



## DBE Certification

You have your  
certification – now what?

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[www.apexalaska.org](http://www.apexalaska.org)



## 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

- ❖ Looking for the contracts – searching for solicitations & bid opportunities



- 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 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](#).

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
- RFP Calendar
- RFP Award Status
- Obtaining RFP E-Documents
- About RFPs
- Large Procurement Manuals
- Small Procurement Manuals

#### Related Resources

- AASHTOWare Project
- Disadvantaged Business Enterprise (DBE)
- [Online Public Notices](#)
- Contracts Officer Bulletins
- Publications, Forms, Manuals
- Const. Warrant Program System
  - Construction Warrant Program
  - [Warrant Manual](#)
  - [Warrant Application](#)
- Qualified Products List (QPL)
- [Suspended Contractors](#)
- Contacts



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# Finding Opportunities

## ❖ Looking for the contracts – searching for solicitations & bid opportunities

- Municipal
- Borough
- City
- University
- School districts
- Police & Fire Department

**Municipality of Anchorage:**  
<https://www.muni.org/Departments/purchasing/pages/bidding.aspx>

**Mat-Su Borough:**  
<https://matsugov.us/departments/purchasing>

**Fairbanks North Star Borough:**  
<https://fnsb.gov/198/General-Service-Purchasing>

**Kenai Peninsula Borough:**  
<https://www.kpb.us/51-borough/purchasing>

**Juneau Borough:**  
[https://juneau.org/finance/purchasing/bids-rfp\\$](https://juneau.org/finance/purchasing/bids-rfp$)



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# Finding Opportunities

## Looking for the contracts – searching for solicitations & bid opportunities

### ❖ Federal solicitation opportunities

- SAM.gov → Contract Opportunities

The Official U.S. Government System for:

|  |  |
|--|--|
| <b>Contract Opportunities</b>                        | <b>Assistance Listings</b>   |
| <b>Contract Data</b><br>(Reports ONLY from fpds.gov) | <b>Entity Information</b><br>Entities, Disaster Response Registry, Exclusions, and Responsibility/Qualification (was fapiis.gov) |
| <b>Wage Determinations</b>                           | <b>Entity Reporting</b><br>SCR and Bio-Preferred Reporting   |
| <b>Federal Hierarchy</b><br>Departments and Subtiers |  |

<https://sam.gov/content/home>



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## Finding Opportunities

Looking for the contracts – searching for solicitations & bid opportunities all in one place: [Alaska APEX BidMatch subscriptions](#)

Dear Bid Match Customer,

There are 20 new articles available for you on your personal Mybidmatch Web site where you can view the bid opportunities and/or informational articles for April 16, 2024. You will receive an email notification each time new articles are posted to your personal Web site. You can also bookmark this page and return to it periodically to check for new articles. The notices will remain on the system for 30 days, after which time they will be purged. If you wish to save these articles please select **File/Save As** from your browser's menu.

Click this link [MyBidmatch](#) for your directory of output.

The titles of the articles are listed below:

- F – FY24 Multiple Award Environmental Services (MAES) Multiple Award Task Order Contract (MATOC) (DEPT OF DEFENSE)
- 42 – Carbon Filter Exchange & Replacement (DEPT OF DEFENSE)
- 47 – Sources Sought - Various Floodwater Suction Hose, Discharge Hose, and Connections (DEPT OF DEFENSE)
- 54 – Hannibal Concrete Supply For Anchorage Repairs (DEPT OF DEFENSE)
- 55 – Yellow or Red Cedar Cant board, Petersburg Alaska (AGRICULTURE)
- 7E – Computer Equipment / Supplies for the Cheyenne River Health Center in Eagle Butte, SD (HEALTH AND HUMAN SERVICES)
- 99 – NOAA / FGDAS HVAC Maintenance and Support (COMMERCE, DEPARTMENT OF, NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION)
- R - ALASKA STATE LEGISLATURE LOBBYING SERVICES (Alaska - Ketchikan Gateway Borough)
- Z - BOROUGH TRANSIT FACILITY SLAB REPAIR (Alaska - Ketchikan Gateway Borough)
- C - 24-13 Ketchikan Lakes Power and Communications Design and Engine (Alaska - City of Ketchikan)
- Z - Anchorage Mat-Su Valley Alternative Transportation Corridors Tra (Alaska - Alaska Purchasing Group)
- 45 - Fairbanks Regional Office Building Heating System Repair (Alaska - Alaska Purchasing Group)
- R - ALASKA STATE LEGISLATURE LOBBYING SERVICES (Alaska - Alaska Purchasing Group)
- Z - BOROUGH TRANSIT FACILITY SLAB REPAIR (Alaska - Alaska Purchasing Group)
- Z - Large Animal Holding Facility Improvements (Alaska - Alaska Purchasing Group)
- Z - Generation Warehouse Roof Replacement (Alaska - Alaska Purchasing Group)
- S - Purchase and Delivery of Dog Waste Collection Bags for CBI Parks (Alaska - Alaska Purchasing Group)
- R - Request for Proposals No. 240005WB: Vending Services and Pouring Rights (Alaska - State of Alaska)
- Q - Alaska Breast and Cervical Screening Assistance Program - Kenai Peninsula Outreach (Alaska - State of Alaska)
- Z - UAF IFB Large Animal Holding Facility Improvements (Alaska - State of Alaska)
- Click this link [Mybidmatch](#) to view all articles.

**Welcome to mybidmatch.com for search profile: A1366**

The procurement opportunities that matched your search profile are listed below by date, along with the total number of articles found for each date. You will receive an e-mail when new articles are posted here. If your e-mail address changes, please notify us as soon as possible using the contact information included with each day's listing.

You may also bookmark this page and check back as often as you'd like for new postings and please visit our [help](#) file for assistance on interpreting the bid leads. Articles will remain on the mybidmatch.com Web site for 30 days.

| Date                    | Articles | Read |
|-------------------------|----------|------|
| Wednesday, Apr 17, 2024 | 21       | New  |
| Tuesday, Apr 16, 2024   | 20       | New  |
| Monday, Apr 15, 2024    | 0        | New  |
| Sunday, Apr 14, 2024    | 1        | New  |
| Saturday, Apr 13, 2024  | 27       | New  |
| Friday, Apr 12, 2024    | 31       | New  |

The government contract opportunities enclosed with this email are provided to you by the Alaska APEX Anchorage Center. If you would like to add or delete search criteria to your custom profile you may contact Jody King at:

Tel: (907) 786-7270 [jking8@alaska.edu](mailto:jking8@alaska.edu)

<https://apexalaska.org/training/featuring-bidmatch-ptacs-solicitation-search-tool-8/>



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## Marketing & Advertising

How are you promoting 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

- ❖ 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

*Updated webinar scheduled for 1/23/25!*

### Creating Capability Statements

AUGUST 14, 2023



<https://apexalaska.org/training/creating-capability-statements-2/>



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## Marketing Your Business

- ❖ Develop a Marketing Plan
- ❖ Social Media Presence
- ❖ Brand and Name Recognition
- ❖ Website development



<https://aksbdg.org>

**Developing a Marketing/Sales Strategy**

Marketing/Sales | SBIR Support

No Fee

Watch Now

**Developing Your Website Marketing Strategy – Part 1: 2023 Digital Marketing Trends**

Marketing/Sales | Social Media

\$25

Watch Now

**Developing Your Website Marketing Strategy – Part 2: Anatomy of Modern Websites**

Marketing/Sales

\$25

Watch Now

**Developing Your Website Marketing Strategy – Part 3: Five Biggest Social Media Myths**

Marketing/Sales | Social Media

\$25

Watch Now

<https://aksbdc.org/services/workshops/>



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## Building Teaming Relationships

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### Competitor or Business Partner?



## 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
  - Intellectual Capital
  - Human Capital
  - Financial Benefits

*Before entering into a teamed / contractual business relationship, assess your own company standing.*  
*What does your company need and what can it offer?*



<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

| Ability   | Capability  | Capacity (Max level of output)   |
|---|---|--|
| <ul style="list-style-type: none"> <li>• Staff (People):</li> <li>- Management</li> <li>- Key Personnel</li> <li>- W-9 Employees</li> <li>- Subcontractors</li> <li>• Staff Training &amp; Certification</li> <li>• Contingency Plans</li> <li>• Standard Operating Procedures</li> </ul> | <ul style="list-style-type: none"> <li>• Past Performance</li> <li>- Completed projects</li> <li>• Existing Master Subcontract Agreements</li> <li>• Contingency Planning &amp; Resources</li> <li>• Accounting Systems</li> <li>- Job Codes</li> <li>- Cost tracking mechanisms</li> </ul> | <ul style="list-style-type: none"> <li>• Bonding Capacity</li> <li>- Maximums: Ceiling &amp; Project limitations</li> <li>- Available Bond Amount?</li> <li>• Work in Progress</li> <li>- Availability of Manpower</li> <li>- Availability of Equipment</li> <li>• Financial Resources</li> <li>• Risk Management Limitations</li> <li>• Contingency Resources</li> <li>• Supply Chain Availability</li> <li>• Inherent Limitations</li> </ul> |



## 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



### 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 – 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



### 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 flow-down 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
  - 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?



### Where to find potential teaming partners

- ❖ Dynamic Small Business Search (DSBS)
- ❖ 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

- ❖ Dynamic Small Business Search (DSBS)
- ❖ Federal Procurement Data System (FPDS)
- ❖ Contractor Performance Assessment Reporting System (CPARS) – past performance
- ❖ Risk Management concerns
- ❖ Legal concerns






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## Local Resources


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Finding the right resource to assist with business growth



Alaska Small Business Development Center  
SBDCC UAA BUSINESS ENTERPRISE INSTITUTE

Getting Started
Suite of Services
Success Stories
SSBCI
About Us





We grow small business

## Program Introduction

**Alaska Small Business Development Center**


- Free confidential one-on-one business coaching. Advisors assist with pre-launch, growth, recovery, buying & selling, funding assistance, and more.
- Provide free and low-cost business workshops, both as on-demand self-service videos and via live webinars.
- Tools: Explore our collection of free documents, spreadsheets and templates that our advisors use on a regular basis.






**Advising**

We offer no-cost, confidential, one-on-one business coaching. Our advisors assist with pre-launch, growth, recovery, buying & selling.




**Workshops**

We provide free and low-cost business workshops, both as on-demand self-service videos and via live webinars.



**Tools**

Explore our collection of free documents, spreadsheets and templates that our advisors use on a regular basis.



**UAA Business Enterprise Institute**  
UNIVERSITY of ALASKA ANCHORAGE

The Alaska SBDC is a program of the UAA Business Enterprise Institute and is funded in part through a cooperative agreement with the U.S. Small Business Administration (SBA).

<https://aksbdc.org/>


<https://americassbdc.org/>

The screenshot shows the Alaska Small Business Development Center (SBDC) website. At the top left is the logo for the Alaska SBDC, part of the UAA Business Enterprise Institute. A navigation menu includes Home, Getting Started, Suite of Services, Success Stories, SSBCI, and About Us. The main heading is 'Getting Started'. Below this, there is a 'on this page' section with a list of links: What the SBDC does, Who we serve, What the Alaska SBDC cannot do, We are Business Advisors, Would you like assistance from an advisor?, Don't want to speak with an advisor?, Other recommendations, and Subscribe. To the right are two call-to-action buttons: 'Sign Up Now' (with a note: 'To set up an initial appointment, you must first register on our client portal.') and 'Subscribe' (with a note: 'Receive our monthly newsletter.'). Below these is an image of three wooden blocks with icons representing people, a lightbulb, and a bar chart. A caption below the image reads: 'The Alaska SBDC offers three fundamental areas that cover the needs of startups and established businesses:'. At the bottom left, a URL is provided: <https://aksbdc.org/getting-started/>.

The screenshot shows the Alaska APEX Accelerator website. The header features the 'ALASKA APEX ACCELERATOR' logo and a search bar. The navigation menu includes HOME, GETTING STARTED, EVENTS & TRAINING, TOOLS, NEWS, and ABOUT. The main heading is 'Program Introduction'. Below the heading is a section titled 'Now Alaska APEX Accelerator!' with a bulleted list of services:
 








- Free assistance with all aspects of government contracting, from cradle to grave (start to finish) for federal, state and local purchasing activity
- Free one-on-one appointments
- Free workshops (Special events and extended training session may have registration fees)
- The Alaska APEX is one of 96+ other APEX Accelerators across the US, Puerto Rico, & Guam


 Below the list are three links: <https://apexalaska.org/>, <https://www.napex.us/>, and <https://www.apexaccelerators.us/#/>. On the left side of the page, there is a featured article titled 'Answers to Common Questions' with a sub-headline 'Our FAQ area has info on UEI, SAM, GSA, and other government contracting topics.' and a button 'see our extensive FAQ'. Below this is a section 'Are you new to government contracting?' with text: 'Government contracting is a more complex involved business process than what is usually found in the private sector.' and two buttons: 'ARE YOU READY for government contracting?' and 'THE 10-STEP APPROACH to government contracting'. At the bottom left is the UAA Business Enterprise Institute logo. At the bottom right is a text box: 'The Alaska APEX is a program of the UAA Business Enterprise Institute and is funded in part through a cooperative agreement with the Department of Defense Office of Small Business Programs'.



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## Upcoming Training 2025

|  |  |   |  |
|--|--|---|--|
| <br>No Fee    Online Meeting (Live) | Registering in SAM, Part 1 - Entity Validation & UEI Assignment (2025 Update)<br>January 9, 2025 1:30 PM - 2:30 PM AKDT<br><br>SYSTEM FOR AWARD MANAGEMENT | <br>No Fee    Online Meeting (Live)   | Introduction to Government Contracting<br>February 5, 2025 10:00 AM - 11:30 AM AKST<br><br>GOVERNMENT INDUSTRIAL BASE (GIB) READINESS                  |
| <br>No Fee    Online Meeting (Live) | Registering in SAM, Part 2 - Completing the Registration Data (2025 Update)<br>January 14, 2025 9:30 AM - 10:30 AM AKST<br><br>SYSTEM FOR AWARD MANAGEMENT | <br>No Fee    Online Meeting (Live)  | Featuring BidMatch, APEX's Solicitation Search Tool<br>February 7, 2025 10:30 am - 11:30 am AKDT<br><br>DEFENSE INDUSTRIAL BASE (DIB) READINESS        |
| <br>No Fee    Online Meeting (Live) | Creating Capability Statements (2025 Update)<br>January 23, 2025 10:00 AM - 11:30 AM AKDT<br><br>GOVERNMENT INDUSTRIAL BASE (GIB) READINESS                | <br>No Fee    Online Meeting (Live)   | Responding to Sources Sought & RFI Notices (2025 Update)<br>February 18, 2025 1:30 PM - 3:00 PM AKST<br><br>GOVERNMENT INDUSTRIAL BASE (GIB) READINESS |
| <br>No Fee    Online Meeting (Live) | Chasing Small Business Certifications (2025 Update)<br>January 28, 2025 1:30 PM - 3:00 PM<br><br>GOVERNMENT INDUSTRIAL BASE (GIB) READINESS                | <p><a href="https://apexalaska.org/events-services/schedule/">https://apexalaska.org/events-services/schedule/</a></p> <p><a href="https://akapex.ecenterdirect.com/events?reset=1">https://akapex.ecenterdirect.com/events?reset=1</a></p> |  |



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## Questions?

### Alaska APEX Accelerator Staff Contact Information

**Anchorage: Phone: 907-786-7258**




|   |  |              |
|---|--|--------------|
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| Craig von Holdt, Contract Specialist II | <a href="mailto:cavonholdt@alaska.edu">cavonholdt@alaska.edu</a> | 907-786-7281 |
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| Lynda Gregory, Program Specialist       | <a href="mailto:lmgregory@alaska.edu">lmgregory@alaska.edu</a>   | 907-786-7258 |

**Fairbanks: Phone: 907-450-8979**

Pierre Thompson, Center Director/Contract Specialist    [pdthompson@alaska.edu](mailto:pdthompson@alaska.edu)

**General email:** [info@apexalaska.org](mailto:info@apexalaska.org)    **Website:** <https://alaskapex.org>

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

How can the Alaska APEX help you?