

★ THE WINNING TIMES ★

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★ YOUR TEAM FOR WINNING
FEDERAL CONTRACTS

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WORKING TOGETHER ON KATRINA EFFORTS

The Gulf Coast area is now experiencing a lot of relief and recovery efforts that could become business opportunities for government contractors. While the Federal Emergency Management Agency (FEMA) and Department of Homeland Security (DHS) have been instrumental in the wake of Katrina, almost all federal agencies are in one way or another participating in the cleanup and rebuilding of the Gulf Coast region. For example, the National Oceanic & Atmospheric Administration (NOAA) is currently working on assessing underwater damage, the National Institute of Standards and Technology (NIST) is working on building disaster-ready structures. In addition, the Department of Interior's the Fish and Wildlife Service (FWS) is working to help clear debris and the Bureau of Reclamation is working to restore public works in New Orleans. Even independent

agencies are doing their part from the Environmental Protection Agency (EPA) identifying specific clean up sites to the Federal Communication Commission (FCC) working with commercial companies to restore communications infrastructure.

The rebuilding of the Gulf Coast area's infrastructure has required supplies, services and manpower in staggering amounts. Understanding the various agencies and their roles in the recovery could help the smart business development manager to identify potential opportunities where their services might make a difference. Federal agencies are already inundated with companies wanting to help as well as gain contract opportunities – by being focused you can assist your company in better targeting the right agencies and providing them with a better understanding of your abilities.

IMPORTANCE OF PAST PERFORMANCE

Global Services has had a lot of experience reading and editing hundreds of past performance descriptions of the proposals that we develop for our clients. We often advise that all project descriptions need to highlight the services that are provided, as they relate to the proposal that is being prepared. The majority of federal proposals, including

GSA Schedule submissions, ask for more than one past performance citation in order to get a general sampling of services provided by a company – this allows contractors the ability to demonstrate the breadth and scope of the services they offer.

One of the more difficult aspects of writing a GSA Schedule past

FEATURED CLIENTS

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CONSULTATION
INCORPORATED
www.CampaignConsultation.com

www.campaignconsultation.com



www.altum.com

HAVE A QUESTION YOU WANT
ANSWERED IN OUR CLIENT
CORNER SECTION?

Please send us your
questions:

global@globalservicesinc.com

IMPORTANCE OF PAST PERFORMANCE – CONTINUED

performance citation relates to multi-service contractors. The issue in these cases is to focus solely on writing Schedule-specific services into the project descriptions, when the company clearly provides services that can span over various different Schedules. It is very important to highlight the Schedule-related services offered within the task description, because straying from Schedule-related services and into other strengths or services can cause a Contracting Officer to question whether you are pursuing the appropriate Schedule, and question your ability to perform under the Schedule for which you are currently pursuing.

Global Services has recently noticed increased scrutiny of project descriptions by Contracting Officers (COs) during the Administrative Review process. COs are not only

asking questions of your references regarding their satisfaction with the services you provide, but also asking questions regarding the list of labor categories utilized in the completion of the project. This means that you must be careful when describing your services and also how your labor categories are utilized fulfill the objective(s) of your task(s). Understandably, for small businesses it can be difficult to separate the many hats that some company employees wear in the completion of a project if it is not properly invoiced or described within the statement of work; however, those contractors who work hard to put together a complete submission with carefully written project descriptions will reduce the potential frustration from a prolonged Administrative Review process with GSA that required numerous CO questions because of inadequate project descriptions.

GLOBAL SERVICES LEADING IN THE INNOVATION OF FEDERAL GOVERNMENT MARKETING STRATEGIES

The most effective way to market your corporate services to the federal government has always been a topic of great debate. Government contractors have spent thousands of dollars to position themselves for contracts, to gain access to government decision makers, and to better understand government agencies. Much of this money has gone to Washington lobbyists who work to get their clients in front of government decision makers; however, the recent lobbying scandals in Washington, DC have made this terrain uncertain. A recent article in Government Executive magazine, entitled, “*Lobbyists Seek to Broker Deals with Agencies*,” noted that the

times are changing in the federal procurement community as more and more lobbyists helping companies win federal contracts shift their business advice for their government contractor clients to align with the counsel Global Services has provided its clients for the last ten years - **solid research**. We have proven that strong research on the front end of a government marketing campaign can be effectively utilized in corporate networking efforts to build the personal relationships that help to win federal contracts. Researching agencies, their procurement histories, and forecasts, as well understanding the individuals and the realities of each office within the agencies is essential to your

GLOBAL SERVICES LEADING IN INNOVATION OF FEDERAL MARKETING STRATEGIES – CONTINUED

strategic plan and provides the blueprint for developing your networking relationships.

Global Services enjoys a strong partnership with the American Small Business Coalition (ASBC), a rapidly growing trailblazer in providing contact-building network opportunities, to bring each organization's clients a more holistic approach to government marketing: customized research and planning coupled with strong networking opportunities. The times are changing in Washington, and Global Services and the ASBC are

pioneering the way.

Global Services is an original member of the ASBC (www.theasbc.org), which provides an array of valuable opportunities for small businesses to network their way to contract awards. To learn more about Global Services', trustworthy, time-proven, and most importantly, ethical strategy that has served our clients for the past decade, please contact Elizabeth Murray at 202.234.8933 or at emurray@globalservicesinc.com. To learn more about the ASBC, please contact: www.theasbc.org

ARE YOU LOOKING FOR SOME HELPFUL FEDERAL CONTRACTING RESOURCE LINKS?

Try our [Links](#) page.

DO YOU NEED TO REFERENCE ONE OF OUR OLD NEWSLETTERS?

Please visit our [Winning Times archive](#) page.

IMPORTANT UPDATE FOR CONTRACTORS HOLDING THE GSA INFORMATION TECHNOLOGY – SCHEDULE 70

The IT Schedule 70 has been refreshed recently to advise that the IT Acquisition Center has moved. The new address and phone number are listed below.

NEW ADDRESS: GENERAL SERVICES ADMINISTRATION
IT ACQUISITION CENTER
2200 CRYSTAL DRIVE
CRYSTAL PLAZA 4, ROOM 606
ARLINGTON, VA 22202

NEW PHONE: 703.605.2700

GLOBAL SERVICES

1401 14th Street, NW
3rd Floor
Washington, DC 20005

PHONE:
202.234.8933

FAX:
202.234.8935

E-MAIL:
global@globalservicesinc.com

We're on the Web!
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www.globalservicesinc.com

SPECIAL CONTRACTOR EVENTS – INFORMATIVE AND EDUCATIONAL OPPORTUNITIES

April 20, 2006: Baltimore, MD Chapter of SCORE presents "Business Development in the Federal Sector." This course is from 9:00 AM to 1:00 PM. Please contact SCORE at www.scorebaltimore.org or (410) 962-2233.

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 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 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 or 202-606-4000 x 287.

Business Development in the Federal Sector is presented by Martin Hicks, MPA. Vice President for Business Development Services – Global Services.

Obtaining a GSA Schedule and Making It Work is presented by Courtney Fairchild. President – Global Services.

More information can be found on our [Events](#) page.