



THE FEDERAL TECHNOLOGY CENTER

GovLink Review



Volume 3, Issue 1

April / May 2003

Government Annual Review Rates PTAC “Outstanding”

The results of the annual audit/review by the federal government could not have come to any other conclusion. This was the second year in a row that this “Outstanding” rating was given to The Federal Technology Center’s Procurement Technical Assistance Center (The FTC PTAC). We took a small amount of program dollars and turned them into a resounding success story. A **150 to 1 return on investment** is outstanding whether you are invested in the stock market, or whether you take \$1 of program funds, work with small business owners and see them reap \$150 in government contract awards for each dollar you spend helping them.

Our mission is to help small businesses bridge the gap between themselves and

government agencies which use tax payers’ money to run the government. The more businesses The FTC PTAC prepares to compete in the government marketplace, the more competition there is for each purchase government agencies make. Competition means lower prices the government must pay when it buys goods and services.

During our first two years of operation, nearly **800 clients** received **2,892 government contract awards** totaling **\$76.8 million dollars**. Of these, **\$52.4 million were in federal awards**. These are award dollars that most likely would have gone to

PTAC Outstanding Review

Continued on Page 2

City of Folsom Becomes First PTAC Supporter for Next Program Year - Challenges Others to Follow

The City of Folsom’s Redevelopment Citizens’ Advisory Committee (RCAC), a current PTAC partner, approved \$20,000 to continue their support of our efforts to promote small business and economic development in the City of Folsom. With the unanimous vote at their February 27, 2003 meeting, they became the **first PTAC supporter for our 2003- 2004 program year**. Thank you RCAC committee members!

The RCAC was pleased to learn of our success in the City of Folsom:

- Taught 4 training classes
- Assisted 24 businesses
- Clients reported **67 government contract awards**
- Awards totaled over **\$5.5 million**
- 130 jobs created/retained (based on a federal multiplier)

The Folsom RCAC offered a challenge to

the other cities and counties in the region to follow their lead in supporting economic development in their own community. With collaborative funding support from the cities and counties in our service area, we will be able to provide the match to obtain our federal grant, continue to offer the same quality program, reach deeper into the community with outreach/marketing, offer more training classes and counseling, and provide more businesses with the help they need.

We are aware of the challenges faced by the state budget deficit, but now is the time to promote increased business revenue, create jobs, and increase state and local tax revenue. With increased tax revenues, the state and regional community will be able to fund many other worthwhile programs. **Which City or County will step forward to accept Folsom’s challenge on our behalf?**

Coming May 2, 2003

INTRODUCTION TO CONTRACTING WITH REGIONAL TRANSIT

The Federal Technology Center joins with the Sacramento Regional Transit District (RT) to host a workshop for contractors, service providers, and suppliers interested in learning more about how to do business with RT.

8:00 am - 12:00 pm General Session
12:30 pm - 3:30 pm One-to-One Appointments

Cost: FREE

Location:
Sacramento Regional Transit District
Auditorium
1400 29th Street
Sacramento, CA 95816

To register or for more information, call **916.334.9388** or visit our website: www.TheFTC.org

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Alice Astafan, CEO
The Federal Technology Center

▲ The Federal Review/Audit Team who visited our offices in February for their annual inspection of our Procurement Technical Assistance program were bowled over with our 2002 successes: **150 to 1** return on our investment, over **1800** jobs created or retained in our region, **\$76.8 million** dollars in contract awards. For the second year in a row, they awarded an “Outstanding” rating. This was a team effort by all 12 of our staff. My Congratulations to the team!

▲ It is always our pleasure to showcase one of the labs we serve as a partnership intermediary- the Defense Microelectronics Activity (DMEA), McClellan Park. This past month, we arranged visits to their high tech facility by **Matt Mahood**, President and CEO, Sacramento Metro Chamber of Commerce, and **Cyndi Baranek**, Metro Chamber’s Small Business Development staff. In addition to the vital contributions DMEA makes to the war-fighters in solving microelectronics obsolescence problems, their operation contributes more than **\$100 million** to the regional economy every year. Also visiting the lab facility was **Terri Brewster**, Senior Constituent Representative for Congressman Doug Ose, California 3rd District. She along with Matt and Cyndi were able to *experience* the Flexible Foundry – a clean room where DMEA can produce small quantities of microelectronics devices from multiple processes.

▲ In January, we had the opportunity to partner with **AeA** to brief approximately 90 area technology firms and discuss upcoming opportunities for Federal contracts with the Homeland Security Department (HSD). Those in attendance received up-to-date information about how the Federal budget

works, what types of projects are planned, how HSD needs may impact other agencies and levels of government, and how to best prepare to do business with the Federal government.

▲ Four of our employees just returned from the 2003 National Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) Conference in Albuquerque, New Mexico. Attendees were provided information about government technologies available for commercialization and on how to transfer these technologies into the commercial marketplace. Approximately \$1.6 billion dollars are available each year for small businesses to defray some of the Research and Development (R & D) costs they incur in new product development.

▲ Interested in doing business with **Sacramento Regional Transit District** or the **City of Sacramento**? Take advantage of the upcoming events to showcase their requirements and how to do business with them: May 2 & May 15, 2003! See the announcements in this issue.



Ted Glum, Director, DMEA, Matt Mahood, President and CEO, Sacramento Metro Chamber of Commerce, and Cyndi Baranek, Small Business Development, Sacramento Metro Chamber of Commerce



Terri Brewster, Senior Constituent Representative for Congressman Doug Ose, California 3rd District visits DMEA clean room



(Front L-R) Alice Astafan, CEO, The FTC, Jill Beasley, Vice-President of Information Technology, AeA, Carol Bowyer, Business Outreach Specialist, The FTC, Clare Emerson, Executive Director, AeA Sacramento Council, (Back L-R) Anton Reut, Senior Vice-President, FSI, Inc., Mark Struckman, Director of Research, Center for Digital Government, at the January 23rd Homeland Security Conference



Geoff Phillipps, Government Executive on loan to The FTC, discusses business opportunities at the SBIR 2003 Conference.

PTAC Outstanding Review

Continued from Page 1

businesses in other states had our staff not taught these Northern California businesses how to navigate the cumbersome government rules and regulations to be able to submit their successful bids.

According to the government’s own rules for calculating program results, **1,808 jobs**

in a wide variety of industries and professions, were created and/or retained. We are doing an “Outstanding” job with our use of public funds. If the Governor of California would like our help to meet his goal in creating new jobs for our state, we are ready and willing to assist.

DMEA's Partnership with Local University Pays Dividends

In April 2000, the Defense Microelectronics Activity (DMEA) and California State University Sacramento (CSUS) initiated an educational partnership agreement which has proved beneficial for both parties. DMEA loaned fiber optics equipment (no longer needed because of a mission change at their facility) to the CSUS Department of Electrical and Electronic Engineering. This equipment has been used by students in their Electro Optics Engineering Lab course and in several independent research projects.

Now, one of the students initially involved in incorporating this equipment into the CSUS curriculum, Ms. Charly Dux, graduated in 2002 and DMEA hired her as a test engineer. Charly, a native of Sacramento, states that several of her undergraduate courses were also taught by DMEA engineers who are CSUS graduates. So,

naturally as she neared graduation, she was interested in exploring employment



Charly Dux was hired as a test engineer by DMEA after graduating from CSUS in 2002

opportunities at DMEA. While working full time at DMEA, Charly is also continuing her association with CSUS where she is now pursuing a Masters degree in electronics

engineering.

The visibility DMEA receives from their educational partnership with CSUS has paid big dividends by making students aware of their existence, and in convincing Charly, as well as several other students from CSUS, to apply to DMEA for employment after graduation.

The FTC is proud to have played a part in facilitating this partnership, and continues to search out new opportunities for DMEA to cooperate with all academic institutions and small businesses in the Sacramento area. For information about internships, electronics engineering students at the junior or senior level may contact Bill Vanden Bosch at bill@theFTC.org.

DMEA Equipment Donated to Jesuit High School

During 2002, the Defense Microelectronics Activity (DMEA) donated approximately \$220 thousand dollars worth of excess computer and computer related equipment to Jesuit High School which is located in Carmichael, California. The equipment consists of an uninterruptible power supply system (APC/UPS) including the batteries, a portable projector, as well as a Silicon Graphics Challenge DM series computer system consisting of Onyx 2 Server and Indigo 2 CPU, external CD drive, Indigo 2 Impac (work station) with camera, hard drive case, Falcon System hard drive, Alias WF software and other miscellaneous hardware and software.

Father Hernandez, Director of Jesuit's Computer Operations, stated the school is using the uninterruptible power supply system to protect the main suite of Jesuit's network servers. In the past the school was plagued with numerous power fluctuations causing them to experience several network failures. This particular piece of equipment has greatly benefited the school.

Jesuit is also using the portable projector in the classrooms for student presentations. The donated projector is compatible with both VCR players and their existing computer

system. They are presently planning to incorporate the Silicon Graphics workstations which came with 3D modeling and computer aided design (CAD) software in the laboratory portion of computer aided



Jesuit High School's First National Robotics Competition robot, #1097, is just out of the starting blocks at one of the competition games held in March 2003

design and software modeling classes. These classes will be invaluable in preparing students to compete in future applications contests such as the First National Robotics Competition held in March 2003. The students could have used these workstations to design their robot this year for entering in the First National Robotics Competition.

However, to enter a robot in the competition, they had to use the software which is in the robotic kit provided to all competing schools. The Silicon Graphics server will be used to provide data storage for the school's extensive computer network library.

DMEA employee, Mr. Rick Burke, has voluntarily helped the Jesuit computer/network personnel with troubleshooting, proper hookup and usage of the donated equipment. Rick also attends Jesuit High School Career Day and talks to the students about what he does at DMEA. He encourages the students to continue their studies in math, science, engineering and physics to enable them to be prepared for satisfying careers when their school days are behind them.

This partnership between DMEA and Jesuit has had a far reaching impact. This equipment has reduced the faculty and staff workload while improving the quality of the students' learning.

Save the Date!

Sacramento City Business Opportunities: BIZ\$LINK May 15, 2003

The FTC is pleased to again partner with the City of Sacramento Office of Small Business Development (OSBD) at this important workshop for the City's regional diverse businesses.

Time: **8:00 am to 4:00 pm**

Cost: **FREE** (minimal fee for parking)

Location:

Cal Exposition Center
Buildings 4 and 5, Sacramento, CA

Topics to be presented:

Governmental Contracting and Procurement Opportunities, Business Planning and Financial Assistance, Marketing in the Public and Private Sectors, and Technology for Small Business.

Featuring:

Exhibitors Trade Show that will include business assistance agencies and vendors

The FTC will participate in a panel discussion about doing business with various levels of government, and will particularly address Federal contracting processes. We will also have a booth where you can get more information about our services, and our excellent GovLink Bid-Matching service will be offered as a prize at one of the drawings that take place throughout the day.

Pre-Registration & Exhibit Opportunities:

Louane Roina, OSBD Program Analyst
916-264-8797
LRoina@cityofsacramento.com

Barbara Collins, OSBD Program Analyst
916-264-7432
BCollins@cityofsacramento.com

Visit BIZ\$LINK homepage at:
<http://www.cityofsacramento.org/sbd/BizLink-03/Save-The-Date.htm>

“DEAR PTAC”

Dear PTAC:

Dear PTAC: What is the “Mentor-Protégé Program” for small businesses that I keep hearing about?

- Several clients, Northern California

Dear Clients: The Small Business Administration (SBA) manages and funds the “Mentor-Protégé Program”, designed to support Federal 8(a) Business Development Program participants (for more information about the 8(a) Program, see The GovLink Review archives, at http://www.TheFTC.org/news&events/newsletter/2002/Feb_March_2002_Newsletter.pdf, on page 4, and www.sba.gov/8abd/) To quote from the SBA's web site, “The program encourages private-sector relationships and expands SBA's efforts to identify and respond to the developmental needs of 8(a) clients. Mentors provide technical and management assistance, financial assistance in the form of equity investments and/or loans, subcontract support, and assistance in performing prime contracts through joint venture arrangements with 8(a) firms.”

Under the program, the SBA provides funds to Mentor firms, usually large businesses, to encourage technical, management, and financial growth. After an 8(a) firm is selected by a Mentor, the Protégé is often awarded subcontracts from their Mentor. They are also given training, and business advice. A Protégé

may only have one Mentor. Mentors usually will have only one Protégé per product line, unless the SBA approves additional Mentor-Protégé agreements.

The FTC PTAC has several clients who have either already graduated from the Mentor-Protégé Program, or are currently involved as Protégés. The feedback from these clients is enthusiastic. The SBA performs an annual review of the progress of the Protégé and the commitment of the Mentor. Clients have stated that even after they completed the program, their Mentor firm remained open to answering questions, and interested in preserving the good working relationship developed during their participation in the program.

Mentor firms are encouraged to contact The FTC PTAC to discuss how we can assist you in meeting your obligations as a Mentor. We have a full training package available to ensure that you build the best small business Protégé possible. Our support is tailored to the needs of your Protégé, no matter what level of experience or knowledge they have attained in Federal contracts.

For more information about the Mentor-Protégé Program, visit <http://www.sba.gov/8abd/indexmentorprogram.html>.

For information about working with The FTC PTAC to support your Mentor-Protégé agreement, call us at 916-334-9388, or email Carol@TheFTC.org.

Do you have a question specific to government contracting?
Email your questions to Carol@TheFTC.org or mail to Dear PTAC,
4700 Roseville Road, Suite 105, North Highlands, CA 95660

SAVE THESE DATES

SUPER SEMINARS

July 29th & Sept. 23rd

- **Facing an audit?**
ask the government auditors
- **Learn about all levels of government contracting** (Federal, State, and Local)
- **Hands-on E-Commerce workshop**

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

FREE Courses and Seminars April - May 2003

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.

For course descriptions, visit our website: www.TheFTC.org/PTAC.htm

April 8:
"Introduction to Federal Contracting," 9:00 am to 12:00 pm at the Folsom Chamber of Commerce, 200 Wool Street in Folsom. Call The FTC PTAC at (916) 334-9388 to register.

April 16:
"Small Disadvantaged Business (SDB) and 8(a) Programs," 8:30 am to 12:00 pm at the Citrus Heights Career Center, 7640 Greenback Lane in Citrus Heights. Call The FTC PTAC at (916) 334-9388 to register.

April 24:
"Introduction to Federal Contracting," 9:00 am to 12:00 pm at the Yuba County One Stop Center for Business and Workforce Development, 1114 Yuba Street in Marysville. Call The FTC PTAC at (916) 334-9388 to register.

April 30:
"Doing Business with the General Services Administration," 8:30 am to 12:00 pm at the Hillsdale BIC, 5655 Hillsdale Blvd. Ste. 8 in Sacramento. Call The FTC PTAC at (916) 334-9388 to register.

May 7:
"Negotiation Workshop," 9:00 am to 12:00 pm at the Roseville Chamber of Commerce, 650 Douglas Blvd. in Roseville. Call The FTC PTAC at (916) 334-9388 to register.

May 8:
"Introduction to Federal Contracting," 9:00 am to 12:00 pm at the Paradise Ridge Community Center, 6249 Skyway in Paradise. Call The Butte College SBDC at 530-895-9017 to register.

May 20:
"Introduction to Federal Contracting," 8:30 am to 12:00 pm at the San Joaquin Delta College SBDC, 445 N. San Joaquin in Stockton. Call the San Joaquin Delta College SBDC at (209) 943-5089 to register.

May 28:
"Doing Business with the General Services Administration," 8:30 am to 12:00 pm at the Stockton Blvd. BIC, 4990 Stockton Blvd. in Sacramento. Call The FTC PTAC at (916) 334-9388 to register.

SAVE THESE DATES

Free Seminars For All Small Businesses

April 8:
"Intro. to Federal Contracting"

April 16:
"Small Disadvantaged Business (SDB) and 8(a) Programs"

April 24:
"Intro. to Federal Contracting"

April 30:
"Doing Business with the General Services Administration"

May 7:
"Negotiation Workshop"

May 8:
"Intro. to Federal Contracting"

May 20:
"Intro. to Federal Contracting"

May 28:
"Doing Business with the General Services Administration"

To enroll, please call:
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For more info, visit our website:
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Crisara Creative Therapy Clinic is a one of a kind business with an equally unique owner. Ava Williams, director and owner of Crisara Creative Therapy Clinic, uses music and expressive art therapy in her wellness and rehabilitation counseling clinic for young teens and adults.

Ava faced many challenges as she set up her business. Because she uses alternative medicinal techniques to treat her clients, she wasn't recognized by the State of California as a legitimate counseling service. However, in August 2002, after much perseverance, Ava became the first Music therapist to be approved for a Nonpublic Agency Certification to teach in Public and Nonpublic School Sites in the past 20 years.

Because Ava wanted to pursue government contracting opportunities, she was referred to The FTC PTAC by the U.S. Small Business Administration (SBA) in spring of 2001. PTAC counselors worked with Ava, first by phone and then in person

to help her prepare the necessary documents for government contracting. We also helped her "fine tune" her Pro-Net registration, review a proposal for the Veteran's Administration and offered general encouragement in her efforts. Ava took our "Introduction to Federal Contracting" class, and in February 2002, Ava won a free year of GovLink Bid-Matching Service at an SBA event. The service has helped Ava learn about government contracting opportunities in her industry.

In August 2002, Ava won two contracts with the California Youth Authority, estimated at \$10,000 each. And in November, 2002, Ava called to relay the good news that she had been accepted into the SBA's 8 (a) program!

In December 2002, Ava published her first book "One Page at a Time". In her book she discusses how to start a multi-million dollar Creative Arts Clinic, and she has included information on how to do business with the

government. PTAC personnel were pleased to hear about the title of her book because we so often tell people to take overwhelming government solicitations "One day at a time!" Ava is currently looking for a counseling and rehab site to be opened by April 2003.

Despite having to face many obstacles, Ava is enjoying continued success. She is an inspiration to anyone in an alternative field who believes in a dream. Congratulations Ava!!

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