

INTRODUCTION TO GOVERNMENT CONTRACTING

Janean Forsyth, MPA

Program Manager, Wyoming APEX Accelerator



U.S. Small Business
Administration



Government contracting lingo



U.S. Small Business
Administration



Identify NAICS/PSC

- **North American Industry Classification System (NAICS) code:**

<http://www.census.gov/eos/www/naics/>

72 – “Accommodation and Food Service”

722 – “Food Services and Drinking Places”

7223 – “Special Food Services

72232 – “Caterers”

722320 – “Caterers in the US”

- **Product Service Code (PSC)/ Federal Supply Code (FSC)**

Also referred to as Federal Supply Codes, Product Service Codes (PSC) are used to describe the products, services, and research and development purchased by the government. To do business with the Air Force, it is essential to know what PSCs best fit your company, so that you have them available upon request –

<http://support.outreachsystems.com/resources/tables/pscs/>



U.S. Small Business
Administration



Is your business small?

Depends on your NAICS codes

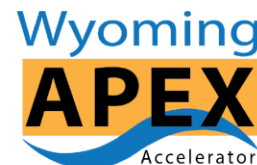
Each NAICS has a designated size limit:

- Based on annual receipts for services
- Based on number of employees for manufacturing

<https://www.sba.gov/size-standards>



U.S. Small Business
Administration



Socio-economic programs

The federal government has a goal to spend 23% with small business.

- Woman Owned Small Business (WOSB)
 - Economically Disadvantaged Woman Owned Small Business (EDWOSB)
- Small Disadvantaged Business (SDB)
- HubZone
- Service Disabled Veteran Owned Small Business (SDVOSB)
- 8(a) Business Development Program



Federal registrations

System for Award Management (SAM)

- www.sam.gov
- Obtain your EIN (Tax ID number for your business)
- Identify your NAICS codes
- Identify your PSCs
- Make an appointment with APEX to do your registration! PLAN AHEAD!

Dynamic Small Business Search (DSBS)

- Small Business Administration (SBA) Database



U.S. Small Business
Administration



Identify agency/prime targets

You must understand which agencies are buying what you sell and how they are buying it.

USA Spending

Sam.gov

Agency Procurement Forecasts

Expiring Contracts (Capture Planning)

APEX can help with research for federal, state, and local agencies as well as large prime contractors in your industry.



U.S. Small Business
Administration



Identify opportunities

- ☐ SAM.gov
 - ☐ Over \$25k required to be posted here
- ☐ DIBBS- Defense Internet Bid Board System
 - ☐ Used by Defense Logistics Agency
- ☐ Government Purchase Cards
 - ☐ Small purchases generally up to \$10,000
- ☐ APEX Bidmatch
- ☐ Public Purchase (State and Local)
- ☐ Subcontracting opportunities



U.S. Small Business
Administration



Develop a capability statement

Capability statements contain:

- Key information about your company (SAM UEI and CAGE codes, NAICS/PSC/FSC codes, contact information)
- Core competencies
- Differentiators
- Past Performance

Pro-Tip: Have one specific for each agency/prime you are targeting



BlueSun Technologies

Capability Statement

Enterprise Content Management • Project Management • Cybersecurity • Business Intelligence

As a Certified 8(a) small business, BlueSun Technologies Inc. is committed to excellence and creating innovative and flexible solutions for our Federal Government clients. BlueSun Technologies is dedicated to DoD and Civilian Federal agencies to help attain and sustain cost-effective IT management. Let our experienced and certified IT professionals deliver uninterrupted, high quality services and support while keeping cost below budget.

What sets BlueSun apart from the competition?

- Our People
- Performance-Based Process
- Integrated Solutions Team
- Client Relationship Management
- Strategic Mix of Technology and Business

Core Capabilities

Cyber Security

- System Assessment and Authorization
- Cybersecurity Infrastructure Technical
- Vulnerability Scanning
- Intrusion and Malware Detection

ECM/SharePoint

- Document Management
- Records Management
- e-Discovery Solutions
- SharePoint /O365 Migration

Business Intelligence/ Data Analytics

- Data Mining
- Data Architecture
- BI Platform design
- Predictive modeling and reporting

Project Management Office (PMO)

- Processes, Standards & Methodologies Management
- Professional Development
- Project Portfolio Management
- Project Review & Recovery

Federal and State Certifications

- **SBA 8(a)** Certified (Graduation date: 2/7/2025)
- **GSA Schedule IT70** -- Contract#: GS-35F-140GA
- Maryland CATS+
- Minority Business Enterprise (MBE)
- Small Disadvantaged Business (SDB)
- Small Business Reserve (SBR)

NAICS	DUNS	CAGE CODE
541511	541611	149476587
541512	541690	3YAP4
541513	541618	
541519		

Past Performance [Federal - State - Commercial]

Logos of past performance clients: Social Security Administration, Department of State, Maryland Department of Health and Mental Hygiene, KatzAbosch, LCG, AUTHSEC, RDA, The Ballington Group.

www.bluesuntech.net | 1-888-995-0913 | Stanley P. Nazaire
CEO/President
snazaire@bluesuntech.net



U.S. Small Business
Administration



Marketing

- Office of Small Disadvantaged Business Utilization (OSDBU)
 - Small business offices (Each agency has one!)
 - Small business specialists
- Networking/Agency Outreach Events
- Social media, online marketing, word of mouth...
- Small Business Liaison Office (SBLO)
 - Prime contractors w/ subcontracting plans



U.S. Small Business
Administration



Questions, success stories, cautionary tales?



U.S. Small Business
Administration



Wyoming APEX is here for YOU

- Your APEX Accelerator is a cooperative agreement between the State of Wyoming and the Department of Defense Office of Small Business Programs.
- Provides FREE and confidential assistance for all things government contracting including Capability Statement templates, coaching, and feedback.



U.S. Small Business
Administration





Join Us

APEX Lunch and Learns

In-Person Matchmaking Events

***HUBZone Training Workshops in May! Rock Springs, Pinedale,
Lovell, Douglas***

www.wyomingsbdc.org/training/



Contact Us

Janean Forsyth, Program
Manager

307.343.0765

jforsyth@uwyo.edu

Deb Farris, Deputy District
Director

U.S. Small Business
Administration

Wyoming District Office

307-261-6503 or cell 307-247-
3736

debra.farris@sba.gov



U.S. Small Business
Administration

