

The U.S. government is the *largest* single purchaser of goods and services in the world.



The U.S. Government is the largest customer in the world, buying all types of products and services — in both large and small quantities. By law, the U.S. Government is required to consider buying from small businesses.

The U.S. Government buys from small businesses to:

- Support small businesses as engines of economic development & job creation
- Offer opportunities to disadvantaged socio-economic groups
- Gain access to the new ideas that small businesses provide
- Ensure that large businesses don't "muscle out" small businesses

Join the SBA Connecticut District Office in our series of Contracting workshops, where you will learn how to get started in marketing/selling to federal agencies and improve your probability of being "found" by Federal contracting offices and large Federal Prime Contractors.

Key topics covered:

- How government agencies buy products and services
- How to find and bid on contracts
- Set aside goals and how to qualify
- Importance of a "Capability Statement"
- What is the Dynamic Small Business Search
- Registering in SAM.GOV, System for Award Management
- Finding Contracting opportunities in BETA.SAM.GOV
- NAICS codes and how many you should use

By the Numbers

The U.S. government is the largest single purchaser of goods and services in the world awarding over

\$500

billion in prime contracts annually, 23% is set aside for small businesses.



What types of small businesses benefit?

- 5% are small & disadvantaged
- 5% are women owned
- 3% are HUBZone certified
- 3% are service-disabled veteran owned

Comparing CT Contracting Dollars	
% Change from FY18 to FY19	
All Small Businesses	19%
Veteran Owned Small Businesses (VOSB)	28%
Women Owned Small Business (WOSB)	-20%
Service-Disabled Veteran Owned Small Business (SDVOSB)	14%
8(a) Business Development	-24%
Small Disadvantaged Business (SDB)	47%
HUBZone	-24%

SBA programs and services are provided on a nondiscriminatory basis. Reasonable arrangements for persons with disabilities will be made, if requested at least two weeks in advance.

Government Contracting Workshops – December 2020

Introduction to Government Contracting

December 1, 2020 10:30am – 12:00pm

Get started with Federal Government Contracting and learn how set-aside contracts and goals are determined. This workshop will cover: how to get started with Federal Government Contracting, where contracts are advertised, external agencies such as the Procurement Technical Assistance Center (PTAC) which can work with you to improve your chances of success. Participating in this workshop will be the SBA CT District Office, CTPTAC, and the CT SBDC. [Register Here](#)

Registering in the System for Award Management (SAM)

December 2, 2020 10:30am – 12:00pm

A System for Award Management (SAM) registration is required to do business as a contractor with the federal government. An active SAM registration opens the door to the largest buyer of products and services in the world, the U.S. government, which is why thousands of businesses apply for SAM registrations each year. In this workshop, you will learn the SAM registration process and why a business should register. We will also cover taking the importance of adding your information to the SBA's Dynamic Small Business Search (DSBS). The DSBS is a database that government agencies use to find small business contractors for upcoming contracts. Small businesses can also use DSBS to find other small businesses to work with. [Register Here](#)

Creating a Winning Capability Statement

December 3, 2020 10:30am – 12:00pm

Learn how to effectively market yourself in the government sector with what Government agencies call a Capabilities Statement. This workshop provides instruction on how to write a good Capabilities Statement, including all the right ingredients. If you are looking for help with how to present your company to government decision-makers, then attending this workshop is a must. [Register Here](#)

Marketing and Selling to the Federal Government

December 4, 2020 10:30am – 12:00pm

Learn how to start the market research process, gather marketing (customer) intel, execute a capture strategy, effectively navigate and network in the Federal Government arena. [Register Here](#)

Finding Contracting Opportunities

December 8, 2020 10:30am – 12:00pm

Learn how to navigate BETA.SAM.GOV to find contracting opportunities. This new website that has replaced Federal Business Opportunities (FBO) in November 2019 and all Federal agencies post opportunities valued over \$25K on this site. [Register Here](#)

Responsive and Responsible Bidding

December 9, 2020 10:30am – 12:00pm

Increase your chance of winning a government contract by understanding the difference between Responsive and Responsible Bidding. This workshop will cover in further detail that a bid is responsive if the bid meets all of the requirements of the bidding documents/solicitation and that a bidder is responsible if they are capable or qualified to perform the work. Indeed, most public agencies are required to award to the low bidder, however, agencies have authority to establish criteria that permit an evaluation of the low bidder to determine if they are responsible, qualified and capable of performing the project. [Register Here](#)

[GSA for Small Businesses](#)

December 10, 2020 10:30am – 12:00pm

This workshop provides an overview of the General Services Administration (GSA), who they are and how they buy. The workshop will go over the following topics: Who is the General Services Administration (GSA); Office of Small Business Utilization (OSBU); Getting Started with GSA; Choose How to Sell with GSA; and Identify and Pursue Contracts. [Register Here](#)

[Women Owned Small Business \(WOSB\)](#)

December 11, 2020 10:30am – 12:00pm

The Women Owned Small Business (WOSB) Federal Contracting Program was implemented in February 2011 with the goal of expanding the number of industries where woman-owned small businesses can compete for contracts in the Federal marketplace. Please join us for this informative presentation. The workshop will go over the following topics: Overview of Program Eligibility; Details on the Most Current Steps to Getting Certified as a Woman-Owned Small Business (WOSB) or an Economically Disadvantaged Woman-Owned Small Business (EDWOSB); and the new woman-owned small business initiative from SBA. [Register Here](#)

[HUBZone](#)

December 15, 2020 10:30am – 12:00pm

The Historically Underutilized Business Zone (HUBZone) program fuels small business growth in historically underutilized business zones with a goal of awarding at least three percent of federal contract dollars to HUBZone-certified companies each year. The program encourages economic development in HUBZones through the establishment of preferences to promote economic development and employment growth in distressed areas by providing access to more federal contracting opportunities. This course will provide the following topics: how the HUBZone program works; benefits of the HUBZone Program; eligibility for the HUBZone Program. [Register Here](#)

[8\(a\) Business Development Program](#)

December 16, 2020 10:30am – 12:00pm

The federal government's goal is to award at least five percent of all federal contracting dollars to Small Disadvantaged Businesses each year. Socially and Economically Disadvantaged business owners interested in growing their business through federal contracting will benefit from attending a workshop on the 8(A) Certification Program. The workshops will focus on helping candidates prepare a winning application package for admission into the 8(A) program. The workshop is intended to encourage participation in the business development program, in which certified businesses can qualify for set-aside and sole source contracts with federal buyers. Additional support available through the 8(A) program includes mentoring, procurement assistance, business counseling, training, financial assistance and surety bonding. [Register Here](#)

Note: This workshop is intended for 8(a) eligible small business owners who think they may be ready to apply for the program. Are you eligible? Find out [here](#).

[All Small Mentor Protégé Program](#)

December 17, 2020 10:30am – 12:00pm

This workshop will give participants an opportunity to explore the SBA's new All Small Mentor Protégé Program (ASMPP) to see if it is a good fit for your business. The goal of the program is to develop small firms through mentoring assistance from a larger partner business and enhance their success in government contracting. Join us to learn about the benefits of the program and what the next steps are to participate. [Register Here](#)