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
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](https://www.widenersbdc.org/ptac-home)

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

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<tr>
<th>NEW to Counseling</th>
<th>Met with counselor before</th>
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<tbody>
<tr>
<td>1. Register as client at <a href="https://www.widenersbdc.org/ptac-home">https://www.widenersbdc.org/ptac-home</a></td>
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<td>2. Fill in profile COMPLETELY, with “ESignature”</td>
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<td>3. Specify What Assistance You’re Seeking – so we can assign you to the right counselor</td>
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<td>4. A counselor will reach out (phone or email) to schedule a session</td>
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<tr>
<td>1. Call or email your counselor</td>
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<td>2. Don’t remember who it is? <a href="https://www.widenersbdc.org/ptac-home">https://www.widenersbdc.org/ptac-home</a></td>
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Outside Pennsylvania, visit [https://www.aptac-us.org/](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