



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.**

   **OPEN**

GIVEME5.COM

Give Me 5 Training 104: Introduction to the GSA Schedule

Course Instructor: Courtney Fairchild



Women Impacting Public Policy (WIPP)

- The Voice for Women in Business in our Nation's Capital.
- National bipartisan public policy organization representing over half a million Women Business Owners including over 48 business organizations.
- Advocates for and on behalf of women and minorities in business.
- Thirty local Instant Impact teams across the country engaging with legislative officials and the business community to advocate for Women Business Owners.

www.wipp.org



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.
- 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



Instructor

**Courtney
Fairchild**

President
Global Services, Inc.

Global Services' Five Winning Services

- ★ Federal Market Analysis
- ★ GSA Schedule Assistance
- ★ Proposal Development
- ★ Business Development Mentoring
- ★ Training



The GSA Multiple Award Schedule (MAS) Program



What is a GSA Schedule?

- ★ A GSA Schedule Is a Catalog of Contractors That Have Been Awarded a Contract by GSA That Can Be Used by All Federal Agencies
- ★ It Mirrors Commercial Buying Practices
- ★ Past Performance Based Contract
- ★ Facilitates Government Procurement
 - Over 10,000,000 Commercial Items and a Multitude of Services Can Be Purchased From Over 15,000 Companies Worldwide



Schedules Overview

- ★ Govt. Wide Acquisition Contract (GWAC) with optional Worldwide Scope
- ★ Open Season Solicitations
- ★ 5 Year Period of Performance (Three 5 Year Renewals)*
- ★ No Maximum Order Limitations (Thresholds)
- ★ No FedBizOpps Posting Requirements
- ★ 3 Requests For Quotations (RFQs) then **Best Value** Award
- ★ Pricing is Already Determined "Fair and Reasonable"
- ★ Federal Spot Discounting Permissible With No Repercussions
- ★ 0.75% Industrial Funding Fee (IFF)
- ★ Quarterly Reporting Only (GSA is **not** involved in orders)



Which GSA Schedule Is
Right For Us?



Services Schedules

- ★ Advertising & Integrated Media Services
- ★ Consolidated Products and Services Schedule (Corporate Contract)
- ★ Domestic Delivery Services
- ★ Environmental Services
- ★ Energy Management Services
- ★ Facilities Maintenance & Management
- ★ Financial & Business Solutions
- ★ Govt. Wide Employee Relocation
- ★ HR Mgmt & EEO Services
- ★ Information Technology
- ★ Laboratory Services
- ★ Language Services
- ★ Logistics Worldwide
- ★ MOBIS
- ★ Office, Imaging & Document Man.
- ★ Professional Engineering Services
- ★ Professional Medical/Healthcare
- ★ Security Solutions Schedule
- ★ Temporary Administrative and Professional Staffing Services
- ★ Product Schedules Cover Literally Almost Any Type of Product Imaginable



GSA Schedule Sales FY 05-08

Major Schedule Sales By Fiscal Year

	<u>Schedule</u>	<u>FY-05</u>	<u>FY-06</u>	<u>FY-07</u>	<u>FY-08</u>
IT Equipment, Software, & Services	70	\$16,791,828,236	\$16,559,754,208	\$16,671,210,692	\$15,860,498,190
Management Consulting	874	\$2,951,200,864	\$3,340,867,599	\$3,605,820,038	\$3,979,725,423
Professional Engineering Services	871	\$2,337,412,379	\$2,728,535,692	\$2,819,196,969	\$2,766,067,166
Total Solutions for Law Enforcement	84	\$2,221,035,275	\$2,296,136,117	\$2,244,527,467	\$2,554,868,528
Financial & Business Solutions	520	\$745,943,748	\$810,051,678	\$976,370,303	\$1,068,497,743
Office Furniture	71 I	\$863,067,089	\$850,077,531	\$892,987,143	\$944,990,737
Consolidate Products and Services (CPASS)	CORP	\$1,013,115,062	\$958,531,338	\$876,133,614	\$925,188,238
The Office, Imaging & Document Solution	36	\$776,034,053	\$891,827,616	\$919,179,176	\$852,882,055
Scientific Equipment and Services	66	\$536,826,409	\$598,047,081	\$702,606,257	\$793,033,091
Logistics Worldwide Services	874 V	\$449,649,884	\$591,440,855	\$644,417,005	\$733,341,580
Transportation, Delivery & Relocation Solutions	48	\$401,908,031	\$443,927,109	\$564,082,339	\$684,126,076
Office Products/Supplies & Services	75	\$574,595,031	\$550,258,457	\$576,223,541	\$649,045,548
Hardware Superstore	51 V	\$590,881,859	\$551,604,734	\$623,937,583	\$631,321,663
Building & Building Materials	56	\$538,930,302	\$495,936,113	\$465,226,546	\$520,209,585
Advertising, Integrated & Marketing Services	541	\$365,320,127	\$419,012,667	\$522,078,177	\$518,843,965
Environmental Services	899	\$380,471,726	\$358,419,414	\$338,435,760	\$377,683,055
Sports, Promotional, Outdoor & Rec Equipment	78	\$395,161,713	\$347,427,356	\$308,953,518	\$364,188,033
Training Aids and Training Services	69	\$146,591,149	\$152,236,063	\$229,115,845	\$289,859,917
Facilities Maintenance & Management	03FAC	\$69,419,381	\$114,862,302	\$153,816,272	\$203,174,986
Human Resources and EEO Services	738 X	\$139,636,687	\$159,243,746	\$177,424,885	\$177,615,126
Audio/Video, Telecommunications Equipment	58 I	\$193,807,757	\$164,983,685	\$184,117,776	\$173,353,709
Vehicular Multiple Award Schedule (VMAS)	23 V	\$173,563,027	\$153,311,202	\$136,274,246	\$150,194,665
Language Services	738 II	\$123,421,942	\$145,078,595	\$145,309,801	\$109,561,514
Total Sale		\$33,881,468,734	\$35,236,880,193	\$36,130,541,705	\$36,721,149,078



Advantages For Government

- ★ Millions of State-of-the-Art Commercial Products and Services
- ★ Orders Can Be Placed by Any Government Employee With Purchase Authority
- ★ Built-In Time and Money-Saving Tools For the Agency
 - Teaming Arrangements
 - Blanket Purchase Agreements
 - Pricing is “Fair and Reasonable”



Advantages For Industry

- ★ Priority Source of Supply Under FAR Part 8
- ★ Direct Customer Relationship (GSA is **not** involved in the order process)
 - Best Value Decision
 - Customization Possible
- ★ Limited Competition
- ★ Small and Large Business Participation
- ★ Speed



Just How Fast?

- ★ It Takes an Average of 13-15 Days to Issue a GSA Schedule Order

VERSUS

- ★ This Compares to an Average 268 Days to Put a Contract in Place with Full and Open Competition



What's the Plan?





Getting Started...

- ★ Download the Appropriate Solicitation
 - www.fedbizopps.gov
 - <http://www.gsaelibrary.gsa.gov>
- ★ Analyze RFP (150+ Pages)
- ★ Determine Eligibility to Prime GSA Schedule
- ★ Allocate Resources for the GSA Schedule Proposal Process



Global Services' Process

Week 1??

Week 2

Week 3

Data Collection

Prop. Development

Review & Submit

WAIT

•Representations & Certifications; Labor Category Descriptions; Pricing; Supplemental Information; Technical Proposal; Resumes.

~ Week 6

~ Week 9+

~ Week 12+

Financial Review

Admin. Review

Negotiations

WAIT

Pass / Reject

Compliant?? -
Accurate??

Price Justification

~ Week 14+

~ Week 15+

~ Week 16+

FPR

Award

Final Paperwork

Sales



Ordering Methodologies

PRODUCTS

**FEDERAL ACQUISITION
REGULATION 8.404**

SERVICES

**GSA ESTABLISHED
PROCEDURES FAR 8.402**



Orders For Products

- ★ Under \$3000 – The Government Can Order From Any Schedule Contractor
- ★ Over \$3000 and Under Your Maximum Order Threshold – The Government Should Get Three Quotes Before Ordering
- ★ Over the Maximum Order Threshold – The Government Follows the Same Procedures for Orders Over \$3000, Looks at Additional Pricelists and Seeks Price Reductions Before Ordering



Orders For Services

GSA'S INSTRUCTIONS TO GOVERNMENT



Outlines 3 simple steps



Step One – Preparing the RFQ

Prepare a Performance Based Statement of Work That Outlines, at a Minimum:

- ★ Work to Be Performed
- ★ Location of Work
- ★ Period of Performance
- ★ Applicable Standards
- ★ Delivery Schedule
- ★ Acceptance Criteria
- ★ Special Requirements

GOVERNMENT OR CONTRACTOR?



Step Two – Transmitting the RFQ

- ★ Send to 3 - If Order Is Between \$3,000 and the Maximum Order Threshold
- ★ Orders Over the Maximum Order Threshold Should Be Sent to Additional Contractors



Step Three – Making the Award

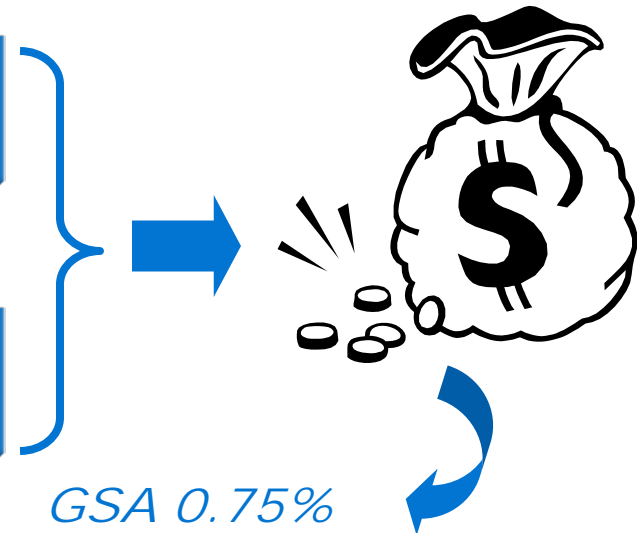
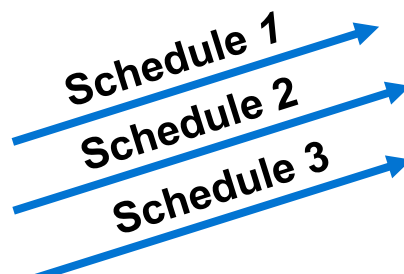
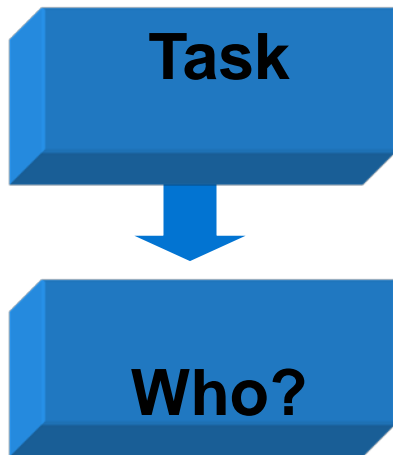
- ★ The Ordering Office, at a Minimum, Should Document Orders by Identifying the Contractor the Services Were Purchased From, the Services Purchased, and the Amount Paid
- ★ If Other Than a Firm-fixed Price Order Is Placed, Such Documentation Should Include the Basis for the Determination to Use a Labor-hour or Time-and-materials Order
- ★ As the Contractor You Must Be Prepared to “Handhold” the Government Through this Process



GSA Services Order Summary

AGENCY

CONTRACTOR





Final Questions?

Questions?



Courtney Fairchild
Global Services, Inc.
(202) 234-8933

cfairchild@globalservicesinc.com

www.globalservicesinc.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

Questions? Contact WIPP Staff

Membership Director: Stephanie McFee ▪ 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 a blue 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, and OPEN.

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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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 Stephanie(smcfee@wipp.org) for more information.