



Maryland  
**PTAP**  
Procurement Technical Assistance Program  
*A program of the Maryland SBDC Network*

**At the University of Maryland**



**Presented by:**

**Ralph  
Blakeney**

**March 3, 2011**

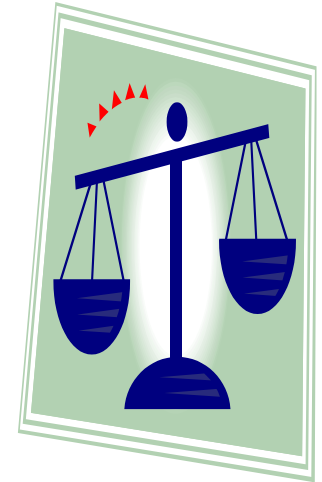
# Procurement Technical Assistance Program

## Mission

- The mission of the Procurement Technical Assistance Program (PTAP) is to provide assistance to businesses seeking to compete successfully in federal, state and local government contracting.
- There are 94 Procurement Technical Assistance Centers (PTAC's) - with over 300 local offices that form a nationwide network of dedicated procurement professionals working to help local businesses compete successfully in the government marketplace.
- The Procurement Technical Assistance Program was authorized by Congress in 1985 in an effort to expand the number of businesses capable of participating in the Government Marketplace. The program is administered by the Department of Defense, Defense Logistics Agency (DLA).

# What the Government & Primes Want

- High standards of product & service quality
- To do business with vendors that:
  - meet requirements/specifications (even if at a higher price)
  - on time delivery
  - perform within budget
- Timely and direct communication



**Best Value**

# The PTAP Assists Small Businesses

- In Becoming Compliant with the 7 FAR Standards of Responsibility
  1. Adequate Financial Resources
  2. Compliance With Performance & Delivery Schedules
  3. Satisfactory Capability & Performance Records
  4. Satisfactory Record of Integrity & Business Ethics
  5. Necessary Experience, Accounting, Organizational & Operational Controls
  6. Necessary Equipment and Facilities
  7. Otherwise Qualified and Eligible

**“Technical, Organizational, & Cultural”**

# Advises Small Businesses on

- **Marketing/Selling** to Govt Agencies & Prime Contractors
- **Relationship-building** (getting to know their customers)
- **Targeting agencies/primes:**
  - Knowing & understanding:
    - Their mission
    - What they need/buy
    - When they buy
    - From whom they buy
    - How they buy
    - Where they buy
    - How to be chosen over competitors

**Becoming a responsive, responsible, accountable vendor/"Partner"**

# Clients learn about

- Acquisition Plans
- Sources Sought
- Bid Notices/conferences
- Government Websites
- What federal & state governments purchase
- Strategic Marketing (Find-Sell-Grow)

# Assist Clients in Creating Marketing & Strategic Plans

- Identifying and:
  - targeting specific agencies
  - contacting decision makers
- Identifying:
  - Identifying expiring contracts that match client capabilities
  - Identifying opportunities in awarded contracts
  - competitors & partners
  - Program problems & potential solutions
- Obtaining future bid information
- Agencies' hot buttons
- Understanding best value considerations

# Building Relationships

## Advocacy and Support

### **Advocacy: Agency OSDBU's**

- Get to know them
- Attend their outreach sessions
- Keep them appraised of your accomplishments

### **Support Resource: Maryland PTAP**

- Register to become a client
- Work conscientiously with your counselor



# Last But Not Least

- Clients are counseled on how to:
  - Make personal contact versus using e-mail
  - Always have a reason for following up
  - Not to be adversarial or a “know-it-all”
  - Be persistent and patient
  - Develop a pipeline of sales calls

**FOCUS ON DEVELOPING RELATIONSHIPS**

**(“partners” vs vendors/contractors)**

# Specialized Workshops & Training Classes

- Federal Government Contracting for IT Companies
- Program/Project Management for Small Businesses
- Winning Cost Proposals
- SBIR and STTR Proposal Preparation
- How to Respond to an RFP; RFQ; RFI; IFB; etc.
- General Services Administration (GSA Schedules)
- Successful Contracting with the Federal Government
- Introduction to Federal Contracting & Simplified Acquisitions
- CCR & Dynamic Small Business Search Engine registration
- Radio Frequency Identification (RFID)
- Wide Area Work Flow (WAWF)



**And much more:**

# Here's What to do for Yourself

- Delegate selling responsibilities only after you know how to sell
- Always follow a marketing piece with a sales call
- Present your technical/organizational capabilities long before your social & economic status
- Obtaining a GSA Schedule will not guarantee an order. You must market the contract.
- Members of Congress may open doors for you – it is still very important to have a solution to a problem once you are let inside
- Visit targeted agency websites frequently
- Pursue opportunities vigorously, bid often and follow-up
- Seek Advocacy and Support

# Summary of Services

- One-on-one counseling (at no cost to you)
- Training workshops and seminars
- Developing marketing strategies
- Bid & proposal assistance
- Opportunity identification (Electronic Bid Match System)
- Government certifications & registrations
- GSA Schedule application
- Government policies & regulations
- Pre and post award audits
- Business Assessments and much, much more...



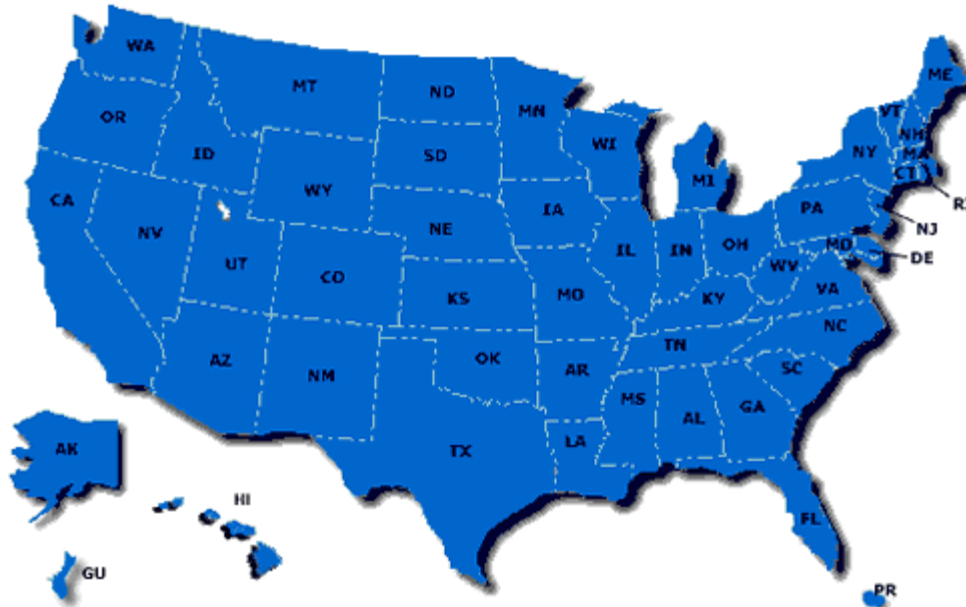
# How to become a client....

- Have a primary place of business in Maryland
  - Be a viable government contractor/supplier
  - Be willing to actively pursue bid opportunities
  - Be willing to submit Semi-Annual Client Award Reports
  - Be willing to submit an annual evaluation survey on the PTAP Services you have received
- 
- Go to:
  - **The Maryland PTAP Website: [www.mdptap.umd.edu](http://www.mdptap.umd.edu)**
  - **Click on: Contact Us**
  - **Complete & submit: the online request for counseling form.**



# Find a Procurement Technical Assistance Center

<http://www.aptac-us.org/new/contact.php>



## University of Delaware PTAC

**Juanita Beauford** - Program Manager

Phone: (302) 831-0780

Email: [jbeau@udel.edu](mailto:jbeau@udel.edu)

## George Mason University Virginia PTAP

**James Regan** - Director Virginia PTAP

Phone: (703) 277-7755

Email: [jregan@gmu.edu](mailto:jregan@gmu.edu)

## Southeast Pennsylvania PTAP

Regional PTAC

**Clyde Stoltzfus** - Program Director

Phone: (215) 898-1219

Email: [clydes@wharton.upenn.edu](mailto:clydes@wharton.upenn.edu)

## Maryland Procurement Technical Assistant Program

University of Maryland

**Denise Warner** - Program Director

Phone: (301) 403-2740 Ext: 30

Email: [dwarner@mdptap.umd.edu](mailto:dwarner@mdptap.umd.edu)

## District of Columbia

Procurement Technical Assistance Center

**Ben Simmons**, Program Manager

Phone: (202) 741-0858

Email: [ben.simmons@dc.gov](mailto:ben.simmons@dc.gov)



Maryland  
**PTAP**  
Procurement Technical Assistance Program  
*A program of the Maryland SBDC Network*

## MD PTAP Staff

**Denise Werner**

*Program Director*

**Ralph Blakeney**

*Technology Industry Manager,  
MD PTAP & SBDC*

**Mary Lee Kolich**

*Procurement Specialist*

**Arthenia Le Flore**

*Procurement Specialist*

**Bonnie Maliszewski**

*Procurement Specialist*

**Morgan Allyn**

*Procurement Specialist*

**Chirina Chatman**

*Procurement Specialist*

**Melissa Simpson**

*Intake & Program Coordinator*



**MD Procurement Technical Assistance Center**

7100 Baltimore Avenue, Suite 402

College Park, Maryland 20740

For a PTAP office in your area

**Call Toll Free: 866-228-0432 x27**



UNIVERSITY OF  
**MARYLAND**