



GIVE ME FIVE
5%

EDUCATION AND ACCESS FOR WOMEN
IN FEDERAL CONTRACTS

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.**

WIPP We Decide
The Women's Initiative Program
for Small Business Capital

AMERICAN EXPRESS OPEN

GIVEME5.COM

Give Me 5 Training 102: What's Next After I Register on the CCR?

Course Instructor: LaVern Jackson, President, Joint Logistics Managers, Inc. & 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



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





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.





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



102 Training Agenda

- **What Business Owners Should Do After Central Contractor Registration (CCR)**
 - **Review of CCR**
 - **SBA Profile**
 - **The Small Business Dynamic Search Process**
 - **How the Government Buys**
 - **Prime and Subcontractors**
 - **What's Best for Your Business**

After CCR

- **Establish Relations**
- **Understand:**
 - **Federal Procurement System**
 - **The Language**
 - **Your Target Market**
 - **The Players**

Pleasantly Persistent or Persistently Pesky

Review CCR

- **Check and Update**
 - **CCR Extracts – provides officials access to ALL vendor data**
- **Check and Update**
 - **CCR Tools – provides internet access to all vendor data**
- **Check and Update**
 - **CCR FOIA – available to anyone**

www.ccr.gov

SBA Profile/DSBS

Small Business Administration Profile

**Portrait of how small businesses perform and their
importance**

Dynamic Small Business Search (DSBS)

Generally a self-certifying database

How Government Buys

- **The Federal Acquisition Regulation (FAR)**

Primary source of authority governing procurement

FAR 4.11 – Prospective vendors must be registered in CCR prior to contract award

- **General Services Administration (GSA)**

Centralized federal procurement and property management agency

- **Federal Business Opportunities (FedBizOpps)**

- **The single point of entry for Federal Opportunities over \$25,000**



PRIME AND SUBCONTRACTORS

FAR 9.6 (Contractor Team Arrangements)

- **2 or more companies forming a partnership**
- **Agreement to act under a specified government contract or acquisition program**



WHAT'S BEST FOR MY BUSINESS

- **Focus on core competencies**
- **Target selective Federal Agencies**
- **Wisely choose contracts you can manage**
 - **Make personal visits**
 - **Build relationships**
 - **Always do your research**
- **Ensure website is accurate, accessible and “all that”**
 - **Be patient, professional and persistent**

Questions?



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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

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(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.

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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) for more information.