



Women business owners stand to gain more than  
**\$5 BILLION** in increased annual revenues.

**GIVE ME 5 IS MAKING IT HAPPEN BY  
REACHING THE 5% GOAL.**



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**GIVEME5.COM**



# Give Me 5 Training 101: Introduction to Federal Procurement & the Central Contractor Registration

Course Instructor: Gloria Berthold Larkin, President,  
TargetGov & Co-Chair, WIPP Procurement Committee



## Women Impacting Public Policy (WIPP)

- The Voice for Women in Business in our Nation's Capital.
- National bipartisan public policy organization that advocates for and on behalf of women and minorities in business, strengthening their sphere of influence 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 forty-eight 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

- 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 hopes 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 \$6 billion in annual revenues if the 5% contracting goal set by Congress in 2000 was reached.

[www.GiveMe5.com](http://www.GiveMe5.com)



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





**The United States Government is the world's largest purchaser of goods and services. What do they buy? Nearly everything! How much do they spend? Over \$400 billion!**





# Examples of Government Spending

<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	\$7,001,750.00





**Did you know that legislation passed in 2000 stipulating that all Federal agencies meet 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 \$6 BILLION in additional contracts for women owned firms!**





**American Express OPEN and Women Impacting Public Policy (WIPP) are proud to work together on Give Me Five - a program specially designed to help women business owners enter the Federal Procurement arena.**



# A Success Story in Federal Procurement



**Jennifer Bisceglie, President**



InTEROS Solutions, Inc. is a management consulting business that provides supply chain management and logistics consulting solutions with specialization in Six Sigma, Security and Risk Assessments. InTEROS helps public and private sector companies track people, information, and inventory around the world efficiently and effectively and has become a recognized leader and sought after expert.

## **Revenues:**

2005: Founded  
2006 - \$241,000  
2007 - \$757,000  
2008e - \$1,800,000

## **Government Contracts held with:**

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

**Due to the increased success, InTEROS will end 2008 with over 12 full time employees!**



# **To become a Federal Contractor businesses must register on the Central Contractor Registration (CCR) Database**





**While 41% of businesses in the United States are women owned – only 14% of the nearly 450,000 businesses registered on the Central Contracting Registration (CCR ) database are women owned.**



**With the Give Me Five program, WIPP will assist you in getting registered in the CCR to gain eligibility to apply for Federal contracts. Don't miss this opportunity to grow your business through Government Contracting.**

**If you're interested, see our contact information at the end of this presentation.**



## **Mandatory Data to have ready when registering on the CCR:**

- **Taxpayer Identification Number (TIN)**
- **DUNS Number**
- **NAICS Codes**
- **Bank Account Information**



# Taxpayer Identification Number (TIN)

•If you are uncertain about your correct TIN or Taxpayer Name in IRS records, we suggest that you 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
- Any other recently received notice for the business activity

If your TIN is an SSN, compare the name and number with the information on your actual social security card.

•Agencies are required to collect TINs [31 U.S.C.7701(c)] and to include the TIN in vouchers submitted for payment [31 U.S.C. 3325(d)]. Having the correct TIN in CCR will improve data collection and eliminate multiple requests for this data by agencies.

•If you are having problems with TIN mismatches in CCR concerning your Employer Identification Number, please contact the IRS at 1-866-255-0654 (Option 4). If you are having problems with TIN mismatches in CCR concerning your Social Security Number, please contact the Social Security Administration at 1-800-772-1213 for additional information and assistance.



# DUNS Number

- A DUNS number is a unique, non-indicative 9-digit identifier issued and maintained by 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. Go to [www.ccr.gov](http://www.ccr.gov) and click "Start New Registration". Obtaining a DUNS Number does not automatically mean you are registered in CCR. A DUNS is what is required to start your 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

Beginning 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 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 new, 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.

Visit the NAICS homepage at <http://www.census.gov/epcd/www/naics.html>.

# 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**

**Finally: Marketing Partner ID (MPIN)**

# SBA Pro NET

- Link is shown at the very end of the CCR registration
- DO say yes, go to the SBA's *PRO-Net*
- The integration of *PRO-Net* 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

# PRO-Net

- **Capability Narrative**
- **Key Words (250 limit)**
- **Past Performance**
- **Web Site**
- **Contact Email**

Created to aid those people searching for small business companies. Government agencies, state, local municipalities, and other companies consistently use this database to locate small businesses.

# Questions?



Gloria Berthold Larkin  
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[www.targetgov.com](http://www.targetgov.com)

EDUCATION AND ACCESS FOR WOMEN  
IN FEDERAL CONTRACTS



**We Decide**  
The Voice for **Women** In Business  
In Our Nation's Capital

## Get Involved!

- Procurement, Energy & Healthcare Committees
- Local Instant Impact Teams
- Weekly Policy Updates Relating to Your Business

1-888-488-WIPP

[www.wipp.org](http://www.wipp.org)

WIPP Membership Director: Stephanie McFee

[smcfee@wipp.org](mailto:smcfee@wipp.org)

(561) 370-9340



The graphic is split into two main sections. The left section has a light blue background with a sunburst pattern. It features a red star at the top, the text 'GIVE ME FIVE' in blue, a large red '5%' in the center, and another red star at the bottom. Below the star is the text 'EDUCATION AND ACCESS FOR WOMEN IN FEDERAL CONTRACTS'. The right section has a dark red background. It contains white text: 'Women business owners stand to gain more than \$5 BILLION in increased annual revenues.' followed by 'GIVE ME 5 IS MAKING IT HAPPEN BY REACHING THE 5% GOAL.' Below this is a blue star flanked by horizontal lines, and the website 'GIVEME5.COM'. At the bottom of the right section are logos for WIPP (We Decide), American Express OPEN, and the American Express logo.

★  
GIVE ME FIVE  
5%  
★  
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IN FEDERAL CONTRACTS

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WIPP We Decide  
AMERICAN EXPRESS OPEN

Give Me 5 has received fantastic media coverage in many publications such as the New York Times and Wall Street Journal. American Express OPEN & WIPP are working with a major national PR Agency to help spotlight your business and your success in breaking into the federal contracting area. Contact Megan ([mmarkoff@wipp.org](mailto:mmarkoff@wipp.org)) for more information.