OSBP Learning Series:
How to Take Advantage of Free Small Business Resources

Featured Speakers
Bernard Durham, SBA
Chris Jeffers, PTAC
Marla Schulman, SCORE

April 21, 2021
Housekeeping

• If you have any questions during the presentation, please enter them into the Q&A Box.
  • **NOTE:** If possible, include the speaker whom your question is directed if multiple speakers are presenting.

• Other comments, like technical difficulties, please input them in the Chat Box.

• We will have a formal Q&A after the final presenter concludes, using questions from the Q&A Box.

• Please keep your computers on mute when not speaking.

• Please fill out the survey sent at the end of this presentation.
1. Is this the first webinar hosted by the NASA Office of Small Business Programs that you have attended?
   a. YES
   b. NO

2. How did you learn about this webinar?
   a. OSBP Website
   b. Communication from a NASA Center
   c. Marketing email from OSBP
   d. Marketing email from NASA Office of Procurement
   e. Social Media
   f. Eventbrite email
   g. Other (if you select other, tell us where in the CHAT BOX)
About the NASA Office of Small Business Programs

The NASA Office of Small Business Programs (OSBP) is located at Headquarters in Washington, D.C. and is under the leadership of Associate Administrator Glenn A. Delgado.

Our vision is to promote and integrate all small businesses into the competitive base of contractors that pioneer the future of space exploration, scientific discovery, and aeronautics research.

The NASA OSBP webinar series offers in-depth training relevant to small businesses; and provide the opportunity to ask questions directly to key points of contacts at the Agency.
Meet the Guest Speakers

Mr. Bernard Durham started out as a Dept of Army Intern in HR at The Pentagon for 5 years.

Mr. Durham also as a Dept of Army Intern in Procurement at The Pentagon for 5 years, Business Opportunity Specialist (BOS) at SBA for 6 years, Procurement Center Representative (PCR) at SBA for 16 years.

Contact: Bernard.Durham@sba.gov
Meet the Guest Speakers

Ms. Chris Jeffers is Indiana PTAC State Director and is committed to helping Indiana small businesses compete for and win government contracts.

Ms. Jeffers and her PTAC Team serve the state of Indiana offering free one-on-one counseling, resource assistance and training and providing networking opportunities. Ms. Jeffers worked briefly with the Indiana Small Business Development Center (ISBDC) as Network Program Manager and continues to work for the success of all Hoosier small businesses.

Before heading back to serve the state of Indiana, Ms. Jeffers was a stay-at-home mom for five, busy children. Ms. Jeffers was with the Indiana Department of Transportation for over 10 years in various roles which included the head of the Project Management Section.

She managed approximately 30 projects worth more than $2 billion. In that role she developed scopes of work, participated in consultant selection and negotiated contracts for federally funded projects.
Meet the Guest Speakers

Ms. Marla Schulman is the President and Owner of Schreiber Translations, Inc., a small woman-owned business headquartered in Rockville, MD.

Schreiber Translations, Inc. is one of the nation’s leading providers of foreign language translation and interpreting services in over 100 languages serving more than 500 federal, state and local government agencies and industry clients.

Marla brings her expertise in government contracting, strategy, organizational planning and structuring organizations for maximum efficiency to many professional and service organizations. She has served as President of the Association of Language Companies and is currently a Certified Mentor and Vice-Chair of the SCORE DC Chapter.

Marla is also a member of the boards and leadership teams of several area organizations focused on an array of community service and advocacy efforts.
Role of the PCR

U.S. Small Business Administration
Office of Government Contracting
Activities Covered:

NASA Headquarters & NASA Goddard Space Flight Center

Department Homeland Security (DHS)
Programs We Support

- Small Business (SB)
- Small Disadvantaged Business (SDB)
- Women-Owned Small Business (WOSB)
- HUBZone Small Business
- Veteran-owned small business (VOSB)
- Service-Disabled Veteran Owned Small Business (SDVOSB)

FAR Part 19, Public Laws, Code of Federal Regulations
Our responsibility is to implement Congressional Policy in accordance with the Small Business Act to aid, counsel, assist & protect the interests of small business concerns.

Our Goal is to ensure that a fair proportion of purchases, contracts & subcontracts be placed with small businesses
What PCRs Do

- Coordinate with Major Contracting Activities
- Review Proposed Acquisitions
  - Recommend Set-Asides, i.e. SB, HUBZone, WOB, SDVO, 8(a), etc.
- Review Solicitations
- Support SBA’s 8(a) Business Development Program
PCRs Also

- Perform Market Research
- Mediate Small Business Issues
- Provide Training To Agencies and Industry
- Perform Surveillance Reviews
- Interface with Others
- Perform Outreach & Attend Industry Conferences
What PCR’s See

- Small Business Review Forms
- Government Estimates
- Sole Source Justifications (J&A)
- Statements of Work
- Acquisition Plans
- Market Survey Results
- Procurement Requests
- Purchase History
Subcontracting Assistance

PCR’s Role in Subcontracting Plan Reviews

- SBA’s PCRs review Subcontracting Plans prior to contract award (advisory)
Subcontracting Assistance

Statutory Subcontracting Goals
Small Business Act: Section 15(g)

- Small Business (SB) - negotiable
- Small Disadvantaged Business (SDB) - 5%
- Women-Owned Small Business (WOSB) - 5%
- HUBZone Small Business - 3%
- Veteran-Owned Small Business - negotiable
- Service-Disabled Veteran-Owned SB - 3%
Subcontracting Assistance

Determining the Need for a Subcontracting Plan

➢ Dollar Threshold:
   ▪ Contract or Contract Modification is expected to exceed $700,000 ($1.5 Million for construction)
Conducting Market Research

When conducting Market Research
Ensure legitimate needs are identified
Ensure that Market Research is appropriate to the requirement.
Review all available resources (e.g. SBA DSBS, VA VIP (VETBiz), Historical Contract files)
Issue Sources Sought or Request for Information (RFI)
Bernard Durham, Procurement
Center Rep. (PCR)
Office: (202)713-8106
Bernard.Durham@sba.gov
Small Business Administration
301 7th & D STREET, SW
Washington, DC 20586
In 1985, authorized by the US Congress, the PTAP was established to expand the number of businesses capable of participating in government contracts. It is administered by the Defense Logistics Agency.

**Indiana PTAC Mission**

The mission of the Indiana Procurement Technical Assistance Center (IN PTAC) is to enhance national defense and economic development in Indiana by helping Hoosier businesses compete for and win federal, state and local government contracts. IN PTAC’s focus is counseling and education. No cost confidential counseling is offered to help companies sell products and services to the government.
Indiana Procurement Technical Assistance Center (Indiana PTAC)

- One-on-one counseling
- Subcontracting assistance
- Bid-matching services
- Proposal preparation
- Certifications/Registrations
- GSA Schedules
- Assistance with Federal Regulations & Military Specifications
- Networking Opportunities
- Workshops/Training
- No Cost
7 Steps to Government Contracting

1) Self Assess Your Readiness to Sell to the Government.

2) Complete Initial Registrations.

3) Get Eligible Certifications.

4) Develop a Marketing Strategy.

5) Find Bid Opportunities.

6) Submit a Bid.

7) Perform on a Contract.
Organizing Your Government Procurement Action Plan

- Researching North American Industry Classification Codes (NAICS), Product Service Codes (PSC) and United Nations Standard Products and Services Code (UNSPSC)
- Registration to obtain DUNS number
- Registration with Secretary of State at INBIZ as a small business.
- How to become an IN Vendor with IDOA
- Develop a Government Capability Statement

- Registering with the System Award Management (SAM) to obtain a CAGE code to participate in Federal government programs
- Applying for DBE, WBE, MBE and CVE certifications with INDOT & State of Indiana
- Consider potential Joint Ventures - Team Matching primes/sub-contracting, or suggest teaming partners
- Proposal preparation guidance
- Workshops/Seminars
- Marketing your services/products to local, state and federal governments
Submitting A Government Bid

1. Read the solicitation.
2. Take notes.
3. Read the solicitation again.
4. Draft-up a one-page proposal timeline & outline.
5. Follow the directions.
6. Submit it correctly and on time.

Performing the Contract

1. Read the contract.
2. Take notes.
3. Read the contract again.
4. Get on the same page as the Government Contracting Officer.
5. Communicate constantly with your contracts team.
2020 Metrics – Program Wide

- PTACs reported **57,160** active clients
- PTACs provided **190,000** hours of counseling with large and small businesses
- PTACs hosted **4,780** events
- PTAC clients were awarded **$24,185,602,836** in government contracts and subcontracts
- The PTAC’s assistance facilitated the creation or retention of approximately **486,006** jobs
• **4,567** Federal Government Contracts Awarded (27% increase from 2019)

• **365.6 Million** awarded in federal contracts (117% increase from 2019)

• **418** New PTAC clients (32% increase from 2019)

• **2542** Counseling Hours (24% increase from 2019)

• For every dollar spent on the Indiana PTAC network, **$468** was earned/returned in contract dollars awarded to small businesses. ($185 in 2019)

**Indiana PTAC Demographics**

- Woman Owned: 30%
- Minority Owned: 16%
- Service Disabled Veteran Owned: 12%
- Veteran Owned: 22%

**Top 5 Federal Agencies:**

- Department of Defense
- US Department of Veteran Affairs
- The Peace Corps
- The Corporation for National Community Service
- NASA
Hosted by state governments, non-profits and universities
Indiana PTAC is state hosted and housed within the Indiana Economic Development Corporation.

Statewide and regional offices
Indiana PTAC is statewide and has five regional offices located throughout the state and one central lead office in Indianapolis.

# of PTACS
• 94 PTACS nationwide – 49 states including Guam, Puerto Rico, Washington D.C., Northern Mariana Islands
• 300 Offices
• 6 Native American PTACs

Find your local PTAC at www.dla.mil/SmallBusiness/PTAP/
Chris Jeffers
Indiana PTAC State Director
1 North Capitol, Suite 700,
Indianapolis, IN 46204
317-902-0365
cjeffers@iedc.in.gov
www.indianaptac.com
For the Life of Your Business

Who, What, When, Where, Why, How

SCORE Mentoring and Resources to Support You from Idea to Exit

score.org  washingtondc.score.org
We Help Small Businesses

SCORE is a nonprofit resource partner of the U.S. Small Business Administration.
Who

SCORE Stands for Small Business

- Over 11 million served since 1964
- We help create over 50,000 new businesses per year
Why

Personalized Advice

You don’t have to do it alone. Your SCORE Mentor can be your sounding board and help you avoid common pitfalls.

Virtual, Online or by Phone
One-on-one or group mentoring
Pick your expert or get assigned based on needs
What

Free Business Templates

- Business plan templates
- Financial projections spreadsheets
- Checklists
How

Business Training

Live SCORE National and Local Webinar Courses
SCORE National Blogs and Business Articles
Current Information about the Cares Act Loans
How

Business Information

- Blogs
- eGuides
- Infographics
- Podcasts
- Videos
Funded in part through a cooperative agreement with the U.S. Small Business Administration.

All opinions, conclusions, and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the SBA.
## Top 20 NAICS

**Total Dollars FY 2020**

<table>
<thead>
<tr>
<th>SIX-DIGIT NAICS CODE WITH DESCRIPTION</th>
<th>TOTAL DOLLARS</th>
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</thead>
<tbody>
<tr>
<td>541710/541712</td>
<td>Research and Development in the Physical, Engineering, and Life Sciences (Except Nanotechnology and Biotechnology)</td>
</tr>
<tr>
<td>336414</td>
<td>Guided Missile and Space Vehicle Manufacturing</td>
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<tr>
<td>481212</td>
<td>Nonscheduled Chartered Freight Air Transportation</td>
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<tr>
<td>541330</td>
<td>Engineering Services</td>
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<tr>
<td>561210</td>
<td>Facilities Support Services</td>
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<tr>
<td>541512</td>
<td>Computer Systems Design Services</td>
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<tr>
<td>336415</td>
<td>Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing</td>
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<tr>
<td>517919</td>
<td>All Other Telecommunications</td>
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<tr>
<td>561110</td>
<td>Office Administrative Services</td>
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<tr>
<td>541519</td>
<td>Other Computer Related Services</td>
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<tr>
<td>334511</td>
<td>Search, Detection, Navigation, Guidance, Aeronautical, and Nautical System and Instrument Manufacturing</td>
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<tr>
<td>541513</td>
<td>Computer Facilities Management Services</td>
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<tr>
<td>236210</td>
<td>Industrial Building Construction</td>
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<td>541611</td>
<td>Administrative Management and General Management Consulting Services</td>
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<tr>
<td>333314</td>
<td>Optical Instrument and Lens Manufacturing</td>
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<td>336419</td>
<td>Other Guided Missile and Space Vehicle Parts and Auxiliary Equipment Manufacturing</td>
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<tr>
<td>561612</td>
<td>Security Guards and Patrol Services</td>
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<tr>
<td>336411</td>
<td>Aircraft Manufacturing</td>
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<tr>
<td>236220</td>
<td>Commercial and Institutional Building Construction</td>
</tr>
<tr>
<td>486190</td>
<td>Other Support Activities for Air Transportation</td>
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**TOTAL** $17,899,071,509
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<thead>
<tr>
<th>Center Category</th>
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<td><strong>RESEARCH CENTERS</strong></td>
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<td></td>
<td>Ames Research Center</td>
<td>Christine L. Munroe</td>
<td>650-604-4695</td>
<td><a href="mailto:Arc-smallbusiness@mail.nasa.gov">Arc-smallbusiness@mail.nasa.gov</a></td>
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<td></td>
<td>Armstrong Flight Research Center</td>
<td>Christine L. Munroe</td>
<td>650-604-4695</td>
<td><a href="mailto:Arc-smallbusiness@mail.nasa.gov">Arc-smallbusiness@mail.nasa.gov</a></td>
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<tr>
<td></td>
<td>Glenn Research Center</td>
<td>Eunice J. Adams-Sipp</td>
<td>216-433-6644</td>
<td><a href="mailto:Grc-smallbusiness@mail.nasa.gov">Grc-smallbusiness@mail.nasa.gov</a></td>
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<tr>
<td></td>
<td>Langley Research Center</td>
<td>Robert O. Betts</td>
<td>757-864-6074</td>
<td><a href="mailto:Larc-smallbusiness@mail.nasa.gov">Larc-smallbusiness@mail.nasa.gov</a></td>
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<tr>
<td><strong>SPACE CENTERS</strong></td>
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<td></td>
<td>Johnson Space Center</td>
<td>Robert E. Watts</td>
<td>281-244-5811</td>
<td><a href="mailto:Jsc-smallbusiness@mail.nasa.gov">Jsc-smallbusiness@mail.nasa.gov</a></td>
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<tr>
<td></td>
<td>Kennedy Space Center</td>
<td>Joyce C. McDowell</td>
<td>321-867-3437</td>
<td><a href="mailto:Ksc-smallbusiness@mail.nasa.gov">Ksc-smallbusiness@mail.nasa.gov</a></td>
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<tr>
<td></td>
<td>Marshall Space Flight Center</td>
<td>David E. Brock</td>
<td>256-544-0267</td>
<td><a href="mailto:Msfc-smallbusiness@mail.nasa.gov">Msfc-smallbusiness@mail.nasa.gov</a></td>
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<tr>
<td></td>
<td>Stennis Space Center</td>
<td>Kay S. Doane</td>
<td>228-688-1720</td>
<td><a href="mailto:Ssc-smallbusiness@mail.nasa.gov">Ssc-smallbusiness@mail.nasa.gov</a></td>
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<td><strong>SCIENCE CENTER</strong></td>
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<tr>
<td></td>
<td>Goddard Space Flight Center</td>
<td>Jennifer D. Perez</td>
<td>301-286-4379</td>
<td><a href="mailto:Gsfc-smallbusiness@mail.nasa.gov">Gsfc-smallbusiness@mail.nasa.gov</a></td>
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<tr>
<td><strong>FEDERALLY FUNDED R&amp;D CENTER</strong></td>
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<tr>
<td></td>
<td>Jet Propulsion Laboratory</td>
<td>Charles E. Bray</td>
<td>818-354-5620</td>
<td><a href="mailto:smallbusiness.programsoffice@jpl.nasa.gov">smallbusiness.programsoffice@jpl.nasa.gov</a></td>
</tr>
<tr>
<td><strong>AGENCY-WIDE RESOURCE CENTER</strong></td>
<td>NASA Shared Services Center</td>
<td>Troy E. Miller</td>
<td>228-813-6558</td>
<td><a href="mailto:nsssc-smallbusiness@mail.nasa.gov">nsssc-smallbusiness@mail.nasa.gov</a></td>
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## Upcoming Webinars

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Speakers</th>
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<tbody>
<tr>
<td>5/19/2021</td>
<td>How to Do Business with the NASA Stennis Space Center</td>
<td>Kay S. Doane NASA Stennis Space Center</td>
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<tr>
<td>6/16/2021</td>
<td>OSBP Learning Series</td>
<td>Guest Speaker</td>
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<tr>
<td>7/21/2021</td>
<td>How to Do Business with the NASA Marshall Space Flight Center</td>
<td>David E. Brock Marshall Space Flight Center</td>
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<td>8/18/2021</td>
<td>OSBP Learning Series</td>
<td>Guest Speaker</td>
</tr>
<tr>
<td>9/15/2021</td>
<td>How to Do Business with the NASA Johnson Space Center</td>
<td>Robert E. Watts Johnson Space Center</td>
</tr>
</tbody>
</table>
NASA’s Office of Small Business Programs is NOW ACCEPTING new topics ideas for our monthly OSBP Learning Series Webinars!

We would LOVE to hear from you!!

Please submit your topic ideas to smallbusiness@nasa.gov!
The Small Business Connection at NASA Glenn Research Center (GRC)

Celebrating 80 Years of Pushing Boundaries and Breaking Barriers

THE SMALL BUSINESS CONNECTION AT GRC

MAY 4, 2021 • 11 a.m. to 1 p.m. EASTERN STANDARD TIME

GUEST SPEAKER—CHARLES T. WILLIAMS
Program Manager, NASA HQ Office of Small Business Programs
Upcoming Outreach Event

Northwest Aerospace Defense Conference in Partnership with NASA

June 10, 2021
Upcoming Congressional Event

Artemis Supplier and Northeastern Pennsylvania Small Business Industry Day Event

May 24, 2021 (Tentative)
Connect with OSBP at www.osbp.nasa.gov or smallbusiness@nasa.gov
To learn more about the Small Business Program at NASA:

- http://www.osbp.nasa.gov
- 202-358-2088
- smallbusiness@nasa.gov
- @NASA_OSBP
- NASASmallBusiness
- OSBP Mobile, available on iOS and Android devices
Contact

Truphelia M. Parker
Program Specialist
NASA Office of Small Business Programs
(202) 358-1820
smallbusiness@nasa.gov
Thank You for Joining!