

U.S. Army Corps of Engineers, Chicago District INDUSTRY DAY

Small Business Program

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Deputy for Small Business**

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USACE Chicago District is...

- Civil Works project-focused
- The Chicago District has the smallest geographic area in the Great Lakes and Ohio River Division. Yes, we are small, but we are mighty.



BUILDING STRONG®

USACE Chicago District is...

- For us, small is a relative term.
- In FY 2015, our pennies equated to \$107M in total contracts awarded and 286 contract actions; 212 (74%) to small business concerns, and 74 (26%) unrestricted



USACE Chicago District Source Identification

- The Chicago District encourages maximum participation by socioeconomic categories: (SB), (VOSB), (SDVOSB), HUBZone (SDB), and (WOSB) concerns
- Before issuing solicitations, we conduct due diligence in the form of market research to make every reasonable effort to find additional small business concerns, including, for some, posting of 'Sources Sought' on FedBizOpps, and contacting the SBA
- We publicize solicitations and contract awards via the Government-wide point of entry (GPE) FedBizOpps (fbo.gov)



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The Importance of the NAICS

- The North American Industry Classification System (NAICS) industry codes describe business establishments based on the activities in which they are **primarily** engaged (<http://www.naics.com/search/>)
- Additionally, NAICS codes are **used as a basis for business size standards in Federal government procurement.**
- **When we need to acquire goods or services, we identify the NAICS code that describes the **principal purpose** (proportionate share) of that procurement.**



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The Importance of the NAICS

- Your business may have diverse capabilities
- The NAICS code for a particular procurement opportunity **may not align** with your primary NAICS code.
- As long as you meet the size standard for the procurement, and have the capacity to provide the goods or services, that should not deter you from bidding or making an offer



USACE Chicago District Top 10 NAICS Codes FY 2013-2015

1. **237990** - Other Heavy and Civil Engineering Construction
2. **238290** - Other Building Equipment Contractors
3. **541330** - Engineering Services
4. **541310** - Architectural Services
5. **561210** - Facilities Support Services
6. **237110** - Water and Sewer Line & Related Structures Construction
7. **488310** - Port and Harbor Operations
8. **541990** - All Other Professional, Scientific, and Technical Services
9. **561210** - Facilities Support Services
10. **541600** – Management, Scientific and Technical Consulting Services

Source: Compiled from PD2 System Data



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The Importance of the NAICS

In an effort to ensure your business success:

- Include the NAICS industry code(s) that reflect your demonstrated experience in your Capabilities Statement, marketing collateral, and business cards
- The NAICS industry code is a key driver in positioning your business for consideration in the market research phase for a contract!



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USACE Chicago District Change Impacting WOSBs/EDWOSBs

- **Effective December 31, 2015**, the DoD adopted an Interim Rule amending the FAR
- Implement regulatory changes made by the SBA to **award sole source** contracts to **WOSBs and EDWOSBs** under the Women-Owned Small Business Program



USACE Chicago District Alert

New to federal contracting, and/or have not registered your business in SAM?

There are some companies that charge as much as \$599 for their service to register you. **Most of these services are provided for free by the PTACs**, or you can do yourself. Be aware of potential cost and the value you receive



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Overcoming Challenges Faced By Small Businesses

Challenge:

The Small Business does not have a robust or demonstrated performance history

Possible Solution:

8(a) BD Mentor Protégé Program – if you are an existing 8(a), designed to improve protégé’s ability to compete for contracts; and aid in meeting the goals established in its SBA-approved business plan.



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Overcoming Challenges Faced By Small Businesses

Challenge:

SB lacks a certain level of competence. Overwhelmed, unable to successfully complete contractual agreement. Risking a negative entry in (Contractor Performance Assessment Reports (CPARs))

POSSIBLE Solution:

- **Read the solicitation first; then, read it again. Note critical details**
- **Consider teaming or seek joint venture arrangement or 8(a) BD Mentor Protégé Program via your local SBA 8(a) Office**



Ten Key Take Away's

- **Ensure your registration status stays 'ACTIVE' in the System Award Management (SAM) www.sam.gov (Any contractor that wishes to do business with us MUST be registered in the System for Award Management (SAM). Note that there NO COST to register in SAM and you must update your registration at least once a year to remain active.**
- **Verify your business profile is in the SBA's Dynamic Small Business Search (DSBS) http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm Use 'keywords' and update annually to avoid "inactive status' (One of many market research tools we use to identify prospective businesses for certain requirements.)**
- **Make certain your business card, Capabilities Statement, briefing sheet and/or marketing collateral reflect your CAGE code, NAICS code, D&B D-U-N-S Number and your socioeconomic group, if applicable-don't be swayed by thoughts of others bias due to gender, race, or national origin, including may give you a competitive advantage.**



Ten Key Take Away's

to Position Your Business for Contracting Opportunities

- **Familiarize yourself with the Chicago District's needs. Request a 'List of Chicago District's Contracting Opportunities) scan FedBizOpps (fbo.gov) daily and respond to our SOURCES SOUGHT**
- **Call or email to schedule a meeting or teleconference to showcase your capabilities, expertise, or definable competitive advantage**
- **Read the solicitation; then, read it again. Underline and highlight critical details**



Ten Key Take Away's

to Position Your Business for Contracting Opportunities

- **Ensure you are responsible, competent, and capable of performing the work. Team with a large or small firm. Seek a joint venture (JV) arrangement**
- **Also, if an 8(a), consider the SBAs 8(a) Business Development Mentor/Protégé Program. The program is designed to enhance protégé capabilities, improve ability to successfully compete for contracts as well as assist in meeting goals established in SBA-approved business plan**
- **Network! Join industry organization or association aligned with your area of expertise**



Resource Partners

USACE Chicago District, Deputy for Small Business:

Bonita M. Carroll (312) 846-5565, bonita.m.carroll@usace.army.mil

Illinois Procurement Technical Assistance Center (PTAC) and Women's Business Development Center (WBDC)

Frieda Curry (312) 853-3477, x530, fcurry@wbdc.org

Wisconsin Procurement Institute (WISPRO)

Aina Vilumsons, 414-270-3600, info@wispro.org or wispro.org

Small Business Administration (SBA), Procurement Center Representative

Chicago-Janis E. Kaiser (312) 353-7442, janis.kaiser@sba.gov

Small Business Administration (SBA), 8(a) Program

Chicago-Rosalyn E. Putnam (312) 353-5037, rosalyn.putnam@sba.gov

