



# SBTW★23

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**Driving Small Business Performance**

JUNE 20-23, 2023 | BALTIMORE MD



U.S. Small Business  
Administration

# Crushing the Goals!

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# What We Will Cover

- I. The Big Picture
- II. Busting Myths & Hitting Targets
- III. Tools to Tap
- IV. Top Ten Actions You Can Take!

# The Big Picture

## Did you know?

**Question #1:** How much in federal procurement goes to small businesses every year? A) \$76 billion B) \$100 billion C) \$150 billion **C) \$150 Billion**

**Question #2:** How many small business vendors are supported through federal procurement? A) 50,000 B) 65,000 C) 100,000 **B) 65,000**

**Question #3:** How many jobs are supported through SBA's small business procurement support? A) 624,000 B) 655,000 C) 692,000 **C) 692,000**

# The Big Picture

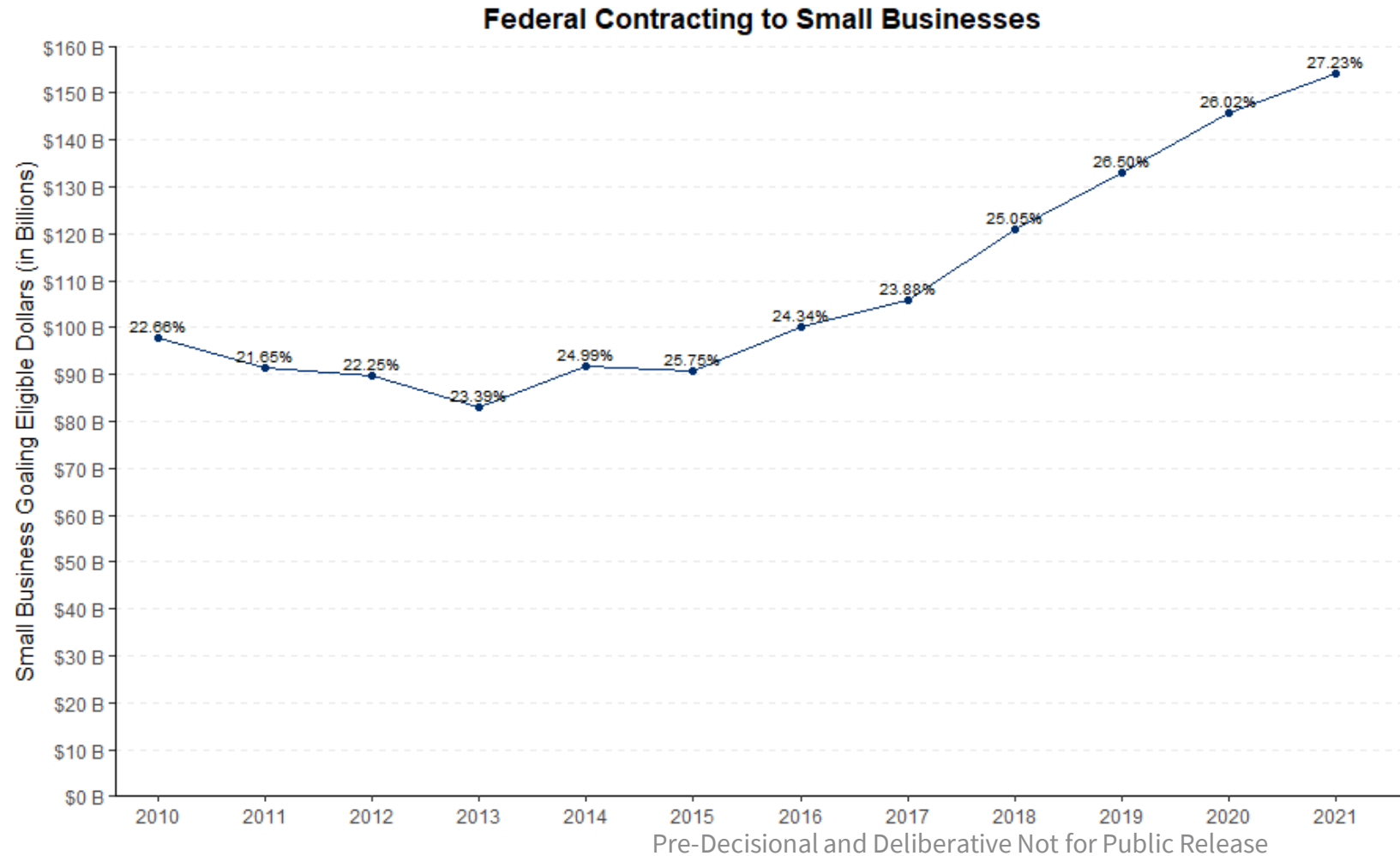
## Did You Know?

**An unprecedented level of spending and shift in priorities has generated unprecedented prospects for small businesses**

- Federal procurement is a stable and growing market
- Advancements in procurement policies are opening more contracting opportunities for small firms (i.e. category management, equity in procurement)
- Made in America is prioritizing US spending at home (in industries dominated by small business)
- Growth in remote work capabilities has opened-up opportunities to service the government beyond traditional borders

**There has never been a better time for a SB to consider federal procurement as a market segment.**

# Government contracting presents a huge opportunity for small business...



**Over  
\$430  
billion  
over past  
3 years**

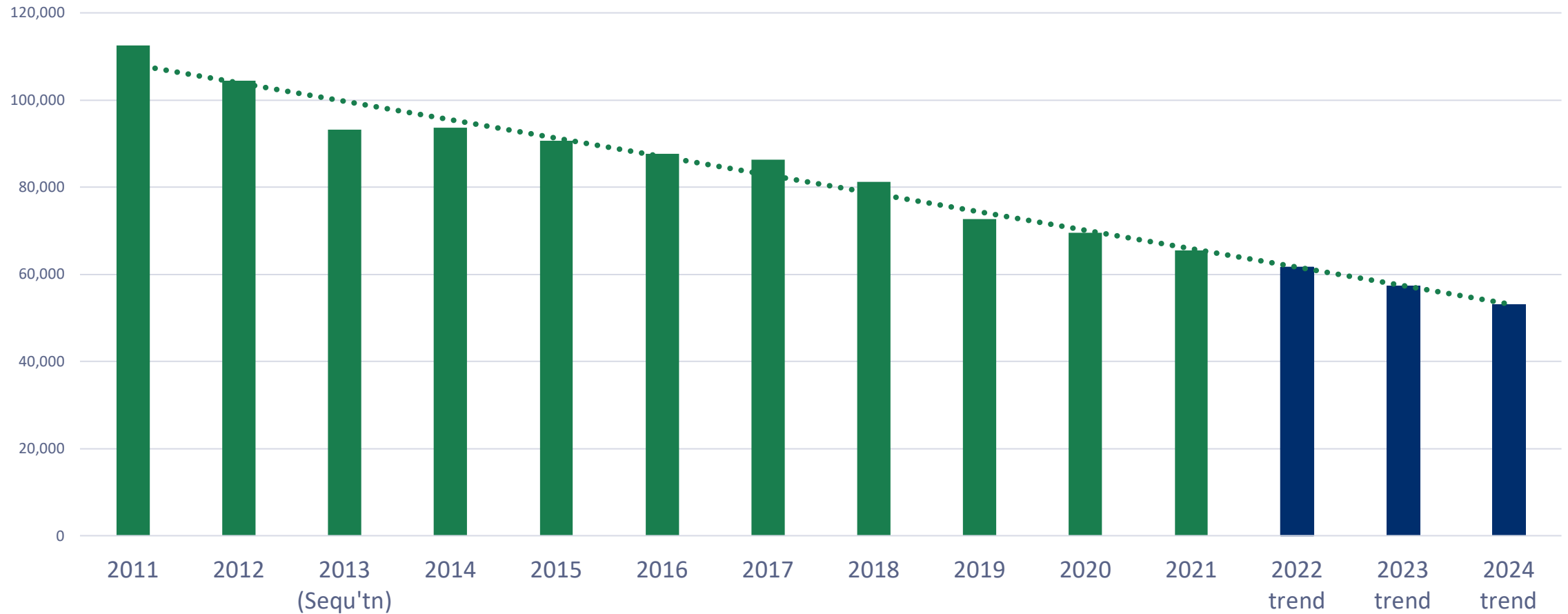
# The Big Picture

## Did You Know?

- The U.S. Government is the largest buyer in the world and represents a significant growth opportunity for small businesses who can get their foot in the door—your actions can help make that happen!
- There are more than 29 million small businesses and less than 5% do business with the U.S. Government—representing lots of growth for new entrants!
- Small businesses in underserved markets are disproportionately underrepresented in federal contracting—an inequity we can help change.
- Small business procurement is moving in the wrong direction: More dollars to small businesses; fewer firms; fewer new entrants

# Declining small-business industrial base

*Number of participating small businesses trending to a 50% decline by FY24*

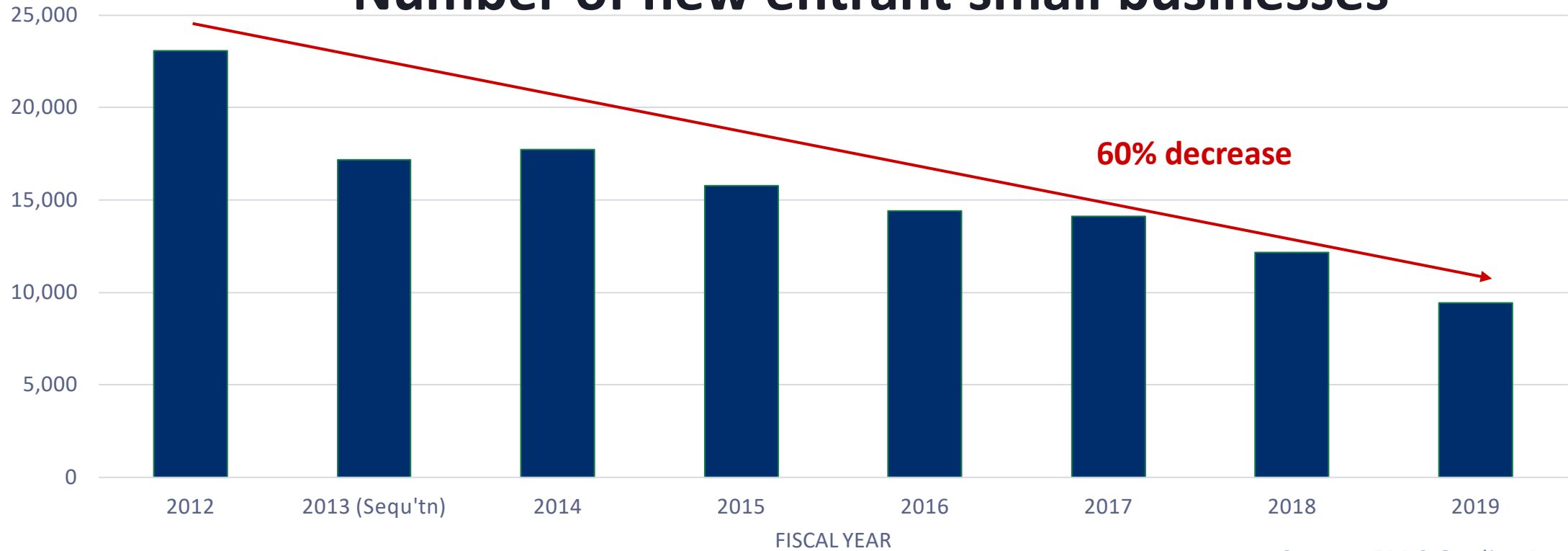




# New entrants has dropped over 60%

*\*Impacts goals for robust defense industrial base\**

## Number of new entrant small businesses



Source: FPDS Goaling Data

# The Big Picture

## What can we do?

**Tapping small businesses in underserved markets (WOSB, HUBZone and 8(a)) can help government achieve multiple goals!**

- **Advancing Equity in Federal Procurement** [OMB M-22-03](#) (Dec. 2, 2021) - diversity is good business!
- **Growth in new entrants:** [OMB M-23-11](#), **Creating a More Diverse and Resilient Federal Marketplace through Increased Participation of New and Recent Entrants** (Feb. 17, 2023)
- **Made in America:** [Ensuring the Future is Made in All of America by All of America's Workers, E.O. 14005](#) (Jan. 25, 2021)
- **Innovation:** New businesses drive innovation
- **Economic Development** : small business are the backbone the US economy and play a critical role in small and rural communities. Federal dollars flowing to firms located in small and rural communities makes a big difference!

# The Big Picture

## Your Decisions Make an Impact!

- An EDWOSB approved firm received set-aside award from US Army Corp of Engineers that helped the firm add a second shift to their production line and able to hire five more employees!
- When brothers Samuel and Saul Maldonado in Lower Rio Grande Valley, Texas, first founded **SAM Engineering & Surveying Inc.** in 2008, they employed three people in their community and generated \$400,000 in annual sales. By participating in SBA's HUBZone program, they have grown their business to 55 employees and more than \$4 million in sales—and now contribute to a range of community causes.
- 8(a): **Trucking Innovation, LLC** – 8(a) firm in New Orleans; specializes in trucking and logistics; 30 Contracts; 25 Employees, 2 locations; over \$7M in revenue in 2021. In 2019 expanded into one of America's fastest growing private companies (Inc 5000); 820% growth in 3 yrs! Services local and state, the Army USACE and Navy



**FACT**

**MYTH**

# Busting Myths & Hitting Targets

Facts about WOSB, HUBZone and 8(a) firms

4

Contracting officers can limit competition to firms with multiple certifications



False

§§124.501(b) for 8(a); 126.609 for HUBZone; 127.503(e) for WOSB; 128.404(d) for SDVO

5

Only a few WOSB, HUBZone and 8(a) firms hold multiple certifications



False

WOSB: 23%,  
HUBZone: 45%  
8(a): 29%

6

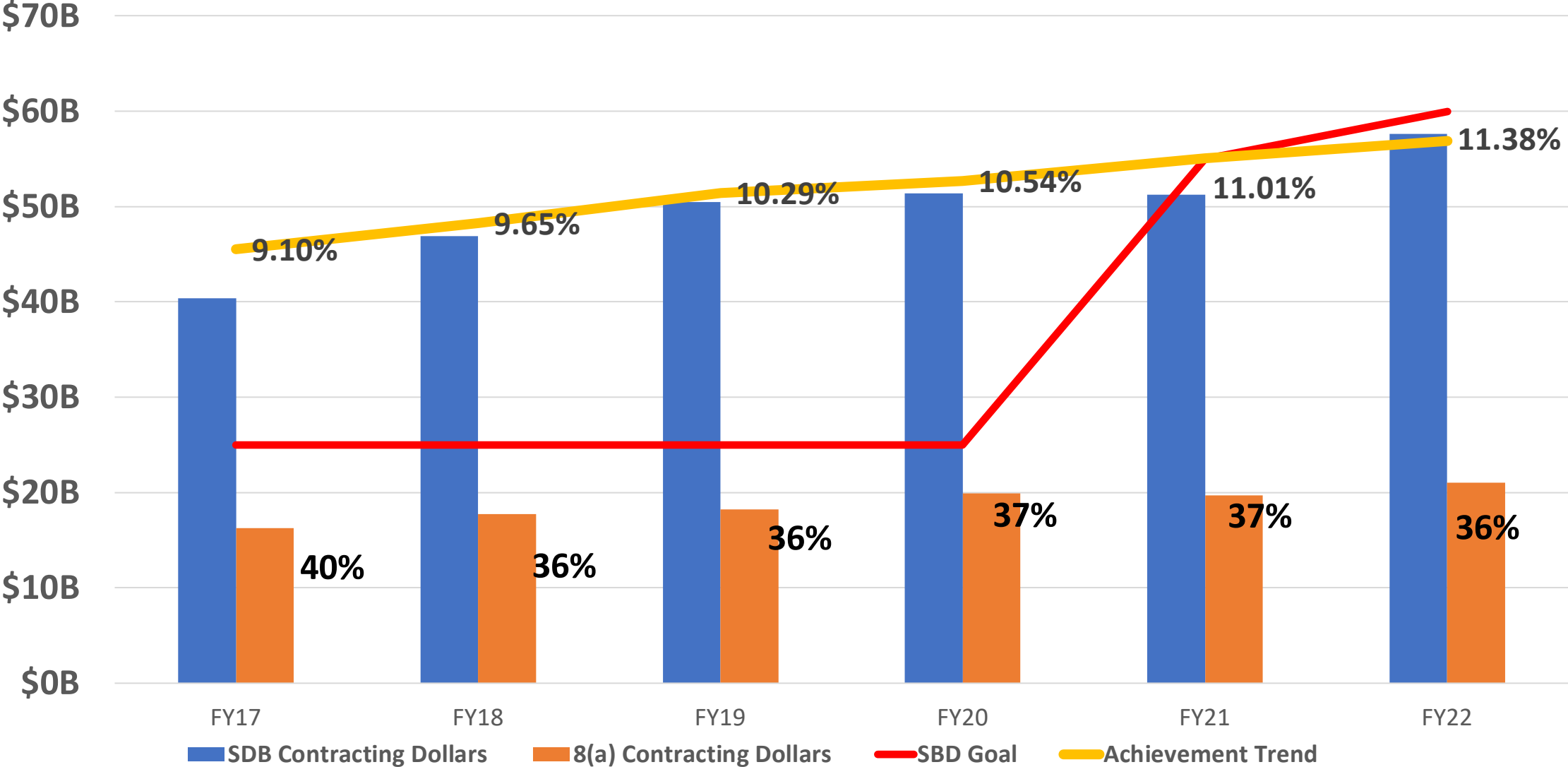
Contracting with 8(a) firms is the only way to reach your SDB goals



False

WOSB: 80% SDB  
HUBZone: 65% SDB

# Small Disadvantaged Business Contract Dollars



# Busting Myths & Hitting Targets

Facts about WOSB, HUBZone and 8(a) firms

7


**DOUBLE Points:** Contracting Officers must check for status of firms at both time of offer and time of award

 False

Check DSBS **only at time of offer**

8


SDB's and 8(a) firms are riskier and perform worse than other firms

 False

SDB performance is not different from other firms

9

Set-asides are too confusing, lead to too many protests, and don't matter anyway

 False

Protests:  
WOSB: 8  
HUBZone: 5  
8(a): 0

# SBA Certification Programs Set-aside Tips

	WOSB	HUBZone	8(a)
Percent Set-asides (FY21)	5%	19%	18%
Set-aside Rules	Firms certified by SBA plus must be in one of 733 approved NAICS	Firms certified by SBA plus reasonable assurance 2 or more HZ firms will bid on contract	Once 8(a), always 8(a) \$4.5M Competition Threshold
Sole Source Options	Reasonable assurance only 1 qualified firm exists	Reasonable assurance only 1 qualified firm exists	SBA approves
Related Info	Notice of Intent—must complete (J&A)	Price Evaluation Preference of 10% applied to HZ firms in full/open competition, when non-small is winner	Firms are only in program for 9 years
JVs	No SBA approval required	No SBA approval required	Only 8(a) JV for Sole Source must be Approved by SBA at District Office



# Busting Myths & Hitting Targets

Facts about WOSB, HUBZone and 8(a) firms

10

Too few WOSB, HUBZone or 8(a) firms have capacity to provide what government needs



False

WOSB, HUBZone and 8(a) have capacity to provide what you need!

	WOSB	HUBZone	8(a)
Certified firms	+/- 5,800	+/- 4,700	4,852
Active vendors	Less than 50	+/- 2,000	+/- 2,500
Range of awards	\$10,000 - \$33 million	\$10,000-\$10 million	\$10,000 - \$100 million
FY21 Awards	\$1.2 billion	\$14 billion	\$18 billion
Years in program	Unlimited	Unlimited	9 years
Jobs Supported	15,900	65,000	166,423

# Tools to Tap to find SBA Certified Firms



# Systems and Resources

- **Max.gov Portal - 8(a)/dual certified firms**
- **Dynamic Small Business Search**
- **SAM.GOV**
- **Partners**
- **SBA.gov – Government Contracting Portal**



PERMISSIONS

OPEN-EXECUTIVE BRANCH +2

Edit

Add

Favorites

Watchers

Share

Pages / Home

# SBA OPPL COLLABORATION PAGE

Created by Mihaela Ciorneiu (SBA) on Jan 21, 2022

# Tools to Tap

## Visit SBA's Collaboration Page at MAX.gov

SBA OPPL Collaboration Page - Small Business Administration - MAX Federal Community

### Child Pages (3)

Add Child from Template Add Child Page

- Policy Updates
- SBA Program Office Updates
- SBPAC Share

**Access List of 8(a)  
Program Participants**

**Instantly view  
Capability Statements**

**District Office POC's**

### Attachments (3)

Sort Show Details Advanced

Sort By: Date Name Type Size User Comment

8(a) Active List 5-22-23.xlsx (820 KB, v.1)  
Last edited by: Sam Le (SBA) on May 22, 2023 at 04:20 PM  
 No labels

8(a) Contract Ready 5-22-2023.xlsx (264 KB, v.1)  
Last edited by: Sam Le (SBA) on May 22, 2023 at 04:20 PM  
 No labels

Offer and Acceptance Emails - (Fin Rev 3-15-23).pdf (128 KB, v.1)  
Last edited by: Sam Le (SBA) on Apr 07, 2023 at 11:43 AM  
 Direct contact information for SBA's District Offices that federal agencies offer a procurement to the SBA for award through the 8(a) BD Program pe

# Tools to Tap

## DSBS

Skip Navigation > Accessibility Options >

[Mobile View](#) [Print](#) [Exit](#) [Help](#)

[DSBS](#) [Quick Market Search](#) [TM OnLine](#)

Ready

Welcome to the Dynamic Small Business Search

All search form hotlinks open a new browser window.

All form fields that require typing in data have "tooltips" with data format information.

**NEW** NEW FEATURES FOR MOBILE USERS: [../library/udf](#)  
Phone number hotlinks can be used to dial the number on mobile phones.  
Address hotlinks can be used to show the address in Google Maps.

**SBA has verified the following certifications in DSBS: HZ, WOSB, EDWOSB. Any other certification presented in DSBS is self-certified by a firm and not verified by SBA. Other than these SBA certifications, DSBS is generally a self-certifying database and SBA does not make any representation as to the accuracy of the data included. The SBA strongly recommends that contracting officers diligently review a bidder's small business self-certification before awarding a contract.**

### Location of Profile

States: (any state) | Searching within a State: (Requires exactly one state from the State list at left.)

- AL - Alabama
- AK - Alaska
- AA - American Atlantic (APO/FPO)
- AE - American Europe (APO/FPO)
- AP - American Pacific (APO/FPO)
- AS - American Samoa
- AZ - Arizona
- AR - Arkansas
- CA - California

County:  Select 1 State, then press Lookup [Lookup Help](#)

[\(How to make multiple selections.\)](#)

Area Code or Phone Number Initial Fragment

Metropolitan Statistical Area [Help](#)

SBA Servicing Office [Help](#)

Zip Code or Zip Code Initial Fragment

### Government Certifications

[8\(a\) Certified or 8\(a\) Joint Venture:](#) [Women Owned Small Business:](#)

Last modified: 04/26/2023 12:00:00 AM

[> FirstGov](#) [> E-Gov](#) [> Regulations.gov](#) [> White House](#)

\* Privacy & Security \* Information Quality \* FOIA \* No Fear Act \* ADA

SBA Processing: 0.006 seconds Version: SBSS 8.1.1  
Session timeout in 29 minutes.

<https://dsbs.sba.gov/>



# Tools to Tap

# SAM.GOV

The screenshot shows the SAM.GOV search results page. A red box highlights the left sidebar containing various filters, and a red arrow points to this sidebar. The main content area displays search results for the query "e.g. 1606N020Q02".

**Search Bar:** Search: All Words, e.g. 1606N020Q02

**Filter Sidebar (Left):**

- Select Domain: Contract Opportunities
- Filter By: -
- Keyword Search: For more information on how to use our keyword search, visit our help guide
- Any Words (unselected)
- All Words (selected)
- Exact Phrase (unselected)
- Search input: e.g. W91QVN-17-R-008
- Federal Organizations (dropdown)
- Dates (dropdown)
- Notice Type (dropdown)
- Justification: Award Notice
- Product or Service Information (dropdown)
- Set Aside (dropdown)
- Women-Owned Small Business (WOSB) Program Sole Source (FAR 19.15)
- Economically Disadvantaged WOSB (EDWOSB) Program Sole Source (FAR 19.15)
- Place of Performance (dropdown)
- Contract Awardee (dropdown)
- Status: Active, Inactive
- More Filters (dropdown)
- Reset (button)

**Main Results:**

Showing 1 - 25 of 52 results

**Community Nursing Home Vindra dba Meadowood Nursing Center**

Notice ID: 36C26123Q0047

This is a key component of the Veterans Health Administration continuum of care. Services are provided for rehabilitation, respite, bedhold, long-t ...

Awardee: VINDRA, INC. Unique Entity ID: FCDAU3KVAUM5

Department/Ind.Agency: VETERANS AFFAIRS, DEPARTMENT OF Subtier: VETERANS AFFAIRS, DEPARTMENT OF Office: 261-NETWORK CONTRACT OFFICE 21 (36C261)

**Award Notice-Virtual Facilitation and Online Mentoring Services**

Notice ID: 1638-DAO-23-NAT-0032

The Contractor shall provide full-service mentoring software and mentoring educational services to develop and facilitate a mentorship program usin ...

Awardee: LEADERSHIP DEVELOPMENT SERVICES LLC Unique Entity ID: CYJ4MTV4VB26

Department/Ind.Agency: LABOR, DEPARTMENT OF Subtier: OFFICE OF THE ASSISTANT SECRETARY FOR ADMINISTRATION AND MANAGEMENT Office: DOL - CAS DIVISION 3 PROCUREMENT

**Special Operational Force Combat Diving Rapid Engineering Division (SOF CBDIV RED) Support**

Notice ID: N61331-23-D-0002

Awardee: COMPLETE LOGISTICS SUPPORT INC Unique Entity ID: L4T4AYLZ1YG9

Department/Ind.Agency: DEPT OF DEFENSE Subtier: DEPT OF THE NAVY Office: NAVAL SURFACE WARFARE CENTER

**W020 - Award Notice**

Notice ID: N6883623P0054

Award notice for award N6883623P0054 issued to Red Orange North America for heater rental services....

Awardee: Red Orange North America 175 W Main ST Lovell, Wyoming 82431-1716, United States Unique Entity ID: MWFGYJ5MJ878

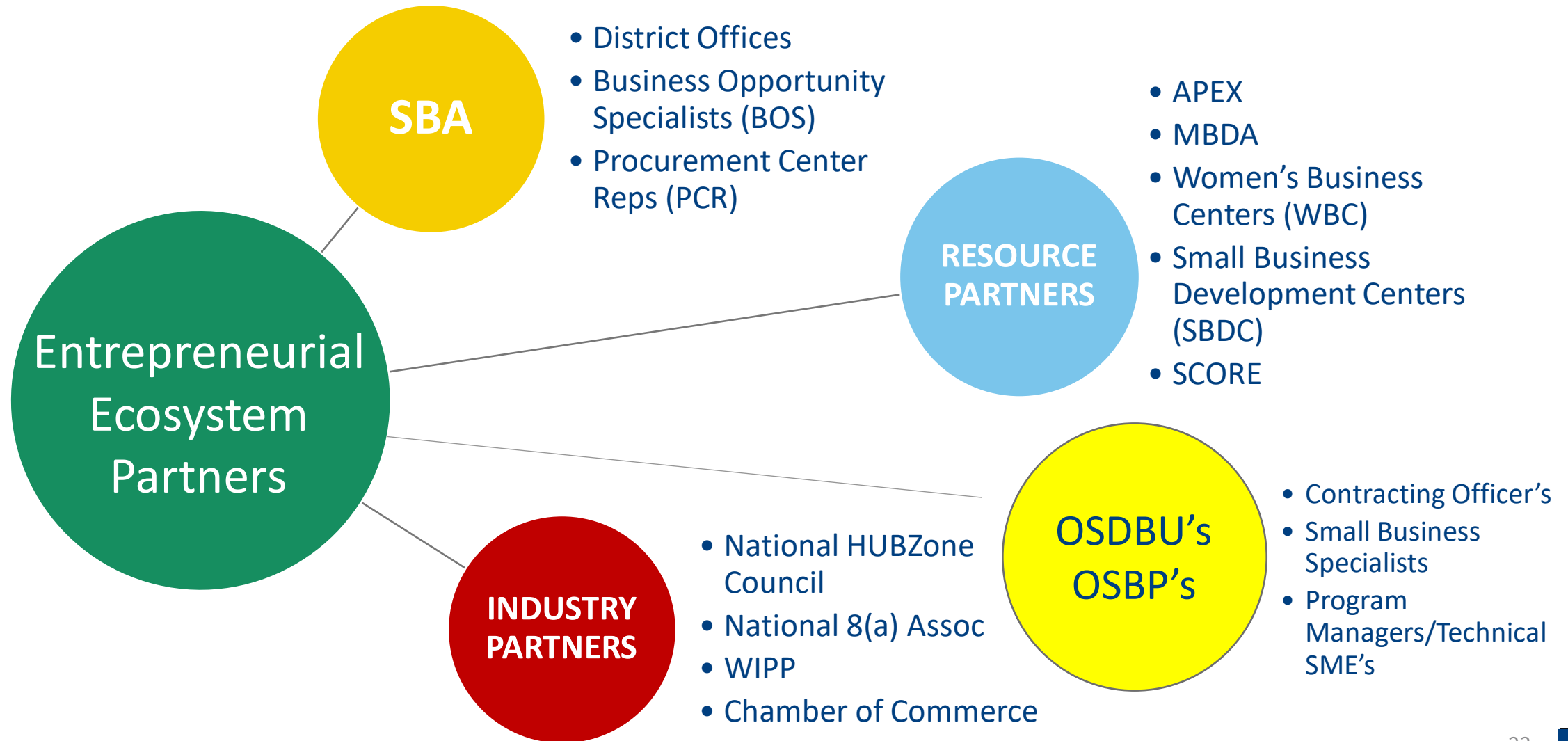
**Right Sidebar:**

- Sort by: Updated Date
- Inactive (button)
- Contract Opportunities (button)
- Notice Type: Original Award Notice
- Updated Date: Mar 24, 2023
- Published Date: Mar 10, 2023
- Inactive (button)
- Contract Opportunities (button)
- Notice Type: Original Award Notice
- Updated Date: Mar 16, 2023
- Published Date: Mar 14, 2023
- Inactive (button)
- Contract Opportunities (button)
- Notice Type: Original Award Notice
- Updated Date: Jan 28, 2023
- Published Date: Jan 17, 2023
- Inactive (button)
- Contract Opportunities (button)
- Notice Type: Original Award Notice
- Updated Date: Jan 13, 2023
- Published Date: Jan 12, 2023



# Tools to Tap

## Ecosystem of Partnerships





### Contracting guide

Learn how to find and win contracts with the federal government.

[Learn more about the contracting guide](#)



### Contracting assistance programs

Gain a competitive edge with help from the SBA's business development programs.

[Learn more about contracting assistance programs](#)



### Counseling and help

Find counseling and training resources to help you understand the federal contracting process.

[Learn more about counseling and help](#)

# Tools To Tap Resources

[www.sba.gov/government contracting](http://www.sba.gov/government contracting)



# Contracting assistance programs

The federal government uses special programs to help small businesses win at least at 23% of all federal contracting dollars each year.

## Tools To Tap Resources

[www.sba.gov/government contracting](http://www.sba.gov/government contracting)

### Contracting assistance program benefits

The SBA provides several programs to help small businesses win federal contracts. Participating in these programs helps small businesses:

- Win a fair share of federal contracts
- Qualify for exclusive set-aside and sole-source contracts
- Partner with established contractors to win contracts
- Get business mentoring and education to learn how federal contracting works

<p><b>Small Disadvantaged Business</b></p> <p>Register to contract with the government as a Small Disadvantaged Business.</p> <p><a href="#">Register as a Small Disadvantaged Business</a></p>	<p><b>Women-Owned Small Business Federal Contract program</b></p> <p>The federal government's goal is to award at least 5% of all federal contracting dollars to women-owned small businesses each year.</p> <p><a href="#">Register as a Women-Owned Small Business</a></p>	<p><b>Veteran contracting assistance programs</b></p> <p>Learn about federal programs that help veteran-owned small businesses access federal contract awards and surplus personal property.</p> <p><a href="#">Discover opportunities for veteran-owned small businesses</a></p>
<p><b>8(a) Business Development program</b></p> <p>The federal government's goal is to award at least 5% of all federal contracting dollars to small disadvantaged businesses each year.</p> <p><a href="#">Learn more about 8(a) program certification</a></p>	<p><b>SBA Mentor-Protégé program</b></p> <p>Your small business can learn from an experienced government contractor through SBA's Mentor-Protégé program.</p> <p><a href="#">Apply to be a Mentor or Protégé</a></p>	<p><b>Joint ventures</b></p> <p>Joint ventures allow certain businesses to compete together for government contracts reserved for small businesses.</p> <p><a href="#">Learn more about joint ventures</a></p>
<p><b>7(j) Management and Technical Assistance program</b></p> <p>SBA's goal is to provide high-quality assistance to eligible businesses to help them be competitive for federal, state, and local government contracts.</p> <p><a href="#">Learn more about the 7(j) program</a></p>	<p><b>HUBZone program</b></p> <p>The HUBZone program fuels small business growth in historically underutilized business zones with a goal of awarding at least 3% of federal contract dollars to HUBZone-certified companies each year.</p> <p><a href="#">Apply to get certified as a HUBZone</a></p>	<p><b>Natural Resource Sales Assistance program</b></p> <p>The government sells large amounts of natural resources and surplus property. SBA works with federal agencies to channel a fair share to small businesses.</p> <p><a href="#">Take advantage of government property sales and leases</a></p>

**The Call to Action:**  
**Actions to Take – Wins to Make**

# Can DoD become a Champion Agency?

- Proficient in making set-aside awards.
- Make large awards to socio-economic firms.
- Make awards to firms who hold multiple certifications.
- Prioritize socio-economic programs from the top!
- Build relationships with certified firms.
- Plan in advance to reserve opportunities for socio-economic set-asides in key NAICS/industries.
- Maximize market research opportunities

**SDBs lack accessibility – not ability. How can you help?**

# Top 10 Things You Can Do Now!

- 1. Do no harm!** When it comes to set-asides for our socio-economic programs, keep what you have where you have it (if you can)! Add more opportunities for small businesses from the 78% non-small business pool. *Could larger procurements be divided into smaller requirements?*
- 2. Elevate subcontractors to primes.** Look at your subcontracting reports for high achieving subs—especially those already performing a big share of the contract.
- 3. Leverage simplified acquisitions.** With over 2,000 buying activities across the Federal government if each activity targeted 2 or more to socioeconomic procurement opportunities under the \$250k SAT it could potentially create 4,800 to 12,000 NEW PROCUREMENT AWARDS, an estimated \$3 billion in new contract revenues and new entrants!
- 4. Commit to doing two more set asides than you did last year.** We are prepared to recognize the organization that has the highest combined increase in small business set-aside actions and dollars at next year's event.
- 5. Look favorably upon JVs.** Open your mind and loosen your requirements around JVs...because they are a great way for small businesses to gain experience in government contracting.

# Top 10 Things You Can Do Now!

- 6. Target 54.** For all purchases in NAICS 54 consider set-asides to WOSB or HZ or 8(a) first—we can almost guarantee your market research will identify capable firms in that sector!
- 7. Make it easy on yourself.** Check status in DSBS at time of offer. That’s all you are required to do! If you find a discrepancy, call us.
- 8. Support subcontractors.** Subcontracting provides a critical avenue for new entrants to gain experience and build capacity. But many primes are not team players. Publicly recognize prime contractors that develop AND IMPLEMENT strong subcontracting plans.
- 9. Plan ahead and prioritize from the top.** Set goals for your team to exceed the socioeconomic goal and develop an action plan to get there.
- 10. Maximize market research resources.** Seek to build relationships with small businesses, like NIH did—by establishing a HUBZone Council, for example, to introduce HUBZone firms to program officials. Connect with your PCR (introduce them there ), APEX Accelerators, and OSDBUs—ask them to help you identify firms, smooth the way for changes to your strategy, and build relationships with industry and small business resource partners.



**Thank you for your leadership and support  
to grow the small business footprint in the defense industrial base**

**Thank you.**



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