

# Do's and Don'ts of Government Contracting



**PR Chapter- Association of General Contractors,  
Women In Construction Industry Committee**



US Army Corps  
of Engineers®

**Kimberly Daniel-Ray**  
Chief, Office of Small Business Programs  
Jacksonville District  
March 08, 2023



# DISCLAIMER



**“The required disclaimer shall expressly be the views presented by those of the speaker or author and do not necessarily represent the views of DoD or its components.”**



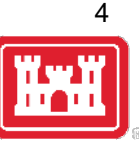
# AGENDA



- **FAR PART 19**
- **SBA Loans**
- **Knowing Your Worth – Who Are You?**
- **Knowing Your Area(s) of Expertise**
- **Understanding The Road To Landing “The Contract”**
- **First Impressions – Capability Briefing**
- **Crawl, Walk, & Run**
- **Small Business Resources**



## **SUBPART 19.15 - WOMEN-OWNED SMALL BUSINESS PROGRAM.**



- **Maintain SAM registry**
- **Know your qualifying NAICS code**
- **Competition - Rule of Two**
- **WOSB Sole Source Awards**
  - **\$7M for NAICS codes for manufacturing**
  - **\$4.5M for required NAICS codes**
- **15 calendar days from award notification to verify with Certify SBA**



# ELIGIBLE NAICS FOR THE WOMEN-OWNED SMALL BUSINESS

236210	Industrial Building Construction	WOSB
236220	Commercial and Institutional Building Construction	WOSB
237110	Water and Sewer Line and Related Structures Construction	WOSB
237120	Oil and Gas Pipeline and Related Structures Construction	WOSB
237130	Power and Communication Line and Related Structures Construction	WOSB
237310	Highway, Street, and Bridge Construction	WOSB
237990	Other Heavy and Civil Engineering Construction	WOSB

\* <https://www.sba.gov/document/support-eligible-naics-women-owned-small-business-federal-contracting-program>



# 19.505 LIMITATIONS ON SUBCONTRACTING

## **General Construction**

(b)(1)(iii) For a contract or order assigned a NAICS code for general construction, the concern will not pay more than 85 percent of the amount paid by the Government for contract performance, excluding the cost of materials, to subcontractors that are not similarly situated entities. Any work that a similarly situated entity further subcontracts will count towards the concern's 85 percent subcontract amount that cannot be exceeded.

## **Special Trade Construction**

(b)(1)(iv) For a contract or order assigned a NAICS code for construction by special trade contractors, the concern will not pay more than 75 percent of the amount paid by the Government for contract performance, excluding the cost of materials, to subcontractors that are not similarly situated entities. Any work that a similarly situated entity further subcontracts will count towards the concern's 75 percent subcontract amount that cannot be exceeded.



# SBA - LOAN SERVICES



## 7(a) Loan ( maximum loan amount \$5 million)

- Short- and long-term working capital, Refinance current business debt, Purchase furniture, fixtures, and supplies

*Your lender will help you figure out which type of loan is best suited for your needs.*

## Microloans ( maximum loan amount \$50,000.00)

- Working capital, Inventory, Supplies, Furniture, Fixtures, Machinery, Equipment

*SBA microloan cannot be used to pay existing debts or to purchase real estate.*

## Lender Match

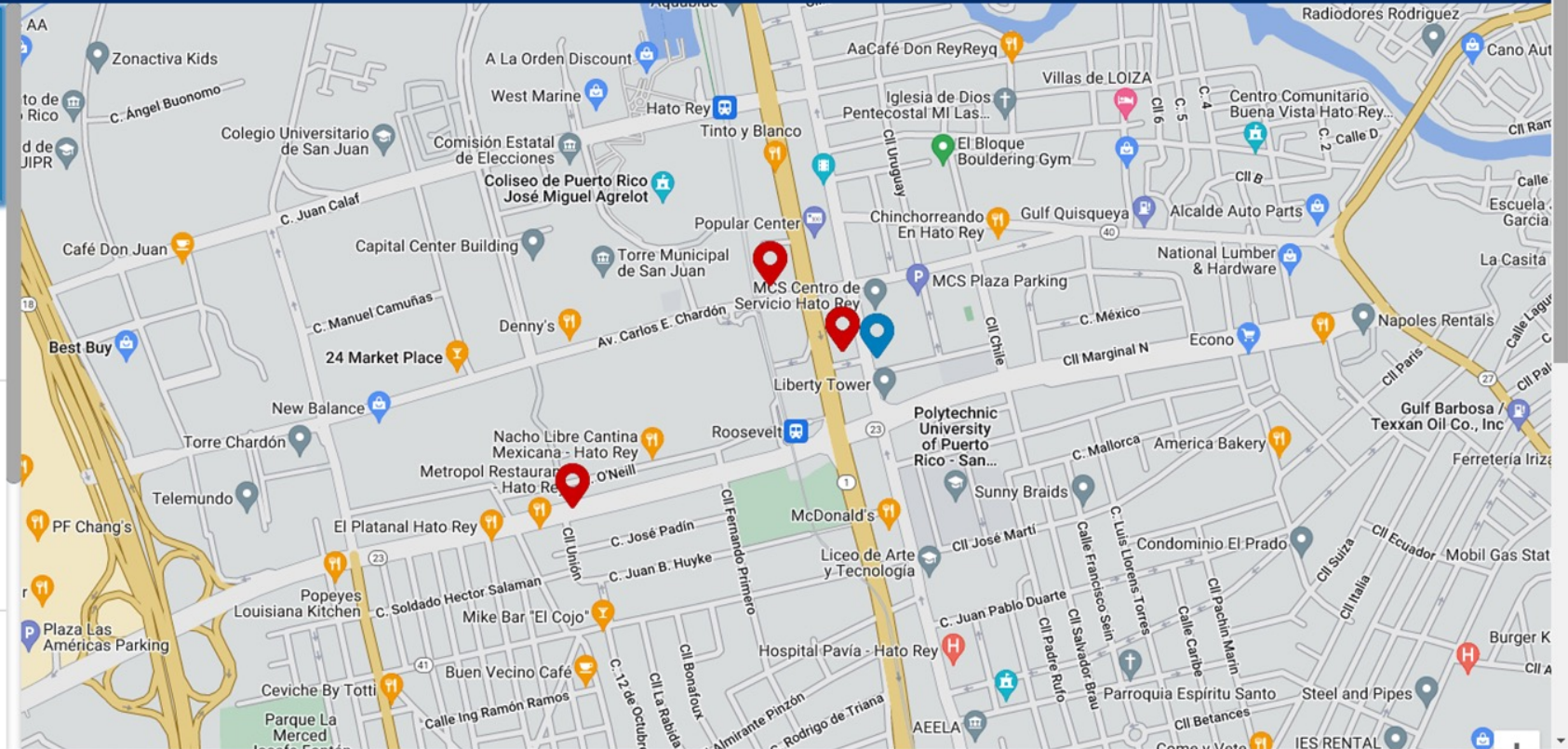
- <https://www.sba.gov/funding-programs/loans/lender-match>
- *Only 27% of women seek some sort of financing for their business*
- *62.3% of women business sought financing in 2020*





SEARCH

268 Ponce De Leon Avenue, Hato Rey Center Building Suite







# KNOWING YOUR WORTH – WHO ARE YOU?

- I'm A Small Business Owner!
- There are nearly 32.5 million of us and we generate about 50% of the Nation's GDP. 13% of all construction firms are owned by women.
- **Small businesses contribute to local economies** by bringing growth and innovation to the community.... **Small businesses** also help **stimulate economic growth** by providing employment opportunities to people who may not be employable by larger corporations.
- Federal Government :
  - Dedicates an entire agency (SBA) to support Small Businesses
  - Regulation states - It is the policy of the Government to provide maximum practicable opportunities in its acquisitions to small business. (aka...Small Business goals)



# KNOWING YOUR AREA(S) OF EXPERTISE



- Know Before You Go:
  - What is my primary NAICS(s)?
  - Can I market and deliver at a fair and reasonable price?
  - Should I self-perform, team or become a subcontractor for this work?
  - What can I present to show my experience, bonding and past performance requirements?
  - Have I used the SBA or PTAC offices to help me develop an acceptable business model?
  - Who are my target customers and what products are they buying?
  - What are the most effective ways to present my company to a potential customer?



# UNDERSTANDING THE ROAD TO LANDING “THE CONTRACT”



- Know The Regulations and Policies that covers your Small Business area
  - Small Business Act
    - Statutory Requirements – SB Goals & Subcontracting\*
  - Federal Acquisition Regulation – Part 19
    - Each SB category has a Subpart – Know Yours!
    - This part details how to do business with the Government
- Do Your Homework:
  - ID where you want to do business. You can't be everywhere!
  - Study the organization's historical purchases and patterns
  - Follow organization's procurement notices
  - Understand the requirement(s)



# First Impressions – Capability Briefing

- First Impressions and The Value of Time:
  - Don't waste an opportunity to make a favorable impression!
  - Don't waste the Contracting Official's time.
  - Know the customer's mission and something about their buying habits.
  - Where possible provide a well-designed capability statement (2-3 Pages)
  - Tailor your presentation based on the customers needs.
  - Discuss relevant topics during the presentation.
- Don't confuse the government agency's roles – The SBA/PTAC should help prepare you for event; not the Contracting Officer!
- When you appear before the Contracting Officer or Gov't Official – Their response: Welcome to the big league; show me your skills please!



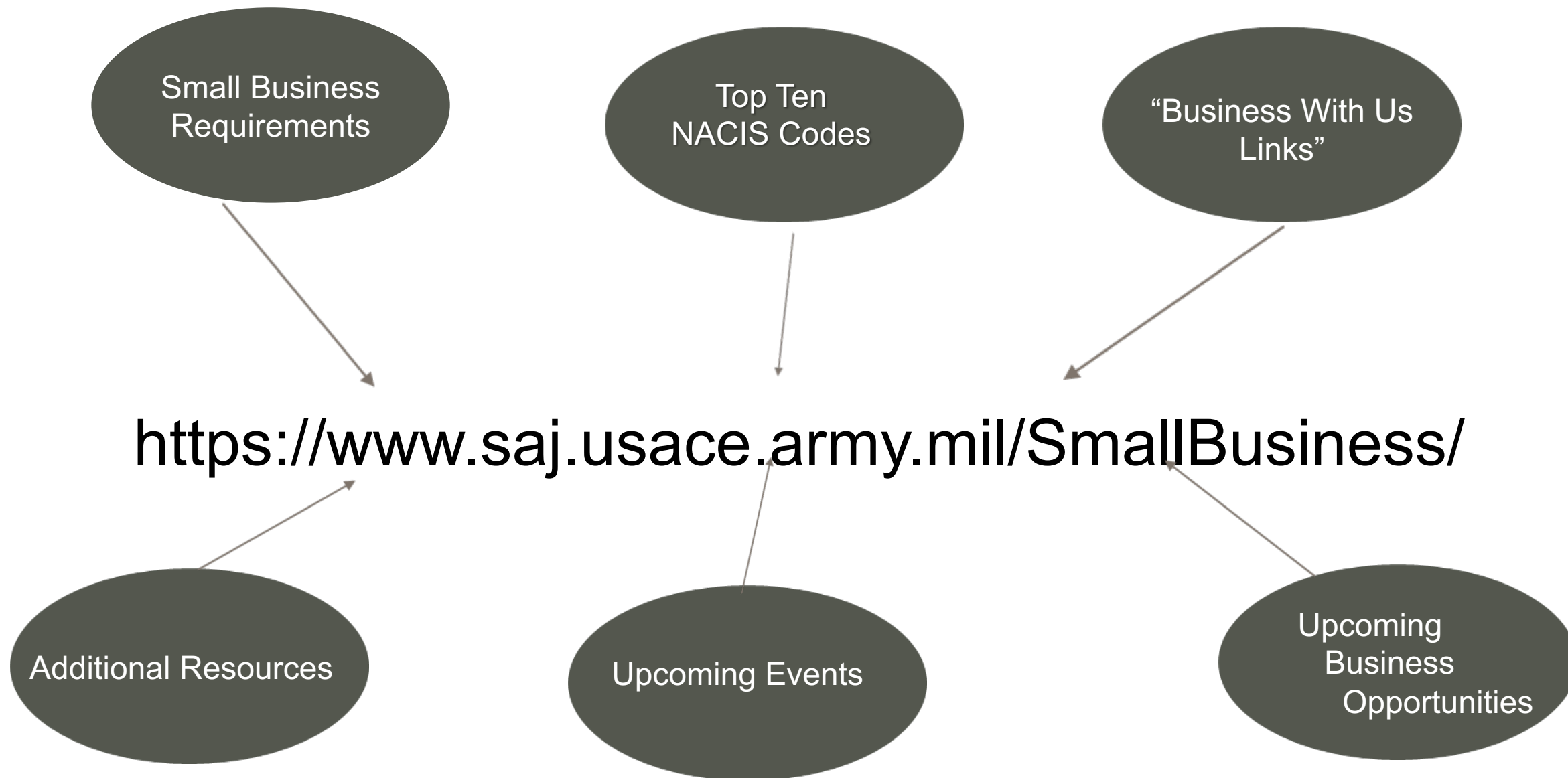
# CRAWL, WALK, & RUN



- Crawl –
  - Start bidding on projects from the area you are targeting.
  - Bid within your capacity to perform, bond and insure.
  - If you don't win – keep bidding! The goal is to understand the costing model, plans and specification for that agency.
  - Attend Industry Days/Outreach events to better understand forecasts.
  
- Walk –
  - If win a bid; then you have found the bidding “sweet spot” for that agency.
  - Start bidding on higher valued contracts (within your capacity).
  - Develop subcontracting strategy (performance and bidding processes).
  
- Run –
  - You've got a few contracts under your belt, good subcontracting team, good past performance reports.
  - Work on building your reputation and capacity.



# JACKSONVILLE DISTRICT SMALL BUSINESS WEBSITE







# PROCUREMENT ASSISTANCE



## SBA Resources

- Business Opportunity Specialist
- Procurement Center Representative



## Marketing Resources

- [Contract Opportunities on SAM.gov](#)
- [Contract Data on SAM.gov](#)
- [System for Award Management](#)
- [Dynamic Small Business Search System](#)
- [Subcontracting Networking System \(SubNet\)](#)



## Other Resources

- [USASpending](#)
- [GSA Subcontracting Directory](#)
- [DoD Prime Contracting Directory](#)





# FOR MORE INFORMATION

U.S. Army Corps of Engineers | Jacksonville District

<http://www.saj.usace.army.mil/>

**Deputy, Office of Small Business Programs**

**(904) 232-1150**

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On Flickr [www.flickr.com/photos/jaxstrong](http://www.flickr.com/photos/jaxstrong)

**Useful Restoration Sites:**

[www.evergladesrestoration.gov](http://www.evergladesrestoration.gov)

[www.sfwmd.gov](http://www.sfwmd.gov)





# JACKSONVILLE DISTRICT OFFICE OF SMALL BUSINESS PROGRAMS POINT OF CONTACT



**Kimberly S. Daniel-Ray**

Chief, Office of Business Programs

USACE, Jacksonville District

Office: 904-232-1150 / Mobile: 904-577-3079

**Nicole Batista-Cruz**

Contracting Specialist - Small Business Assistant

USACE, Jacksonville District

Office: 904-232-3275

Small Business Email: [SAJ-SB@usace.army.mil](mailto:SAJ-SB@usace.army.mil)

*Working Today to Build a Better Tomorrow*