



Now What?

DBE Certification has been obtained; but have you thought to do next? How are you going to make the most of the certification?

- √ Finding Opportunities (Bids & Solicitations)
- ✓ Marketing & Advertising your certification
- ✓ Building Teaming Relationships
- ✓ Using local resources to expand your business





"This guy knows how to find solicitation streams."

Finding Opportunities

Looking for Bids and Solicitations



Finding Opportunities - DOT&PF

Looking for the contracts – searching for solicitations & bid opportunities

Alaska Department of Transportation and Public Facilities PROCUREMENT AND CONTRACTING

- · State of Alaska:
 - Alaska Public Notices
 - IRIS Vendor Self-Service (VSS)
 - Department of Transportation & **Public Facilities Procurement**
 - Tentative Advertising Schedule
 - Current Bid Calendar

https://dot.alaska.gov/procurement/

Construction & Maintenance Contracting

Bid Express

Bid Express Electronic Bidding

For Customers' security, a FREE Bidx.com account is now required to access their site. If you already have an account you can login here: BidX Login 🗷 . If you need an account you can sign up for a FREE account here: BidX Sign Up 7

For all large procurement construction contracts all prime contractor, subcontracts, DBEs and beginning January 1st companies submitting proposals for RFPs for Construction-Related Professional Services will need to be on the AASHTOWare Project Vendor List in order to get on plan holder's lists. Bidders (and proposers) must have an AASHTOWare Project Vendor ID or your bid (or proposal) may not be accepted. You can get on Alaska's AASHTOWare Project Vendor List now! Click here for instructions.

Construction Bidding

- · Tentative Advertising Schedule
- Current Bid Calendar
- · Bid Opening Results Contract Award Status
- Historical Bid Data
- AASHTOWare Project Vendor List
- · Contractor Bidding Information

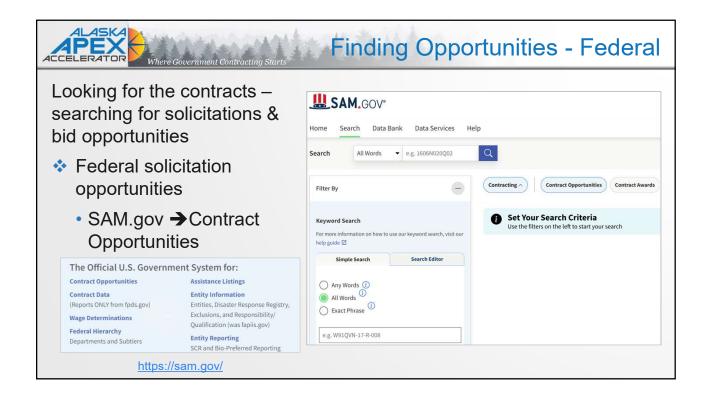
Requests for Proposals

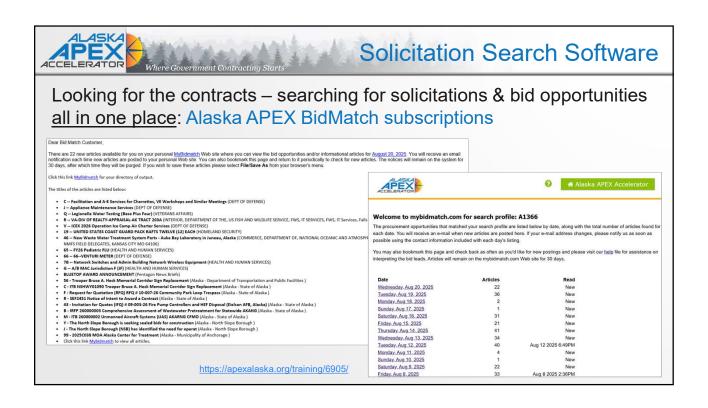
- · RFP Tentative Advertising Schedule
- REP Calendar
- RFP Award Status . Obtaining RFP E-Documents
- Large Procurement Manuals
- · Small Procurement Manuals

Related Resources

- AASHTOWare Project
- Disadvantaged Business Enterprise (DBE)
- Contracts Officer Bulletins · Publications, Forms, Manuals
- · Const. Warrant Program System
 - Construction Warrant Program Marrant Manual
- Warrant Application
- Qualified Products List (QPL) Suspended Contractors
- Contacts











Marketing Your Business

- How are you marketing your business?
 - Develop a marketing plan more than just using social media
 - Social Media presence name and brand recognition
 - Identifying/promoting your DBE Certification
 - Marketing Materials
 - Business Cards
 - Capability Statement
 - Website what does it say about your business? Who is your audience?

"Marketing strategy will impact every piece of your business, and it should be tied to every piece of your business."

Brandon Andersen



Marketing Your Business

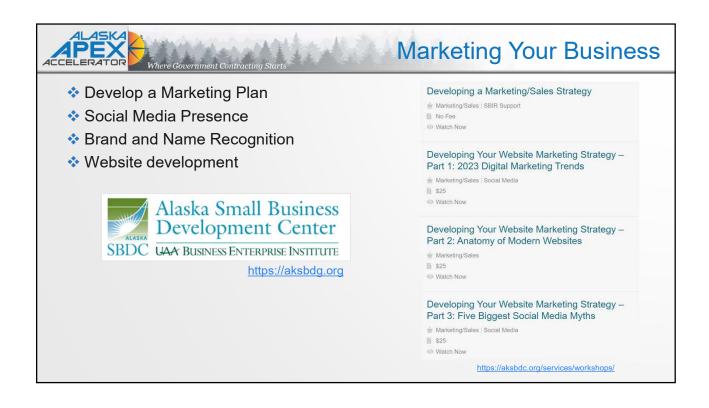
- Creating a Capability Statement
 - They're like Pringles you can't stop at just one
 - Should be written for a targeted reader
 - Should fit the purpose of use
 - Can be anything from 1 page to a detailed catalog
 - Add them to your website

Creating Capability Statements (2025 Update)

JANUARY 30, 2025



https://apexalaska.org/training/creating-capability-statements-2025-update-2/







Marketing to Potential "

- "
- Before you knock on the door looking for potential teaming partners, ask yourself:
 - What do you need from them?
 - What do you (or your business) bring to the table?
 - How can the teaming relationship benefit the potential teaming partner(s)?

But first, let's assess your business...

"Honesty is the first chapter in the book of wisdom."

- Thomas Jefferson



Company Self-Assessment

- Why team with another company? What do you need to complete the next contract, break a bottleneck, or diversify/expand into another area?
 - Physical Capital
 - Human Capital

- Intellectual Capital
- Financial Benefits

Before entering into a teamed / contractual business relationship, assess your own company standing.

What does your company <u>need</u> and what can it <u>offer</u>?



https://americassbdc.org/8-reasons-to-consider-collaborating-with-another-small-business/



Ability, Capacity & Capability

- Ability the skill, knowledge or power to do something
- Capability the ability to do something in "either/or" scenarios; The capability of a business refers to its ability to do something when all its resources are optimally employed.
- Capacity the innate potential; the business capacity refers to the maximum level of output that it can yield and deliver within inherent limitations

 Staff (People): Management Key Personnel Wy 9 Employees Subcontractors Staff Training & Certification Staff (People): Completed projects Maximums: Ceiling & Project limitations Available Bond Amount? Work in Progress Availability of Manpower Availability of Equipment Financial Resources Standard Operating Job Codes Cost tracking mechanisms Bonding Capacity Maximums: Ceiling & Project limitations Available Bond Amount? Availability of Manpower Availability of Equipment Financial Resources Risk Management Limitations
Supply Chain Availability Inherent Limitations



Teaming Strategies

- Competitors vs. Potential Teaming Partners
 - Business growth: more employees or strategic partnering?
 - What business bottlenecks are slowing business growth?
 - Diversification new locations or new product and/or service lines?

But first, let's define teaming...

"Coming together is a beginning. Keeping together is progress. Working together is success." -Henry Ford



Teams vs Joint Ventures

Prime/Sub Teams

- Only one party (prime) performs at the prime contract level and is responsible to the government
- Subcontractor typically paid on a pre-determined basis
- No new legal entity created
- Subcontracting limits apply to prime only (but note similarly situated entity rule)

Joint Ventures

- Both parties perform at the prime contract level and are responsible for the entire contract
- Parties typically split profits and losses
- Parties create a new legal entity (e.g., LLC) & registered in SAM
- Subcontracting limits apply to JV as a whole





Prime/Sub Teams

Prime/Sub Teams - Teaming Agreements

- Privity of Contract: 1 to 1 relationship between government and prime contractor
- Teaming Agreements
 - FAR does not require prime/subcontractor teaming agreements
 - Procuring agencies sometimes (perhaps increasingly) require teaming agreements to be submitted with proposal
 - These agencies may decline to consider a subcontractor's past performance, capabilities, etc. without a teaming agreement
 - Lock-in commitments from prospective teammates
 - Prime doesn't want to rely on prospective subcontractor's qualifications & resources, only to have a subcontractor decline to participate
 - Subcontractor doesn't want to spend time and energy on proposal only to receive no subcontract
 - Establishes rules (if any) for exclusivity
 - Avoid difficult post-award disputes
 - · Demonstrate compliance with key requirements





Subcontracts

Prime/Sub Teams - Subcontracts

Subcontracts

- Teaming agreements → Subcontracts: Teaming agreement is a "chasing the contract document" and a subcontract is a "performing the contract" document.
- More detailed project and/or scope specific
- Must include mandatory FAR provisions
 - A <u>flow-down</u> is a provision of a prime contract that the prime contractor includes in a subcontract. FAR required primes to flow-down many clauses - failing to flow-down, when required, is a breach of contract!
- This is a negotiated agreement and should be specific to a singular contact activity. Subcontractors should be ready to push back against non-compliant terms
 - Scope of Work should be specific to avoid disputes
 - Payment & invoicing provisions should be included
 - Dispute resolution
 - o Termination provisions: Termination for Convenience and Default
 - Non-disclosure provisions
 - Ensured compliance with subcontracting limits
 - Term of subcontract how will the prime address contract options?





Looking for potential partners

Where to find potential teaming partners

- ♦ SBA Small Business Search (SBS) SBA Small Business Search





Federal Procurement Data System

- System for Award Management (SAM.gov)
- Federal Procurement Data System (FPDS) Next gen
- State of Alaska DBE Directory (or other state directories)
- Professional Organization training or networking events

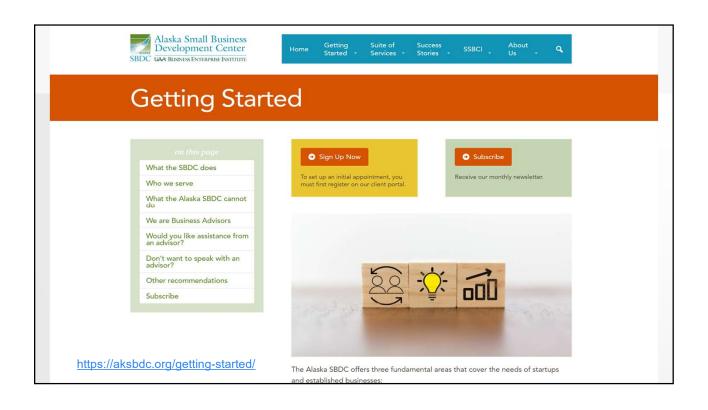
Vetting potential teaming partners

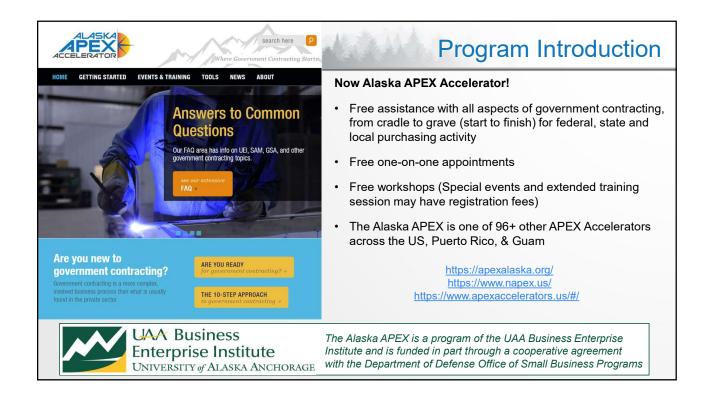
- SBA Small Business Search (SBS)
- Federal Procurement Data System (FPDS)
- Contractor Performance Assessment Reporting System (CPARS) - past performance
- Risk Management concerns
- Legal concerns













On-Demand Training 2025

Upcoming Training Events

How to Manage Contract Closeouts

Added: May 1, 2025

Successful contract management requires successful closeout. While many agencies may struggle with this step in the contract lifecycle, business often overlook this step completely. Closing out a contract can be as critical a task as proposing the contract. Receiving the ...

Top 21 Legal Mistakes in Federal Government Contracting

Added: March 4 2025

Federal contracting rules and laws are complicated, and the rules aren't always intuitive. Many contractors make legal mistakes routinely, involving everything from completing SAM profiles to calculating small business size to communicating with government contracting officers. The attorneys from Koprince ...

Responding to Sources Sought & RFI Notices (2025 Update)

How to Search the Federal Procurement

You've been told that market research is critical to success in

the government contracting arena. The information is out

"there" but how to find the needed data? Where do look to

determine which agencies are buying what you're selling?

Data System (FPDS Gov)

Added: March 4, 2025

Sources Sought or Request for Information (RFI) notices are a critical component of agency market & industry research. Industry responses play a significant role in determining if there is sufficient competition to allow the agency to designate the procurement activity ...

Your Business WEBINAR

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JULY 22, 2025, 9:00 AM

Navigating Navy Procurement – Unlocking Opportunities for Your Business

JULY 29, 2025, 9:00 AM Understanding the Berry Amendment, Buy American Act (BAA), Trade Agreements, and the Nonmanufacturer Rule (2025 Update)

AUGUST 19, 2025, 10:00 AM

How to Best Use SAM: Wage Determinations
WEBINAR

Register for upcoming live webinars: https://akapex.ecenterdirect.com/events

On-demand:

https://apexalaska.org/events-services/schedule/

ALASKA APEX ACCELERATOR Where Government Contracting Starts

Questions?

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To request assistance, sign up here: https://akptac.ecenterdirect.com/signup



How can the Alaska APEX help you?