

LOS ANGELES DISTRICT OFFICE'S

VET★GAZETTE

Business Resources For America's Veterans

ARMY ★ NAVY ★ AIR FORCE ★ MARINES ★ COAST GUARD



Entrepreneurial Bootcamp for Veterans with Disabilities (EBV)

The *Entrepreneurship Bootcamp for Veterans with Disabilities (EBV)* offers cutting edge, experiential training in entrepreneurship and small business management to post-9/11 veterans with disabilities resulting from their service to our country.

The EBV is designed to open the door to business ownership for our veterans by 1) developing skills in the many steps and activities associated with launching and growing a small business, and by 2) helping attendees to leverage programs and services for veterans and people with disabilities in a way that furthers entrepreneurial endeavors.

The EBV is designed around two central elements: focused, practical training in the tools and skills of new venture creation and growth, reflecting issues unique to disability and public benefits programs; and the establishment of a support structure for graduates of the program. The practical elements of the program will involve three phases:

Phase I: delegates participate in a self-study curriculum, facilitated by an online discussion and assessment module, which will be moderated by entrepreneurship faculty and graduate students from one of

the partner EBV Universities. During this phase delegates will work on the development of their own business concepts.

Phase II: during the nine-day residency at one of the four EBV Universities, delegates are exposed to the 'nuts and bolts' of business ownership through experiential workshops and lessons from world-class entrepreneurship faculty representing nationally ranked programs around the country.

Phase III: delegates are provided with 12 months of ongoing support and mentorship from faculty experts at the EBV Universities.

Eligibility: EBV applications will be accepted from veterans with a 'service-connected disability' as designated by the Veterans Administration, and who have served on active duty after September 2001.

Costs and Logistics: This program is entirely free to the veteran. As a result of the generous support of the EBV Universities and the private giving of individuals and corporations, we are able to cover all costs (including travel, lodging, and meals) for delegates accepted to the EBV.



See Boot Camp on page 2

VETERAN ENTREPRENEUR WORKSHOP

Join us for a [free workshop](#)

TUESDAY, APRIL 13, 2010

2:00 PM to 7:00 PM

The Workshop will include:

- ◇ **SBA Loan Program Info**
- ◇ **Technical Business Assistance**
- ◇ **Government Contracting**
- ◇ **Access to Capital Presentation**
- ◇ **Service-Disabled Veteran Certification**
- ◇ **VA Employment Program Info**
- ◇ **Procurement Assistance**
- ◇ **Lender Presentations**

ALL ASPIRING AND CURRENT VETERAN BUSINESS OWNERS ARE INVITED

**West Los Angeles
VA Hospital
11301 Wilshire Blvd.,
Los Angeles, CA 90073
Building 500
Medical Center, Room 1281
(Parking is available
in front of building)**



For information on programs and services available to veterans through the SBA, contact:
Los Angeles District Office, 330 N. Brand Blvd. Suite 1200, Glendale, CA 91203
Kenneth Crawford - Ph: (818) 552-3224 Email: Kenneth.Crawford@sba.gov
Patrick Rodriguez - Ph: (818) 552-3222 Email: Patrick.Rodriguez@sba.gov
Ian Lorenzana Ph: (818) 552-3314 Email: Ian.Lorenzana@sba.gov



A MESSAGE FROM THE DISTRICT DIRECTOR

www.FedsHireVets.gov

On Nov. 9, 2009, President Obama launched an initiative designed to transform the federal government into the model employer of America's veterans.

The **Veterans Employment Initiative**, created by Executive Order 13518, establishes a very straightforward approach to helping the men and women who have served our country in the military find employment in the Federal Government. It underscores to federal agencies the importance of recruiting and training veterans, aims to increase the employment of veterans within the Executive Branch, and helps recently hired veterans adjust to service in a civilian capacity.

In partnership with the Departments of Defense, Labor, Veterans Affairs, Homeland Security, and other Federal agencies, the vision is that this website, a direct result of the Executive Order, will be the pre-eminent source for Federal employment information for Veterans, transitioning service members, their families, Federal HR professionals and hiring managers. The goal is to provide accurate information, useful training and other resources in a way that will inform both the applicant and the hiring agency.

The website [http://www.fedshirevets.gov/](http://www.fedshirevets.gov) will include updates on the progress of the initiative, along with additional resources such as strategy for the recruitment and employment of Veterans.

Sincerely,

Alberto G. Alvarado
District Director of SBA's
Los Angeles District Office

Federal Subcontracting / Questions & Answers

Why Should I Become a Subcontractor?

- Subcontracting with a Federal Prime Contractor is an excellent way for small businesses with little or no government contracting experience to learn the intricacies of Federal government contracting.
- Subcontracting can present small businesses with opportunities that might otherwise be unattainable because of limited resources, staffing, capital, or experience.
- Regardless of the product or service a firm provides, it is important that small businesses do not neglect this very large secondary market.
- Pursuant to Public Law 95-507 (and subsequent legislative mandates), large prime contractors receiving Federal contract awards anticipated to exceed \$550,000 (\$1 million for construction) are **required** to establish plans and goals for subcontracting with small businesses, veteran-owned small businesses, service disabled veteran-owned small businesses, HUBZone small businesses, small disadvantaged businesses and women-owned small business concerns. [FAR Subpart 19.7](#).
- The Federal government gives incentives to firms that subcontract work to small businesses.
- Smaller companies often fill niches that round out a prime contractor's services.
- When subcontracting to a prime contractor, many of the same contractual requirements flow down from the Federal agency to the prime and then to the subcontractor. This is an opportunity for the small business to learn more about Federal contracting without selling directly to the government.

What is an Small Business Liaison Officer (SBLO) ?

- A large business with a Federal contract valued over \$500,000, or a construction company that has a contract for \$1 million or more, must submit a subcontracting plan (small business utilization plan) to the contracting agency.
- This plan is administered by a **Small Business Liaison Officer (SBLO)** within the company and outlines goaling requirements for buying goods and services from small businesses.
- **The SBLO** is the primary person responsible for developing and implementing the prime's small business plan, and is the **first person a small business should contact** when trying to do business with a prime contractor.

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Application Procedures: The EBV program represents a unique opportunity for men and women who have sacrificed for America's freedom to take an important step toward realizing *their own* freedom – economic freedom – through entrepreneurship. EBV is a selective, rigorous, and intense educational initiative that has been created to make a difference. Accordingly, the application process itself is rigorous and selective.

Successful candidates for admission will demonstrate a strong interest in entrepreneurship, high motivation for owning and managing a business, and a high likelihood of successful completion of this intense training program.

Visit <https://whitman.syr.edu/EBV/Apply/> to apply online.

Program Schedule:

Specific dates for the EBV will vary by University. You will be assigned to an EBV campus following your admission to the program. That assignment will be determined, in large part, based on your proximity to an EBV campus. The schedule is as follows:

June/July: Commence online module

August: Commence EBV Residency (*nine-day residency at EBV University*)

August: Commence one-year mentor program.

The application deadline for the 2010 EBV programs will be in late spring 2010—early application is encouraged.

How Do I Become A Subcontractor?

Research:

- Do your homework – learn everything you can about the Prime
- Research who you are contacting in the Prime and know what he/she does and what they buy. Don't waste your time and the Prime's time by calling someone who does not buy your product and does not know who in the company does buy it. Contact the SBLO first to avoid this problem
- Know what the firm buys and who buys it
- Large Primes undergo frequent change. Keep up with the news and stay informed of mergers and acquisitions

Timing:

- Timing is everything. Be prepared to sell your product or service at the time the Prime needs it
- The SBLO may not have anything for you at the time you meet with him/her, but she/he may have something three months from now

Sending Information to the SBLO:

- Send your marketing information to the SBLO electronically, all primes are moving toward a paperless environment

Website:

- You must have a company website and it must look and be professional
- Spend money on the creation of your website. It should be your primary marketing tool
- Keep your website current

CCR/DSBS Data Bases:

- Your profiles in CCR and DSBS are another Marketing Tool for your firm
- CCR and DSBS are used by Contracting Officers, SBLOS and Buyers for market research
- Before meeting with a firm, the SBLO looks at the firm's profiles in CCR, the DSBS, and the firm's website
- Make sure you have the right Keywords for your firm in CCR and the DSBS
- Put as much information about your firm in CCR/DSBS that it will allow. SBLOS (and Contracting Officers) want to see CCR profiles that give them a lot of information on the firm

Past Performance:

- Past performance is very important. List all past commercial and government work you have performed
- Have references from satisfied customers

Your Business Card:

- Make sure you list your certifications on your business card
- Utilize both sides of the business card to maximize the amount of information on your business you can list
- Your card should look professional and not too busy

Professionalism:

- Market professionally
- Dress well for face-to-face meetings
- Be articulate about –
 - ◆ Your firm and its capabilities
 - ◆ The solid rate of return on investment you have to offer
 - ◆ How small businesses offer a strategic marketing advantage – increase in market share
- Be able to explain in 5 minutes or less what distinguishes you from the competition
- Be on time for all meetings

- Do not become a stalker of the SBLO or buyer. Stop repeatedly calling or e-mailing before you become a pest
- The company **owner** needs to be seen by the SBLO and Buyer marketing his/her firm. It provides the Prime with a level of trust
- If the SBLO assists you and puts you in touch with a buyer, contact the buyer immediately – do not embarrass the SBLO!

Approach and Presence:

- You must do most of the research yourself. The SBLO is not going to do your work for you
- There is a difference between confidence and cockiness
- Self-monitor your behavior – DO NOT APPEAR NEEDY
- Do not tell the SBLO or buyer that you are going to help him/her meet his/her goals

Comprehensive Capabilities Statement:

- Needs to be crisp, clean & concise
- Should be 12 slides or less
- Do not put in too much information
- Include: the firm's name, address, telephone number, e-mail address and website address. Your e-mail address should not be AOL, Yahoo, etc, but should be your firm name.com
- Leave out your mission statement – it is not important to the Prime
- Focus on your core competencies – the five things your firm does best
- Include the years you have been in business
- List all commercial and government clients and provide the following information for the contracts on which you worked:
 - ◆ Contract dates
 - ◆ Name and number of contract
 - ◆ Your role in the contract
 - ◆ Value of the contract
- Include a statement that you are a quality oriented/ customer service based company
- If you are a subject matter expert,

See *How Do I* on page 2

How Do I Find Out About Subcontracting Opportunities:

- * The SBA/GC Subcontracting Opportunities Directory lists, by state, large business Federal prime contractors along with the name and telephone number of each firm's Small Business Liaison Officer (SBLO). It is located at: <http://www.sba.gov/GC/indexcontacts-sbsd.html>.
- * Small Businesses are encouraged to investigate potential opportunities with these firms. Many of these Primes also have websites that may be useful and we encourage you to contact their respective SBLOs for subcontracting and teaming opportunities.
- * The SBA's SUB-Net located at <http://web.sba.gov/subnet> is a valuable source for obtaining information on subcontracting opportunities.

USEFUL GOVERNMENT CONTRACTING WEBSITES

Where in Federal Contracting? (WIFCON) Serves the federal acquisition community by providing acquisition information	http://www.wifcon.com/
<u>PROCUREMENT TECHNICAL ASSISTANCE CENTERS (PTACs)</u> Master Listing American Indian Chamber of Commerce of California The Federal Technology Center (FTC), North Highlands, CA Los Angeles County Office of Small Business Riverside Community College District (RCCD) San Diego Contracting Opportunities Center (SDCOC)	http://www.dla.mil/db/procurem.htm http://www.aicccal.org/ http://www.theftc.org/ptac http://www.laosb.org http://www.rcchelpsbusiness.com http://www.ptac-sandiego.org
National Contract Management Association (NCMA)	http://www.ncmahq.org
CENTRAL CONTRACTOR REGISTRATION (CCR) – CCR is the primary vendor database for the U.S. Federal Government Dynamic Small Business Search (DSBS)	http://www.ccr.gov/ http://dsbs.sba.gov/dsbs/dsp_dsbs.cfm
Online Representations and Certifications Application (ORCA)	https://orca.bpn.gov/
GovCon – Website that provides industry specific online sales and marketing products and services	http://www.govcon.com
Federal Business Opportunities – Federal-wide entry point to business opportunities over \$25,000 Federal Acquisition Jumpstation: Your link to federal acquisitions on the Internet STATE Government Opportunities (requires free registration)	http://www.fbo.gov http://nais.nasa.gov/fedproc/home.html http://www.fedmarket.com/freeRes/jumpstation/bids/index.php
Dept. of Defense (DOD) Office of Small Business Programs DOD Subcontracting Directory	http://www.acq.osd.mil/sadbu http://www.acq.osd.mil/osbp/doing_business/Subcontracting_Directory_0908.pdf
Defense Technical Information Center— is the largest central resource for DoD and government-funded scientific, technical, engineering, and business related information	http://www.dtic.mil
ACQUISITION CENTRAL – Web site for the federal acquisition community and the government's business partners	https://www.acquisition.gov/
State of California, Dept. of General Services, Small Business & DVBE Services (Includes the CA STATE CONTRACTS REGISTER)	http://www.pd.dgs.ca.gov/
Defense Contract Management Agency (DCMA) – The DOD's contracts manager	http://www.dcma.mil/

How Do I: Cont. from page 3

include your professional resume with the Capabilities Statement

Prime's Data Base:

- Every Prime has its own data base of small business suppliers
- It is up to the small business to find out how to get on the Prime's small business supplier data base
- The small business must immediately inform the Prime of any corporate changes to update the data base and keep its profile current

Mentor-Protégé:

- Most Primes have Mentor-Protégé programs
- Primes tend to allow only firms that have already worked with them to become protégés
- You must be ready to be a protégé - recognize that being a protégé involves a significant amount of time and money
- A Mentor-Protégé relationship is like a marriage – both

sides must communicate effectively

- A Mentor and Protégé should be in similar lines of business

Business is Relationships:

- Build a rapport/relationship with SBLOs by interacting with them at conferences
- Follow up on any interaction with an SBLO within 2 days of the conference
- Send a "quick" e-mail saying how much you enjoyed the conference and enjoyed meeting him/her. Send a link to your website and say "Here is something I think we can sit down and talk about"
- Join and get involved in organizations consisting of firms in your line of business
- Attend small business conferences put on by government agencies
- Attend Prime contractor Industry Days