

# GOVLINK REVIEW

Keeping you informed about technology transfer and government contracts

Volume 4, Issue 1

April / May 2004

## High Level of Interest in Local DoD Lab Continues

Local, Federal and Congressional Officials Tour Defense Microelectronics Activity (DMEA)



Ted Glum (R), Director, DMEA, briefs Brad Berkson (Center) and U.S. Navy Captain Joe Clements (L) during their visit to the lab.



Carl Kime (R) examines a microelectronics wafer while Ted Glum (L) explains how the engineers determine functionality.



Ted Glum (L) shows Roberta McGlashan (R) a microelectronics device developed in the lab.

As the partnership intermediary for the Defense Microelectronics Activity (DMEA), one of our goals is to ensure that the lab's mission and accomplishments are well known, both locally and nationally. During the past 60 days, The Federal Technology Center and DMEA have hosted key congressional, federal, and local officials including Mr. Carl Kime, Legislative Assistant for US Congressman Jerry Lewis; Mr. Brad Berkson, Acting Deputy Under-Secretary of Defense for Logistics and Materiel Readiness and Ms. Roberta MacGlashan, Council Member, City of Citrus Heights. DMEA briefed visitors on its unique mission to extend the life of DOD weapon systems and explained their key role in the war on terrorism. Visitors then toured the

laboratory facilities which are located on the southwest side of McClellan Park.

Mr. Kime, who is intimately involved in the congressional funding process for all DOD systems, saw how DMEA fulfills a role no other organization can accomplish. He was able to view, firsthand, how the dollars that have been allocated during the past five years have been used to upgrade and modernize the lab's facilities to ensure they are on the cutting edge of technology. On his return to Washington, D.C. he will be able to give his boss, Congressman Lewis, Chairman of the Defense Appropriations Subcommittee, a positive report about this

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## Procurement Assistance Program Now Staffed to Provide Service Statewide

From Eureka to Santa Ana and from San Francisco to Mariposa, The Federal Technology Center is reaching out to the businesses in 46 California counties and offering its services to help them successfully compete for local, state, and federal contracts. You might ask, "How can a small nonprofit company possibly handle such a task?" Our in house assigned Instructors and Counselors, Carol Bowyer, Bill Teeple, and Nicole Arnold, have a combined total of 40 years of government contracting experience and over 50 years teaching at all levels. Their knowledge and experience provided a firm foundation for our expansion from 10 counties to a 46 county service area.

Building on this foundation, we have added three new consultants and a program assistant to help train and counsel businesses throughout the state. Bob Lane joined our staff as a consultant and will help us train and counsel businesses primarily in the Bay Area. After 24 years of federal service, Bob retired from the Sunnyvale, California, office of the Defense Logistics Agency where he was the Deputy for Small Business. In addition, Bob has taught at the college level, and for the past eight years, he has been a

**Program Now Staffed to Serve Statewide**  
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Alice Astafan, CEO  
The Federal Technology Center

**Note From CEO:** I have chosen to use my space this issue to include the following advice from one of the top managers at JPL. I concur with his advice and believe that if you follow it, you will be more competitive in the government marketplace.

## Advice From The Top

The Federal Technology Center (The FTC) recently had as our keynote speaker Lt. General Eugene Tattini, USAF, Ret, Deputy Director, Jet Propulsion Laboratory (JPL), Pasadena, California, for our seminar, Federal Contacting Opportunities for Small Business. During his presentation, the General gave the following advice for small businesses that might want to respond to a proposal from JPL or anyone else.

### How Best to Prepare Your Proposal Response:

- Review proposal instructions *carefully*.
- Identify *minimum*, mandatory requirements in the proposal.
- If you cannot meet the minimums, *don't bid*.
- Identify areas that offer you a competitive advantage.
- Verify that you can meet the delivery schedule.
- Understand the evaluation factors and their relative importance: Technical, Management, Cost or price, Financial capability, Past performance
- Format the proposal to match the proposal instructions.
- Respond to every instruction and requirement.
- Support your assertions.

### To be successful, you must have:

- Best cost/price, or
- Best value with a reasonable price.

### How to lose a competition:

- Fail to understand what the customer wants.
- Take exception to requirement, or fail to comply with the requirements.
- Fail to provide all requested information.
- Fail to substantiate your assertions.
- Put responses where evaluators can't find them.
- Unrealistic schedules, pricing or technological advances.
- Deliver proposal late.

Why should a small business owner listen to the advice of JPL's top management team? During the period 1995-2003, they awarded over \$2 billion in contracts to small businesses; of these \$872 million went to Small Disadvantaged Businesses and \$258 million went to Women-owned Businesses.



General Eugene Tattini, USAF, Ret,  
Deputy Director, Jet Propulsion  
Laboratory (JPL), gives advice

### Contact the JPL Business Opportunities Office:

Thomas May, Manager (818) 354-2121 or  
[thomash.may@jpl.nasa.gov](mailto:thomash.may@jpl.nasa.gov).

## Future Department of Defense (DoD) Leaders Tour DMEA



(L to R): Heng Wan Cheong, Maj, Singapore Air Force; Fabio Durante, Maj, Brazilian Air Force; David Moore, Maj, USMC; Aaron Crespino, Maj, USMC; Bradley Davenport, ENS, USN; Dr. Gary Gaugler, Technical Advisor, DMEA; Dr. Douglas Fouts, Professor, NPS; Matthew Klobukowski, Lt, USN; Andrew Bates, LT, USN; and Janaka Perera, Capt., USMC.

On March 12, 2004, Dr. Douglas Fouts, Professor at the Naval Postgraduate School, Monterey, accompanied eight of his Very Large Scale Integration (VLSI) design course students to McClellan Park for a tour of the Defense Microelectronics Activity (DMEA) facility. During the tour, Dr. Gary Gaugler, DMEA Technical Advisor, briefed the students

about how DMEA microelectronics engineers, with their respective expertise, and the significant capital investment in microelectronics infrastructure, constitute a unique DoD resource that is easily accessed to solve microelectronics – based problems. He discussed with them how DMEA is able to leverage advanced technologies to extend the life of weapon systems by improving their reliability, maintainability and, in many cases, increasing capability. He showed them how the engineers proactively confront obsolescence and operational issues through advance diagnosis, design, and development of solution technologies, and build partnerships with industry to arrest diminishing manufacturing sources (DMS) and improve client profitability.

The students were able to see, first hand, how solid-state devices and digital, analog, and mixed-signal integrated circuits can be designed and fabricated. During the tour, the students learned about the tremendous impact that DMEA's work has on the military and weapons systems they use in their operational jobs in defense of our nation. They were able to see the capability that DMEA has to re-engineer and produce obsolete parts, as well as to provide radiation hardened solutions for programs.

These student officers are tomorrow's program decision makers for the military. Having them learn about a key Department of Defense applied laboratory (DMEA) early in their career, will enable them to be better informed managers, problem solvers, and leaders in their next assignments.

## NASA JPL High Technology Conference



Nicole Arnold, Instructor, The FTC (left) and Dennis Matthews of LCE Newport Beach, Inc., discuss their video conferencing equipment at the JPL High Tech Conference

The Federal Technology Center participated in the National Aeronautical and Space Administration Jet Propulsion Laboratory 16<sup>th</sup> Annual High Technology Conference held in Los Angeles, California on March 2 and 3, 2004. The event had over 1100

attendees including: 244 minority owned businesses, 249 women owned businesses, 62 HUD zone businesses, 85 veteran owned businesses, 28 DVBE, 314 small businesses, 204 Government/Large Business Representatives and over 100 exhibitors. The majority of the exhibitors represented government and large aerospace contractors' office of small and disadvantaged business utilization. These are the organizations' small business advocates that can help link responsive small businesses with opportunities within their organizations.

Copies of the conference presentations will soon be posted at <http://acquisition.jpl.nasa.gov/boo/conferences.htm>. The FTC booth received a significant amount of traffic for both procurement assistance information and information about the Defense Microelectronics Activity. It was a very productive trip – we look forward to partnering with JPL in future events to help them increase their supplier base in Northern California.

## High Level of Interest in Local Lab

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highly successful, one-of-a-kind DoD facility.

Mr. Brad Berkson, newly appointed to his present position, is responsible for policy pertaining to the operations of DMEA. He used his visit to personally meet with key lab personnel and Mr. Ted Glum, Laboratory Director, gave him a briefing and walking tour of the laboratory to showcase the contributions they are currently making to weapons systems' upgrades and modernization.

Ms. MacGlashan learned that many DMEA employees live in the city of Citrus Heights. As a community leader, she was able to see the necessity for outstanding schools in her city – schools which prepare youngsters to move into highly technical jobs located in the lab. She also learned that the employees filling the high-paying engineering jobs at the facility, not only are providing a vital service to

our nation, but they are adding millions of dollars annually to Citrus Heights and to the regional economy.

The FTC will continue to encourage key officials to visit DMEA and learn of their critical role in our nation's defense. DMEA is always looking to contract with small businesses as partners. They use a wide variety of companies including printed circuit board manufacturers, component packaging businesses, and numerous service providers. DMEA is also partnering with small businesses involved in research and development projects of interest to the DoD. For information about opportunities to work with DMEA either through contracts or cooperative research and development agreements (CRADA), contact Bill Vanden Bosch at [bill2@theFTC.org](mailto:bill2@theFTC.org).

## How The FTC Helps 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](http://www.TheFTC.org)

## GSA Schedule Holder corner

Contractors who have GSA Schedules for Information Technology and Services, sometimes called "Schedule 70" or "General Purpose Commercial Information Technology Equipment, Software, and Services" should visit this web site: [http://vsc.gsa.gov/fss/global\\_verification.cfm?ID=elib\\_subsin](http://vsc.gsa.gov/fss/global_verification.cfm?ID=elib_subsin)

for information on changes that GSA would like you to make. These changes will allow you to specify "subcategories" under each Special Item Number (SIN) that is listed on your schedule. From a marketing perspective, this will make it easier for government agencies to more specifically identify what you are selling. Full instructions, available at the referenced web, will walk you through the process for identifying your subcategories. And, as always, for help with obtaining or managing any Federal Supply Schedule, call us at 916-334-9388, and ask for Bill Teeple or Carol Bowyer.

tify what you are selling. Full instructions, available at the referenced web, will walk you through the process for identifying your subcategories. And, as always, for help with obtaining or managing any Federal Supply Schedule, call us at 916-334-9388, and ask for Bill Teeple or Carol Bowyer.

# 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.



## Getting Started with Government Contracting

### North State

**April 28** - 9:00am to 12:00pm  
North Coast SBDC  
520 E Street  
Eureka, CA 95501

**May 4** - 9:00am to 12:00pm  
Lassen Career Network  
2545 Main Street  
Susanville, CA 96130

### Greater Sacramento Area

**April 14** - 9:00am to 12:00pm  
Greater Sacramento SBDC  
1410 Ethan Way  
Sacramento, CA 95825

**April 27** - 9:00am to 12:00pm  
Del Paso BIC  
925 Del Paso Blvd  
Sacramento, CA 95815

**May 26** - 9:00am to 12:00pm  
Elk Grove Chamber of Commerce  
9280 West Stockton Blvd., Ste 104  
Elk Grove, CA 95758

### Bay Area

**April 7** - 9:00am to 12:00pm  
Contra Costa SBDC  
2425 Bisson Lane, Suite 200  
Concord, CA 94520

**May 11** - 9:00am to 12:00pm  
Solano County SBDC  
425 Executive Court North, Suite C  
Fairfield, CA 94535

### Stockton

**April 14** - 9:00am to 12:00pm  
San Joaquin SBDC  
445 N. San Joaquin  
Stockton, CA 95202

### Southern California

**May 19** - 8:00am to 10:00am  
Kiyoto Ken Nakaoka Memorial  
Community Center  
1670 W. 162 St Room F  
Gardena, CA 90247



## Intro to Federal Contracting

### North State

**May 12** - 9:00am to 12:00pm  
724 Main Street  
Red Bluff, CA 96080

### Greater Sacramento Area

**April 15** - 9:00am to 12:00pm  
540 F Street  
Lincoln, CA 95648

**May 18** - 9:00am to 12:00pm  
West Sacramento Chamber of  
Commerce  
1414 Merkley Avenue  
Sacramento, CA 95691

### Bay Area

**April 29** - 9:00am to 12:00pm  
Peninsula Community Foundation  
1700 S. El Camino Real Ste. 300  
San Mateo, CA 94402

**May 3** - 1:00pm to 4:00pm  
EastBay Works Business & Career  
Center  
2300 El Portal Drive  
San Pablo, CA 94806

**May 17** - 9:00am to 12:00pm  
Hartnell Community College  
156 Homestead Ave.  
Salinas, CA 93901

**June 21** - 1:00pm to 4:00pm  
East Bay Small Business  
Development Center  
1000 Broadway, Ste. 109  
(at 11th Street)  
Oakland, CA 94607

### Stockton

**May 25** - 9:00am to 12:00pm  
San Joaquin SBDC  
445 N. San Joaquin  
Stockton, CA 95202

### Southern California

**April 19** - 9:00am to 12:00pm  
River Ridge Golf Club, Sunset Room  
2401 W. Vineyard  
Oxnard, CA 9303

**April 27** - 9:30am to 12:00pm  
Questa College SBDC  
3566 South Higuera Stret, Suite 100  
San Luis Obispo, CA 93401

**May 12** - 9:00am to 12:00pm  
Santa Barbara City Hall  
735 Anacapa Street  
Santa Barbara, CA 93102

**June 8** - 9:00am to 12:00pm  
Questa College SBDC  
3566 South Higuera Stret, Suite 100  
San Luis Obispo, CA 93401

**June 23** - 1:00pm to 4:00pm  
Hawthorne SBDC Inglewood Office  
110 South La Brea Avenue  
Inglewood, CA 90301



## Government Subcontracting

### Greater Sacramento Area

**April 15** - 1:00pm to 4:00pm  
540 F Street  
Lincoln, CA 95648

**April 27** - 9:00am to 12:00pm  
Elk Grove Chamber of Commerce  
9280 West Stockton Blvd., Ste 104  
Elk Grove, CA 95758

**May 10** - 9:00am to 12:00pm  
Folsom Chamber of Commerce  
200 Wool Street  
Folsom, CA 95630

**May 17** - 9:00am to 12:00pm  
Citrus Heights Career Center  
7640 Greenback Lane  
Citrus Heights, CA 95610

### Bay Area

**May 24** - 1:00pm to 4:00pm  
East Bay Small Business  
Development Center  
1000 Broadway, Ste. 109  
(at 11th Street)  
Oakland, CA 94607



## E-Commerce for Government Contracting

### Greater Sacramento Area

**April 14** - 1:00pm to 4:00pm  
Greater Sacramento SBDC  
1410 Ethan Way  
Sacramento, CA 95825

\*To attend, pre-registration required. Class materials available to attendees only. The FTC reserves the right to cancel any class due to low enrollment.

To Register or for course descriptions, visit us online at [www.TheFTC.org](http://www.TheFTC.org) or call 916.334.9388



## Doing Business with General Services Administration

### Greater Sacramento Area

**April 8** - 9:00am to 12:00pm  
Rancho Cordova BIC  
10663 Coloma Road, Community Room B  
Rancho Cordova, CA 95670

**May 18** - 1:00pm to 4:00pm  
West Sacramento Chamber of Commerce  
1414 Merkley Avenue  
Sacramento, CA 95691

### Stockton

**May 25** - 1:00pm to 4:00pm  
San Joaquin SBDC  
445 N. San Joaquin  
Stockton, CA 95202

### Southern California

**April 21** - 9:00am to 12:00pm  
The Rancho Santiago Community College District Bldg  
2323 N. Broadway Room 107  
Santa Ana, CA 92706



## Contracting with City of Sacramento

### Greater Sacramento Area

**April 27** - 1:00pm to 4:00pm  
Del Paso BIC  
925 Del Paso Blvd.  
Sacramento, CA 95815

**May 4** - 1:00pm to 4:00pm  
Location TBD



## Negotiation Workshop

### Greater Sacramento Area

**April 19** - 9:00am to 12:00pm  
Citrus Heights Career Center  
7640 Greenback Lane  
Citrus Heights, CA 95610

**May 5** - 12:00pm to 3:00pm  
Roseville Chamber of Commerce  
650 Douglas Blvd.  
Roseville, CA 95678

### Bay Area

**April 26** - 1:00pm to 4:00pm  
East Bay Small Business Development Center  
1000 Broadway, Ste. 109  
Oakland, CA 94607

**June 2** - 9:30am to 12:30pm  
East Bay Entrepreneur Center  
519 17th Street, Suite 200  
Oakland, CA 94612

### Southern California

**May 25** - 12:30pm to 3:30pm  
The Rancho Santiago Community College District Bldg  
2323 N. Broadway Room 107  
Santa Ana, CA 92706



## SDB Certification and 8(a) Program

### Greater Sacramento Area

**April 5** - 9:00am to 12:00pm  
Hillsdale BIC  
5655 Hillsdale BIC, Ste. 8  
Sacramento, CA 95842

### Bay Area

**April 29** - 1:00pm to 4:00pm  
Peninsula Community Foundation  
1700 S. El Camino Real Ste. 300  
San Mateo, CA 94402

**May 17** - 1:00pm to 4:00pm  
Hartnell Community College  
156 Homestead  
Salinas, CA 93901

### Stockton

**April 14** - 1:00pm to 4:00pm  
San Joaquin SBDC  
445 N. San Joaquin  
Stockton, CA 95202

### Southern California

**April 20** - 9:00am to 12:00pm  
Hub Cities Consortium  
2677 Zoe Avenue 2nd Floor  
Huntington Park, CA 90255

**April 27** - 1:00pm to 4:00pm  
Questa College SBDC  
3566 South Higuera Street, Suite 100  
San Luis Obispo, CA 93401

**May 26** - 8:30am to 11:30am  
Hawthorne SBDC  
13430 Hawthorne Blvd.  
Hawthorne, CA 90250



## Federal Contract Administration

### Greater Sacramento Area

**April 5** - 1:00pm to 4:00pm  
Hillsdale BIC  
5655 Hillsdale BIC, Ste. 8  
Sacramento, CA 95842

**May 5** - 8:30am to 11:30am  
Roseville Chamber of Commerce  
650 Douglas Blvd.  
Roseville, CA 95678

**May 17** - 1:00pm to 4:00pm  
Citrus Heights Career Center  
7640 Greenback Lane  
Citrus Heights, CA 95610

### Bay Area

**April 13** - 9:00am to 12:00pm  
Solano County SBDC  
424 Executive Court North, St. C  
Fairfield, CA 94534



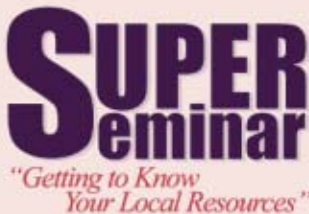
## Hands-on GSA Schedule Review

**Featuring:** Environmental Services Schedule

### Greater Sacramento Area

**April 12** - 9:00am to 12:00pm  
Taber Consultants Engineers and Geologists  
3911 West Capitol Avenue  
West Sacramento, CA 95691

For class requirements and to register for this workshop, call Laura MacNevin at 916-334-9388.



### Featuring:

- California DGS, U.S. SBA, CalTrans, City of Sacramento, SMUD, SHRA, SCORE, BERC
- Onsite certification - DGS and City of Sacramento

### Greater Sacramento Area

**May 11** - 8:00am to 4:00pm  
Hillsdale BIC  
5655 Hillsdale BIC, Ste 8  
Sacramento, CA 95842

Register online at [www.TheFTC.org](http://www.TheFTC.org) or call 916.334.9388

# Program Now Staffed to Serve Statewide

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(L to R) Nicole Arnold, Instructor, The FTC, Bob Lane, Consultant, The FTC, and potential client



Jayne Murnane, Consultant, The FTC discusses government contracting with client Kathryn Gowler

Procurement Specialist and Marketing Director helping businesses compete for government contracts.

Jayne Murnane, President of her own company in Shingletown, California, has over 25 years in private industry with experience in marketing, public relations, training, market research, government relations and project management. She has taught undergraduate and graduate level courses and has been the manager of a Small Business Administration 8(a) Program. As our consultant, Jayne will assist businesses in the northern reaches of the state.

Candy Raynard joined our staff as a consultant and will train and counsel businesses in Southern California. Candy has 14 years experience as a Contracting Officer with the Department of Defense, and in her last position was Director of the Contracting, Supply and Accounting Departments, where she was responsible for the procurement and accounting for 38 locations in six states and the entire Pacific Fleet. Candy is also a Procurement Specialist with the San Diego Contracting Opportunities Center.

Laura MacNevin comes to The Federal Technology Center's office in North Highlands after 17 years with the United States Air Force and three years as a Business Manager and Sales Support Coordinator in the private sector. As a Program Assistant, Laura will provide basic assistance to businesses, help our instructors prepare for classes, and prepare numerous documents and reports regarding the operation of our Procurement Assistance Program.

So, if you are interested in contracting with any level of the government, check out our website, [www.TheFTC.org](http://www.TheFTC.org), and give us a call. Our outstanding staff and consultants will be happy to help you!



Laura MacNevin, Program Assistant, The FTC

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Keeping you informed about government contracts and technology transfer

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