

# TIPS TO EFFECTIVELY MARKET YOUR COMPANIES AND PAST PERFORMANCE.

November 14, 2016

**#CompCon2016**

Bristol Bay Native Corporation In-Region Government Contracting Initiative



# THIS AFTERNOON'S AGENDA

- Tips to Effectively Market Your Companies
  - Background
  - Research with FedBizOps ([fbo.gov](http://fbo.gov))
  - Federal Budget Timeline
  - Government Appropriations
  - Key Themes of Every Customer Engagement
  - Action Plan for First Customer Contact
  - The One Page Presentation
- Past Performance
  - Documenting Past Performance
  - Updating SAM

# BACKGROUND

- Tribal 8(a)s eligible for sole source awards of unlimited value (13 CFR 124.506(b))
  - A Participant concern owned and controlled by an Indian Tribe or an ANC may be awarded a sole source 8(a) contract where the anticipated value of the procurement exceeds the applicable competitive threshold if SBA has not accepted the requirement into the 8(a) BD program as a competitive procurement.
  - Acquisitions up to \$20M can be done without justification & approval required by FAR 6-303, 6-304
  - Award cannot be protested (13 CFR 124.517)
    - The eligibility of a Participant for a direct negotiated or competitive 8(a) requirement may not be challenged by another participant or any other party, either to SBA or any administrative forum as part of a bid or other contract protests.
  - Direct negotiation with Tribal Entity
- SDB & Native American Credits
  - Federal Agencies contracting to Tribal Company are able to claim Small Disadvantaged Business (SDB) and Native American credits (FAR 13 CFR 124.109(a)(4))
- Tribal 8(a)s are eligible for direct outsourcing of non-inherently governmental services or functions under OMB circular A76 without study or cost comparison (Public Law 107-117 (Defense Appropriations Act FY2002), Sec. 8014)

# RESEARCH WITH FBO

My FBO

My Profile

Opportunities

Agencies

Welcome, Craig Roberts
Accessibility
User Guide
Logout

## Opportunities

RETURN TO OPPORTUNITIES
RETURN TO LIST (SEARCH AGENTS)

Opportunities List
Advanced Search
Watched
Search Agents
Bids/Responses
Archives

Choose your search criteria

Please provide a label and the search criteria for this saved search. You can later schedule this agent so that it runs on a regular basis

Save
Save And Schedule Search Agent
Return To List

**Search Agent Label\*:**  
Please label this search agent

**Posted Date:**  
Note: This field is ignored for emailed search results as only new notices that you have not previously received are sent via email.

**Place of Performance State:**  
Hold CTRL to select multiple states  

Alabama  
Alaska  
American Samoa  
Arizona  
Arkansas

**Place of Performance Zip Code:**  
Separate multiple zip codes by commas

**Set-Aside Code:**  
[More information about Set-Aside Codes](#)

☐ Competitive §(a)
☐ Partial HBCU / MI
☐ Total HBCU / MI

☐ Emerging Small Business
☐ Partial Small Business
☐ Total Small Business

☐ HUBZone
☐ Service-Disabled Veteran-Owned Small Business
☐ Veteran-Owned Small Business

☐ Woman Owned Small Business
☐ Economically Disadvantaged Woman Owned Small Business
☐ Very Small Business

**Opportunity/Procurement Type:**

☐ Presolicitation
☐ Combined Synopsis/Solicitation
☐ Sources Sought

☐ Modification/Amendment/Cancel
☐ Sale of Surplus Property
☐ Special Notice

☐ Foreign Government Standard
☐ Award Notice
☐ Justification and Approval (J&A)

☐ Intent to Bundle Requirements (DoD-Funded)
☐ Fair Opportunity / Limited Sources Justification

# RESEARCH WITH FBO

- Fed Biz Ops Query Builder

**FEDBIZOPPS.GOV** Federal Business Opportunities

Welcome, Craig Roberts [Accessibility](#) [User Guide](#) [Logout](#)

**Search Agents**

[RETURN TO OPPORTUNITIES](#) [RETURN TO LIST \(OPPORTUNITIES\)](#)

[Opportunities List](#) [Advanced Search](#) [Watched](#) **[Search Agents](#)** [Bids/Responses](#) [Archives](#)

Items 1-1 of 1

Label ▼	Agent Type ▼	Last Run On ▼	Next Scheduled Run ▼	Schedule	Options
<a href="#">CMR Primary NAICS Codes</a>	Vendor Notice Search	Nov 08, 2016 5:03 am	Nov 09, 2016	1 day	<a href="#">Schedule</a> <a href="#">Edit</a> <a href="#">Run</a> <a href="#">Delete</a>

[Add New Search Agent](#) Items 1-1 of 1

[User Guide](#) [For Help: Federal Service Desk](#) [Accessibility](#)

# RESEARCH WITH FBO

My FBO

My Profile

Opportunities

Agencies

Welcome, Craig Roberts

[Accessibility](#)
[User Guide](#)
[Logout](#)

## Opportunities

[RETURN TO OPPORTUNITIES](#)

[Opportunities List](#)
[Advanced Search](#)
[Watched](#)
[Search Agents](#)
[Bids/Responses](#)
[Archives](#)

Please note, there may be opportunities FBO did not recognize by this search. The results returned are based on agency input. If for any reason the submitting agency did not enter the Place of Performance location information, the system will not return that opportunity in the results.

[Refine Results](#)
[Clear Search](#)

1 - 4 of 4

Sort By Posted On (Desc.) Showing 20 per page

Opportunity	Agency/Office/Location ▼	Type ▼ / Set-aside ▼	Posted On ▲
<a href="#">TEAMS VIPC HQ0147-16-R-0006</a> HQ0147-16-R-0006 R -- Professional, administrative, and management support services	Other Defense Agencies Missile Defense Agency MDA-DACM	Award	Jul 25, 2016
<a href="#">TEAMS Business Operations Award</a> HQ0147-15-R-0019 R -- Professional, administrative, and management support services	Other Defense Agencies Missile Defense Agency MDA-DACM	Award	Apr 01, 2016
<a href="#">TEAMS Protocol and Public Affairs</a> HQ0147-16-R-0012 R -- Professional, administrative, and management support services	Other Defense Agencies Missile Defense Agency MDA-DACM	Solicitation (Modified)	Feb 18, 2016
<a href="#">AMC Advisory and Assistance Services (A&amp;AS)</a> FA4452-11-R-0013 R -- Professional, administrative, and management support services	Department of the Air Force Air Mobility Command AMC Specialized Contracting	Award / Total Small Business	Jun 30, 2011

[Refine Results](#)
[Clear Search](#)

1 - 4 of 4

Showing 20 per page

[User Guide](#)
[For Help: Federal Service Desk](#)
[Accessibility](#)

# RESEARCH WITH FBO


My FBO

My Profile

Opportunities

Agencies

Welcome, Craig Roberts
Accessibility
User Guide
Logout



**TEAMS VIPC HQ0147-16-R-0006**  
Solicitation Number: HQ0147-16-R-0006  
Agency: Other Defense Agencies  
Office: Missile Defense Agency  
Location: MDA-DACM

Notice Details
Packages
Interested Vendors List

Print
Link

Complete View
Return To Opportunities List

Original Synopsis  
Presolicitation  
Jan 26, 2016  
12:07 pm

Changed  
Jan 29, 2016  
6:20 pm  
Solicitation

Changed  
Feb 01, 2016  
12:43 pm

Changed  
Feb 26, 2016  
8:58 pm

Changed  
Feb 28, 2016

Solicitation Number:  
HQ0147-16-R-0006

Notice Type:  
Award

Contract Award Date:  
July 25, 2016

Contract Award Number:  
HQ0147-16-C-0056

Contract Award Dollar Amount:  
\$26,905,363

Contractor Awarded Name:  
Metro Production Government Services, LLC

ALL FILES

Section J Attachments  
Jan 29, 2016  
Section J Attachment...

Section L - Instructions to Offerors  
Jan 29, 2016  
Section L - Instruct...

Section L Attachments  
Jan 29, 2016  
Section L Attachment...

Section M - Evaluation Factors for Award  
Jan 29, 2016  
Section M - Evaluati...

# RESEARCH WITH FBO

**Contracting Office Address:**

5222 Martin Road

Attn: VBII

Redstone Arsenal, Alabama 35898

United States

**Place of Performance:**

5224 Martin Rd

Redstone Arsenal, Alabama 35898

United States

**Primary Point of Contact:**

Constance McPhie,

Contract Specialist

[constance.mcphie@mda.mil](mailto:constance.mcphie@mda.mil)

Phone: 256-450-0227

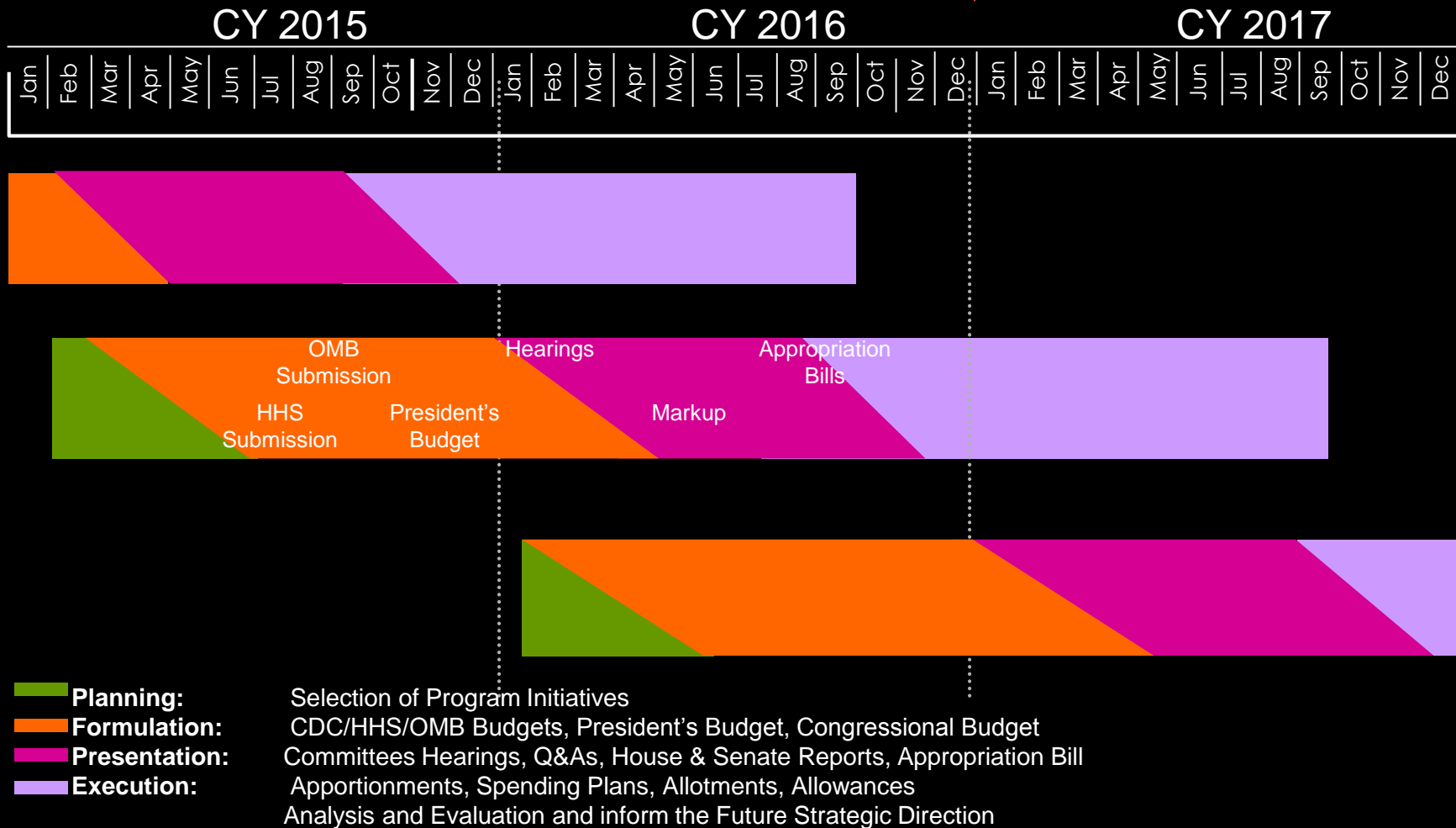
**Secondary Point of Contact:**

Cynthia J. Spruill

[cynthia.spruill@mda.mil](mailto:cynthia.spruill@mda.mil)

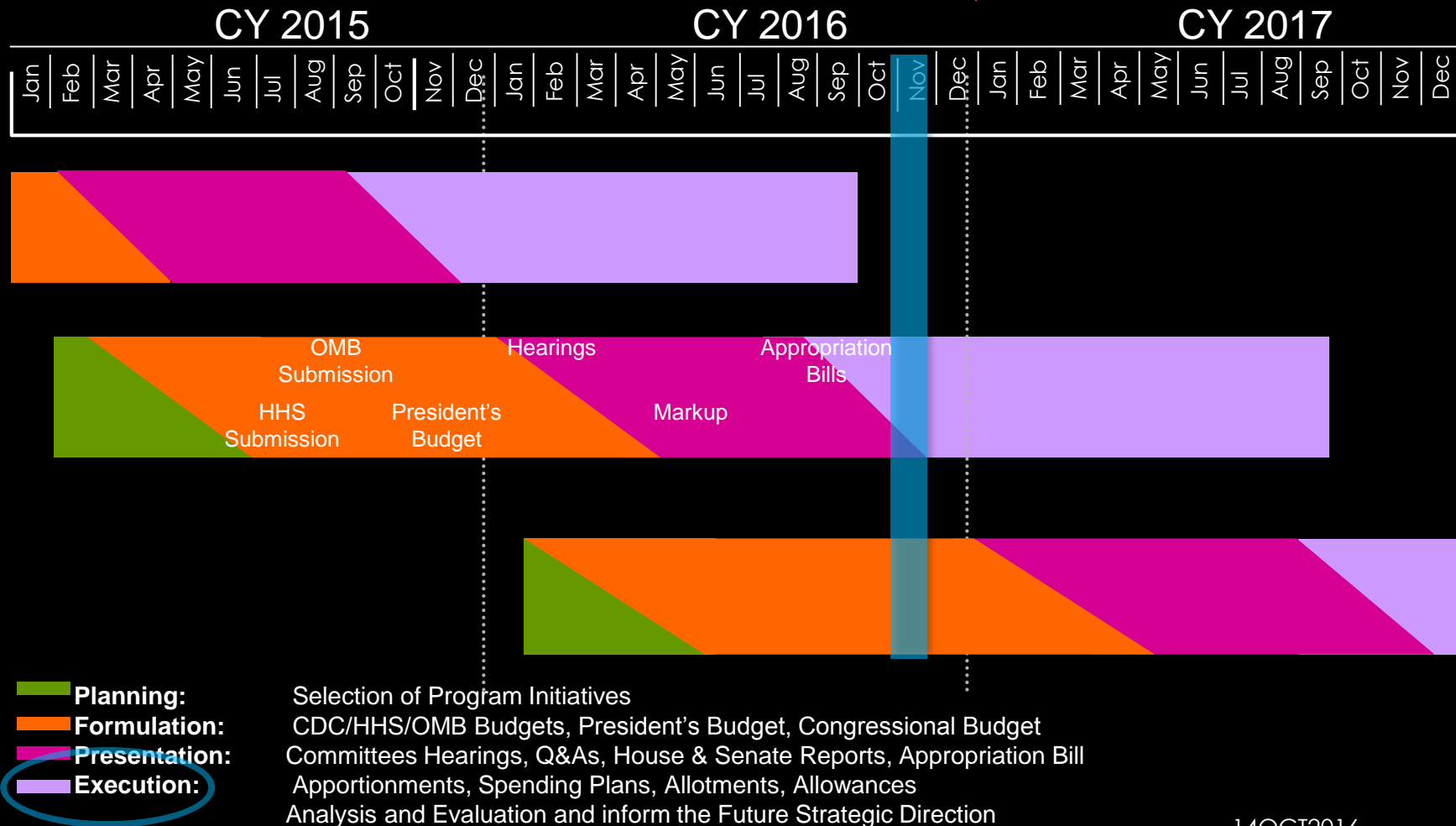
Phone: 2564501539

# FED BUDGET TIMELINE



# FED BUDGET TIMELINE

FY 2016  
FY 2017  
FY 2018



# GOVERNMENT APPROPRIATIONS

## US GOVERNMENT HAS SEVERAL TYPES OF APPROPRIATIONS



Three types of appropriations are classified by period of availability:

**Annual-year** - obligational authority expires at the end of the first year of appropriation and are cancelled at the end of the fifth year after expiration

**Multi-year** - obligational authority expires at the end of a designated time period greater than one year and are cancelled at the end of the fifth year after expiration

**No-year** - are available until expended


# KEY THEMES OF EVERY CUSTOMER ENGAGEMENT

- Federal, State, Local, and Commercial Customers Need to Know Your Company can Provide These!
  - Competency
  - Capabilities
  - Cash Management (Capital Resources)
  - Cost Management
  - Conversion (Transition)
- Overcoming Weaknesses in the 5-C's
  - Traditional Teaming
  - Prime/Sub Relationships
  - MPA / JV's
  - Tribal JV's Under the SBA/DoD Partnership Agreement


# ACTION PLAN FOR FIRST CUSTOMER CONTACT

- Prepare a one-page informational sheet for your company and its subsidiaries if any.
- Rehearse the information with someone who will critique it for flow and clarity.
- Have printed copies that look professional on presentation-quality paper.
- Contact the targeted POC's.
- The purpose of your visit with them is this:
  1. You wish to introduce them to your Village Corporation and its subsidiaries.
    - Use the sheet as a prop
  2. Ask them for assistance in locating/identifying 8(a) opportunities for your 8(a) companies and prime contractors for your non-8(a) companies. (Your 8(a) companies are also interested in prime contractors as well.)
  3. Ask them if they wouldn't mind circulating your flyer via email to potential Government customers and potential prime contractors.
- Follow up and monitor with the customers. Continue to meet with these customers on a regular basis.


# ONE PAGE PRESENTATION



**VISTA**  
International Operations



**VISTA**  
DEFENSE TECHNOLOGIES



**1Vista Technologies**  
a Global 8(a) Joint Venture

**Existing Contracts/Customers**

- ASC App Dec
- JMC IT
- ECBC/RDECOM Database & Programming
- Federal and Commercial VI Support
- JBLM NEC Support
- RITS-II NEC IT Support

Provides support the NEC-Redstone (NEC-R) organization in the delivery of baseline IT services IAW the Army C4IM Services List and the NETCOM Land Warrior Network Services Catalog. All tasks, processes, and support utilize the ITIL framework methodology to accomplish the NEC-R mission.

**Current NAICS Codes**

• 541513 (Primary)	• 517919	• 541519
• 315990	• 518210	• 541611
• 323111	• 519130	• 541850
• 339113	• 541330	• 541850
• 339999	• 541430	• 541921
• 512191	• 541430	• 541922
• 512191	• 541490	• 541990
• 512199	• 541511	• 811212
• 517110	• 541512	

**Existing Contracts/Customers**

- Twin Bridges Network Engineering and Upgrade
- Quad City Commercial IT Support
- Reno, NV Commercial IT Support
- NAVFAC CAD Support

Provides Engineering and Computer Aided Drafting support for the Department of Navy, Naval Facilities Engineering Command (NAVFAC), Naval Facilities Engineering and Expeditionary Warfare Center in support of the Anti-Terrorism Force Protection (ATFP) Ashore Physical Security Access Control (PSAC).

**Current NAICS Codes**

• 541512 (Primary)	• 541519
• 315990	• 541611
• 448190	• 541712
• 517110	• 561990
• 541330	• 611420
• 541511	• 611430
• 541513	

**Existing Contracts/Customers**

- US Army Sustainment Command
- US Air Force
- Department of Homeland Security
- Defense Health Agency
- Army Fires Center Training Support & Services

Extensive experience assisting the United States Army Fires Center of Excellence (USAFCOEFS) located at Ft Sill, Oklahoma in providing the Training and Doctrine Command (TRADOC) with long-range training concepts and strategies, doctrine, training development and support products for USAFCOEFS forces.

**Current NAICS Codes**

• 541513 (Primary)	• 541580
• 541512	• 541511
• 517110	• 541611
• 517210	• 541618
• 517410	• 541712
	• 561210

# ONE PAGE PRESENTATION

		
<p>Vista International Operations Inc. is an Alaska-Native Corporation and SDB that provides depth and breadth of IT and Logistics Automation capabilities that enable us to offer a wide range of services in support of Federal, DoD, and Commercial clients across the globe.</p> <p>Vista provides strategic, solutions-oriented IT services including service desk, custom application development, network engineering, and IT security monitoring. We also provide Logistics Automation support using STAMIS and other logistics tools, providing recommendations and analysis supporting AMC, ASC, and JMC missions.</p> <p><b><u>Government Services</u></b></p> <ul style="list-style-type: none"> <li>• IT Project Management</li> <li>• IT and VTC Support Services</li> <li>• IA Configuration, Monitoring, and Response</li> <li>• Custom Application Programming and Life-Cycle Maintenance</li> <li>• Network and System Design/Administration</li> <li>• Asset Management / RFID</li> <li>• Logistics Automation / Analysis</li> </ul>	<p>Vista Defense Technologies, LLC is an 8(a) Alaska Native Corporation company focused on supporting Federal agencies and Commercial entities who desire a strategic and secure approach to computer and network system design, engineering, security, user support, and maintenance. VDT provides secure solutions and services designing, implementing, installing, and maintaining enterprise networks.</p> <p><b><u>Government Services</u></b></p> <ul style="list-style-type: none"> <li>• IA/Computer Network Defense</li> <li>• Virtual Desktop Infrastructure Support and Design</li> <li>• Multi-Tier Customer Support</li> <li>• Network Design/Installation/Management</li> <li>• Applications Programming and Sustainment</li> <li>• Custom Web Enabled Business Systems</li> <li>• Systems Engineering</li> </ul> <p><b><u>Commercial Services</u></b></p> <ul style="list-style-type: none"> <li>• Network/Server Support</li> <li>• IT Equipment Provider</li> <li>• Network Design/Installation/Management</li> <li>• Cable Installation</li> </ul>	<p>1Vista Technologies, LLC Joint Ventures (1VTI) is truly a unique business construct and partnership bringing together two outstanding Native American technology firms to join forces and create innovative solutions for our customers. This dynamic joint venture merges the past performance and capabilities of 1Prospect Technologies (Tribally owned by the Potawatomi Business Development Corporation) and Vista International Operations, Inc. (an Alaska Native Corporation wholly-owned by Bristol Bay Native Corporation. Working in unison at 1Vista Technologies, we have formed a Global 8(a) Joint Venture with scalable capabilities including:</p> <p><b><u>Government Services</u></b></p> <ul style="list-style-type: none"> <li>• IT Project Management</li> <li>• ERP Support</li> <li>• IT Support Services</li> <li>• Remote IT System Installation and Support</li> <li>• Communications Support</li> <li>• SATCOM Planning, Integrations, and Support</li> <li>• Database Verification</li> </ul>

# ONE COMPANY, ONE PAGE PRESENTATION



**SBA**  
8(a) Certified  
Small Business Enterprise

managing for the moment - **Planning**  
**for the Future**



**SERVICES AVAILABLE**

- LOGISTICS AUTOMATION MANAGEMENT**  
Moving containerized products by road, sea, air, or even air requires trained visibility components. We can manage it for you.
- COMPLETE ISO/IEC SUPPORT**  
Copper, fiber, and wireless solutions including the best product and cost-effective solutions for installation and management.
- SETA & STAFF AUGMENTATION**  
Systems Engineering and Technical Assistance providing the flexibility and quick availability of expertise without the expense and commitment of sustaining the staff long-term.
- ADAPTIVE CONSERVATION PROJECT MANAGEMENT**  
Make the delivery approach to environmental management utilizing structured approaches in environmental policy and analysis, stewardship, education, consulting, or management dealing with natural resource or environmental issues.
- IT ENTERPRISE MANAGEMENT**  
Strategic and focused approaches to managing the enterprise through governance strategies and adherence to mature configuration management.

**REAL WORLD INFORMATION, LOGISTICS, AND NATURAL SCIENCE TECHNOLOGY SOLUTIONS**

Vista Chenhall Tek, LLC offers prospective public and private sector clients a significant advantage as a trusted and proven source of diagnostics, advice and problem solving thanks to their combined decades of successful HR solutions (Recruitment, temporary and permanent placement, payroll) and world class IT capabilities covering a wide range of applications including Inventory Support, IT, Facilities Management, GOTS/

COTS, LAN/WAN Implementation and Support, Data Loss Prevention, natural science management and more! As total Native American Small Business, Vista Chenhall Tek, LLC provides support services for private business as well as Federal military and non-military customers.



2119 East 12th Street Davenport, IA 52803 Phone: 563-386-3800 Fax: 563-386-3899

WWW.VISTACHENHALL.COM

## Vista Chenhall Tek, LLC

2119 East 12th Street Davenport, IA 52803 Phone: 563-386-3800 Fax: 563-386-3899 www.VistaChenhall.com

**Company Profile**

DUNS: 079218923  
CAGE: 712W7  
Primary NAICS Code:  

- 541513 - Computer Facilities Management Services

Secondary NAICS Codes:  

- 236210 - Electrical Contractors and Other Wiring Installation Contractors
- 482210 - Local Messengers and Local Delivery
- 511210 - Software Publishers
- 512191 - Teleproduction and Other Postproduction Services
- 517110 - Wired Telecommunications Carriers
- 517919 - All Other Telecommunications
- 518210 - Data Processing, Hosting, and Related Services
- 519130 - Internet Publishing and Broadcasting and Web Search Portals
- 541300 - Engineering Services
- 541430 - Graphic Design Services
- 541511 - Custom Computer Programming Services
- 541512 - Computer Systems Design Services
- 541519 - Other Computer Related Services
- 541611 - Administrative Management and General Management Consulting Services
- 541690 - Other Scientific and Technical Consulting Services
- 541711 - Research and Development in Biotechnology
- 541712 - Research and Development in the Physical, Engineering, and Life Sciences (Except Biotechnology)
- 541990 - All Other Professional, Scientific, and Technical Services
- 561210 - Facilities Support Services
- 561311 - Employment Placement Agencies
- 561320 - Temporary Help Services
- 562910 - Remediation Services

*Vista Chenhall Tek, LLC is an 8(a) Joint Venture Consisting of Companies Who are Currently 8(a) Certified and Companies Who Have Successfully Graduated from the SBA 8(a) Program. Each Participant Company is 100% American Native-Owned!*

**About Us**

**Mission Statement:**

Vista Chenhall Tek is devoted to providing exceptional IT, logistics automation, SETA, staff augmentation, and ecological solutions to both governmental and public sector clients. As an 8(a) approved Joint Venture we bring the best possible talent together, solutions, and experience, with the best available technical resources to achieve powerful positive results for our clients and to empower the prospects of the Native American people by striving to broaden our knowledge base and professional abilities. Vista Chenhall Tek, LLC is an 8(a) joint venture consisting of companies who are currently 8(a) certified and companies who have successfully graduated from the SBA 8(a) program. Each participant company is 100% American Native-Owned!

Chenah's Staffing, an 8(a) Native American Owned Business and Vista International Operations, a graduated 8(a) certified Alaska Native Corporation (ANC) and subsidiary of Bristol Bay Companies have formed a strategic alliance and joint Venture created to provide a variety of services and solutions in both the governmental and private sectors.

This Joint Venture is designed to leverage Chenhall Staffing and HR's Professional Staffing Augmentation capabilities with Vista International's proven expertise in IT, logistics, eco-friendly project management and other disciplines.

# PAST PERFORMANCE

- Valuable Outcomes of Federal Contract Performance
  - Revenue
  - Profit
  - Financial Resources for Business Development
  - Employment
  - Past Performance
- Past Performance is Valuable Because:
  - It is Required to be Rated and Assessed by Contracting Officers
    - Prime Contractors
  - It Becomes a Part of Public Record
  - It Helps to Win Further Work
  - Promotes Corporate Confidence on the Part of the Federal Customer
  - Demonstrates the Company's Commitment to Quality

# PAST PERFORMANCE

- CPARS
  - CPARS hosts a suite of web-enabled applications that are used to document contractor and grantee performance information that is required by Federal Regulations.
- FAPIIS
  - Federal Awardee Performance & Integrity Information System, including Terminations for Cause or Default, DoD Determination of Contractor Fault, Defective Cost or Pricing Data, Information on Trafficking in Persons, and Subcontractor Payment Issues.
- PPIRS
  - PPIRS was designated as the government wide single repository of past performance data. Confidence in a prospective contractor's ability to satisfactorily perform contract requirements is an important factor in making best value decisions in the acquisition of goods and services.

# MEMORIALIZING PAST PERFORMANCE

- Past Performance Citations are Internal References Which Should be Created and Maintained as Projects are in Progress or Completed
- Past Performance Citations Become More Important as Your Company Matures
- Make Sure to Capture the:
  - Project Name
  - Contract Number
  - Dates of Performance
  - Initial and Total Award Value
  - Names, Contact, Address, Phone, Email, and CAGE Codes of Partners (Prime Contractors / Subcontractors / Suppliers)
  - Tools or Assets Employed During the Work
  - A Written Narrative of the Work Performed (1,000 to 1,500) Words
    - Accomplishments
    - Special Approaches Used to Streamline Work
    - Problem Solving
    - Savings to the Government
    - A Concise Outline of the Work Performed

# TAKE AWAYS

- Actively Manage Your SAM (System for Award Management) Entity Registration
  - Don't Let It Expire
  - Completely Review for Accuracy
  - Check for Correct POC Information
  - Check for Updated or New NAICS Code Entries
  - CAGE Code and Primary NAICS Codes are Crucial to Work Finding Your Company
- Facilities Security Clearance
  - Check Regularly for Updates
  - Don't Let It Expire
- Keep Your Past Performance Library Updated Regularly
- Your Companies All Qualify for DBE (Disadvantaged Business Enterprise) Programs. Stay Registered and Monitor Opportunities.
- Nothing Beats Meeting Your Perspective Customer Face to Face
- Create Relationships

# QUESTIONS?

# THANK YOU

Craig Roberts

Connected Metrix Resources, LLC

[craig.roberts@connected-metrix.com](mailto:craig.roberts@connected-metrix.com)

CAGE: 7MML7

Phone: 563-499-8030

