



# AFCEA Hampton Roads Chapter Small Business Forum Wednesday, August 31, 2011

### *Thank you to our Small Business Committee*

- Patti Hamilton.....Hamilton Consulting Solutions Corp
- Scott Rogers .....SRC Inc
- Jon McGlothian .....The Mt. Olivet Group, LLC
- Shelley Smith .....Pink Sky Inc.
- Jackie Gilmartin.....College Park Executive Suites
- Nena Barley .....AUSGAR Technologies, Inc.
- Bob Felty .....Modus 21
- James Lee.....ITG Inc
- Billie Wundele-Johnson.....Intellified Corporation
- Erin Jones .....Financial Guide Professionals
- Steven Bain.....On Course Solutions, LLC
- Barbara J. Starnes .....Hospitality & Consulting Services



## Important Web Links for Small Businesses



### *Small Business Guide for Marketing to the Navy*

<http://www.donhq.navy.mil/osbp/>

This is the site for the U.S. Department of Navy - Office of Small Business Programs (OSBP). The site offers information about NAVY OSBP, Navy small business programs, conferences, contacts and other general information. Specific sites include resources for:

#### The Navy's eleven major Small Business offices –

1. Headquarters, U.S. Marine Corps
2. Marine Corps Systems Command
3. Military Sealift Command
4. Naval Air Systems Command
5. Naval Facilities Engineering Command
6. NAVSUP Weapon System Support Center
7. Naval Sea Systems Command
8. Naval Supply Systems Command
9. Office of Naval Research
10. Space and Naval Warfare Systems Command
11. Strategic Systems Programs

Navy SBIR/STTR – The Navy's SBIR/STTR programs are primarily mission oriented, providing companies the opportunity to become part of the national technology base that can feed both the nation's military and private sectors.

Small Business Conferences – This site provides information and links to current and future small business conferences.

Frequently Asked Questions – The FAQ feature allows small businesses to view frequently asked questions about marketing to the Department of the Navy.

---

### *References*

Lyrics from "**The Gambler**," a song written by Don Schlitz and recorded by Kenny Rogers, were used as the theme for this Small Business Symposium.

---

### *Disclaimer*

*Information in this document was taken from the included public websites and is provided for informational purposes only, and should not be relied on in lieu of direct contact with the organization or other professional advice.*

## Marine Corps Field Contracting System (MCFCS)

<http://www.marcorsyscom.usmc.mil/vendor/>

This site is the Marine Corps Field Contracting System's (MCFCS's) "Vendor Information" website for MCSC-specific information and contains links to important websites to be needed for marketing your small business, or any business, to the Marine Corps.

**Defense Procurement and Acquisition Policy (DPAP)** – DPAP has broad responsibility for acquisition policies and focuses on procurement and acquisition as an integrated acquisition process.

**Acquisition Center for Support Services (ACSS)** – ACSS is vested with the responsibility for developing, implementing and executing a comprehensive Advisory and Assistance Services (A&AS) program for the MCSC by coordinating requirements, establishing contractual relationships, providing analytical and procurement planning services, and ensuring appropriate regulatory compliance.

**Contracts** – This site supports MCSC in developing and implementing integrated and innovative business solutions to meet the needs of warfighters/ customers and expectations of taxpayers.

**Office of Small Business Programs (OSBP)** – MCSC OSBP is responsible for providing research, development, and acquisition of equipment, information systems, training systems, and weapon systems to satisfy all approved material requirements of the Marine Corps.

**Navy Electronic Commerce Online (NECO)** – NECO provides contractors direct on-line access to Navy procurement requirements; publishes current procurement summary information for selected sites; provides registered users e-mail notification of new solicitation postings; and provides general Navy information on electronic commerce initiatives.

**Acquisition, Technology, and Logistics Knowledge Sharing System (AKSS)** – AKSS supplies mandatory acquisition reference documents and a wealth of other relevant acquisition resources.

**DoN Acquisition One Source** — This site is the single authoritative source for Navy and Marine Corp acquisition policy and guidance. Managed by the DASN Acquisition Management team located in the Pentagon, the web site offers many features to the acquisition workforce.

## Table of Contents

Introduction .....	4
Government & Military Acronyms .....	5
Department of Defense (DoD) .....	6
DoD Contract Opportunities .....	8
Other DoD Programs & Resources .....	9
DoD Contract Awards .....	10
Defense Acquisition University (DAU) .....	10
Defense Federal Acquisition Regulation (FAR) .....	11
U.S. Small Business Administration .....	11
SBA Small Business Planner .....	12
Office of E-Government & Information Technology (E-Gov) .....	13
USA.gov .....	13
Vetbiz.gov .....	13
Federal Procurement Data System – Next Generation .....	13
Business Partner Network (BPN) .....	14
Small Business Marketing to the Air Force .....	14
Small Business Marketing to the Army .....	15
Small Business Marketing to the Coast Guard .....	16
Small Business Marketing to the Marine Corps .....	17
Marine Corps Field Contracting System (MCFCS) .....	18
Small Business Marketing to the Navy .....	19
References .....	19



## Introduction

There are literally hundreds of websites available to help guide marketing approaches for Small Businesses. This guide was designed to help you get familiar with recommended entry points for marketing to the Department of Defense (DoD) and to the military services.

Before beginning a marketing approach, it is important to identify specific capabilities that are your small business's strengths. These core capabilities will be your marketing foundation.

The sites on the following pages are a good starting point for targeting your marketing approach.



## *Small Business Guide for Marketing to the Marine Corps* [http://www.marines.mil/unit/logistics/Documents/Doing\\_Business/doing-business.html](http://www.marines.mil/unit/logistics/Documents/Doing_Business/doing-business.html)

The Marine Corps contracting has two elements—the Marine Corps Field Contracting System (MCFCS) and Marine Corps Systems Command (MCSC). The Marine Corps Field Contracting System provides base, camp and station support to Marine installations everywhere as well as supporting the needs of tenant commands at every base. Marine Corps Systems Command provides major weapons systems and their support.

This site provides an excellent generic step-by-step approach for marketing your business to the U.S. Marine Corps.

- **Step 1:** Identify your product or service
- **Step 2:** Obtain a DUNS Number, register in the CCR System, and obtain a CAGE Code
- **Step 3:** Familiarize yourself with Federal, DoD, Navy and Marine Corps contracting procedures
- **Step 4:** Identify the Marine Corps contracting activity that purchases your product or service
- **Step 5:** Identify current and future procurement opportunities
- **Step 6:** Consider a Federal Supply Schedule (FSS) contract
- **Step 7:** Review small business programs
- **Step 8:** Explore subcontracting opportunities
- **Step 9:** Seek additional assistance as needed
- **Step 10:** Respond to inquiries from Field Contracting Offices



### ***Small Business Guide for Marketing to the Coast Guard***

<http://www.uscg.mil/acquisition/business/smallbusiness.asp>

Departmental oversight and authority play a very important role in U.S. Coast Guard (USCG) acquisition processes. That oversight and authority is sought and exercised at key project milestones, or Acquisition Decision Events. All Level 1 acquisition projects (valued at greater than \$1 billion lifecycle cost) require a Department of Homeland Security (DHS) decision authority before proceeding at each of those milestones. The Coast Guard cannot succeed without complete and appropriate transparency of processes to oversight authorities, including agency leadership, DHS executive authorities and Congress.

This website provides useful information on the U.S. Coast Guard's approach to providing maximum practicable opportunities in small business acquisitions, including Veteran-Owned Small Business (VOSB), Service-Disabled Veteran-Owned Small Business (SDVOSB), HUBZone Small Business (HUBZone), Small Disadvantaged Business (SDB), and Women-Owned Small Business (WOSB) concerns.

Resources include:

- **Points of Contact** – Users can identify [local USCG small business representatives](#) and [DHS prime contractor information](#).
- **Outreach** – this link provides information on [vendor outreach sessions](#) and other opportunities for small businesses to meet with small business specialists from DHS procurement offices.
- **Resources** – This link offers additional resources such as [Frequently Asked Questions](#), the [DHS Small Business Web site](#) and the [Small Business Administration Web site](#).
- **Opportunities** – This link provides information on Coast Guard contracting opportunities, forecast of Coast Guard contracting opportunities, and opportunities for specific small business programs.



### **Government & Military Acronyms**

There are too many acronyms and phrases that are used in the government / DoD contracting world to begin to list here. So we've provided the following websites where you can begin to familiarize yourself with this vocabulary.

- [www.dtic.mil/doctrine/dod\\_dictionary](http://www.dtic.mil/doctrine/dod_dictionary)
- [www.fas.org/news/reference/lexicon/acronym.htm](http://www.fas.org/news/reference/lexicon/acronym.htm)
- [www.militaryacroyms.net](http://www.militaryacroyms.net)
- [www.militarywords.com](http://www.militarywords.com)
- [www.militaryfactory.com/glossary.asp](http://www.militaryfactory.com/glossary.asp)
- [Wikipedia.org/wiki/Category:Military\\_acronyms](http://Wikipedia.org/wiki/Category:Military_acronyms)

Keep in mind that, if you are working an Army project, the same acronym means something different than a Navy acronym.



**Small Business Guide  
for Marketing to the Department of Defense (DoD)**  
[http://www.acq.osd.mil/osbp/doing\\_business/  
DoD\\_Contracting\\_Guide.htm](http://www.acq.osd.mil/osbp/doing_business/DoD_Contracting_Guide.htm)

This website provides a step-by-step guide for entering into the DoD Marketplace. It includes essentials such as:

1. **Identifying Your Product or Service:** It is essential to know the Federal Supply Class or Service (FSC/SVC) codes and North American Industry Classification System (NAICS) codes for your products or services.
2. **Register Your Business:**
  - **Obtain a DUNS Number:** The Data Universal Number System (DUNS) Number is a unique nine character identification. If you do not have a DUNS Number, contact Dun and Bradstreet to obtain one.
  - **Register with Central Contractor Registration (CCR/PRO-Net):** You must be registered in Central Contractor Registration (CCR) to be awarded a contract from the DoD. CCR is a database designed to hold information relevant to procurement and financial transactions. CCR affords you the opportunity for fast electronic payment of your invoices. On January 1, 2004, CCR assumed all of SBA's PRO-Net search capabilities and functions. Small businesses will now only need to register with CCR. Contracting officers, contract specialists, etc. utilize the CCR, as well as the Dynamic Small Business Search side of the CCR, to identify small business concerns for potential prime and sub-contracting opportunities.
3. **Identify Your Target Market within DoD:** Research DoD Personnel & Procurement Statistics. Of particular interest to small businesses is the Standard Tabulation (ST) 28 report of products and services purchased each fiscal year by the DoD. Data on the ST28 are sorted by FSC/SVC code and provide name and location of DoD contracting offices. This report is found at the bottom of the Procurement Statistics page and can be cross-referenced with the list of Small Business Specialists within the Army, Navy, Air Force and other Defense Agencies (ODAs).
4. **Identifying Current DoD Procurement Opportunities:** Identify current procurement opportunities in your product or service area by



**Small Business Guide for Marketing to the Army**  
<https://acquisition.army.mil/asfi/>

This site is the Army's *Single Face to Industry* (ASFI), the U.S. Army's designated site to host all Army contracting opportunities. Army contracting personnel use the ASFI to post procurement notices. Vendors, also referred to as 'industry', use the ASFI to locate and respond to Army solicitations for goods and services. Although the ASFI is a publicly-accessible site, some features are restricted to government personnel only and require ASFI registration and approval to use these features. To use most of the ASFI industry features, vendors must have an active Central Contractor Registration (CCR) [<https://www.bpn.gov/ccr>] profile.

**Contracting Opportunities Search** – The Contracting Opportunities Search feature allows vendors to easily locate opportunities and submit offers/bids online if electronic submission is authorized.

**Frequently Asked Questions (FAQ)** – The FAQ feature allows vendors to view frequently asked ASFI questions

**Vendor Notification Service** – The Vendor Notification Service allows vendors to request email notification of solicitations that meet their contracting opportunities search criteria based on contracting office and/or NAICS code. Solicitation NAICS codes are compared to the NAICS codes established by the vendor on their CCR profile.

**BRS Users Guide (.doc)** – The Bid Response System (BRS) guide for solicitations that display the 'Start Offer/Bid' button', vendors may use the ASFI to respond to Army opportunities via the secure Bid Response System. To use the Bid Response System, vendors must have an active Central Contractor Registration (CCR) profile. This is validated each time a bid response is initiated within the ASFI.

**Vendor Bid History** – Vendors may access their solicitation bid history for summary information on offers/bids placed within the last 60 days.

**Procurement Notifications** – Procurement Notifications allow vendors to search for solicitation award postings. Note – not all award postings are available on the ASFI. Vendors should also search for award postings at Fed-BizOpps ([www.fbo.gov](http://www.fbo.gov)).



The Office of Federal Procurement Policy (OFPP) requires that each department and agency certify annually that all data within FPDS-NG is valid and complete.

The Procurement History for Market Research Report provides information about contracts awarded government-wide for particular products or services and whether these awards were made to vendors with socio-economic status (i.e., small business, service disabled veterans, etc.).

---

### ***Business Partner Network (BPN)*** <http://www.bpn.gov>

The Business Partner Network (BPN) is the single source for vendor data for the federal government. The BPN is a search mechanism that provides unprecedented views into several key databases across federal agencies. This site is useful as it contains links to other sites.

---

### ***Small Business Guide for Marketing to the Air Force*** <http://www.airforcesmallbiz.org>

This site is the U.S. Air Force Office of Small Business programs web-based initiative that aims to improve connectivity between the small business community and the Air Force. Links include locating an Air Force small business specialist, a user-friendly search for current and future procurement opportunities, calendar of events, and much more.

Explore this website for the resources you need to make contact and connect with the Air Force for business opportunities. In addition to features such as the Long Range Acquisition Estimate (LRAE) and the Locate a Small Business Specialist tool, this site offers your business the capability to connect with the Air Force through these tools:

- [Register Your Small Business](#) – Here you can register for an account and provide information about your capabilities and other company data.
- [Ask a Question](#) – This section allows you to ask a question that will be automatically forwarded to the appropriate subject matter expert.
- [Event Participation Request](#) – This tool allows you to request a small business specialist to participate in your event.



4. [Identify Current DoD Procurement Opportunities](#): Identify current procurement opportunities in your product or service area by checking the electronic version of the Federal Business Opportunities website, which can assist you in identifying DoD, as well as other Federal procurement opportunities.
5. [Familiarize Yourself with DoD Contracting Procedures](#): Be familiar with Federal Acquisition Regulations (FAR) and the Defense Federal Acquisition Regulation Supplement (DFARS).
6. [Investigate Federal Supply Schedule \(FSS\) Contracts](#): Many DoD purchases are, in fact, orders on Federal Supply Schedule (FSS) contracts. Contact the General Services Administration (GSA) for information on how to obtain a FSS contract.
7. [Seek Additional Assistance as Needed](#): There are several important resources that are available to assist you in the DoD marketplace:
8. [Explore Sub-contracting Opportunities](#): Regardless of your product or service, it is important that you do not neglect our very large secondary market, subcontracting opportunities with DoD prime contractors. This directory provides, by state, the names and addresses of DoD prime contractors, the names and telephone numbers of Small Business Liaison Officers (SBLOs), and the products and services supplied to the DoD. The report is generated from data mined through DoD prime contractors' contracts and subcontracting plans. Please note that the DoD OSBP does not maintain the data on this website. The directory reflects data as of September 30, 2005. We encourage you to investigate potential opportunities with these firms. Many also have websites that may be useful and we encourage you to explore teaming options. In addition, many of the larger organizations may have subcontracting opportunities at the lower tiers (beyond the first and second tiers). The SBA's [SUB-Net](#) is another valuable resource for obtaining information on subcontracting opportunities. Solicitations or notices are posted by prime contractors as well as other government, commercial, and educational entities.
9. [Investigate DoD Small-Business Programs](#): There are several programs that may be of interest to you such as: Veteran-Owned, Service-Disabled Veteran-Owned, HUBZone, Small Disadvantaged, Woman-Owned, Small Business Innovation Research, Small Business Technology Transfer, Mentor-Protégé, and Indian Incentive. Information on all these programs is available on the DoD Office of Small Business Programs website.



After you have identified your customers, researched their requirements, and familiarized yourself with DoD procurement regulations and strategies, it is time to market your product or service. Present your capabilities directly to the DoD activities that buy your products or services. Realize that, like you, their time is valuable and if the match is a good one, you can provide them with a cost-effective, quality solution to their requirements. Additional helpful resources, posted on our website, include Government Contracting: The Basics [PDF] and Marketing to the Department of Defense: The Basics [PDF].

### *DoD Contract Opportunities*

[http://www.acq.osd.mil/osbp/doing\\_business](http://www.acq.osd.mil/osbp/doing_business)

This is the "how-to" section of working with the Department of Defense. Information includes guides on marketing to the DoD, government contracting basics and subcontracting fundamentals, as well resources for:

- [Procurement Technical Assistance Centers \(PTACs\)](#) - Procurement Technical Assistance Centers (PTACs), are charged with assisting businesses in learning how to do business with federal, state, and local governments. PTACs are a local resource available at no or nominal cost that can provide assistance to businesses in marketing their products and services. They offer training on how to research and bid on contracts, assist with registration requirements, provide bid-matching services, and assist with pre- and post-contracting issues.
- [Prime Contractors and Subcontractors with Subcontracting Plans](#) - This FY 2010 directory includes POC information for all DoD large business prime contractors and subcontractors with Subcontracting Plans. This report is generated from information contained in the Summary Subcontract Report submitted by the contractors in the Electronic Subcontracting Reporting System. The information includes the name and address of the company; the major products/services provided to DoD; the major NAICS of the company; and the name and phone number of the company's official who administers the company's subcontracting plan. Many companies have websites with additional information which may be useful in your search for subcontracting opportunities or teaming arrangements.
- [Small Business Specialists](#) - Small Business Specialists serve as the primary liaison between private-sector small businesses seeking to do business with government agencies. Specialists advise small businesses regarding current acquisitions contracts available from the federal government.



### *Office of E-Government & Information Technology (E-Gov)*

<http://www.whitehouse.gov/omb/egov>

The Office of E-Government and Information Technology (E-Gov), headed by the federal government's chief information officer, develops and provides direction in the use of Internet-based technologies to make it easier for citizens and businesses to interact with the federal government, save taxpayer dollars, and streamline citizen participation.

### *USA.gov*

<http://www.usa.gov>

As the U.S. government's official web portal, USA.gov makes it easy for the public to get U.S. government information and services on the web. USA.gov also serves as the catalyst for a growing electronic government.

### *Vetbiz.gov*

<http://www.vetbiz.org/>

In response to the Veterans Entrepreneurship and Small Business Development Act, this federal government web portal supports veteran-owned businesses.

### *Federal Procurement Data System – Next Generation*

[http://www.fpds.gov/fpdsng\\_cms/](http://www.fpds.gov/fpdsng_cms/)

The Office of Federal Procurement Policy, as amended, 41 U.S.C. 401 et seq. and (FAR Subpart 4.6) requires the administrator for federal procurement policy to establish a computer-based Federal Procurement Data System for collecting, developing and disseminating procurement data to the Congress, Executive Branch and private sector. The General Services Administration's (GSA) contractor operates and maintains the FPDS-NG.

Executive departments and agencies are responsible for collecting and reporting data to FPDS-NG as required by the Federal Acquisition Regulation (FAR). The federal government uses the reported data to measure and assess the impact of federal procurement on the nation's economy, the extent to which awards are made to businesses in the various socio-economic categories, the impact of full and open competition on the acquisition process and other procurement policy purposes.



**Inspector General** – The SBA’s Office of the Inspector General conducts audits, investigations and other reviews to deter and detect waste, fraud and abuse in SBA programs and operations and to promote agency efficiency and effectiveness.

**SBA Programs** – Small business is America’s most powerful engine of opportunity and economic growth. That’s where the SBA comes in. The SBA offers a variety of programs and support services to help you navigate the issues you face with your initial applications and resources to help after you open for business.

### ***SBA Small Business Planner***

<http://www.sbaonline.sba.gov/smallbusinessplanner/>

The U.S. Small Business Administration offers a Small Business Planner at this site that includes information and resources that will help small businesses at any stage of the business lifecycle.

**Plan Your Business** – This site provides guidance on the tools and resources necessary to write a winning business plan. From sample plans to a business plan primer, these steps will get you started on this very important activity. Once your business is up and running, you’ll need to regularly review and update your plan to manage growth.

**Start Your Business** – Starting a business requires you to complete a number of steps and make some key decisions. Within your overall plan, you’ll need to select a location, decide on a business structure, and obtain the necessary licenses and permits. In addition, determining which financing options will meet your short-term needs and long-term goals is crucial. Within this section, information on these topics is provided along with guidance on buying an existing business, copyright and trademark issues, and getting support from an outside expert.

**Manage Your Business** – Successful business management requires specific management skills in addition to knowledge of key business practices. Within this section you’ll learn about leadership traits, decision-making skills, and how to manage your employees. A host of important topics of interest are included, such as: marketing basics, setting prices, filing your business taxes, legal considerations, forecasting for future growth, and financing options.

**Getting Out** – Getting out of your business may not be important to you at this point. However, planning your exit strategy often involves more than just closing down. This section suggests practical options such as selling your business or transferring ownership. In the event that you decide it is time to close your business, you’ll learn about liquidation, filing bankruptcy and reviewing the IRS guide on shutting down.



### ***Other DoD Programs & Resources***

<http://www.acq.osd.mil/osbp>

This website is the “how-to” for working with Department of Defense (DoD) information and includes guides on marketing to the DoD, and government contracting. This site identifies plans, performance, legislation, regulations, policy and other small business program and initiative resources.

#### ***Programs:***

- **Mentor- Protégé** – The Department of Defense (DoD) Pilot Mentor-Protégé Program seeks to encourage major DoD prime contractors (mentors) to develop the technical and business capabilities of Small Disadvantaged Businesses (SDBs) and other eligible protégés.
- **SBIR/STTR** – The purpose of DoD Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Programs is to harness the innovative talents and entrepreneurial energies of our nation’s small technology companies for U.S. military and economic strength. Together, the programs represent over \$1 billion per year in research and development funding used to support qualifying small businesses through a competitive, three-phase process. Projects funded through SBIR and STTR serve a DoD need and have the potential to commercialize in the broader marketplace. Solicitations are conducted periodically throughout the year.
- **Indian Incentive Program** – The Indian Incentive Program (IIP) is a Congressionally-sponsored program that provides a 5 percent rebate on the total amount subcontracted to an Indian-Owned Economic Enterprise or Indian Organization, back to the prime contractor in accordance with DFARS Clause 252.226-7001. Through the generation of subcontracts to the above-mentioned entities, the IIP fulfills its purpose as an economic multiplier for Native American communities. DoD prime contractors, regardless of size of contract, that contain the above-referenced clause(s) are eligible for incentive payments.

#### ***Initiatives:***

- **Woman-Owned Small Business Program** – Highlights DoD efforts to achieve the five percent goal for prime and subcontract awards to small businesses owned and controlled by women.
- **Service-Disabled Veteran-Owned Small Business Program** – An aggressive DoD effort to improve the prime and subcontracting opportunities for businesses owned and controlled by veterans and service-disabled veteran.



- **[Service-Disabled Veteran-Owned Small Business Program](#)** – An aggressive DoD effort to improve the prime and subcontracting opportunities for businesses owned and controlled by veterans and service-disabled veteran.
- **[Comprehensive Subcontracting Test Program](#)** – A DoD program to determine if comprehensive subcontracting plans will result in increased subcontracting opportunities for Small Businesses while reducing the administrative burdens on contractor.
- **[DoD Regional Councils for Small Business Education and Advocacy](#)** – The Department of Defense (DoD) Regional Councils for Small Business Education and Advocacy are a nationwide network of small business specialists organized to promote the National Small Business program of the United States.
- **[Historically Underutilized Business Zones Program \(HUBZone\)](#)** – Small Business Administration program to promote job growth, capital investment and economic development in historically underutilized busi-

### ***DoD Contract Awards***

<http://www.defense.gov/Contracts>

**[DoD Contract Award Announcements](#)** – This site provides links to DoD contract award announcements valued at \$5 million or more and are announced each business day at 5 p.m. Contract announcements issued within the past 30 days are listed and older contract announcements are available from the contract archive page. Contract announcements are also available by e-mail subscription.

### ***Defense Acquisition University (DAU)***

<http://www.dau.mil>

The Defense Acquisition University provides a full range of basic, intermediate, and advanced certification training, assignment-specific training, applied research, and continuous learning opportunities.



### ***Defense Federal Acquisition Regulation (FAR)***

<http://www.acquisition.gov/far>

The Federal Acquisition Regulation (FAR) is a substantial and complex set of rules governing the federal government's purchasing process. Its purpose is to ensure purchasing procedures are standard and consistent, and conducted in a fair and impartial manner. So whether you are a small business owner or the contracting official, it is important to understand FAR. There are many costly pitfalls if you don't take the time to understand the provisions in your contract, which often reference areas of the FAR.

Winning a federal contract also means complying with laws and regulations unique to those doing business with the government. Many new contractors, especially small businesses, are unprepared for the rules and regulations they must follow, which can lead to costly errors and potential legal problems. The site offers resources to help you become familiar with the regulations that

### ***U.S. Small Business Administration***

<http://www.sba.gov>

The U.S. Small Business Administration (SBA) dedicates its energy and resources to providing support to small businesses and small business owners across the nation. SBA helps businesses across the country through what we call the "3 C's" of service:

- **Capital** – SBA works in collaboration with about 5,000 banks to provide SBA loans to deserving small businesses.
- **Contracts** – SBA works to ensure that 23% of federal contract dollars are set aside for small businesses.
- **Counseling** – Approximately 14,000 SBA-affiliated counselors are available to provide guidance to small businesses.

On behalf of small businesses, the SBA website provides additional links to:

**[Advocacy](#)** – The voice of small business on Capitol Hill since it was created in 1976, the SBA's Office of Advocacy works to protect, strengthen and represent the interests of the nation's small businesses within the federal government.

**[Ombudsman](#)** – If excessive fines, penalties, or unfair regulatory enforcement by federal agencies are problems for your small business, you have a voice in Washington, D.C., through SBA's Office of the National Ombudsman.