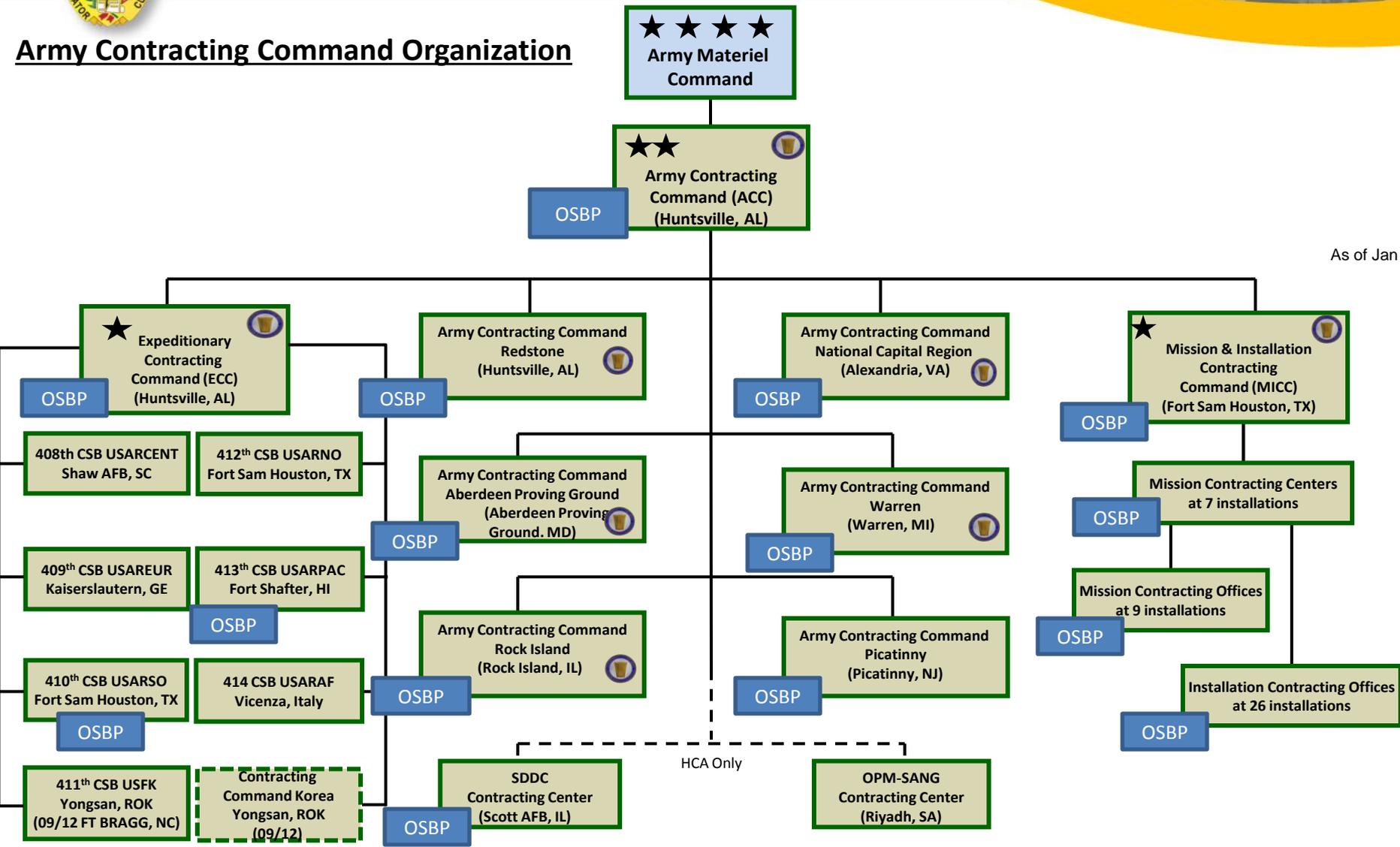




# U.S. Army Contracting Command

## Army Contracting Command Organization

As of Jan 12





**U.S. Army Contracting Command**



# ***Army Contracting Command Office of Small Business Programs***





# Army Contracting Command Office of Small Business Programs

Address: AMSCC-SB 3334A Wells Road  
Redstone Arsenal, AL 35898



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**ACC-NCR  
Vacant**

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**U.S. Army Contracting Command**



## ***ACC - OSBP Functions***

- Serve as lead advisor to the Head of Contracting Activity relative to Small Business Programs.
- Review ACC Acquisition Strategies over \$500M
- Manage effective outreach programs on doing business with ACC, AMC, Army and the Federal Government.
- Implement ACC Small Business Goals and monitor progress for SB Programs



## ACC Supports WOSB Program



REPLY TO  
ATTENTION OF:

DEPARTMENT OF THE ARMY  
U.S. ARMY CONTRACTING COMMAND  
3334A WELLS ROAD  
REDSTONE ARSENAL, AL 35898-5000

AMSCC-SB

NOV 07 2011

### MEMORANDUM FOR

Brigadier General Joseph Bass, Commander, Expeditionary Contracting Command,  
3334A Wells Road, Redstone Arsenal, AL 35898  
Brigadier General Stephen B. Leisenring, Commander, Mission and Installation Contracting  
Command, 2107 17th Street, Building 4197, Suite 15, Ft. Sam Houston, TX 78234  
Ms. Karen E. Osborn, Principal Assistant Responsible for Contracting, U.S. Army Military  
Surface Deployment and Distribution Command, SDDC Acquisition Center,  
709 Ward Drive, Building 1990, Scott AFB, IL 62225  
Mr. Michael Hutchison, Army Contracting Command - National Capital Region, 200 Stovall  
Street, Hoffman II (11N41), Alexandria, VA 22332

SUBJECT: U.S. Army Contracting Command (ACC) Fiscal Year 2012 (FY12) Small Business  
Targets

### 1. References.

- a. Memorandum, Army Materiel Command, AMCSB, 3 October 2011, subject: Fiscal Year (FY) 2012 Small Business Program Targets.
- b. Memorandum, Office of Federal Procurement Policy, 3 August 2011, subject: Small Business Procurement in Critical 4<sup>th</sup> Quarter – Key Tactics to Meet Goals, website: <https://acc.aep.army.mil/smallbusiness/Policies/Policy%20Letter%2002-11%20-%20The%20Army%20Small%20Business%20Program.pdf>.

2. I want to thank you and your staff for your hard work and dedication in support of the Small Business Programs. Although it was a challenging year, with reductions in funding across the Department of Army (DA) and the Army Materiel Command (AMC), we made great strides with exceeding our FY11 target goals for Service Disabled Veteran Owned Small Business (SDVOSB) and HubZone. Our total small business eligible dollars, year-to-date, were \$10.1B and we awarded \$3.8B, representing 37 percent of available opportunities for small businesses.

3. The enclosed individual goals are based upon your input, historical achievements, and DA and AMC assigned FY12 ACC Small Business Targets. ACC will emphasize the following initiatives in FY12 to enhance visibility and growth of the ACC and AMC Small Business Programs:

- a. Subcontracting Enforcement.

AMSCC-SB

SUBJECT: U.S. Army Contracting Command (ACC) Fiscal Year 2012 (FY12) Small Business  
Targets

b. Pursue Women-Owned Small Business Set Asides and increase Women-Owned Small  
Business opportunities.

c. Award 80 percent of contracts using Simplified Acquisition Procedures (SAP), IAW FAR  
19.502 and DFARS 219.502-2, to small businesses.

4. In order to meet or exceed the FY12 target goals and initiatives identified, we must  
actively pursue ways to increase small business participation. The Office of Federal  
Procurement Policy memorandum, referenced in paragraph 1b, offers various tools,  
techniques, and valuable resources. This guidance should be widely distributed to the  
acquisition workforce for their use in the upcoming year.

5. Your commitment to the small business programs is evident in the accomplishments during  
FY11. Continue to stay vigilant in evaluating opportunities for small businesses and extend my  
appreciation to the small business advisors and all acquisition personnel who support the small  
business programs.

6. The ACC point of contact is Ms. Alice Williams, Associate Director, Small Business  
Programs Office, telephone (256) 955-0371, email: [alice.m.williams@us.army.mil](mailto:alice.m.williams@us.army.mil).

Encl

  
CAROL E. LOWMAN  
Executive Director

CF:

Department of the Army, Office of Small Business Programs  
Army Materiel Command, Office of Small Business Programs



## U.S. Army Contracting Command

# Overview of WOSB Federal Contract Program

It authorizes contracting officers to **set aside certain federal contracts** for eligible:

- Women-owned small businesses (WOSBs) or
- Economically disadvantaged women-owned small businesses (EDWOSBs)

### *Impact of this program*

- **Levels the playing field for WOSBs** to compete for and win federal contracts
- Provides a tool to help us **meet our WOSB contracting goal**
- Ultimately, the program helps **create and retain more jobs for WOSBs**



## U.S. Army Contracting Command

# Eligibility Requirements for WOSBs

- Meet **small business size standard** for primary NAICS code and contract
- At least **51% unconditionally and directly owned by women** who are **U.S. citizens\***
- The woman must manage the **day-to-day operations**
- The woman must make the **long-term decisions** for the business
- A woman must **hold highest officer position**
- The woman must work at the business **full-time during normal working hours**
- No minimum amount of time** the business has been operational





UNCLASSIFIED



## U.S. Army Contracting Command

# Eligibility Requirements for EDWOSBs

Same requirements as WOSBs PLUS:

- Personal net worth** (assets minus liabilities) is less than **\$750,000** excluding:
  - Ownership in business and primary personal residence
  - Income reinvested or used to pay taxes of business
  - Funds reinvested in IRA or other retirement account\*
  - Transferred assets within two years if to or on behalf of immediate family member for select purposes\*\*
- Adjusted gross income average over three years is \$350,000 or less** excluding:
  - Income reinvested or used to pay taxes of business
- Fair market value of assets is \$6 million or less** excluding:
  - Funds reinvested in IRA or other official retirement account

\* Must be IRA or other official retirement account that is unavailable until retirement age without significant penalty

\*\* Select purposes are for that individual's education, medical expenses or other essential support or to family member in recognition of special event

**Note:** SBA will look at a spouse's finances if the spouse has a role in the WOSB/EDWOSB, has lent money to or provided financial support (including credit or guarantee of loan) to the business. SBA may also look at spouse's finances if both spouses are in same or similar line of business and businesses share names, websites, equipment and employees.



## U.S. Army Contracting Command

### Requirement for Joint Ventures

A WOSB/EDWOSB may submit an offer as a joint venture with another small business if the following requirements are met:

- Size:** Combined annual receipts or employees of joint venture must meet NAICS code assigned to contract
- EDWOSB/WOSB must be **managing partner**
- EDWOSB/WOSB employee must be **project manager** responsible for performance of the contract
- EDWOSB/WOSB must receive **at least 51% of net profits**
- The joint venture **agreement must be in writing**
- Joint venture must meet **subcontracting limitations**

**Note:** Joint venture agreement does not have to be approved by SBA



## U.S. Army Contracting Command

# The North American Industry Classification System (NAICS)

- A NAICS code is a six-digit number assigned by the government to various distinct business industries.
- Purpose is to promote uniformity and comparability in the presentation of statistical data collected by various agencies by the United States government.
- Developed under guidance of Office of Management and Budget.
- Groups similar type industries according to output and annual sales.
- Federal procurements supplies, services , and construction are identified and solicited by assigned NAICS code.



## U.S. Army Contracting Command

# Requirements for WOSB and EDWOSB Set Asides (SA)

KO may set aside contracts for WOSBs and EDWOSBs if they meet the following requirements:

	WOSB Set Aside	EDWOSB Set Aside
Industries	<ul style="list-style-type: none"><li>• NAICS code assigned to solicitation is in an industry in which WOSBs are <b>substantially underrepresented</b><ul style="list-style-type: none"><li>• 38 4-digit NAICS designated (157 6-digit NAICS)</li></ul></li></ul>	<ul style="list-style-type: none"><li>• NAICS code assigned to solicitation is in an industry in which WOSBs are <b>underrepresented</b><ul style="list-style-type: none"><li>• 45 4-digit NAICS designated (373 6-digit NAICS)</li></ul></li></ul>
Rule of two	<ul style="list-style-type: none"><li>• Contracting officer has reasonable expectation that <b>2 or more WOSBs will submit an offer</b></li><li>* <i>Note: All EDWOSBs are WOSBs</i></li></ul>	<ul style="list-style-type: none"><li>• Contracting officer has reasonable expectation that <b>2 or more EDWOSBs will submit an offer</b></li><li>* <i>Note: Not all WOSBs are EDWOSBs</i></li></ul>
Award price	<ul style="list-style-type: none"><li>• Anticipated award price <u>including options</u> does not exceed the statutory thresholds of <b>\$6.5M for manufacturing or \$4M for other contracts</b> (different from sole source thresholds for SDVOSB and HUBZone)</li><li>• <b>If proposals comes in higher than above thresholds, award can still be made if anticipated award price (including options) was within the statutory thresholds</b></li><li>• Contract can be awarded at <b>fair market price</b></li></ul>	



## U.S. Army Contracting Command

# Substantially Underrepresented NAICS for WOSB SA

1. 2372 - Land Subdivision
2. 3152 - Cut and Sew Apparel Manufacturing
3. 3231 - Printing and Related Support Activities
4. 3259 - Other Chemical Product and Preparation Manufacturing
5. 3328 - Coating, Engraving, Heat Treating and Allied Activities
6. 3329 - Other Fabricated Metal Product Manufacturing
7. 3371 - Household and Institutional Furniture and Kitchen Cabinet Manufacturing
8. 3372 - Office Furniture (including Fixtures) Manufacturing
9. 3391 - Medical Equipment and Supplies Manufacturing
10. 4841 - General Freight Trucking
11. 4889 - Other Support Activities for Transportation
12. 4931 - Warehousing and Storage
13. 5111 - Newspaper, Periodical, Book, and Directory Publishers
14. 5112 - Software Publishers
15. 5171 - Wired Telecommunications Carriers
16. 5172 - Wireless Telecommunications Carriers (except Satellite)
17. 5179 - Other Telecommunications
18. 5182 - Data Processing, Hosting and Related Services
19. 5191 - Other Information Services
20. 5312 - Offices of Real Estate Agents and Brokers
21. 5324 - Commercial and Industrial Machinery and Equipment Rental and Leasing
21. 5324 - Commercial and Industrial Machinery and Equipment Rental and Leasing
22. 5411 - Legal Services
23. 5412 - Accounting, Tax Preparation, Bookkeeping and Payroll Services
24. 5417 - Scientific Research and Development Services
25. 5418 - Advertising, Public Relations, and Related Services
26. 5615 - Travel Arrangement and Reservation Services
27. 5619 - Other Support Services
28. 5621 - Waste Collection
29. 5622 - Waste Treatment and Disposal
30. 6114 - Business Schools and Computer and Management Training
31. 6115 - Technical and Trade Schools
32. 6117 - Educational Support Services
33. 6242 - Community Food and Housing and Emergency and Other Relief Services
34. 6243 - Vocational Rehabilitation Services
35. 7211 - Traveler Accommodation
36. 8112 - Electronic and Precision Equipment Repair and Maintenance
37. 8129 - Other Personal Services
38. 8139 - Business, Professional, Labor, Political and Similar Organizations



## U.S. Army Contracting Command

# Underrepresented NAICS for EDWOSB SA

1. 2213 - Water, Sewage and Other Systems
2. 2361 - Residential Building Construction
3. 2371 - Utility System Construction
4. 2381 - Foundation, Structure and Building Exterior Contractors
5. 2382 - Building Equipment Contractors
6. 2383 - Building Finishing Contractors
7. 2389 - Other Specialty Trade Contractors
8. 3149 - Other Textile Product Mills
9. 3159 - Apparel Accessories and Other Apparel Manufacturing
10. 3219 - Other Wood Product Manufacturing
11. 3222 - Converted Paper Product Manufacturing
12. 3321 - Forging and Stamping
13. 3323 - Architectural and Structural Metals Manufacturing
14. 3324 - Boiler, Tank and Shipping Container Manufacturing
15. 3333 - Commercial and Service Industry Machinery Manufacturing
16. 3342 - Communications Equipment Manufacturing
17. 3345 - Navigational, Measuring, Electromedical and Control Instruments
18. 3346 - Manufacturing and Reproducing Magnetic and Optical Media
19. 3353 - Electrical Equipment Manufacturing
20. 3359 - Other Electrical Equipment and Component Manufacturing
21. 3369 - Other Transportation Equipment Manufacturing
22. 4842 - Specialized Freight Trucking
23. 4881 - Support Activities for Air Transportation
24. 4884 - Support Activities for Road Transportation
25. 4885 - Freight Transportation Arrangement
26. 5121 - Motion Picture and Video Industries
27. 5311 - Lessors of Real Estate
28. 5413 - Architectural, Engineering and Related Services
29. 5414 - Specialized Design Services
30. 5415 - Computer Systems Design and Related Services
31. 5416 - Management, Scientific and Technical Consulting Services
32. 5419 - Other Professional, Scientific and Technical Services
33. 5611 - Office Administrative Services
34. 5612 - Facilities Support Services
35. 5614 - Business Support Services
36. 5616 - Investigation and Security Services
37. 5617 - Services to Buildings and Dwellings
38. 6116 - Other Schools and Instruction
39. 6214 - Outpatient Care Centers
40. 6219 - Other Ambulatory Health Care Services
41. 7115 - Independent Artists, Writers, and Performers
42. 7223 - Special Food Services
43. 8111 - Automotive Repair and Maintenance
44. 8113 - Commercial and Industrial Machinery and Equipment (except Automotive and Electronic) Repair and Maintenance
45. 8114 - Personal and Household Goods



## WOSB Program Certification

There are two ways to certify for the WOSB program :

**Self certification** with supporting documents, or

### Third Party Certification

With supporting documents

Check out [SBA.gov/WOSB](http://SBA.gov/WOSB)

WOSB or EDWOSB forms required to be notarized.

### Self Certification



- Free, no cost
- Register in CCR as WOSB or EDWOSB
- Compile and upload all required documents to the repository
- Represent status in ORCA

### Third Party Certification

- Register in CCR as WOSB or EDWOSB
- Obtain certification from an SBA-approved Third Party Certifier
  - SBA has four organization designated
  - Compile and upload all required documents to the repository
  - Represent status in ORCA



## U.S. Army Contracting Command

# Documents to Upload to the WOSB Program Repository?

### What is the WOSB Program Repository?

- SBA created a secure document warehouse to upload required documents
- Access to WOSB's documents is only available to:
  - WOSB that submitted documents
  - SBA
  - Contracting Officer and/or Contract Specialist if given permission by the WOSB

### Self Certification

Birth certificates, naturalization papers, unexpired passports to verify U.S. citizenship

Copy of JV agreement (if applicable)

Copy of OMB's WOSB/EDWOSB Certification form

"Doing Business As" (DBA) certificate

Corporate information relating to verifying ownership by a woman or women; etc.

EDWOSBs: All of above and SBA Form 413, Personal Financial Statement, for each woman claiming economic disadvantage.

### Third Party Certification

Copy of Third Party Certification from an SBA

Approved Third Party Certifier

Copy of JV agreement (if applicable)

Copy of OMB's WOSB/EDWOSB





## Reviews and Protests

### Eligibility Examinations

- SBA may investigate the accuracy of any certification or representation made
- SBA will conduct regular reviews of firms who have self-certified and obtained third party certification
- A review will involve evaluation of documents uploaded in the repository and SBA may request additional documents and perform a site visit

### Protests

SBA may investigate the accuracy of any certification or representation made as it relates to a specific WOSB/EDWOSB set aside

Only an interested party, SBA or a contracting officer may submit a protest

A protest must be submitted to the contracting officer within certain timeframe  
Can only protest the ownership, control and economic disadvantage requirements

Size protests are handled under 13 C.F.R. part 121

SBA reviews each protest and makes a final decision, which may be appealed to the Office of Hearings and Appeal

Any WOSB/EDWOSB in non-compliant must remove their designation in CCR and ORCA and contracting office shall not award them a contract



## U.S. Army Contracting Command

### Additional Information About WOSB Program

- **The same subcontracting limitations that apply for small business set asides apply for the WOSB program**
- **By statute, the WOSB program does not authorize sole source awards**





## ***Parity and WOSB Program***

**Procurements valued from**

**\$3,000 to \$150,000**

#1 Automatically reserved for SB set-aside.

However, Contracting Officer **may use**

**HUBZone or 8(a) or SDVOSB or WOSB/EDWOSB programs**

#2 Full and open competition (unrestricted; not set aside for one of the five major small business prime contracting programs)

**Procurements valued over \$150,000**

#1 Contracting Officer **shall first consider HUBZone or 8(a) or SDVOSB or WOSB/EDWOSB programs**

#2 Small business set aside

#3 Full and open competition (unrestricted; not set aside for one of the five major small business prime contracting programs)

# Examples of How the Program Works

## Example 1

- The requirement is assigned NAICS 721110, Hotel (except Casino Hotels) and Motels, and has an estimated value of \$5M.
  - NAICS 7211, Traveler Accommodation, is an industry in which WOSBs are substantially underrepresented.
  - Dollar value of the procurement is greater than statutory threshold of \$4M
- The Contracting Officer cannot set aside the acquisition for WOSB. If the dollar value were less than \$4M, it could be set aside for WOSBs.

## Example 2

- The requirement is assigned NAICS 518210, Data Processing, Hosting and Related Services, with an estimated value of \$2.8M.
  - NAICS 5182, Data Processing, Hosting, and Related Services, is an industry in which WOSBs are substantially underrepresented .
  - Dollar value of the procurement is within the statutory threshold of \$4M
- The Contracting Officer can set aside the requirement for WOSBs
- **The Contracting Officer cannot set aside the requirement for EDWOSBs;** however, since EDWOSBs are also WOSBs, they can submit an offer in response to this WOSB set aside



## Steps to participate in the WOSB/EDWOSB Program

- Read the WOSB Federal Contract program in Federal Acquisition Regulations Part 19. 215
- Read SBA WOSB Compliance Guide at [www.sba.gov/wosb](http://www.sba.gov/wosb)
- Register in Central Contractor Registration (CCR) as WOSB or EDWOSB
- Log onto SBA's General Login System (GLS)  
Go to the WOSB Program Repository  
Upload / categorize all required documents
- Represent status in Online Representations and Certifications Application (ORCA)





## ***For More Information***

- ❑ Visit Small Business Administration (SBA) [www.sba.gov/wosb](http://www.sba.gov/wosb)
- ❑ Contact SBA answer desk:
  - 1-800-U-ASK-SBA (1-800-827-5722)
  - Answer Desk TTY (704) 344-6640 (Spanish)
  - Email [wosb@sba.gov](mailto:wosb@sba.gov)
- ❑ Visit Local Resources
  - Small Business District Offices  
Find your local office at: <http://www.sba.gov/about-offices-list/2>
  - Women's Business Centers  
Find your local center at: <http://www.sba.gov/content/womens-business-centers>
  - Small Business Development Centers  
Find your local center at: <http://www.asbdc-us.org/>
  - Procurement Technical Assistance Centers  
Find your local center at <http://www.aptac-us.org/new/>

# ***Developing Future Business with the Government***

***“Overview of UAHuntsville PTAC”***





## Welcome to the Office of Small Business Programs

[What DLA Buys](#)

[Doing Business with DLA](#)

[PTAP](#)

[SB Offices](#)

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[SDB/8\(a\)](#)

[HUBZone](#)

[Veteran-Owned/Service-Disabled](#)

[Women-Owned](#)

[Sub-Contracting](#)

[Set-Asides](#)

[Other Links](#)

### PTAP

#### *What is the PTAP?*

The DoD Procurement Technical Assistance Cooperative Agreement Program was established by Congress in 1985. The purpose of the program is to generate employment and to improve the general economy of a locality by assisting business firms in obtaining and performing under federal, state, and local government contracts.



The Defense Logistics Agency, on behalf of the Secretary of Defense, administers the DoD PTAP.

The Program is funded through a cost-sharing Cooperative Agreement with the Department of Defense to establish Procurement Technical Assistance Centers (PTACs), who are charged with assisting businesses in learning how to do business with federal, state, and local governments.

PTA Centers are a local resource available at no or nominal cost that can provide assistance to business firms in marketing their products and services. They offer training to businesses on how to research and bid on contracts, assist with registration requirements, provide bid-matching services, and assist with pre and post contracting issues.

#### **CURRENT LISTING OF PROCUREMENT TECHNICAL ASSISTANCE CENTERS**

[\*Click on your State for the location of the nearest PTAC\*](#)

[Information for PTAP funding recipients](#)



# Alabama PTAC Background

- Approximately 1,000 small businesses use our government contracting bid matching service daily.
  - In the last two years our clients from around the state reported more than \$3.3 billion in contract awards.
  - The money generated from these contract awards created or retained over 66,000 jobs for Alabama workers.
- 



# UAHuntsville SBDC/PTAC Mission Statement

The UAH SBDC / PTAC is committed to helping small businesses to survive and thrive through comprehensive business counseling and training.





# UAHuntsville PTAC Background

- Serving small business owners and prospective government contractors in a 7 County area in Northeast Alabama.
  - The counties we service are:  
Cullman, DeKalb, Jackson, Limestone, Madison, Marshall, & Morgan.
- 



# UAHuntsville PTAC Background

*Work in conjunction with:*

- Small Business Administration (SBA)
  - Alabama Small Business Development Network
  - Local Chambers of Commerce
  - Lending Institutions
  - Federal, State, and Local Agencies
  - UAHuntsville
- 



# UAHUNTSVILLE PTAC BACKGROUND

UAHuntsville PTAC has an active clientele base of over 600 businesses. Over 500 businesses use our bid matching service daily.

For FY11 UAHuntsville PTAC reported over \$700 million dollars in contracts awarded to our clients from local, state, and federal contracts, where they were either a prime or sub on the contract.

# SERVICES WE PROVIDE

## *One-on-One Counseling*

- Evaluate your firm's potential to compete in diverse government markets
- Assistance with 8(a) Business Development Program and HUBZone Certification
- Identify applicable small business socio-economic programs
- Analyze your competition
- Clarify government contracting requirements and regulations. (FAR– DFAR)
- Clarify limitations on teaming on Small Business set-asides
  - Joint Ventures
  - Teaming Arrangements –Subcontracting
  - Mentor/Protege
- Assist with marketing research and contact support (includes: contact information for Prime Contractors and Federal Agencies)
- Assist with your government contracting questions, registrations, certifications and state and federal program applications.



# ANNUAL BUSINESS MATCHMAKER

- HUNTSVILLE, Alabama – It was mixing and matching all morning long as more than 120 Huntsville-area small businesses, government agencies, and prime contractors met at the Jackson Center in Research Park Thursday for the 2011 Alabama Procurement Technical Assistance Center (PTAC) Business Matchmaker.
  - In what might be termed "controlled networking" small businesses from across North Alabama had the opportunity to promote their businesses to federal, state, and local government agencies, as well as many leading federal prime contractors.
- 



# SERVICES WE PROVIDE

## *No-Cost Resources Include:*

- Company specific bid matching service
  - Government Specs and Tech Documents
  - Lists of state and federal buying agency contacts
  - Lists of subcontracting contacts
  - Web site references
- 

# Training We Provide

- DCAA Compliance
- DoD Mentor/Protégé
- GSA Schedule
- Fundamentals of Government Contracting Series
- SBIR / STTR
- DIBBS
- Capability Statement Preparation
- Proposal Writing

# UAHUNTSVILLE PTAC BID MATCHING SERVICE

- Locates government bid opportunities and eliminates time consuming searches.
- Provides specific daily reports delivered via e-mail based on a bid match profile for your company set up by a PTAC counselor, which includes keywords describing your product/services, NAICS codes, Federal Supply Codes and National Stock Numbers.
- Provides a variety of government bid opportunities by searching Federal, State, and Local procurement data bases.
- Only the bids you want to see based on your profile will be delivered to you.
- No Cost to our Clients.



# UAHUNTSVILLE PTAC LOCATION

This presentation was presented by:

Mary Jane Fleming, Procurement Specialist  
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