



APEX Accelerator Delaware Business-to-Government (B2G) 7-Part Contracting Workshop Series for 2024

APEX Delaware conducts a 7-part series of interactive workshops focused on Business-to-Government (B2G) contracting. The series is designed to provide valuable heads-on/hands-on practicum training and counseling advice in contracting with Federal and State/Local government agencies. The workshops are presented in sequence with the government acquisition and contracting process model, so registering for the entire series will provide the best results for learning and retention of complex contracting subject matter.

Who should participate in each of the workshops?

Individuals who are responsible for the company's: Market Research and Sales, Proposal Writers, Purchasing/Buying, Contract Managers/Administrators, Small Business Liaison Officers (SBLO), and all others who need to understand the policies, practices, procedures, and processes of Federal and State/Local government contracting.

Workshop Schedules

There are two sessions scheduled for each Workshop; one virtual and one in-person live. Listed below are the schedules for each workshop.

To register for the workshops, please go to <https://deptac.ecenterdirect.com/events?> You will need to register for each workshop separately.

NOTE: To all Virtual Participants; Ensure your computer/laptop is effectively set up for Zoom and that all attendees are efficient in using the Zoom app. We will not have time to troubleshoot individual computer/laptop or user issues. Attending in-person live is the alternative.

Workshop I: Industry, Product, and Service Codes Identify Type of Business and Products/Services Sold

17 JAN 24 (0900-1100) Virtual via Zoom invitation prior to course offering date.

18 JAN 24 (0900-1100) Live in-person at Delaware Biotechnology Institute (DBI), 15 Innovation Way, Newark, DE. (the corner of Library Ave. and Wyoming Rd.)

Course Content: Using the correct/proper NAICS/SIC Codes, PSC/FSC Codes, and UNSPSC of NIGP Codes for the products/services your business wants to sell to the government. Using these codes to clearly identify your business and its products/services match more exactly with the government's solicited requirements. Correct coding results in better Solicitation/Bid Matching! Learn to use resource tools to properly define your company's Primary/Secondary NAICS/SIC Codes, PSC/FSC Codes, UNSPSC Codes, and NIGP Codes.

Workshop II: Market Research-Does The Government Buy What Your Company Sells? How Much? How Often? If So...How Much? How Often?

31 JAN 24 (0900-1100) Virtual via Zoom invitation prior to course offering date.

01 FEB 24 (0900-1100) Live in-person at Delaware Biotechnology Institute (DBI), 15 Innovation Way, Newark, DE. (the corner of Library Ave. and Wyoming Rd.)

Course Content: Do Federal and/or State/Local governments buy the products/services your company sells? If so, how much and how often? Adequate Market Research to answer these questions is essential to determining if selling to these government agencies is a wise economic business objective. Learn to use tools to research if the government buys what your company sells, and how much/ how often; tools i.e., SAM.gov Contracting Opportunities, GSA/VA Schedules, Military Supply Systems, Bid Boards (i.e., DIBBS, FedConnect), Military Exchanges and MWRs, Grants.gov, Delaware State's MyMarketPlace, NASPO (other states), and more.

Workshop III: Government Contracting Registrations & Certifications

14 FEB 24 (0900-1100) Virtual via Zoom invitation prior to course offering date.

15 FEB 24 (0900-1100) Live in-person at Delaware Biotechnology Institute (DBI), 15 Innovation Way, Newark, DE. (the corner of Library Ave. and Wyoming Rd.)

- If your company decides to sell directly to the Federal government, is it registered in the System for Award Management (SAM): with all the relevant NAICS and PSC codes, timely updates made yearly, LOGIN.gov 2-part authentication in effect, notarized Entity Administrator letter submitted, SBA certifications indicated, etc.?
- If your company decides to sell to Delaware State/Local government or out-of-state; are all licenses, registrations, and certifications in effect at the State government level?
- If your company decides to do business in other states See NASPO.), are all licenses, registrations, etc., complete?
- Is your company interested in only subcontracting to Prime Contractors/Vendors?

Learn to use certification/registration tools, i.e., GSA Unique Entity Identification (UEI), LOGIN.gov, SAM.gov, SBA certification programs, Delaware One Stop Business Registration and Licensing System, Delaware's MyMarketPlace, and others.

Workshop IV: Solicitations (Contracting Opportunities) Searches

28 FEB 24 (0900-1100) Virtual via Zoom invitation prior to course offering date.

29 FEB 24 (Leap Year; 0900-1100) Live in-person at Delaware Biotechnology Institute (DBI), 15 Innovation Way, Newark, DE. (the corner of Library Ave. and Wyoming Rd.)

- When your company is prepared to commence actively searching for Federal and/or State/Local government solicitations, are the company's marketing & salespeople searching in all the right government solicitation portals (a.k.a., Single Point of Entry—SPOE, Government Point of Entry—GPE, etc.)?
- Do your company's products and services align with the technical, quality, functional, etc., requirements synopsized (advertised) on these sites?

Learn to conduct research for government contracting opportunities using various Federal and State/Local contract search tools, i.e., Agency Annual Acquisition Forecasts, Military Supply Commands, SBIR/STTR Announcements, as well as SPOEs/GPEs, i.e., SAM, GSA/VA Schedules, Military Exchanges & MWRs, Delaware's MyMarketPlace, NASPO, etc.

Workshop V: Teaming Arrangements (Subcontracting, Mentor-Protégé, etc.)

13 MAR 24 (0900-1100) Virtual via Zoom invitation prior to course offering date.

14 MAR 24 (0900-1100) Live in-person at Delaware Biotechnology Institute (DBI), 15 Innovation Way, Newark, DE. (the corner of Library Ave. and Wyoming Rd.)

When your company decides to submit a proposal on a government solicitation, will make-or-buy decisions necessitate developing teaming arrangements, i.e., subcontracting, joint ventures, or partnerships, to satisfy all the requirements specified in a solicitation's Scope of Work (SOW)? A teaming arrangement decision may be the only way the company can cover the complete performance requirements of the SOW in its proposal.

Learn to research several government websites to find prime contractors seeking subcontractors (subs) and subs seeking primes, i.e., SBA DSBS, Thomas Registry, SBA SubNet, SBA Prime and Subcontracting, DoD Subcontracting for Small Business, GSA Subcontracting Directory, and more.

Workshop VI: Proposal & Evaluation

27 MAR 24 (0900-1100) Virtual via Zoom invitation prior to course offering date.

28 MAR 24 (0900-1100) Live in-person at Delaware Biotechnology Institute (DBI), 15 Innovation Way, Newark, DE. (the corner of Library Ave. and Wyoming Rd.)

- How does your company prepare, organize, and write a proposal?

Government solicitations describe proposal writing requirements such as; what is required to be included in the proposal, format of the proposal, what proposal elements will be evaluated; applicable terms and conditions that will be include in any resultant contract; cost and pricing template, etc.

- How does the government evaluate proposals to make awards?

Proposal evaluation elements include such factors as; technical approach, management approach, key personnel, staffing plans, past performance (relevant and recent), and cost/price analysis. Understanding how the government evaluates proposals for awards will help the company successfully prepare its proposals.

Learn differences and similarities between Federal and State/Local solicitation/contract requirements, developing capability statements, preparing unsolicited Federal government proposals (FAR 15.6), government evaluation procedures (technical, management, past performance relevancy & quality, etc.), cost & pricing analysis (allocable, allowable, reasonable), prime & sub government privity of contract, and much more.

Workshop VII: Contract Award, Performance, and Administration

10 APR 24 (0900-1100) Virtual via Zoom invitation prior to course offering date.

11 APR 24 (0900-1100) Live in-person at Delaware Biotechnology Institute (DBI), 15 Innovation Way, Newark, DE. (the corner of Library Ave. and Wyoming Rd.)

After award, the real work begins:

Postaward Orientation, Monitor Subcontract Management, Contract Modification and Adjustment, Options, Performance Management, Documenting Past Performance, Assignment of Claims, Administering Financing Terms, etc.

Government focuses heavily on:

- Meeting specified requirements,
- On-time delivery/performance,
- Quality of performance, Quality Assurance/Control Plan (QAP/QCP). Quality Assurance Surveillance Plan (QASP), and
- Budget/cost control.

Learn the roles of DCMA and DCAA, FAR 42 Contract Administration, CPARS, eSRS, and more.

Workshop Registration Information

To register for each workshop, go to website link:

<https://deptac.ecenterdirect.com/events?>

Registration deadline is **NLT the Monday prior to each scheduled workshop.**

Registrants can choose specific workshops to attend, however since this is a continuing series, it is highly recommended that those individuals in the company who are primarily responsible for government contracting attend all seven (7) workshops to gain the most benefit.

For in-person, live workshops @DBI, each participant **should bring a laptop or tablet (WiFi provided)**. These workshops are participatory (heads-on/hands-on) workshops. Participants will work online throughout the workshops to learn to use all the tools presented during each workshop.

Contact Ms. Dana Reece (302.831.0781 or dmreece@udel.edu) if you need assistance.

Workshop Facilitator: Dr. Walt Blaney

Dr. Walt Blaney is the Delaware State APEX Accelerator Program Director. Walt has 45+ years of experience in Federal government acquisition and contracting, both as a Federal government civilian and a Naval Officer. Walt's professional contracting experience includes; contract specialist, contract negotiator, Contracting Officer (CO/KO), and procurement analyst with agencies i.e., Department of Defense, Coast Guard, Department of Labor, and Treasury. Walt is a former university adjunct professor with Temple and Penn State where he taught both graduate and undergraduate courses in Federal government procurement policy, procurement and materials management, and post-award contract administration/management. Walt is a Certified Professional Contract Manager (CPCM) and FELLOW with the National Contract Management Association (NCMA), and he was certified by the US Navy and Coast Guard as a Defense Acquisition Workforce Improvement Act (DAWIA) Level III Contracting Career Field professional.