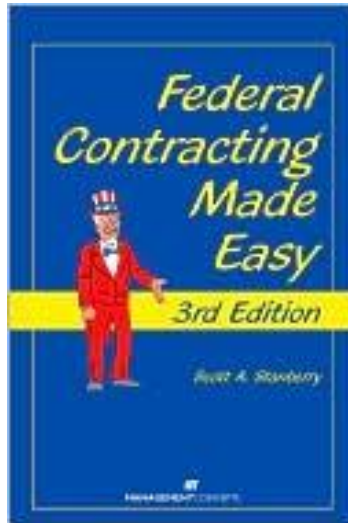


Know Your Acronyms

The government spends a lot of money. Products and services purchased by the government; federal, state, county and city; is very extensive. These expenditures create jobs and put dollars into our communities. Much of the time we focus on these expenditures from the point of view of being a tax payer, but it is important to remember that this money is being spent with businesses throughout America. As a business owner, you should evaluate your opportunities to sell to the government.

For this month's article, I am going to review some of the terminology that will help you along the way. Remember that there are organizations prepared to help you with the process of getting government contracts, but ultimately, the business is responsible to submit the bid, meet performance standards and stay in compliance with regulations. Please realize that there can be more red tape involved than selling to the general public.

In order to contract with the Federal Government you will need the following:



DUNS Number (Data Universal Numbering System) This is a nine-character company identification number. See <http://fedgov.dnb.com/webform>

CCR Registration (Central Contractor Registration). This is the primary registrant database for the U.S. Federal Government. CCR collects, validates, stores and disseminates data in support of agency acquisition missions. Your business must be registered in this database before a contract

can be awarded. See www.ccr.gov

ORCA (Online Representations and Certifications Application). This is a web-based system that collects vendor representations and certifications of business information and stores that information in a common database. "Reps and certs" submitted by the vendor define them in such areas as business size, cost accounting standards, past debarments, and company ownership. A particular focus of ORCA is on capturing small business categories and information. ORCA maintains a live interface with CCR to automatically populate basic vendor information based on the DUNS number. See <https://orcda.bpn.gov/>

CAGE code (Commercial and Government Entity) This is a five-character identifier automatically generated by the Defense Logistics Information Service after your registration information has been entered into CCR. The CAGE code supports a

variety of mechanized systems throughout the government, such as those for facility clearance, a pre-award survey, automated bidders lists, pay processes and supply sources. Other terms that will be useful are:

NAICS (North American Industry Classification System) This identifies the nature of business participated in. To find your NAICS code, go to <http://www.census.gov/eos/www/naics/>

FAR (Federal Acquisition Regulation) This is the body of regulations that governs federal acquisitions. These include the rules that must be followed and should be reviewed. These rules are extensive and not light reading. I recommend starting with the booklet "Information for Contractors" that can be downloaded at <http://www.dcaa.mil/>

GSA (U.S. General Services Administration) GSA is the centralized procurement for the federal government offering products, services and facilities that federal agencies need to serve the public. GSA offers businesses

the opportunity to sell billions of dollars worth of products and services to federal agencies.

DCMA (Defense Contract Management Agency) The Defense Contract Management Agency (DCMA) is the Department of Defense (DoD) component that works directly with Defense suppliers to help ensure that DoD, Federal, and allied government supplies and services are delivered on time, at projected cost, and meet all performance requirements.

DCAA (Defense Contract Audit Agency) performs contract audit functions required by DOD and many civilian agencies.

GAO (General Accounting Office) This is the investigative arm of Congress. They have broad authority to oversee federal programs and operations and to review government contracts to ensure that appropriated fund are spent in accordance with the laws enacted by Congress.

FOIA (Freedom of Information Act) This is an opportunity for contractors to get valuable information.

Contractors are encouraged to use FOIA when they conduct market research. FOIA is particularly useful in obtaining information on federal agency buying trends and past contractual data.

PCO (Procurement Contracting Officer) This individual is responsible for issuing solicitations, accepting bids and making the original award of the contract. By law, the PCO's name and phone number must be on the cover of the solicitation and in the FedBizOpps synopsis.

FedBizOpps is the single government point-of-entry on the Internet for federal government procurement opportunities over \$25,000. See <https://www.fbo.gov/>

PTAC (Procurement Technical Assistance Center) Procurement counselors provide individual counseling on all aspects of government contracting, including assistance in the initial stage of how to find the right match, how to market to the government, and how to request and prepare solicitation documents. Counselors also provide information on other government programs including SBIR/STTR grants and government-guaranteed

bank loans. See <http://www.goed.utah.gov/contracting/PTAC/>

As you can tell, there is a lot to learn when it comes to selling to the government. I have just touched on some of the terminology that comes up. Please don't feel so overwhelmed that you do not pursue opportunities. Contact the PTAC program listed above and talk to a counselor. You may have

opportunities with the government far beyond what is available by selling to the private sector.

Some of the above data was taken from the book Federal Contracting Made Easy by Scott A. Stansberry. I appreciate the valuable information included and apologize for copying some paragraphs. Other data came from various websites referenced. There is a world

of information available on the Internet and readers should plan on cruising these sites.

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