



THE FEDERAL TECHNOLOGY CENTER

# GovLink Review



Volume 1, Issue 4

October/November 2001

## Procurement Technical Assistance Center Begins Second Year

The Defense Logistics Agency (DLA) recently announced to Congress the award of a cost sharing Department of Defense (DoD) Procurement Technical Assistance Cooperative Agreement to The Federal Technology Center (The FTC) to continue operations of our Procurement Technical Assistance Center (PTAC) for fiscal year 2001-2002. We are pleased to partner with DLA to help small businesses in Northern California learn how to sell their products and services to the government.

Another partner in PTAC's first successful year, The Los Rios Community College District (LRCCD), will also continue their support of The FTC's Procurement Assistance Program for next fiscal year. In July, The FTC was awarded a Service



*Leann Androvich, PTAC Director, Alice Astafan, The FTC CEO, Dr. Brice Harris, LRCCD Chancellor, and Sandra Kirschenmann, LRCCD Director of Workforce and Economic Development sign new agreement.*

### SECOND YEAR

*Continued on Page 3*

**WHERE  
DO THE  
\$\$\$s  
GO?**

*James Kaplan, Legislative Director for Congressman Doug Ose sees, first hand, the benefits of congressional support of a Department of Defense high technology facility located at McClellan Park.*

**Page 3**

## HUBZone Forum - A Successful Cooperative Partnership

On August 28, 2001, The Federal Technology Center (The FTC) and the U.S. Small Business Administration (SBA), in partnership with Congressman Doug Ose,



*Congressman Doug Ose answers questions about the HUBZone program, as Alice Astafan moderates.*

sponsored *The HUBZone Forum* at the Heidrick Ag History Center in Woodland, California. This forum was an informative seminar to help small businesses learn more about the Historically Underutilized Business Zone (HUBZone) Empowerment Contracting Program. The HUBZone Program is designed to bring job opportunities and capital investment to underutilized areas by providing federal contracting opportunities to small businesses located in eligible areas.

### HUBZone Forum

*Continued on Page 2*

### IN THIS ISSUE

- CEO'S Thoughts .....2
- High Tech Facility .....3
- The FTC PTAC News ..4
- Dear PTAC .....4
- Upcoming Classes .....5
- Save These Dates .....5
- Contracting Assistance Program .....6



**Alice Astafan, CEO**

▲ One year ago, The Federal Technology Center was being run by a few good consultants. Some worked 20 hours per week; others worked more than 50 hours per week to keep the Center open and perform the mission. The Board of Directors made the decision to switch from consultants to full time employees, and today we have ten full time employees and four student interns. We outsource legal,

accounting, printing, and some special engineering support!

▲ Our team is working well together – young with older; inexperienced with well-seasoned. We are pleased to be serving as a bridge between business and the government, and between government and academia. Business is booming! End of year statistics show that our services have been important to economic development in the Northern California area.

▲ Congressional leaders, in their wisdom, have instituted several programs to enable small businesses to participate more fully in various contracting opportunities to sell their services, supplies or products to the government. One of those is the Historically Underutilized Business (HUB) Zone Program. This program is designed to assist small businesses located in an area that historically has had low employment rates to have a competitive advantage in government contracting. It was our pleasure in August to partner with the Sacramento Small Business Administration

Office and Congressman Doug Ose and his staff to sponsor a forum to educate businesses about this program. More than 100 interested businesses registered to attend the event at the Heidrick Ag History Center in Woodland, California.

▲ We look forward to partnering with the Congressman and the SBA to present additional forums in the future. These will feature Women Owned Business, 8(a) Business Development Program, Disabled Veterans Business Enterprise, Small Disadvantaged Business, and other special programs that Congress has authorized to enable fuller and more open competition for small businesses. Working together, we can “get the word out” and help to implement Empowerment Contracting Programs that will promote economic development and employment growth through contracts with the government.

▲ Call us for additional information on these or any other programs or events we are planning!

## HUBZone Forum

*Continued from Page 1*

The forum came about at the request of Congressman Ose, who wanted to provide information to his constituents and others interested in learning more about this relatively new government contracting program. The Congressman and his staff diligently worked to make this event a success. In his welcome remarks, Congressman Ose noted that America moves forward on the back of small businesses, and he is intent on giving business owners the information they need to have the opportunity to succeed. More than 100 businesses registered to attend this event.

In addition to hearing briefings from the SBA, The FTC's Procurement Technical Assistance Center, the Yuba Sutter Small Business Development Center, and the U.S General Services Administration, the audience had the opportunity to hear directly from a successful HUBZone contractor, TNT Industrial Contractors,

Inc. Mr. David Tate, Marketing Director for TNT advised that businesses could help further the Government's use of HUBZone set-asides by championing their successes to Government contracting agencies.

Based on the outstanding response to this year's forum, The FTC plans to host a follow-on event next year to keep the business community informed of programs and resources that have been made available through the efforts of Congressman Ose and representatives in the legislature.

## About The FTC

The Federal Technology Center (The FTC) is a not-for-profit corporation dedicated to technology transfer and economic development in the Sacramento region benefiting both the community and federal laboratories. The FTC mission is to be the scientific and educational bridge between small business and public technology resources. The FTC can locate available technologies from any federal laboratory and help to commercialize the technology. Since 1998, The FTC has served as the partnership intermediary for the Defense Microelectronics Activity, an applied federal laboratory at McClellan Business Park. The FTC contracting staff teaches small business owners techniques to tap into the profitable federal and state government markets.

## WHERE DO THE \$\$\$s GO?

On August 29, 2001, James Kaplan, Legislative Director for Congressman Doug Ose, toured the Defense Microelectronics Activity (DMEA) Flexible Foundry located at McClellan Park. During this visit, Mr. Kaplan saw, first hand, the benefits of congressional support of this high technology facility. DMEA's facility and engineers are vital to our nation in producing replacements for microelectronics devices used in DOD weapon systems, which are no longer manufactured by commercial suppliers.

To insure that DMEA's capabilities remain current with rapidly changing microelectronics technologies, it is absolutely critical that their laboratory equipment and processes be updated continuously.

DMEA has enjoyed outstanding legislative support to ensure they have the necessary resources to make this a reality, and their new Flexible

Foundry is a good example.

The Flexible Foundry is designed to switch quickly from producing one type of device

to another, making it inherently flexible. The foundry is also available for use by small businesses and academic institutions who partner with DMEA through Cooperative Research and Development Agreements (CRADA). To learn how your business can partner with DMEA, call 916-334-9388.



Photos: Gary Gaugler

Ted Glum, Director, DMEA makes James Kaplan Honorary DMEA Clean Room Technician after Kaplan completes the tour of the DMEA facility.

## SECOND YEAR

Continued from Page 1

Agreement with the LRCCD under the Industry-Driven Regional Education and Training Collaborative Renewal Grant. This grant was made possible under the California Community College Economic Development Program. As a result of our partnering with a community college, a web based course is being developed to enable small businesses to learn on-line how to tap into the \$500 billion dollar government marketplace.

On September 4, The FTC submitted an application for a California Defense Adjustment Matching (CDAM) grant to the California Technology, Trade and Commerce Agency for the remaining funds needed for operations of the PTAC in 2001-2002. The California Technology, Trade and Commerce Agency was the third partner in PTAC's first successful year helping small businesses, and we look forward to learning that their support will

continue. First year statistics already show that more than 150 new jobs have been created as a result of this program.

The FTC PTAC staff is very pleased about the funding awards for another year. We look forward to another successful year helping the business community learn how to obtain contracts in the profitable government marketplace.



**BWI Solutions, Inc.**  
Industrial Water Treatment Specialists  
Custom PLC/Computer Controls, Service and Treatment Products for:

- Cooling Towers
- Boilers
- Closed Loop Systems

1-877-331-7028 [www.bwisolutions.com](http://www.bwisolutions.com)

We can take the mystery out of government contracting & taxes.



**CARTER & ZIELKE**  
Certified Public Accountants

We consult in:

- Setting up your accounting system
- Representing you in government audits

(916) 965-4884  
fax: (916) 965-1431  
[czinc@calweb.com](mailto:czinc@calweb.com)

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

# Bid-Matching Service Increases Sales

Mr. Bruce Foggy, founder of Safety Web Technology, a successful small business selling heavy-duty cargo nets to commercial customers for over 12 years, came to The FTC PTAC in April looking for a way to enter the profitable government marketplace.

We suggested our Electronic Bid-Matching Service, to match his products to what the government needs to buy. In May, he registered for our service and immediately began receiving notifications of bid opportunities. With the support of The FTC PTAC staff, he responded to a

solicitation to develop and supply sling-style nets for use by the U.S. Navy.

In July, Safety Web Technology was awarded their first major government contract (\$172,066) in response to the Navy solicitation found through our bid-matching service.

Congratulations Safety Web Technology! What will you bid on next?

*Interested in an easier way to locate bid opportunities for your business? Subscribe today to our bid-matching service: 916-334-9388.*

## A Great Success! Next month, will it be you?

Hoffman Technologies Inc. (HTI), a Disabled Veteran Business Enterprise (DVBE) specializing in IBM computer systems, peripherals, and storage products, came to The FTC PTAC for assistance in doing business with the government.

After attending our training classes and one-to-one counseling sessions, and registering for our bid-matching service, Mr. Gary Hoffman, President of HTI, told us "You are performing a significant service to the DVBE community in Northern California. Those of us who have used your outstanding service are uniformly pleased."

HTI's outstanding efforts to expand their business in the government arena, with the support of the PTAC, was rewarded with contracts from the State of California and local government agencies totaling over \$2.4M!

Next month, will it be you?

**To all our clients** — *If your company has good news to share, please let us know. We plan to feature more small businesses' success stories in upcoming newsletters.*



**NEW**

**"DEAR PTAC"**

**NEW**

**Dear PTAC:** *My small business is ready to take the next step and bid on government contracts. However, our dollars and staff hours for marketing to government agencies are limited. Can you recommend a way for me to reach as many government buyers as possible?* - J.B., Sacramento

**Dear J.B.:** The constraints you mentioned are common to many small businesses. Fortunately, the Small Business Administration hosts a FREE, and easy to use database that is regularly used by government buyers at all levels of government, as well as prime contractors who are looking for subcontractors and suppliers. The site is called PRO-Net and is found at <http://pro-net.sba.gov/>. Small businesses enter and maintain information about their companies, the products or services they offer, keywords, and other data. Buyers can then search for the products and services they need to buy, and can tailor their search by a number of elements, i.e. state, county,

ownership type, bonding levels, North American Industry Classification System (NAICS) code, acceptance of government purchase card, to name just a few. This is a powerful tool for the buyer and a great way to reach out to your marketplace. Check it out and register today!

Another approach is to register for a bid-match service, such as the low-cost service we offer at The FTC PTAC. For only \$150 per year, solicitation announcements from federal, state, and local agencies are delivered to your email daily. This is an efficient way for you to learn about potential government contracts without actively marketing to the individual agencies. Contact Nicole Arnold who will assist you, 916-334-9388.

**Have a question specific to government contracting?** Submit your questions to: The FTC PTAC, Attn: Dear PTAC 4700 Roseville Road, Suite 105, North Highlands, CA 95660. Or email your question with "Dear PTAC" in the Subject line to [Carol@TheFTC.org](mailto:Carol@TheFTC.org).

## FREE Courses and Seminars October - December 2001

For course descriptions, visit our website: [www.TheFTC.org/PTAC.htm](http://www.TheFTC.org/PTAC.htm)

**October 10:** "Introduction to Federal Contracting," 8:30 am to 12:00 pm in Susanville. Call the Lassen Career Network at (530) 257-5057 to register.

**October 16:** "Negotiation Workshop," 1:00 pm to 4:30 pm at the Woodland Joint Unified School District Main Office Board Room in Woodland. Call the Yuba College SBDC at (530) 749-0153 to register.

**October 17:** "Introduction to Federal Contracting," 8:30 am to 12:00 pm at the Woodland Joint Unified School District Main Office Board Room in Woodland. Call the Yuba College SBDC at (530) 749-0153 to register.

**October 17:** "Doing Business with the General Services Administration (GSA)," 1:00 pm to 4:30 pm at the Woodland Joint Unified School District Main Office Board Room in Woodland. Call the Yuba College SBDC at (530) 749-0153 to register.

**October 24:** "Introduction to Federal Contracting," 9:00 am to 12:00 pm at the Tehama County Library in Red Bluff. Call The FTC PTAC at (916) 334-9388 to register.

**November 7:** "General Service Administration (GSA) Schedules," 8:30 am to 12:00 pm at the Greater Sacramento SBDC in Sacramento. Call the Greater Sacramento SBDC at (916) 563-3210 to register.

**November 15:** "General Service Administration (GSA) Schedules," 9:00 am to 12:00 pm at Placerville Town Hall in Placerville. Call The FTC PTAC at (916) 334-9388 to register.

**November 28:** "Introduction to Federal Contracting," 9:00 am to 12:00 pm at the Butte College SBDC in Chico. Call the Chico SBDC at (530) 895-9017 to register.

**November 28:** "HUBZone Empowerment Program," 1:30 pm to 4:30 pm at the Butte College SBDC in Chico. Call the Chico SBDC at (530) 895-9017 to register.

**December 4:** "Introduction to Federal Contracting," 9:00 am to 12:00 pm at the Roseville Chamber of Commerce. Call The FTC PTAC at (916) 334-9388 to register.

**December 6:** "General Services Administration (GSA) Schedules," 9:00 am to 12:00 pm at the Tehama County Library in Red Bluff. Call The FTC PTAC at (916) 334-9388 to register.

**December 6:** "Negotiation Workshop," 1:30 pm to 4:30 pm at the Tehama County Library in Red Bluff. Call The FTC PTAC at (916) 334-9388 to register.

**December 7:** "Introduction to Federal Contracting," 9:00 am to 12:00 pm at the Greater Redding Chamber of Commerce in Redding. Call The FTC PTAC at (916) 334-9388 to register.

## SAVE THESE DATES

### Free Seminars for All Small Businesses

**October 10, 2001**  
"Intro to Fed Contracting"

**October 16, 2001**  
"Negotiation Workshop"

**October 17, 2001**  
"Intro to Fed Contracting" and  
"Doing Business with GSA"

**October 24, 2001**  
"Intro to Fed Contracting"

**November 7, 2001**  
"GSA Schedules"

**November 15, 2001**  
"GSA Schedules"

**November 28, 2001**  
"Intro to Fed Contracting" and  
"HUBZone Empowerment Program"

**December 4, 2001**  
"Intro to Fed Contracting,"

**December 6, 2001**  
"GSA Schedules" and  
"Negotiation Workshop"

**December 7, 2001**  
"Intro to Fed Contracting"

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

**Challenge them...**  
Los Rios Community College District  
American River College • Cosumnes River College • Sacramento City College

*Do you have the right law firm on your team?*

**THE DIEPENBROCK LAW FIRM**  
Specializing in company formation, corporate finance, business law, business litigation, real estate, environmental and mining, and construction law

400 Capitol Mall, Suite 1800  
Sacramento, CA 95814  
Contact: Keith W. McBride, Esq.

Phone: 916-446-4469  
Fax: 916-446-4535  
[www.diepenbrock.com](http://www.diepenbrock.com)

## PTACs: A Success Story in Business Partnerships (Commentary on an article by Major Ruth Larson, USAFR)

A recent article in the e-zine, *Dimensions*, (www.dla.mil), published by the Defense Logistics Agency (DLA) discusses the vital role that Procurement Technical Assistance Centers (PTACs) have played since their formation in 1985. PTACs are located all across the country and in Puerto Rico. As the clients of The Federal Technology Center PTAC (The FTC PTAC) have learned, we provide training and assistance services to help businesses take on the challenges of government contracting.

DLA funds up to 50% of PTAC costs through cooperative agreements, and requires each center to locate funding sources for the remaining 50%. The FTC PTAC, opened in the Fall of 2000, is funded by cooperative agreements from DLA, The State of California Technology, Trade, and Commerce Agency, and the Los Rios Community College District.

The PTAC program was originally intended to help businesses win defense contracts, but it has since expanded to provide contracting information for all federal agencies, in addition to state and local government. PTAC counselors are not government employees, however many of them, including our counselors at The Federal Technology Center, have extensive experience in government contracting.

Typical assistance services include:

- help with locating government contract opportunities through very low cost bid-matching services

- help with registrations required by some government agencies
- assistance with government applications for small business programs, such as HUB Zone and state small business certifications
- help with electronic commerce
- explanation of contract clauses and regulations
- review of proposals
- assistance with contract administration questions
- assistance with completion of government forms and documents required by contract

PTACs may also provide assistance to large businesses, especially when a clear benefit to small businesses can be established. The FTC PTAC helps locate qualified small business sources, assists large businesses with the Small Business Administration's PRO-Net database that lists small business contractors (<http://pro-net.sba.gov>), and helps large businesses develop subcontracting plans for their federal government contracts.

PTACs enjoy great relationships with strategic partners that provide them with referrals, classroom space,

and information. The Federal Technology Center has developed strong relationships with many Chambers of Commerce in its service area, Small Business Development Centers, federal, state, and local contracting officials and agencies, and a variety of business assistance organizations. We have learned that since our mission is specifically to assist with government contracting, our strategic partners are more than willing to share information and support our efforts in this highly specialized area.

Clients of The Federal Technology Center's PTAC are currently boasting nearly \$7 million in government contracts! This is truly a success story in business and PTAC partnership!

To schedule a counseling session with our staff, please call us at 916-334-9388.

See page five for a listing of upcoming free classes and seminars.

**COFFEE ETC... ITS AT FIRST BITE**  
4708 ROSEVILLE RD. #102  
NORTH HIGHLANDS CA. 95660  
PHONE # (916) 331-9987  
FAX # (916) 331-9988  
COFFEE SANDWICHES SALADS  
ASK US ABOUT YOUR PARTY TRAY NEEDS  
PARTY TRAY (OPTIONAL)

**Maverick Office Systems**  
Copier Sales Service Supplies  
(916) 331-4855  
3429 E Street, Suite 2  
N. Highlands, CA 95660 [www.maverickofficesystems.com](http://www.maverickofficesystems.com)

*Laws Studio*  
*of Photography*  
PHOTOGRAPHY FOR BUSINESS  
(916) 483-6051  
Crestview Center  
4738 Manzanita Ave.  
Carmichael, CA 95608



**Tom Trimble**  
*Senior Engineer*

Tom Trimble, Senior Engineer, has been with The Federal Technology Center for one year, however, he has over 34 years of engineering experience in government and private industry. Early in his career, he served as a project engineer, system engineer and system test engineer on many of the Air Force Systems Command's communications and radar transmitter systems.

Although his Air Force military and civilian career took him to Japan, and other exciting places for assignments, Tom's most memorable government projects relate to the F-117A stealth fighter. This was the aircraft that performed precision bombing on targets over Iraq during Desert Storm. Tom served as the acquisition project manager, Lead Avionics and systems engineer for the F-117A aircraft during his assignment to McClellan Air Force Base as a civilian employee.

He was also the co-organizer of "The Red Force – McClellan" – a ground electronic warfare equipment center, and he is still involved in an Association of electronic warfare engineers called the Old Crows.

When the Air Force decided to help Tom obtain his Bachelor of Science Degree from the University of Missouri and his Master of Science from the Air Force Institute of Technology, little did the Air Force, or he know that he would still be using that

knowledge to benefit the government after 30 years.

Tom, with his broad range of experiences, and his education is a great addition to The FTC staff. Contact him if you would like to learn more about how to do business with the Defense Microelectronics Activity, an applied federal laboratory at McClellan Business Park. He can also arrange Educational Partnership Agreements between DMEA and Northern California institutions of higher learning, or possibly arrange an internship for engineering or marketing students.

Tom can be reached at 916-334-9388, or email: [Tom@TheFTC.org](mailto:Tom@TheFTC.org).

**MFG & LOGISTICS SERVICES**

extend your capabilities with outsourcing

Do you have a vision for your business but don't have the infrastructure to support product manufacturing and logistics?

**PRIDE INDUSTRIES**

10050 Foothills Blvd.  
Roseville, CA 95747  
(800) 550-6005  
*creating jobs for people with disabilities*  
[www.prideindustries.com](http://www.prideindustries.com)

We have medium to large scale capabilities to support your product lifecycle. From procurement of materials through shipping and web-based inventory and order management, we are the outsourcing partner.

**ARE SALES SLOWING DOWN?**

**FTC**  
THE FEDERAL TECHNOLOGY CENTER

Reach your target market at a low cost by sponsoring The Federal Technology Center. **Save 10%** off regular price on 1-YR Agreements. For rates or more information, call John Baros today, **916-334-9388**.

Offer expires 11/9/2001

# DID YOU KNOW

THAT THE GOVERNMENT SPENDS

**\$500 BILLION** ON GOODS AND  
SERVICES EVERY YEAR ?



**LOOK INSIDE** to learn how you can **GET YOUR SHARE.**

**FTC**  
THE FEDERAL TECHNOLOGY CENTER

**GovLink Review**

**GovLink Review**  
THE FEDERAL TECHNOLOGY CENTER  
4700 ROSEVILLE ROAD, SUITE 105  
NORTH HIGHLANDS, CA 95660

916-334-9388

**LOOK INSIDE . . .  
FREE Small Business  
Seminars**  
Page 5

"Your Link to the Government  
Marketplace" - [www.TheFTC.org](http://www.TheFTC.org)

U.S. POSTAGE  
PAID  
NON-PROFIT ORG.  
PERMIT # 26  
North Highlands, CA