

# ★ THE WINNING TIMES ★

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★ YOUR TEAM FOR WINNING  
FEDERAL CONTRACTS

## IN THIS ISSUE:

GSA REORGANIZATION  
UPDATE

AFFILIATES OF SMALL  
BUSINESSES

CLIENT CORNER:  
QUESTIONS FROM OUR  
CLIENTS

SPECIAL CONTRACTOR  
EVENTS – INFORMATIVE  
AND EDUCATIONAL  
OPPORTUNITIES

## GSA REORGANIZATION UPDATE

As many of you may be aware, the GSA is undergoing a massive restructuring plan to merge two of its previously separate procurement services into the Federal Acquisition Service. More news about this ongoing project has been forthcoming over the past several weeks. First, in the middle of December 2005, Mr. Marty Wagner, was named acting head of the Federal Acquisition Service, after replacing Ms. Barbra Shelton. Second, there are signs that GSA has established a solid target for meeting its reorganization goals. During a luncheon hosted by INPUT, a VA-based market research firm, GSA's chief procurement officer, Ms. Emily Murphy, announced that the agency plans to complete 90 percent of its restructuring effort by September

2006. During this effort, GSA is providing an unprecedented amount of training to its employees in hopes to provide better services to the overall acquisition community, according to Ms. Murphy. The primary goal of this training effort will be to make GSA more employee and customer friendly.

Government Executive magazine reports, that Ms. Murphy also announced that GSA plans to publish a **Federal Register** notice at the end of February 2006 requesting feedback from the vendor community on ways to improve its acquisition manual. GSA vendors and schedule holders should be on the look out for this notice as well as all the changes that are coming from this reorganization effort.

## AFFILIATES OF SMALL BUSINESSES

Being a small business and preparing a submission for GSA is a big undertaking and being able to identify your company as a Small Business certainly affects the use of your Schedule once awarded. Generally, the small business size certification is a self-certification process. If a question arises concerning the correct business size of a company during the course of obtaining a GSA Schedule, GSA can request that the Small Business Administration (SBA) review and certify the small business status for the agency. The issue for small businesses that have large business affiliates is that this can affect your

business size categorization in the eyes of SBA and therefore GSA.

The definition of an affiliate is extensive, it is fully defined in Title 13, Business Credit and Assistance, Part 121.103 – How does SBA determine affiliation? This can be further researched at the following website, an electronic version of the Code of Federal Regulations:  
<http://frwebgate.access.gpo.gov/cgi-bin/get-cfr.cgi?TITLE=13&PART=121&SUBPART=a&TYPE=TEXT>

In short, if a small business has an

## FEATURED CLIENTS



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## AFFILIATES OF SMALL BUSINESSES - CONTINUED

affiliate, the relationship will have to be within SBA's definition of a small elaborated to SBA and to GSA. Both business in order to be categorized the business and the affiliates must fall officially by SBA.

## CLIENT CORNER: QUESTIONS FROM OUR CLIENTS

*Our monthly feature that allows you to see examples of the kinds of questions we get from our clients and how we respond to their needs.*

**Q:** *Kicking off 2006, I would like to ensure that my small business has a comprehensive, focused plan for marketing to the federal government. I want to improve our performance from 2005 and set a solid foundation for the upcoming year. Where should I start, and what should be involved in this process?*

**A:** You are going about things exactly the right way- planning, planning and more planning! This is crucial to a successful federal government contracting business. Global Services offers many of these planning tools to help our clients win contracts. We believe in offering a range of services that we can customize to create the unique "mosaic" of services that will be the individual key to each company's successful marketing to the federal government. 2006 is a big year for change – GSA continues their reorganization, federal contracting is under ever-increasing scrutiny by the regulators, and as always the only constant will be more change. And as the contracting climate and your business evolve throughout the year, it is just as important to make sure you are always up to date with your business focus as well as compliant with ever-changing FAR guidelines.

In response to client demand, Global Services has developed a federal government market research analysis service to comprehensively study your company's unique opportunities within the federal government and narrow down your marketing targets to those most likely to buy your products and services. Once the agencies that provide the most "target-rich" environment for your company's specific offerings are identified via this analysis, our **business development mentoring** services afford companies with less experience in the federal government contracting sphere additional guidance as they market their products and services. Our **direct consulting** services can be use for any level of customized use, ranging from GSA contracts administration to development of marketing strategies and materials targeting the federal government. Via our **training** programs, we customize interactive learning programs for single employees to large sales forces to make sure that your company is up to speed and on the cutting edge of the latest government business development strategies.

As this planning base of mentoring, consulting and training begins to

**CLIENT CORNER: QUESTIONS FROM OUR CLIENTS - CONTINUED**

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result in contracting opportunities growing for your company, Global Services remains your collaborative partner in identifying, tracking and capturing federal government contracts. As your relationships with government purchasing officials begin to yield new and exciting contracts, our winning **proposal writing** services can prepare the most polished, professional FAR-compliant submissions that will make your business stand out from the competition and edge you into the winner's place. Continued growth in federal contracting may lead to the need for contract vehicles such as the GSA Schedule, through which one-third of all federal procurement flows; when we reach this point together, our **GSA Schedule** services with a track record of over 400 GSA Schedules obtained and a 100% award rate can professionally ease you through this process, and as your Schedule periodically needs to be modified or requires monthly maintenance, your team at Global Services can make sure you always have the most updated and compliant Schedule.

In short, when planning your federal government contracting business development for 2006, your needs will constantly be changing and evolving, and Global Services will provide the array of services that you will need as your business needs change and grow. From kicking off the annual plan with a market research analysis to training your marketing team to implement the market intelligence from the analysis or spending more time guiding you through the process, to creating winning proposals and obtaining the GSA Schedule, you have a partner in Global Services to ensure success in 2006 that is bound to be rife with change in the federal government contracting sphere. If you would like more information about developing your 2006 plan for federal government contracting, please contact [Elizabeth Murray](#) at 202.234.8933.

**SPECIAL CONTRACTOR EVENTS – INFORMATIVE AND EDUCATIONAL OPPORTUNITIES**

**February 8, 2006:** Courtney Fairchild, President of Global Services will be a member of the panel of experts speaking at the "Truths and Myths of Government Contracting" Success Lab presentation presented by Jackson & Campbell and the American Small Business Coalition. This event will be held at The City Club at Columbia Square, 555 13th St, NW, Washington, DC and runs from 6:30 PM to 9:00 PM. Please register at [http://www.yescircle.org/dsp\\_EventDetailsPage.cfm?CalendarEventID=123](http://www.yescircle.org/dsp_EventDetailsPage.cfm?CalendarEventID=123) or contact Guy Timberlake at the ASBC at 410-381-7378 for more information.

**March 24, 2006:** Washington, DC Chapter of SCORE presents "GSA Schedules 101" This course is from 9:00 AM to Noon. Please contact SCORE at [www.scoredc.org](http://www.scoredc.org) or 202-606-4000 x 287.

**April 21, 2006:** Washington, DC Chapter of SCORE presents "Business Development in the Federal Sector." This course is from 9:00 AM to Noon. Please contact SCORE at [www.scoredc.org](http://www.scoredc.org) or 202-606-4000 x 287.

**May 19, 2006:** Washington, DC Chapter of SCORE "Preparing A Winning Proposal." This course is from 9:00 AM to Noon. Please contact SCORE at [www.scoredc.org](http://www.scoredc.org) or 202-606-4000 x 287.

**June 14, 2006:** Washington, DC Chapter of SCORE presents "GSA Schedules 101" This course is from 9:00 AM to Noon. Please contact SCORE at [www.scoredc.org](http://www.scoredc.org) or 202-606-4000 x 287.