



EDUCATION AND ACCESS FOR WOMEN
IN FEDERAL CONTRACTS



Give Me 5

- National program from WIPP & American Express OPEN designed to educate women business owners on how to apply for and secure federal procurement opportunities.
- Give Me 5 works to increase the representation of Women Business Owners that win government contracts by providing resources and information to make it easier for them to register their businesses with the Central Contractor Registry (CCR). This is a requirement to gain eligibility to apply for federal contracts.
- Women Business Owners could gain more than \$5 billion in annual revenues if the 5% contracting goal set by Congress was reached.



Women Impacting Public Policy (WIPP)

- The Voice for Women in Business in our Nation's Capital.
- National nonpartisan public policy organization that advocates for and on behalf of women in business, strengthening their voice in the legislative process, creating economic opportunities and building bridges and alliances to other small business organizations.
- Representing over half a million Women Business Owners including over fifty business organizations.
- Thirty local Instant Impact teams across the country engaging with legislative officials and the business community to advocate for Women Business Owners.



Give Me 5 Training 101: Introduction to Federal Procurement and Central Contractor Registration

Presented by:



**Gloria Berthold Larkin,
President, TargetGov**



Course Outline

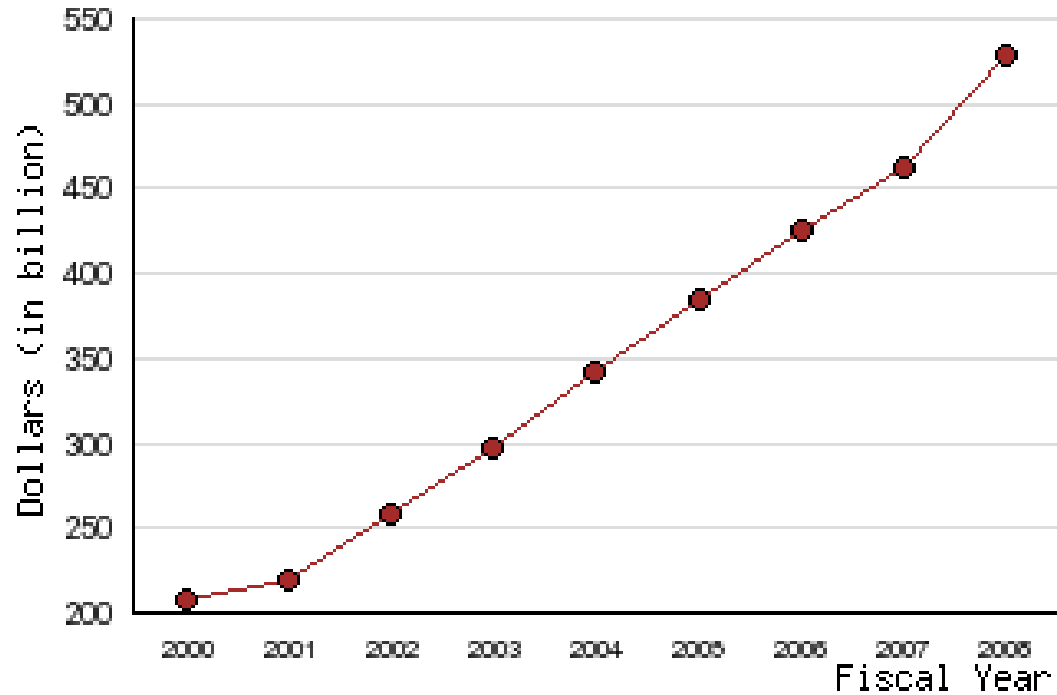
- ★ Does the Government buy what I sell?
- ★ How to register as a federal contractor on the CCR
- ★ Registering with Dynamic Small Business Search (DSBS)
- ★ Registering with ORCA
- ★ Updating your CCR , DSBS and ORCA profiles



Women-owned
businesses are a driving
force in the US economy,
generating \$1.9 trillion in
sales and employing 12.8
million people.



World's Fortune One Customer!



Source: www.USASpending.gov



Agency	FY 2008	FY 2009
Dept. of Defense	\$392.077	\$365.872
Dept. of Energy	\$24.810	\$31.152
Dept. of Health and Human Services	\$13.162	\$18.753
NASA	\$14.839	\$14.868
Dept. of Veterans Affairs	\$14.743	\$14.441
General Services Administration	\$12.555	\$14.095
Dept. of Homeland Security	\$13.616	\$13.631
Dept. of State	\$5.587	\$6.863
Dept. of Justice	\$5.281	\$6.798
U.S. Agency for International Development	\$4.123	\$5.171
Top Ten Totals	\$500.793	\$491.644

* Table shows amounts in **Billions of dollars**, and is sorted by FY 2009 dollars

Source: <http://www.usaspending.gov>



Examples of Government Spending

Products *and* Services

<u>Item</u>	<u>Contracting Agency</u>	<u>Amount Awarded</u>
Electric Toothbrushes	Dept. Veterans Affairs	\$3,936.76
Lipstick	Defense Logistics Agency	\$170,192.00
Walnuts	Agricultural Marketing Service	\$11,776,842.00
Q-Tips	Dept. of the Navy	\$2,139.00
Toilet Paper	Federal Prison System	\$116,310.00
Wooden Spatulas	Veterans Affairs, Department of	\$3,982.37
Christmas Decorations	Public Buildings Service	\$23,658.50
Trash Bags	Defense Commissary Agency (DECA)	\$39,782.00
Local Telephone Service, Pagers, Blackberries, Cell Phones, and Cellular Activations	Federal Emergency Management Agency (FEMA)	\$7,001,750.00
Professional and Admin Services	Navy	\$9,167,741,334.00



Did you know that **The Federal Acquisition Streamlining Act of 1994** set a 5% Contracting Goal for women-owned small businesses?



If the US Government
were to meet the 5%
Contracting Goal for
women owned
businesses – this would
equal over **\$5 BILLION**
in additional contracts
for women owned
firms!



A Success Story in Federal Procurement

INTEROS

Reducing Your Supply Chain Risk



Jennifer Bisceglie, President

Interos enables Government agencies to achieve performance, cost and security objectives through Supply Chain Risk Management. Each of the firm's experienced advisors brings deep commercial and government experience to help civilian, defense and intelligence agencies proactively preempt and mitigate risk to optimize supply chain outcomes

Revenues:

2005: Founded

2006 - \$241,000

2007 - \$757,000

2008 - \$1,700,000

2009 - \$3,000,000

Government Contracts held with:

- Department of Homeland Security
- Defense Logistics Agency
- Department of the Navy

Due to the increased success, InTEROS grew in 2008 from 1.5 to 10 people on staff! They expect to have 15-20 people by the end of 2010.



Three Steps to Registering as a Federal Contractor

1. Register with the **Central Contractor Registry (CCR)**
2. Complete your company profile in the **Small Business Dynamic Search (SBDS)**
3. Register in the **Online Representations and Certifications Application (ORCA)**



1. Registering on the Central Contractor Registry (CCR)

To become a Federal Contractor, businesses must register on the Central Contractor Registry (CCR)

While 41% of businesses in the United States are women owned – only 13% of the nearly 600,000 businesses registered on the Central Contracting Registration (CCR) database are women owned.



Central Contractor Registry (CCR)

- Federal contractors (big and small) **must** be registered
- Provides electronic auto-payments
- Helps agencies meet Small Business Goals

Before You Register:

- Taxpayer Identification Number (TIN)
- DUNS Number
Free Number Issued by Dun & Bradstreet, a credit reporting company
- NAICS Codes
Industry classification codes used by the government
- Bank Account Information



Taxpayer Identification Number (TIN)

Locating your TIN or Taxpayer Name in IRS records:

- Compare the information you entered with the Taxpayer Name and TIN information on one of the following documents from the IRS:
 - **The original notice you received from the IRS assigning you your EIN (Employer Identification Number)**
 - **Your most recent federal tax return for the business activity**
- If your TIN is a **Social Security Number (SSN)**, compare the name and number with the information on your actual social security card.

DUNS Number

- **A DUNS number is a unique, 9-digit identifier** issued and maintained by Dunn&Bradstreet (D&B) that verifies the existence of a business entity globally. D&B assigns DUNS numbers for each physical location of a business.
- All U.S. Government contractors globally can **receive a DUNS number at no charge** and, under normal circumstances, within 1-10 days when using the D&B web form process at <http://fedgov.dnb.com/webform>
- **Once you have obtained a DUNS Number from D&B, you are eligible for CCR registration.**

For further information on D&B and DUNS, please go to the link below:

<http://www.ccr.gov/doc/DUNSGuidance.doc>



NAICS Codes

In 1997, **the North American Industry Classification System (NAICS)** codes began replacing SIC codes. This six-digit code is a major revision that not only provides codes for newer industries, but also reorganizes the categories on a production/process-oriented basis.

The NAICS (pronounced “nakes”) system was **developed jointly** by the **U.S. Census Bureau** in cooperation with the U.S. Economic Classification Policy Committee, **Statistics Canada**, and **Mexico’s** Instituto Nacional de Estadística, Geografía, e Informática. This uniform, industry-wide classification system has been designed as the index for statistical reporting of all economic activities of the U.S., Canada, and Mexico.

Within your CCR Registration, you can enter or update this data field on the "Goods and Services" page. On this page, you will find a link to the NAICS search page within the Census Bureau’s web site. This search page allows you to search by keyword for the appropriate NAICS codes for your organization.



Bank Account Information

- ★ Bank Routing Number
- ★ Account Number, Type
- ★ Bank Contact Information
- ★ Remittance Information for mailed checks
- ★ Credit Card Acceptance? Yes or No



Points of Contacts (POCs)

- ★ Registrant Name: Also known as the **CCR POC**
- ★ CCR POC Alternate
- ★ Government Business POC
- ★ Past Performance POC
- ★ Electronic Business POC

Upon completion, you will be assigned a **Marketing Partner ID (MPIN)**, a personal code that allows a CCR registrant to access other government applications such as grants.gov, FedBizOpps and ORCA



2. SBA's Dynamic Small Business Search (DSBS)

- ★ Link is shown at the very end of the CCR registration, look for the SBA logo!
- ★ DO say yes, go to the SBA's **DSBS**
- ★ The integration of SBA's **DSBS** and DOD's Central Contractor Registration (CCR) databases has created one portal for entering and searching small business sources.
- ★ **Fill out entire form**, including Capability Narrative and Key Words



3. Online Representations and Certifications Application (ORCA)

- ★ CCR and ORCA are complimentary systems.
- ★ ORCA reuses data pulled from CCR and pre-populates many of the required Representations and Certifications such as size of business and if women-owned.
- ★ Then, the vendor completes the remaining Reps and Certs with the understanding that with each solicitation they are certifying to current, accurate and complete information.



Data Needed for ORCA Registration

Three items are needed prior to registration:

1. An active record in CCR,
2. An MPIN from that active CCR record.
3. DUNS number



Keep Your CCR, SBDS & ORCA Profiles Updated

- ★ Federal Acquisition Regulation (FAR) Clause 4.11 requires “active registration” in the CCR prior to award of a contract or agreement.
- ★ FAR Clause 52.232-33 requires registration for payment!
- ★ Annual updates required to verify all data



Federal Acquisition Regulation (FAR)

- ★ The Federal Acquisition Regulations (FAR) serves as the legal guidance for federal purchasing, rules, regulations, processes and procedures.

- ★ It is required reading!

<https://www.acquisition.gov/FAR/>



Course Review

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Questions?

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Programs Powered by WIPP:

Give Me 5 is a part of the *Women, Money and Opportunity* series, which combines resources and the wealth of knowledge within the WIPP community to educate women business owners.



Give Me 5
WIPP Gateway Program
for Federal Contracting
www.GiveMe5.com



Entrepreneurs, Energy & Environment
WIPP Gateway Program for
Opportunities in Energy & Environment
www.EntrepreneursandEnergy.com



JOIN WIPP!

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for Securing Funding
www.WomenAccessingCapital.com



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Understanding Technology in Business
www.WomenandTechnologyToday.com



GIVE ME FIVE
5%
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