

GOV LINK REVIEW

Keeping you informed about technology transfer and government contracts

Volume 3, Issue 4

October / November 2003

The FTC Unveils New Look

In 1998, The Federal Technology Center (The FTC) was established as a not-for-profit corporation to promote economic development through partnerships between federal labs, universities, and technology businesses. Our goal was to be the bridge between “technology businesses” and the Government. Since then, The FTC has expanded its reach by establishing a Procurement Technical Assistance Center (PTAC), a department of The FTC, to service not only technology businesses, but all small businesses interested in learning how to do business with the government.

New Look, Same Mission - This fall, The Federal Technology Center has updated its look to unify the efforts of the two departments of our corporation, technology transfer and government contract-

ing. The new look will simplify our message and enable us to communicate more effectively with our clients.

The FTC’s new look and re-

businesses successfully compete for government contracts.”

Key Message - Our key message is we promote economic development by being *Your Link to*



statement of our mission brings out the unifying reason we exist, which is promoting economic development:

“Our mission is to promote economic development by facilitating technology transfer between government and the private sector, and by helping small

Government. This message speaks to all businesses who wish to work with the government through either technology transfer or government contracts.

New Logo - The new logo for The Federal Technology Center will replace our two previous logos, The FTC and The FTC

PTAC. Thus, it simplifies and unifies our look, and it emphasizes our promise to our diverse clients that we will continue to “*link businesses to the government*” by providing the same quality service which has made us successful during the past five years.

Our new logo represents the intangible professional qualities our company values and upholds. The new look features an “unboxed” logo to convey we are approachable, as opposed to businesses’ perception of the government. The bold lettering reflects The FTC’s professionalism, proficiency, and integrity. The name italicized and the white sphere cutting through the red graphic leaving a trail to portray

New Look

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More Partners Added: Sacramento Regional Transit, City of Sacramento, City of Lincoln, and Placer County

Dr. Beverly Scott, General Manager/CEO, Sacramento Regional Transit District, the City of Lincoln, represented by Steve Art, Economic Development Specialist, and Placer County, represented by the Honorable Ted Gaines and the Placer County Board of Supervisors, and the City of Sacramento Mayor Heather Fargo, along with Councilmembers Robbie Waters, Bonnie Pannell, Dave Jones, Lauren Hammond, Ray Tretheway, Sandy Sheedy, Steve Cohn and

Jimmie Yee have added their support to ensure small businesses in our region are given a “hand up”

“...a contract awarded to any business in our area benefits the entire region.”

not a “hand out”. These community leaders have joined with the Cities of Folsom, Citrus Heights,

Elk Grove, West Sacramento, Sacramento County, and River City Bank to provide local funding necessary for The Federal Technology Center (The FTC) to obtain federal matching dollars and continue to help small businesses compete for government contracts.

Webster defines a partner as “One who shares something with

Partners

Continued on Page 3



Alice Astafan, CEO
The Federal Technology Center

Passion + Plan + Partners = Progress

▲ As a long time employee inside the government as a member of the military, I had little appreciation for the rules the executive and legislative branches of government made, and with which small businesses had to comply to be able to sell their goods and services. Since establishing the Procurement Technical Assistance Center (PTAC) in 2000, I have learned, first hand, to appreciate small businesses, their entrepreneurial spirit, and the hurdles they must overcome just to get to the “table” for consideration by government contracting officers.

▲ This new-found knowledge has led to my personal **passion** to do everything I can to help them succeed. I have coupled this passion with a **plan** to reach out to as many of California’s small businesses as we possibly can. To do this, I realized, early on that we needed to add **partners** to meet this ambitious goal and obtain local funds to match the federal grant dollars we obtain each year to provide our services.

▲ It is with great pleasure that I congratulate elected and community leaders for understanding that in order to feed and house the homeless, provide for the arts and parks, and other amenities that improve the lives of all community members, we must have **jobs** for the able bodied folks who ultimately pay taxes which provide those amenities. And, I thank each council member, CEO, or individual who chose to partner with us to provide those matching dollars we need for another year. Together, as a team, we are reaching and teaching more businesses how to bring in those federal contracting dollars that would otherwise go to businesses in more “business friendly” states. See front page article entitled *More Partners Added*

▲ Together, we make **progress** for the entire Sacramento region.

▲ The FTC is growing! Welcome to the latest addition to our team, Bill Teeple. Our team just keeps getting better – better to serve small businesses!

New Business Outreach Specialist “On Board”

In September, Bill Teeple joined The Federal Technology team as a Business Outreach Specialist. His responsibilities include meeting with members of the government community, keeping abreast of procurement regulations and requirements at the local, state, and federal levels, and interfacing with other business assistance organizations in California. He will also provide individual client counseling to small businesses regarding government procurement. Bill will also design and instruct classes related to government contracting issues.

Bill has over 20 years of experience in federal contracting as a buyer, contracting officer, and contract manager. He has multiple experiences in business administration, project management, logistics, research and development, quality and process improvements, technical support, maintenance, and aviation management.

In addition to a Masters in Business Administration, he is certified as an Acquisition Professional Development Program Level 3 in Contracting and has a Professional Designation in Contracting

from the Air Force Institute of Technology and National Contract Management Association. Bill has developed and taught five contracting courses for state agencies. He also teaches contracting and project management courses at California State University, Sacramento, for the College of Continuing Education.

Look for Bill in an upcoming class! You may contact him at (916) 334-9388 or teeple@TheFTC.org for an appointment to obtain **free** counseling.



Bill Teeple joins The FTC as a Business Outreach Specialist

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TECHNOLOGY SEMINAR

Federal Contracting Opportunities for Small Business

February 4, 2004

Highlights

- ◆ Defense Microelectronics Activity (DMEA)
- ◆ High-tech Women-Owned Contracting Success Story
- ◆ Subcontracting – Partnering with Prime Contractors
- ◆ Mentor-Protégé Programs
- ◆ DVBE Opportunities
- ◆ “Disadvantaged” Business Opportunities
- ◆ High-Tech Facility Tours

For more information, as it becomes available, visit our website at www.TheFTC.org or call us at 916.334.9388

How We Help Small Businesses

The FTC offers a myriad of free services to help businesses link to the government at all levels— federal, state, and local:

- Access to 700 Federal Labs (Biotech, environmental, microelectronics, structural, etc)
- Guidance to identify government marketing opportunities
- A variety of workshops and training classes
- Help to complete registrations to become eligible to submit bids
- Assistance with certifications to apply for bid preference programs
- Advice and assistance with the preparation and submission of bids and proposals
- One-to-one counseling sessions to meet individual needs
- Access to a fully stocked contractor's reference library

The FTC also offers *GovLink Bid-Matching* service for \$199 per year. This “computes” to just 55 cents a day for customized searches of over **425** federal, state, county, city and municipal websites to identify contract opportunities specific to the client's business.

For more information and a training schedule visit us at www.TheFTC.org

Partners

Continued from Page 1

another.” The FTC and our partners share the same goal: to help small businesses develop and increase their market share and, as they are successful, to retain and create jobs, improving the economy of the region and the state. Last year, The FTC assisted over 900 small businesses through its **free classes** and **free one-to-one counseling**. These businesses reported receiving 1150 government contract awards totaling \$70.7 million. Approximately 70% of this amount is federal dollars, or new money to our area, which could have gone to another state were it not for the services obtained from The FTC.

Our partners know that they receive a significant return on their investment in this program, and

that a contract awarded to any business in our area benefits the entire region. At the same time, our clients appreciate the fact that The FTC's free training and counseling services prepare them to be better competitors and provide the government with the goods and services they need.

On behalf of the small businesses which have benefited from the free training and counseling, we thank all of the community leaders who see the benefit for and have provided support for our program.

We look forward to working with our new partners to ensure that our shared goal becomes a reality: **JOBS! JOBS! JOBS!**

New Look

Continued from Page 1

movement reflects our dynamic personality, showing we advance our clients or link them to government.

Our new look is being incorporated into all of our new marketing material. You can see our new design in this issue of our *GovLink Review* newsletter. Our new look will soon be on our new business cards, letterhead, brochures, and website. Check it out at www.TheFTC.org.

FREE Government Contracting Courses and Seminars

In our FREE training seminars you will learn techniques to tap into the profitable federal, state, and local government markets. Our instructors have extensive experience in government contracting and are familiar with the latest contracting laws and regulations.



Intro to Federal Contracting

Citrus Heights

December 15 - 9:00am to 12:00pm
Citrus Heights Career Center
7640 Greenback Lane

Elk Grove

October 29 - 9:00am to 12:00pm
Elk Grove Chamber of Commerce
8820 Elk Grove Blvd, Ste 4

November 25 - 9:00am to 12:00pm
Location TBA

December 11 - 8:30am to 12:00pm
Location TBD

Folsom

October 28 - 9:00am to 12:00pm
Folsom Chamber of Commerce
200 Wool Street

Lincoln

October 20 - 9:00am to 12:00pm
Lincoln Scout Hall
531 F Street

December 3 - 9:00am to 12:00pm
Lincoln Scout Hall
531 F Street

Marysville

November 18 - 9:00am to 12:00pm
Yuba County One-Stop Center for
Career and Workforce Development
1114 Yuba Street

Oakland

December - Details TBA

Oxnard

October - Details TBA

Redding

October 22 - 9:00am to 12:00pm
Cascade SBDC
737 Auditorium Dr., Ste A

Roseville

November 13 - 9:00am to 12:00pm
PRIDE Industries
10030 Foothills Blvd.

Sacramento

October 8 - 8:30am to 12:00pm
Stockton BIC
4990 Stockton Blvd

November 18 - 8:30am to 12:00pm
250 Dos Rios Ste. 1A

Salinas

November 3 - Details TBA

San Francisco

October - Details TBA

San Mateo

December 2 - 10:00am to 2:00pm
1700 S. El Camino Real, Suite 300

San Pablo

November 4 - 9:00am to 12:00pm
EastBay Works Bus. & Career Center
2300 El Portal Drive

Santa Barbara

October - Details TBA

Santa Rosa

December 11 - 9:00am to 12:00pm
Redwood Empire SBDC
606 Healdsburg Avenue

Stockton

October 16 - 9:00am to 12:00pm
San Joaquin Delta College SBDC
445 N. Joaquin

November 5 - 9:00am to 12:00pm
San Joaquin Delta College SBDC
445 N. Joaquin

December 3 - 9:00am to 12:00pm
San Joaquin Delta College SBDC
445 N. Joaquin

Sunnyvale

November 12 - 9:00am to 12:00pm
Lockheed Martin
1111 Lockheed Martin Way
Bldg 190N EG-03

Suisun

October 29 - 9:00am to 12:00pm
Solano County SBDC
424 Executive Court North, Suite C

November 20 - 9:00am to 12:00pm
Solano County SBDC
424 Executive Court North, Suite C

Walnut Creek

October - Details TBA

West Sacramento

November 12 - 8:30am to 12:00pm
West Sacramento Chamber of
Commerce
1414 Merkle Avenue



Doing Business with General Services Administration

Elk Grove

November 25 - 9:00am to 12:00pm
Location TBA

Folsom

December 17 - 9:00am to 12:00pm
Folsom Chamber of Commerce
200 Wool Street

Marysville

November 18 - 1:00pm to 4:00pm
Yuba County One-Stop Center for
Career and Workforce
Development
1114 Yuba Street

Stockton

December 3 - 1:00pm to 4:00pm
San Joaquin Delta College SBDC
445 N. Joaquin



SDB Certification and 8(a) Program

Citrus Heights

October 20 - 8:30am to 12:00pm
Citrus Heights Career Center
7640 Greenback Lane

Stockton

November 5 - 1:00pm to 4:00pm
San Joaquin Delta College SBDC
445 N. Joaquin. Call

Sacramento

November 19 - 8:30am to 12:00pm
Del Paso BIC
925 Del Paso Blvd.



Government Certifications Workshop

Chico

December 9 - 9:00am to 12:00pm
Butte College SBDC
19 Williamsburg Lane



Federal Contract Administration

Sacramento

December 15 - Details TBA

Rancho Cordova

October 29 - 8:30am to 12:00pm
Rancho Cordova BIC
10663 Coloma Road

To Register or for more information, visit us online at www.TheFTC.org or call 916.334.9388

Dear Counselor,

My company is not a veteran-owned business. Why do I need to complete the U.S. Department Labor's VETS-100 Report?

- *B.T., Citrus Heights, CA*

Dear B.T.,

The VETS-100 report is **not** a report for veteran-owned businesses. It is a report to track the hiring practices of federal contractors. Part of the report requires that you indicate the number of veterans, of various classifications, that your company has hired in the previous year. Another section of the report asks how many veterans and non-veterans work for your company.

Effective October 1, 2003, all bidders on federal contracts must have completed a VETS-100 Report in order to be considered responsive to the solicitation. In other words, before you submit your proposal or bid, you must have submitted your VETS-100 report. This is similar to the "prerequisite" requirement to be registered in the Central Contractor Registration system (CCR – www.ccr.gov).

You can obtain The VETS-100 Report form on-line document at website <http://vets100.cudenver.edu>. Before completing the report, you may want to read the link titled "**VETS-100 Frequently Asked Questions**". After you have completed your initial report, you will be required to submit annual updates, no later than September 30 of each year.

A couple of tips to consider that will be helpful when you need to complete your follow up reports:

1. You may ask your current employees if they are veterans or service-disabled veterans, but they are under no obligation to tell you if they are. So you will need to rely on the information you are able to get, if you have not previously asked your job applicants whether or not they have prior military service. In any case, you cannot ask an applicant if they are disabled veterans, so you will only be able to rely on what they are willing to tell you. You may want to ensure that your job applications include a question about prior military service.

2. The VETS-100 Report only requires that you provide numbers for each category, but you will help yourself for future years if you attach names to your numbers in your worksheets. This would be especially helpful if you have a lot of movement in your work force, such as many construction firms experience. Retaining this information will help you know who, by name, you classified in each category, and this may be hard to recall from year to year.

Please contact one of our counselors at 916-334-9388 or if you have additional contracting questions and need assistance, visit our website, www.TheFTC.org, and click on the "Submit Government Contracting Question" from the "Resources" menu.



Government Subcontracting

Citrus Heights

November 24 - 8:30am to 12:00pm
Citrus Heights Career Center
7640 Greenback Lane

Folsom

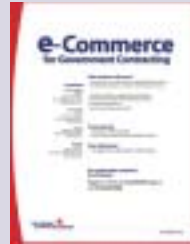
October 28 - 1:00pm to 4:00pm
Folsom Chamber of Commerce
200 Wool Street

Salinas

November 3 - Details TBA

Lincoln

December 3 - 1:00pm to 4:00pm
Lincoln Scout Hall
531 F Street



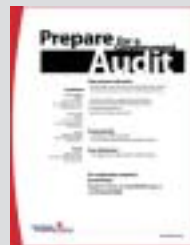
E-Commerce for Government Contracting

Roseville

November 13 - 1:00pm to 4:00pm
PRIDE Industries
10030 Foothills Blvd.

Citrus Heights

December 15 - 1:00pm to 4:00pm
Citrus Heights Career Center
7640 Greenback Lane



Prepare for a Government Audit

Lincoln

October 20 - 1:00pm to 3:00pm
Lincoln Scout Hall
531 F Street



Negotiation Workshop

Rancho Cordova

October 22 - 8:30am to 12:00pm
Rancho Cordova BIC
10663 Coloma Road

Folsom

November 12 - 9:00am to 12:00pm
Folsom Chamber of Commerce
200 Wool Street



Project Management

Sacramento

December 10 - 8:30am to 4:00pm
Antioch Progressive Baptist Church
7650 Amherst Street

Bid Match Sign up – Six Months Later Success



(L to R) Katy Fraser, Owner, Dawson and Fraser, LLC, Nicole Arnold, PTAC Counselor, The FTC, Mary Dawson, Owner, Dawson and Fraser, LLC, and Carol Bowyer, Business Outreach Specialist, The FTC, discuss a potential Federal contract opportunity

Ms. Mary Dawson and Ms. Katy Fraser, owners of Dawson and Fraser, LLC, met our procurement counselors at The Federal Technology Center's (The FTC) *Federal Contracting Opportunities for Disabled Veteran*

Businesses Conference on October 7, 2002. Dawson and Fraser is a minority, disadvantaged, disabled veteran and woman owned business. At that time, Ms. Dawson and Ms. Fraser were just getting their ocean cargo container

and ground storage container business established. During the conference, they were pleased to discover The FTC as a resource to help them with their government contracting.

By the end of October, 2002, Mary and Katy had scheduled their first counseling session and immediately "signed up" for our *GovLink Bid-Matching* service, which connected them to over 425 web sites that post contract opportunities. Counselors at The Federal Technology Center helped Mary and Katy decipher the solicitation notices, and worked with them to research new sites for the bid-matching service to search. From January through April, 2003, Dawson and Fraser reported \$251,343 in government contract awards! They found out about many of these contract opportunities through the *GovLink Bid-Matching* service.

Mary Dawson and Katy Fraser are now in the process of complet-

ing the requirements to get on the federal government's GSA Schedule. Since their business is located in Prunedale, they must drive 180 miles to get the **free** assistance from The FTC counselors, but they find that the expert advice they receive is well worth the drive. The FTC's counselors "...helped us jump start our business efforts and maximize our revenue in the crucial first quarter of 2003. Their assistance continues to be invaluable and we consider them to be an extended part of our business team," says Katy Fraser.

The FTC staff would like to congratulate Mary Dawson and Katy Fraser for their many successes over the past year! To learn more about *GovLink Bid-Matching*, visit our website at: www.TheFTC.org/Bid-matching.

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