



EDUCATION AND ACCESS FOR WOMEN IN FEDERAL CONTRACTS

WOMEN IMPACTING PUBLIC POLICY (WIPP) ★ HEADQUARTERS: 1615 L STREET, NW, STE 650, WASHINGTON, DC 20036

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# Give Me 5 Federal Contracting Training Course Guide

Women Impacting Public Policy (WIPP) and American Express OPEN<sup>SM</sup> have partnered together on Give Me 5<sup>SM</sup>, an initiative designed to help women business owners apply for and secure federal procurement opportunities.

Give Me 5 derives its name from the Equity in Contracting for Women Act (2000), which stipulates that federal contracting officers award 5% of all contracts to women-owned businesses. With women presently receiving 3.4% of federal contract dollars, Give Me 5 hopes to increase the representation of women-owned businesses that win government contracts by providing resources and information to make it easier for women to register their businesses with the Central Contractor Registry (CCR), the first step to gain eligibility to apply for federal contracts.

Federal contracts represent an enormous opportunity for the growth of women's entrepreneurship. Women business owners could gain more than \$6 billion in annual revenues by reaching the 5% contracting goal. Give Me 5 courses help women understand the key steps they must take to apply for contracts and be successful in the federal procurement marketplace. Five levels of training on government contracting, each level targeting a specific level of expertise, have been developed in an ongoing series for women business owners looking to expand their knowledge of the federal sector and to identify opportunities in federal procurement.



**Level 1: Understanding the Federal Marketplace – Is this the right step for my company?**

Courses will provide a basic introduction to the Federal Procurement Marketplace while emphasizing the significant business opportunity in federal contracting for Women Business Owners. Topics include CCR registration, learning the meanings of basic contracting acronyms, dispelling any myths, and guidance on how to research the regulatory environment to answer the question, “Is this right for me?”

**Courses are open to all who are interested.**

**Give Me 5 Training 101: Introduction to Federal Procurement and a Guide to Central Contractor Registration** - An overview of federal procurement and the Central Contractor Registration. Topics to be discussed include the tremendous business opportunity for women business owners to expand their business, particularly during these tough economic times; and CCR Registration, including information you need to register, how to register, and how to build your SBA profile after registration. [Click here](#) to listen to the podcast of the session and to download the supplemental material.

*Instructor:* Gloria Larkin, Co-Chair, WIPP’s Procurement Committee & President, TargetGov

**Give Me 5 Training 102: What’s next after I register on the CCR?** – You’re on the CCR, what’s next? Top level guide on what business owners should be doing after they complete their registration on the Central Contractor Registration. Topics to be discussed include a review of the CCR record, SBA profile, the Small Business Dynamic Search Process, an overview of how the federal government buys products and services, and what are prime and subcontracts and what would be best for your business.

***Date:* February 17, 2010 at 3 PM EST/Noon PST**

[Click here](#) to register.

[Click here](#) to listen to the podcast of the session and to download the supplemental material.

*Instructor:* LaVern Jackson, Co-Chair of WIPP’s Procurement Committee & President, Joint Logistics Managers, Inc.

**Give Me 5 Training 103: The ASBC’s of Government Contracting – Make Your Plan, Work Your Plan** – This interactive webinar will discuss Agencies, Prime-Contractors, Sub-Contractors, Small Business, MicroPurchase Threshold, Simplified Acquisition

Threshold, requirements contract vs. contract vehicle, GSA SmartPay Program, Lines of Business and more. Participants in this session are encouraged to ask questions which may help them enter the federal sector or increase their chances for success.

*Instructor:* Guy Timberlake, CEO and Chief Visionary of The American Small Business Coalition

**Give Me 5 Training 104: Introduction to the GSA Schedule** – Overview of the General Services Administration Schedule and what it can mean for your business. Topics to be discussed include: what it is, why should you have it or not, the fine print and details you should know, as well as expectations and time frames. There will be time allotted for questions and answer.

***Date:* January 26, 2010 at 3 PM EST/Noon PST**

[Click here](#) to register.

*Instructor:* Courtney Fairchild, President, Global Services

**Give Me 5 Training 105: Getting Started in the Federal Procurement Marketplace** – Overview of what you need to do to sign up and get registered as a small business wanting to do business with the Federal Government.

[Click here](#) to listen to the podcast of the session and to download the supplemental material.

*Instructor:* Donn Miller-Kermani, Director, Women’s Business Center – Florida Institute of Technology

**Give Me 5 Training 106: Does the Government Buy What I Sell?** - Find out if the Federal Government buys the product or service your business offers. Learn ways to research what they are buying, when they are buying and who buys the most so you can establish which agencies you will target when marketing. You will also learn how to determine if your price will be competitive with other vendors already offering the government products and services similar to yours.

[Click here](#) to listen to the podcast of the session and to download the supplemental material.

*Instructor:* Kaye Mitchell, President, Certify to Success

**Give Me 5 Training 107: Four Easy Lessons in Free Market Research** – One thing is certain: if you want to win government business, you’re going to spend time and you’re going to spend money. All you get to choose is the mix. This vital one-hour webinar will show you how to find competitive intelligence and prospects from four free courses that

will make your marketing and research budget go further when you're just getting started.

[Click here](#) to listen to the podcast of the session and to download the supplemental material.

*Instructor:* Judy Bradt, Principal, Summit Insight and WIPP National Partner

**Give Me 5 Training 108: Renewing and Developing Your CCR & ORCA Profiles** – Your profile on the federal databases will expire if you don't regularly update/renew your information. This webinar will guide you through renewing your CCR & ORCA profiles, a critical process to being successful in the federal procurement marketplace.

***Date:* January 12, 2010 at 3 PM EST/Noon PST**

[Click here](#) to register.

*Instructor:* Angela Dingle, President, Ex Nihilo Management LLC and WIPP National Partner

**Give Me 5 Training 109: A Guide to Free Resources** – This session will provide an overview of the free, good, and inexpensive cost-effective resources that are available to assist you with the first steps to government contracting.

[Click here](#) to download the supplemental material.

*Instructor:* Judy Bradt, Principal & CEO, Summit Insight and WIPP National Partner

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**Level 2:** *“Yes, I think I am interested...what do I do to get started?”*

Courses are designed for those who have recently registered on the CCR and will explain the basic startup needs for a federal contractor. Webinars will focus on how to develop the basic processes, collaterals, and strategies that will navigate you through the federal procurement system.

**Participants must be WIPP dues-paying members.**

**Give Me 5 Training 201: What to expect when doing business with the Federal Government?** – Participants will come away with a blueprint of how to begin doing business with the Federal Government, from how to get GSA schedules and set aside designations to a discussion of IDIQ's, GWACs and sole source set asides.

[Click here](#) to listen to the podcast of the session and to download the supplemental material.

*Instructor:* Charlene Turczyn, President CMW and Associates Corporation

**Give Me 5 Training 202: Exploring New Frontiers** – Guide to searching through FedBizOpps and using it as a marketing tool, along with the GSA Schedule and the CCR, as well as examining capture planning as a jump start to determine if the opportunity is right for your business.

[Click here](#) to listen to the podcast of the session and to download the supplemental material.

*Instructor:* Donn Miller-Kermani, Director, Women’s Business Center – Florida Institute of Technology

**Give Me 5 Training 203: What you must have ready before you apply for government contracts** – How to fine-tune your business’ presentation for federal contracting, including your website, capability statement, and other written materials.

[Click here](#) to listen to the podcast of the session and to download the supplemental material.

*Instructor:* Gloria Larkin, Co-Chair of WIPP’s Procurement Committee & President, TargetGov

**Give Me 5 Training 204: WBE Certification – How do I get it and what good is it?** – An overview of requirements that must be met to be certified as a Women Business Enterprise, what it is and what it isn’t and how to fully utilize and market your WBE certification once obtained.

[Click here](#) to listen to the podcast of the session and to download the supplemental material.

*Instructor:* Heather Herndon Wright, Senior Director Alliance Relationships, Women’s Business Enterprise National Council (WBENC)

**Give Me 5 Training 205: The Rules of the 8(a) Business Development Program** - A guide to the Code of Federal Regulations (CFR) Title 13 Part 124, covering the provisions of the 8(a) Business Development Program, including both the applicant’s & SBA’s rights, obligations and requirements. Prior to entering the 8(a) program, it is critical to familiarize yourself with Title 13 Part 124 – the more you know, the better you position yourself for sole source contracts, partnering, and many other components of the 8(a) program.

[Click here](#) to listen to the podcast of the session and to download the supplemental material.

*Instructor:* Lisa Dolan, President, SECURIT

**Give Me 5 Training 206: The FAR & The Pitfalls You Must Watch Out For** – A guide to the Federal Acquisition Regulation and the rules you need to know to do business with the Federal Government.

[Click here](#) to listen to the podcast of the session and to download the supplemental material.

*Instructor:* Pamela J. Mazza, Managing Partner, PilieroMazza, PLLC

**Give Me 5 Training 207: Success Strategies** – A guide to strategies and tactics for your business to be successful in federal procurement, including an analysis of vulnerability in your local marketplace and creating niche demand.

[Click here](#) to listen to the podcast of the session and to download the supplemental material.

*Instructor:* Catherine Giordano, President/CEO, Knowledge Information Systems, Inc.

**Give Me 5 Training 208: Prime vs. Subcontracting** – An overview of the different levels of contracting and what is best for your business.

[Click here](#) to listen to the podcast of the session and to download the supplemental material.

*Instructor:* Sylvia Medina, President, North Wind, Inc.

**Give Me 5 Training 209: Eligibility Requirements for the 8(a) BD program** - This session will focus on: the requirements for participation, who is socially and economically disadvantaged, the advantages of 8(a) certification, and the program length.

[Click here](#) to listen to the podcast of the session and to download the supplemental material.

*Instructor:* Lisa Dolan, President, SECURIT

**Give Me 5 Training 210: How to Use Free Government Resources to Identify Market Segments, Specific Opportunities and Make a Better Pitch** – Guide to using E-Gov tools for market research like FDPS and FBO, procurement forecasts, PCRs, OSDBUs, and Strategic Plans.

*Date:* TBA

*Instructor:* TBD

**Give Me 5 Training 211: All About the OSDBU** – The Office of Small and Disadvantaged Utilization provides a representative to Federal Agencies to promote small businesses and to connect you with contractors. How to most effectively work with the Agency's OSDBUs to help you win federal contracts.

[Click here](#) to listen to the podcast of the session and to download the supplemental material.

*Instructor:* Doña Storey, President, GOVtips.biz

**Give Me 5 Training 212: GSA Schedules Part II** – An in-depth guide to GSA Schedules including what they are and what they aren't, the application process, market scopes and trends, e-buy and advantage, state access, differences between schedules and GWACs, and important clauses that cause compliance problems.

*Date:* TBA

*Instructor:* TBD

**Give Me 5 Training 213: Small Business Certifications and Parity** – Topics to be covered include: when isn't Small considered Small, an introduction to certifications and programs like HUBZone and 8(a), the question of self certification. Questions to be addressed include how do contracting officers view certifications and how do small business programs play with other socio-economic programs?

*Date:* TBA

*Instructor:* TBD

**Give Me 5 Training 214: Designing a Government Contracts Compliance Program** – A guide to what is required (prime vs. subcontractor, big versus small), the compliance manual, accounting systems, employment requirements, internal procurement processes, false statements/false claims/FCPA/ gifts, and training and accountability.

*Date:* TBA

*Instructor:* TBD

**Give Me 5 Training 215: M/W/DBE Certification** – An overview of Minority, Women, and Disadvantaged Business Enterprise certifications and how they can help you do business with the Federal Government.

***Date:* December 17, 2009 at 3:00 PM EST/Noon PST**

[Click here](#) to register.

*Instructor:* C Denise Farris, Managing Member & Attorney at Law, Farris Law Firm LLC and WIPP National Partner

**Give Me 5 Training 216: Marketing to the Government** – Learn the tricks of the trade in effectively marketing your business to the Federal Government. What information is critical? What will set your materials apart from the rest? This introduction will set you on the right path for designing your Federal Government Marketing plan.

*Date:* TBA

*Instructor:* TBD

**Give Me 5 Training 217: Business Development and Certification** – Looking to grow your business? Join us to learn about avenues and resources that will help you take your company to the next level. Hear how to use certification as a marketing tool and examples of WBE's that have achieved business growth success.

***Date:* February 25, 2010 at 3 PM EST/Noon PST**

[Click here](#) to register.

[Click here](#) to listen to the podcast of the session and to download the supplemental material.

*Instructor:* Nancy Allen, President & CEO, Women's Business Development Center/Florida Regional Partner of WBENC

**Give Me 5 Training 218: Learn the Art of Networking** - How to continuously network at optimal levels to attract Government clients. This training is designed to change your experience with networking by using targeted techniques to prepare yourself to be compelling to Government clients. We will go through examples of elevator pitches and discuss enhancement strategies to achieve the end results-- to get more business!

[Click here](#) to listen to the podcast of the session and to download the supplemental material.

*Instructor:* Angela Mitchell, President and CEO, ARM Consulting and WIPP National Partner

**Give Me 5 Training 219: How to Respond to Sources Sought Notices and Requests for Information (RFIs)** - Requests For Information (RFIs) and Sources Sought Notices are being used more often as part of the mandated Market Research process. These processes are used to identify businesses capable of doing specific work before the opportunity is formally advertised, and also to determine if a small business may be capable - with a set-aside or even sole source contract as a possible result. We will discuss the purpose of these notices, the value of responding, how to respond, how to position your firm before and after responding and what the next steps are after responding.

***Date:* January 20, 2010 at 3 PM EST/Noon PST**

[Click here](#) to register.

*Instructor:* Gloria Larkin, Co-Chair, WIPP's Procurement Committee & President, TargetGov

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### **Level 3:** “How do I take my business to the next level with federal contracts?”

Courses are intended for business owners that are looking to expand their federal contracting business. Webinars will provide information to fine-tune processes and skill sets, and will give you a stronger knowledge base to successfully compete for contracts.

A focus will be on positioning as the best prime or sub, and discuss financial commitments and other considerations.

**Participants must be WIPP dues-paying members.**

#### **Give Me 5 Training 301: Planning and Executing a Memorable Agency Capability**

**Briefing** - Set you and your company head and shoulders above your competition from the very first meeting you have with the Small Business Representative, Contracting Officer or Program Manager. We'll cover how to request an in-person meeting, the recommended pre-meeting research, documentation to take with you, discussion points, and post-meeting follow-up.

**Date: March 17, 2010 at 4 PM EDT/1 PM PDT**

[Click here](#) to register.

[Click here](#) to listen to the podcast of the session and to download the supplemental material.

*Instructor:* Gloria Berthold Larkin, Co-Chair WIPP's Procurement Committee & President, TargetGov

#### **Give Me 5 Training 302: A Comprehensive Overview of Stimulus Spending: How Small Business Can Find the Money**

[Click here](#) to listen to the podcast of the session and to download the supplemental material.

*Instructor:* Ann Sullivan, WIPP Government Relations & President, Madison Services Group, Inc.

#### **Give Me 5 Training 303: Pitfalls to Growth – What's Keeping You from Winning Contracts (Part A)**

- This two part series will assist you with discovering the most common strategies that business owners overlook when trying to win a government contract. In Part A of this series, the focus will be on Customer Relationship

Management. You learn: how the government is different from your other customers, what to keep in mind when connecting with the government, and tips and success strategies for building a successful Customer Relationship.

[Click here](#) to listen to the podcast of the session and to download the supplemental material.

*Instructor:* Catherine Giordano, President/CE, Knowledge Information Solutions, Inc.

**Give Me 5 Training 303: Pitfalls to Growth – What’s Keeping You from Winning Contracts (Part B)** - This two part series will assist you with discovering the most common strategies that business owners overlook when trying to win a government contract. In Part B of this series, the focus will be on finance, profitability, and administration. You will learn: how to establish an effective financial reporting structure, financial considerations for development of cost proposals, and the infrastructure that must be in place to ensure your success.

[Click here](#) to listen to the podcast of the session and to download the supplemental material.

*Instructor:* Catherine Giordano, President/CE, Knowledge Information Solutions, Inc.

**Give Me 5 Training 304: In-depth Guide to Working with the Agencies & OSDBUs**

*Date:* TBA

*Instructor:* TBD

**Give Me 5 Training 305: How to Use 8(a) Certification to Your Advantage**

*Date:* TBA

*Instructor:* Nancy Goshow, Senior Managing Partner, Goshow Architects, LLP

**Give Me 5 Training 306: Subcontracting and Teaming in Federal Contracting** – Topics include: a guide to the pros and cons, clauses to consider to protect yourself and your business, relationship to subcontracting plans, the problem of bait and switch, prompt payment problems, and when is a teaming agreement binding.

[Click here](#) to listen to the podcast of the session and to download the supplemental material.

*Instructor:* Pamela J. Mazza, Managing Partner, PilieroMazza, PLLC

**Give Me 5 Training 308: A Business owner’s Introduction to Lien Laws, Prompt Payment Acts and their Impact on Commercial Development or Tenant Finish**

*Date:* TBA

*Instructor:* Denise Farris, Managing Member & Attorney at Law, Farris Law Firm LLC

**Give Me 5 Training 309: Joint Ventures**

This session will focus on the use of joint ventures to grow your government contract business. Topics include: What is a Joint Venture? What are the risks and rewards of entering into a Joint Venture Agreement? How does the Small Business Administration regulate Joint Ventures? Will a Joint Venture affect my size status? The SBA's mentor-protégé program will also be discussed.

[Click here](#) to listen to the podcast of the session and to download the supplemental material.

*Instructor:* Patricia Meagher, Attorney, Rossi & Meagher LLP and WIPP National Partner

#### Give Me 5 Training 310: Mentor-Protégé Agreements

*Date:* TBA

*Instructor:* Patricia Meagher, Attorney, Rossi & Meagher LLP and WIPP National Partner

#### Give Me 5 Training 311: Most Common Problems during Contract Performance and How to Resolve These Problems

*Date:* TBA

*Instructor:* Patricia Meagher, Attorney, Rossi & Meagher LLP and WIPP National Partner

#### Give Me 5 Training 312: Business Protection

This training session will focus on protecting your business through Confidentiality and Nondisclosure Agreements, Non-Solicitation and Non-Compete Agreements, Employment and Consulting Agreements, Phantom Stock versus Ownership Rights, Buy-Sell agreements and more.

*Date:* TBA

*Instructor:* Pamela J. Mazza, Managing Partner, PilieroMazza, PLLC

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**Level 4:** The Level 4 courses will consist of in-depth agency briefings.

**Participants must be WIPP dues-paying members.**

#### Give Me 5 Training 401: Working with the HHS OSDBU

Learn how the Department of Health and Human Services (HHS) Office of Small and Disadvantaged Business Utilization (OSDBU) conducts women-owned and small business contracting outreach.

[Click here](#) to listen to the podcast of the session and to download the supplemental material.

*Instructor:* Debbie Ridgely, Director, OSDBU, HHS.

**Give Me 5 Training 402: Working with the USDA OSDBU**

Learn how the U.S. Department of Agriculture (USDA) Office of Small and Disadvantaged Business Utilization (OSDBU) conducts women-owned and small business contracting outreach.

[Click here](#) to listen to the podcast of the session and to download the supplemental material.

*Instructor:* Sherry Cohen, Senior Program Analyst, OSDBU, USDA.

**Give Me 5 Training 403: Doing Business with the U.S. Department of Justice**

Learn how to do business with the U.S. Department of Justice (DOJ).

[Click here](#) to listen to the podcast of the session and to download the supplemental material.

*Instructor:* David Sutton, Director, Office of Small and Disadvantaged Business Utilization, DOJ.

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**Level 5:** Small, customized advisory circles for strategic federal procurement assistance, education and collaboration with other women business owners.

**Procurement Circle:** Join a network of WIPP members who are government contractors and who want to share ideas, information, and contacts, and are interested in doing business together. The Circle will be limited to members that are engaged in federal contracting and seeking targeted programming and support for their government contracting line of business. At meetings you will discuss strategies for agencies, and address concerns raised by the group, whether it is a practical problem, or a policy problem. This Circle is not intended for vendors who are seeking to sell services to government contractors, but rather a group of contractors interested in growing their business. The program will be coordinated by Ann Sullivan, WIPP Government Relations, who is an acknowledged expert in understanding and advocating for small business government contractors. The Circle may meet via teleconference or in a periodical physical meeting in Washington D.C. and will convene 4-6 times per year. The Circle will have its own pass-coded website page which will facilitate interaction among members and sharing of important and confidential contracting information. The fee for the Procurement Circle is \$2,500 and includes a National Partner membership.

**Get in the Game:** Join a network of WIPP members who want to contract with the federal government and who are assembling their contracting strategies. At meetings you will discuss procurement strategies and specific agency strategies. This network is

not intended for vendors who are seeking to sell services to government contractors, but rather a group of contactors interested in growing their business. The program will be coordinated by Ann Sullivan, WIPP Government Relations, who is an acknowledged expert in understanding and advocating for small business government contractors. Contracting Strategies may meet via teleconference or in Washington D.C. and will convene 4-6 times per year. This network will have its own pass-coded website page which will facilitate interaction among members and sharing of important and confidential contracting information. The fee for Contracting Strategies is \$2,500 and includes a National Partner membership.



### **About Women Impacting Public Policy (WIPP)**

Women Impacting Public Policy is a national bi-partisan group comprising over half a million members. The non-profit organization is the public policy voice for 45 national Women in Business groups and is The Voice for Women in Business in Our Nation's Capital. WIPP strengthens its members' sphere of influence in the legislative process, creates economic opportunities for members and builds alliances with other small business organizations. Visit [www.wipp.org](http://www.wipp.org).



### **About American Express OPEN<sup>SM</sup>**

American Express OPEN is dedicated to the success of small business owners and their companies. OPEN supports business owners with exceptional service. With tailored products and services, the team delivers purchasing power, flexibility, control and rewards to help customers run their business. Specifically, business owner customers can leverage an enhanced set of products, tools, services and savings, including charge and credit cards, convenient access to working capital, robust online account management capabilities and savings on business services from an expanded lineup of partners. To obtain more information about OPEN, visit [OPEN.com](http://OPEN.com), or call 1-800-NOW-OPEN to apply for a card or loan. Terms and conditions apply.

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