Doing Business with VA

Presented by
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Executive Director, Small and Veteran Business Programs
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Our Mission

VA Mission

To fulfill President Lincoln's promise "To care for him who shall have borne the battle, and for his widow, and his orphan" by serving and honoring the men and women who are America's veterans.

OSDBU Mission

- Enable Veterans to gain access to economic opportunity by leveraging the federal procurement system and enabling participation of procurement ready small businesses.
SECVA Priorities

• Enhancing Customer Service
• Implementing the MISSION Act
  – Establishes Veteran Community Care Program
  – Forms Commission to make recommendations on modernization or realignment of VHA facilities
  – Improves VA Construction
  – Improves Home Loan Program
• Transformation of Business Systems
  – Appeals Modernization
  – Forever GI Bill
  – Financial Management Systems
  – Supply Chain Transformation
• VA/DOD Collaboration
  – Electronic Health Records System
  – Suicide Prevention
Framework of Success

Small Business

- Awareness
- Risk Mitigation
- Performance
- Procurement Mechanisms
- Access
Awareness

• System for Award Management (SAM)
• Web Site
  – Resources for Small Business
• Requests for Information (RFI)
• Be Present
• Federal Business Opportunities (FBO)
• VA Vendor Information Pages (VIP)
• Forecast of Contracting Opportunities (FCO)
• VA Top Buys (Fiscal Year 2018 NAICS)
  – 621111, 541512, 236220, 541519, 339112, 339113, 237990, 541611, 334111, 541990
• Trade Publications
• Market Research
• Government Accountability Office (GAO)/Inspector General (IG)/Congress
VA seeks to do business with “procurement ready” small businesses and offers a variety of resources to help small business owners understand the basics to being procurement ready and doing business with VA.

- **Doing Business with VA Reference Guide**
- **Procurement Readiness Reference Guide**
- **Office of Procurement, Acquisition and Logistics (OPAL) Doing Business with VA Web Page**
- **Subcontracting**
- **Corporate Partnerships**

Web Link: [https://www.va.gov/osdbu/library/dbwva.asp](https://www.va.gov/osdbu/library/dbwva.asp)
## Awareness: VA TOP 10 NAICS – Fiscal Year 2018

<table>
<thead>
<tr>
<th>NAICS Code</th>
<th>NAICS Description</th>
<th>Action Obligation</th>
<th>Small Business</th>
<th>%</th>
<th>VOSB</th>
<th>%VOSB</th>
<th>SDVOSB</th>
</tr>
</thead>
<tbody>
<tr>
<td>621111</td>
<td>OFFICES OF PHYSICIANS (EXCEPT MENTAL HEALTH SPECIALISTS)</td>
<td>$ 2,114,136,604.33</td>
<td>$ 3,893,632.03</td>
<td>0.18%</td>
<td>$ (189,812.55)</td>
<td>-0.01%</td>
<td>$ (1,537,007.73)</td>
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<tr>
<td>541512</td>
<td>COMPUTER SYSTEMS DESIGN SERVICES</td>
<td>$ 864,708,047.42</td>
<td>$ 322,525,072.41</td>
<td>37.30%</td>
<td>$ 316,504,220.80</td>
<td>36.60%</td>
<td>$ 316,491,514.04</td>
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<tr>
<td>236220</td>
<td>COMMERCIAL AND INSTITUTIONAL BUILDING CONSTRUCTION</td>
<td>$ 726,527,137.13</td>
<td>$ 711,012,728.53</td>
<td>97.86%</td>
<td>$ 675,289,651.76</td>
<td>92.95%</td>
<td>$ 674,848,105.56</td>
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<tr>
<td>541519</td>
<td>OTHER COMPUTER RELATED SERVICES</td>
<td>$ 601,791,331.47</td>
<td>$ 554,170,203.27</td>
<td>92.09%</td>
<td>$ 534,192,287.77</td>
<td>88.77%</td>
<td>$ 531,134,826.69</td>
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<tr>
<td>339112</td>
<td>SURGICAL AND MEDICAL INSTRUMENT MANUFACTURING</td>
<td>$ 441,091,989.28</td>
<td>$ 228,482,224.40</td>
<td>51.80%</td>
<td>$ 126,878,353.40</td>
<td>28.76%</td>
<td>$ 122,183,313.53</td>
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<tr>
<td>339113</td>
<td>SURGICAL APPLIANCE AND SUPPLIES MANUFACTURING</td>
<td>$ 254,979,698.95</td>
<td>$ 129,900,655.14</td>
<td>50.95%</td>
<td>$ 77,510,396.07</td>
<td>30.40%</td>
<td>$ 72,705,283.11</td>
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<tr>
<td>237990</td>
<td>OTHER HEAVY AND CIVIL ENGINEERING CONSTRUCTION</td>
<td>$ 207,076,143.07</td>
<td>$ 200,562,464.68</td>
<td>96.85%</td>
<td>$ 200,562,464.68</td>
<td>96.85%</td>
<td>$ 200,562,464.68</td>
</tr>
<tr>
<td>541611</td>
<td>ADMINISTRATIVE MANAGEMENT AND GENERAL MANAGEMENTasing SERVICES</td>
<td>$ 192,663,982.33</td>
<td>$ 91,143,441.31</td>
<td>47.31%</td>
<td>$ 74,088,078.53</td>
<td>38.45%</td>
<td>$ 70,253,431.36</td>
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<tr>
<td>334111</td>
<td>ELECTRONIC COMPUTER MANUFACTURING</td>
<td>$ 167,455,646.43</td>
<td>$ 166,268,481.75</td>
<td>99.29%</td>
<td>$ 9,262,138.82</td>
<td>5.53%</td>
<td>$ 9,238,266.82</td>
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<tr>
<td>541990</td>
<td>ALL OTHER PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES</td>
<td>$ 141,907,663.14</td>
<td>$ 77,335,938.39</td>
<td>54.50%</td>
<td>$ 76,641,651.62</td>
<td>54.01%</td>
<td>$ 54,449,965.53</td>
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</tbody>
</table>
Risk Mitigation

- Get Verified
- Know the Rules/Language
- Demonstrate Procurement Readiness
- Certifications
- Resumes
- Corporate Experience
- Focus on Core Competencies
- Past Performance
- Start Small
- SBA Mentor-Protégé Program
Congress has expanded small business certification programs at the SBA for all categories except SDVOSB.

SDVOSB is the only socioeconomic category that self-certifies.

Some SDVOSBs that VA has found ineligible continue to self-certify and receive contracts from other agencies.

Creates duplication of effort for SDVOSBs who apply for other socioeconomic certifications.

VA has the only program in the Federal government where SDVOSBs must be verified for ownership and control prior to winning a contract.
1. Common ownership and control standards across all socioeconomic groups
   - Application with re-consideration process
   - Re-certification at 3-year intervals
   - Continuing eligibility reviews for periods between 3-year intervals as needed

2. Increases confidence in validity of SDVOSB designation by Contracting Officers (COs)

3. Eliminates the self-certification risks

4. Reduces costs and creates synergy with consolidation of programs

5. Reduces level of effort for SDVOSBs eligible for multiple certifications
• VA Office of Small and Disadvantaged Business Utilization (OSDBU) has the legislative responsibility under 38 USC 81274 to verify Service disabled Veteran owned small businesses (SDVOSB) and Veteran owned small businesses (VOSB).
  — 11,117 SDVOSBs verified

• Small Business Act allows for self-certification for the rest of the Federal government
  — 19,950 SDVOSBs registered (8,833 self-certified in DSBS)

• This transformation initiative is part of the President’s Government Modernization Plan.

• Legislation proposal from the House Veterans Affairs Committee (HVAC) will transfer the verification responsibilities to SBA, which will expand its current certification mandate to include federal-wide certification of SDVOSBs.

• The following actions have been completed towards the endeavor:
  — H.R. 7169 (VA-SBA Act) introduced 11/27/2018 – bipartisan support
  — Discussion with the Office of Management and Budget
  — Joint Rule on Ownership and Control
  — Appeals rule
  — Information Technology platform integration strategy
OSDBU’s education and training program offers resources to inform, educate, and increase awareness in areas that will assist business owners that are ready to leverage economic opportunities in federal contracting.

- **Video Training**
  - Capability Statement
  - Mitigating Risk
  - Being Procurement Ready
  - Being on the right procurement mechanism
  - Responding to Request for Information
  - Doing Business with VA

- **Verification Webinars and Town Halls**
  - Pre-Application (Every First and Third Friday)
  - Preparing for Reverification (Every First Tuesday)
  - How to Stay Verified (Every Fourth Tuesday)

- **Straight Talk, Straight Answers with the Executive Director**

Web Link: [https://www.va.gov/osdbu/outreach/soc/training.asp](https://www.va.gov/osdbu/outreach/soc/training.asp)
Access

- VA Direct Access Program (DAP)
  - Targeted Industry Events
  - VA Medical Center Events
  - Industry Days
  - Industry Events
- Engagement Model
  - What Do You Say After “Hello”
  - Opening Lines to Customers

What Do You Say After “Hello”

- What problems can you solve for the customer?
- What is your solution?
- Why should the customer believe you can deliver?
- How does the customer procure your products/services?

Opening Lines to Customers

- I can resolve the issues you are having with....
- I can provide...
- I have had successful experience with...and you can trust in my service and performance because...
- I am a Certified VOSB. I am accessible through... (procurement vehicle).
Completed Events
• 1 NVSBE Construction Targeted Industry Engagement (TIE)

Planned Events
• 3 Targeted Industry Engagements
  – Medical Supplies and Services TIE
  – Information & Technology Supplies and Services TIE
  – Other Supplies and Services
• 2 Commercial Events
• 2 Veterans Integrated Service Network (VISN) Events
• 50 VA Medical Center Events
• VA Business Engagement Center (BEC) Events
  – Electronic Health Records Modernization
Procurement Mechanisms

- Federal Supply Schedules (FSS)
- Blanket Purchase Agreements (BPA)
- Medical Surgical Prime Vendor (MSPV)
- Indefinite Delivery, Indefinite Quantity Contracts (IDIQ)
  - Transformation Twenty-One Total Technology Next Generation (T4NG)
  - Veteran Enterprise Contracting for Transformation and Operational Readiness (VECTOR)
- Sole Source Contracts
- Simplified Acquisition Threshold (SAT)
- Best Value
- Tiered Evaluations
- Lowest Price Technically Acceptable (LPTA)
Performance

- Contractor Performance Assessment Reporting System (CPARS)
- References/Testimonials
“How do I find a Vendor to Meet My Needs?”
BASIC MARKET RESEARCH

Who do I know?

Who do I trust?

Did they deliver?

Who am I comfortable doing business with?

How do I reach them?
OSDBU Help Desk:
Phone: 866–584–2344
Email: osdbu@va.gov

OSDBU Website:  https://www.va.gov/osdbu/

Social Media:
Twitter: https://twitter.com/VAVetBiz
Facebook: https://www.facebook.com/VAVetBiz/
YouTube: https://www.youtube.com/c/VAOSDBU
Questions?