



Government Marketing Services

Widener University
Procurement Technical Assistance
Center (PTAC)



PTAC Overview

- Our mission is to assist businesses learn how to be successful selling to government agencies (federal, state and local)
- Funded by a cooperative agreement with the Defense Logistics Agency (DLA)
- More than 300 locations nationwide
- Three centers in SEPA – Kutztown, Lehigh, Widener
- Part of the Association of Procurement Technical Assistance Centers (APTAC)
- We provide education and one-on-one counseling at no cost to our clients

Who We Are Nationally...APTAC

- **APTAC**—The Association of Procurement Technical Assistance Centers
- Professional organization of and for DLA funded PTAC Programs
- PTAC's are DLA's Boots on the Ground Resource Partners
- There are PTACs in all 50 states, DC, Puerto Rico, and Guam. There are also some Native American PTACs on reservations around the country
- Supports PTACs by providing them important information, professional networking, comprehensive training opportunities, and a voice in national gov't contracting areas

PTAC Services

- A proven approach to assist companies with navigating government procurement processes and requirements
- One-on-one procurement counseling
- Training on a wide range of contracting topics
- An approach for companies at all stages of market development
 - Preparation and registrations to qualify as a government vendor
 - Developing a successful marketing strategy
 - Addressing internal operations to comply with government regulations

PTAC Assistance Examples

- Registration as a federal and/or state government vendor
- Certifications as a “diverse” supplier (WOSB, SDVOB, 8a, etc.)
- Understanding contract vehicles and supply chains
- Finding contract opportunities
- Proposal preparation and review
- Obtaining Technical specifications and procurement histories
- Training on online bidding systems
- Understanding Federal Acquisition Regulations (FAR)

PTAC Service Delivery

- Educational Webinars
- Online Virtual Meetings
- Face to Face (when possible)
- Other Communications Technologies

PTAC/Client Relationship

- All client information is confidential
- We advise and educate but we don't do the work
- No fees for our counseling services
- Online registration system to become a client

CONFIDENTIAL

PTAC Value to Procurement Personnel

- Source for Supplier Education to Become Procurement Ready
- Source for Finding Suppliers (Primes and Subs)
- Source for Supplier Business Development Programs
- Participation in Industry Days

PTAC Support from Agencies

- Train the Trainer to Keep Us Up-to-date on Systems and Programs
- Announcement on Supplier Opportunities and New Programs
- Contact Assistance for Qualified Clients

Training Topics

- *Related Training & Seminars*
- *Understanding the Federal Acquisition Regulations*
- *Basics in Government Marketing*
- *How to Do Business with the Commonwealth of PA*
- *Federal Government Cost Accounting*
- *Proposal Preparation and Bid Submission*
- *Federal Certifications*



PTAC Upcoming Workshops

- DCAA Accounting System Requirements –
November 18th @ 10:00 am to 12:00 pm
- Presenter is Mr. Joseph Greger
 - Senior Financial Liaison Advisor
 - Small Business Program Manager
 - DCAA, Audit Liaison Division

Register at:

<https://pasbdc.ecenterdirect.com/events/27351>



Next Steps?

Full training calendar: <https://www.widenersbdc.org/ptac-home>

- Bid Match Service Subscription (Federal, State, Local, International)
- Free, confidential counseling

NEW to Counseling

- 1. Register as client at <https://www.widenersbdc.org/ptac-home>
- 2. Fill in profile COMPLETELY, with "ESignature"
- 3. Specify What Assistance You're Seeking – so we can assign you to the right counselor
- 4. A counselor will reach out (phone or email) to schedule a session

Met with counselor before

- 1. Call or email your counselor
- 2. Don't remember who it is?
<https://www.widenersbdc.org/ptac-home>

Outside Pennsylvania, visit <https://www.aptac-us.org/> to find your local PTAC

Common topics

SAM/DSBS Certifications & set-asides:
8(a), EDWOSB, WOSB, VOSB, SDVOSB,
HUBZone
NAICS Codes
State & Local Proposals / RFP responses

Marketing to the government
Market research
Business development Proposals
Teaming/subcontracting strategies
Security clearances Compliance

Contract management/performance
Capabilities statements
GSA Schedules