



THE FEDERAL TECHNOLOGY CENTER

# GovLink Review



Volume 1, Issue 1

April/May 2001

## Ribbon-Cutting Ceremony: Five Congressmen Represented

Our Ribbon-Cutting Ceremony was held on January 26, 2001 to mark the official opening of The Federal Technology Center Procurement Technical Assistance Center (The FTC PTAC).

Congressman Doug Ose and Chairman, Sacramento County Board of Supervisors Roger Niello were the special guest speakers. Mr. Jeff Lin, CDAM Grants Manager also provided remarks. Dr. William Jefferds, Director of the Office of Military Base Retention and Reuse toured the facilities and participated in the demonstrations. Congressman Wally Herger sent a congratulatory letter, which was

read at the ceremony. Congressman Pombo's representative presented us a

certificate of special congressional recognition. Representatives from Congressman Matsui's and Congressman Doolittle's district offices were also present.



Front Row: Sharon Margetts, Supervisor Roger Niello, Congressman Doug Ose, General Trevor Hammond  
Second Row: Tim Terry, Chairman of the Board, Alice Astafan, CEO

Tim Terry, Chairman of the Board of Directors of The Federal Technology Center, stated that The FTC PTAC will help small business owners obtain contracts for some of the more than \$500 billion the federal government spends each year and the \$4 billion the state

### CEREMONY

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## The FTC Mission

Our mission is to establish and strengthen relationships that build and maintain beneficial partnerships between sponsoring government organizations, universities, and businesses.

These beneficial partnerships can help businesses increase sales and enhance their research and development, while also helping government organizations perform their mission more effectively.

## The FTC PTAC Mission

To promote economic and small business development through federal, state and local government contracting opportunity education, bid matching services, counseling, resources, and outreach programs in our Northern California service area.

To learn more about our services, see page three or visit our website: [www.TheFTC.org](http://www.TheFTC.org).

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**Alice Astafan, CEO**

In early 1999 during our efforts to find potential small technology vendors for the Defense Microelectronics Activity (DMEA), we found that many area businesses did not sell to the federal government. Part of the problem was that there were no local resources to help with the sometimes confusing, and often intimidating

government contracting process. To correct this situation, we held our first seminar for small businesses interested in selling to the government in September 1999. That first seminar attracted over 20 small businesses and 40 participants from the northern California region.

In addition, we also identified that the Sacramento valley and foothill regions did not have a local Procurement Technical Assistance Center (PTAC). In fact, California had only four centers when other much smaller states had eight or more centers. It was clear to me that Sacramento small businesses were not getting their fair share of the \$500 billion spent annually in federal contracts and the \$4 billion in state government contracts.

On January 26, 2001, The Federal Technology Center held a Ribbon

Cutting Ceremony to mark the official opening of The FTC PTAC to assist the small businesses of Shasta, Tehama, Butte, Sutter, Yuba, Nevada, Placer, Yolo, Sacramento and El Dorado counties. Since then we have held numerous training classes and one-on-one counseling sessions for area small businesses. We are proud to announce that some firms have already received government contracts! We look forward to working with you because, at The FTC PTAC, your success is our success!

Alice Astafan  
CEO, The Federal Technology Center

**Procurement Team**

Leann Androvich  
*Director*

Carol Bowyer  
*Business Outreach Specialist*

Nicole Arnold  
*Program Assistant*

**Engineering Team**

Bill Vanden Bosch  
*Senior Engineer/Researcher*

Tom Trimble  
*Engineer/Researcher*

**Feature of the Month**

Leann Androvich, Director  
The FTC PTAC

**Experience**

- Over 16 years contracting experience in government and private industry
  - Air Force - Contracting Officer, Supervisory Contract Specialist, and Environmental Contracting Branch Chief
  - NEC Computers Inc. - Senior Contract Administrator and Commercial Contracts Manager
- Awarded and administered multimillion dollar programs
- Technical contracting expertise in pre-award planning to post-award contract administration



**Training & Certification**

- Over 1000 hours of formal contracting training
  - Certified Air Force Acquisition Professional Development Program (APDP) Level III *Highest Level in the Air Force for Contracting*
  - Association of Government Marketing Assistance Specialists (AGMAS) Certified Level II
- Values**
- Integrity
  - Professionalism
  - Customer focus
  - Commitment to quality support

## The Government Pays Us to Help You

Most of our services are free to you because the government pays us to help you build your business!

### One-On-One Counseling Sessions - FREE

You can schedule a counseling appointment to obtain technical assistance tailored to meet your needs.

### Contractor's Library - FREE

The FTC PTAC maintains a library of up-to-date materials applicable to government contracts. We have a computer terminal available for clients to use with selected websites. Our staff is always available to assist you.

### Partnership Agreements - FREE

The FTC can connect you to a government organization that will assist you in joint research and development. We can also provide

you access to state-of-the-art equipment, valuable expertise, and possible shared expenses.

### Electronic Bid-Matching Service - Your Link to the Government Marketplace.

*Are you serious about increasing your revenue, but have trouble locating contracting opportunities?* Our service does daily searches and precise matching to your specific products and services from the Commerce Business Daily, Defense Logistics Agency, Electronic Data Interchange, other federal sites – and over 300 state, county, and local sites. You receive daily email notification of solicitation announcement matches specific to your business. The cost for this service is \$150

per year (as low as \$12.50 a month). Call us today to learn more about our bid-matching service: 916-334-9388 or toll free 866-FTC-PTAC.



*Chairman, Sacramento County Board of Supervisors Roger Niello, listens intently, as Nicole Arnold explains the Bid-Matching process*

## Clients' Corner

### What do you like about working with The FTC PTAC?

• *"I'm impressed with the staff's knowledge and willingness to assist. The business experience the specialist shared with me was very valuable in the establishment of my own business. Wish I had spoken to (the PTAC Consultant) much earlier in my venture."*

- **B. R.**

• *The people. They always seem to provide timely and relevant information tailored to our need. I enjoy working with the staff."*

- **G. H.**

• *"We are excited to have received an announcement (through Bid-Matching) for a solicitation that our company can bid. Because I did the research to find The FTC PTAC, my boss gave me a pat on the back!"*

- **T. C.**

*"I am just starting my business and have found good solicitations under Bid Match. It has made me discover the value of teaming with other small firms to meet the required experience and expertise. I enjoy getting bid match and want to keep marketing it!"*

- **N. B.**

• *"The friendly people, the professional services."*

- **B. W.**

*"I just wanted to say thank you for all of the wonderful help and patience that you have extended to me. I know that I simply could not have gotten through that GSA (General Services Administration) Schedule without your guidance and poignant explanations."*

- **R. S.G.**

• *"Very responsive. Where else could I go to get this information?"*

- **R. P.**

# **SMALL BUSINESS, BIG OPPORTUNITY**

## **Seminar for Technology Companies**

The "Small Business, Big Opportunity" seminar will be held on **June 7, 2001** at the Lionsgate Conference Center, McClellan, CA. Special Luncheon Speaker, Mr. Larry Kelly, head of McClellan Business Park, LLC, will describe the status of the development and opportunities available for high-technology companies at McClellan. This event will focus on contracting opportunities that the

Defense Microelectronics Activity (DMEA) and their prime contractors award to small, microelectronics firms. Companies involved in all phases of the microelectronics industry should consider attendance a must. Briefings/literature from DMEA and the following contractors will be highlighted: Raytheon, Lockheed Martin, Boeing, General Dynamics Information Systems, Northrup

Grumman and TRW. A tour of the DMEA facilities will be conducted and time allotted for one-on-one questions with contracting officers. Cost of the seminar is only \$25.00 and includes lunch and materials. See enclosed flyer for registration.

## **Superb Course Offerings - FREE April and May 2001**

At our training seminars, we teach you techniques to tap into the profitable federal and state marketplaces. Our staff includes former government contracting officer trainers familiar with the latest contracting laws and regulations.

**April 17:** "Bidding on Federal Contracts" and "Searching the Web for Government Business", at the Greater Sacramento SBDC, 1410 Ethan Way, Sacramento. To enroll, go to <http://www.ecrc.org>.

**April 24:** "Introduction to Federal Contracting" at the Watt Avenue Business Information Center, 6015 Watt Avenue, Suite #4, North Highlands, CA. Call (916) 334-9388 to register.

**May 3:** "Introduction to Federal Contracting" at McClellan Business Development Resource Center, McClellan AFB. Call (916) 263-4607 to register.

**May 9 & 10:** "State Contracting 101", at The Watt Avenue Business Information Center, 6015 Watt Avenue, Suite #4, North Highlands, CA. To enroll, call Georgia Welsh at (916) 445-9384.

**May 15:** "PRO-Net Registration", at the Greater Sacramento SBDC, 1410 Ethan Way, Sacramento. Call (916) 334-9388 to register.

**May 23:** "Federal Government Contract Administration" at Watt Avenue Business Information Center, 6015 Watt Avenue, Suite #4, North Highlands, CA. Call (916) 334-9388 to register. (This is a new course to assist you in meeting your contractual requirements after you have received a government contract).

### **SAVE THESE DATES**

#### **Free Seminars for All Small Businesses**

**APRIL 17, 2001**

"Bidding on Fed Contracts"

**APRIL 24, 2001**

"Intro to Fed Contracting"

**MAY 3, 2001**

"Intro to Fed Contracting"

**MAY 9 & 10, 2001**

"State Contracting 101"

**MAY 15, 2001**

"PRO-Net Registration"

**MAY 23, 2001**

"Federal Government Contract Administration"

### **TECHNOLOGY BUSINESSES**

**JUNE 7, 2001**

**"SMALL BUSINESS, BIG OPPORTUNITY"**

*Contracting Seminar for Technology Companies.*

**For enrollment or more information call: (916) 334-9388 or visit our website: [www.TheFTC.org](http://www.TheFTC.org)**

# NEW: NAICS – North American Industry Classification System

Effective October 1, 2000, The United States has a new industry classification system. The North American Industry Classification System (NAICS pronounced Nakes) replaces the Standard Industrial Classification (SIC) that has been in use since the 1930s.

The NAICS was developed in response to the North American Free Trade Agreements (NAFTA) and is the first North American industry classification system. Development was a cooperative effort between the Economic Classification Policy Committee (ECPC), Statistics Canada, and Mexico's Instituto Nacional de Estadística, Geografía e Informática (INEGI) and provides comparable statistics across the three countries.

NAICS better depicts the structure of today's economy in the United States, Canada, and Mexico, including the increased importance of service industries and advanced technologies. The system allows each country to recognize important industries, anticipates and will accommodate emerging industries, and allows for statistical comparisons

among the participating countries. According to the ECPC, the NAICS are "relevant, consistent, comparable, and flexible."

For more information and answers to frequently asked questions, see the Census Bureau's web site [www.census.gov/naics](http://www.census.gov/naics) , or call 1-888-75NAICS.

The staff of The FTC PTAC will also be happy to assist you with questions regarding NAICS selection and cross-referencing SIC to NAICS.

## CEREMONY

*Continued from page 1*

of California spends each year for goods and services.

With the closing of McClellan AFB, California businesses no longer have the base's small business office to assist in obtaining federal contracts. This center will fill that void. Mr. Terry also stated that since the center started on October 1, the staff has held more than 100 counseling sessions and taught 18 contracting courses.

Board of Supervisors Chairman Roger Niello stated the center would help promote economic and small business development in Northern California. Also, the President of the Antelope Highland Chamber of Commerce Paul Plummer stated the center will help local small businesses obtain a piece of the federal contracts' pie.

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Robert L. Zielke, C.P.A.  
 Prior Defense Contract Auditor

# Your Ad Here

## ADVERTISING PRICE LIST

<u>Business Card Ad</u> WxH: (3-11/16" x 2")	<u>1x</u> \$25	<u>3x</u> \$60
<u>1/4 Page(Aprox.)</u> WxH: (3-11/16" x 4-9/16")	\$65	\$150
<u>1/2 Page (Aprox.)</u> WxH (7-1/2" x 4-9/16")	\$90	\$215
<u>Full Page</u> WxH (7-1/2" x 10")	\$250	\$600
<u>Flyer</u>	\$265	\$635

## SPACE RESERVATION DEADLINES

<u>Issue</u>	<u>Due Date</u>
June/July 2001	May 11
Aug./Sept. 2001	July 13
Oct./Nov. 2001	Sept. 7

**Call John Baros @ 916-334-9388**



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