



# DBE Certification

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**You have your  
certification – now what?**

Jody King, Assistant Director  
Alaska APEX Accelerator

October 17, 2024

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

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Looking for Bids and  
Solicitations

## ❖ 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 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](#)

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

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

 <p><b>MUNICIPALITY OF ANCHORAGE</b></p>	<p>Municipality of Anchorage:  <a href="https://www.muni.org/Departments/purchasing/pages/bidding.aspx">https://www.muni.org/Departments/purchasing/pages/bidding.aspx</a></p>	
	<p>Mat-Su Borough:  <a href="https://matsugov.us/departments/purchasing">https://matsugov.us/departments/purchasing</a></p>	
	<p>Fairbanks North Star Borough:  <a href="https://fnsb.gov/198/General-Services-Purchasing">https://fnsb.gov/198/General-Services-Purchasing</a></p>	
	<p>Kenai Peninsula Borough:  <a href="https://www.kpb.us/51-borough/purchasing">https://www.kpb.us/51-borough/purchasing</a></p>	
	<p>Juneau Borough:  <a href="https://juneau.org/finance/purchasing/bids-rfps">https://juneau.org/finance/purchasing/bids-rfps</a></p>	

Looking for the contracts –  
searching for solicitations &  
bid opportunities

❖ Federal solicitation  
opportunities

- SAM.gov → Contract  
Opportunities

The Official U.S. Government System for:

**Contract Opportunities**

**Contract Data**

(Reports ONLY from fpds.gov)

**Wage Determinations**

**Federal Hierarchy**

Departments and Subtiers

**Assistance Listings**

**Entity Information**

Entities, Disaster Response Registry,  
Exclusions, and Responsibility/  
Qualification (was fapiis.gov)

**Entity Reporting**

SCR and Bio-Preferred Reporting

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

The screenshot shows the SAM.gov search interface. At the top, there is a navigation bar with links for Home, Search, Data Bank, Data Services, and Help. Below this is a search bar with a dropdown menu set to "All Words" and a search input field containing "e.g. 1606N020Q02". To the right of the search bar is a "Select Criteria" panel with a back arrow and the text "Choose your filters and run your report to begin." Below the search bar is a "Select Domain" section with a dropdown menu set to "Contract Opportunities". Below this is a "Filter By" section with a dropdown menu. The main search area is titled "Keyword Search" and includes a link to a help guide. There are two tabs: "Simple Search" and "Search Editor". Under "Simple Search", there are three radio button options: "Any Words", "All Words" (which is selected), and "Exact Phrase". Below these options is a search input field containing "e.g. W91QVN-17-R-008".



Where Government Contracting Starts

# 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 Bute, SD** (HEALTH AND HUMAN SERVICES)
- **99 -- NOAA / FCDAS 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 CBJ Parks** (Alaska - Alaska Purchasing Group )
- **R - Request for Proposals No. 24P0058WB: 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.

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)



Alaska APEX Accelerator

### 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
<a href="#">Wednesday, Apr 17, 2024</a>	21	New
<a href="#">Tuesday, Apr 16, 2024</a>	20	New
<a href="#">Monday, Apr 15, 2024</a>	0	New
<a href="#">Sunday, Apr 14, 2024</a>	1	New
<a href="#">Saturday, Apr 13, 2024</a>	27	New
<a href="#">Friday, Apr 12, 2024</a>	31	New

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



## Marketing & Advertising

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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

## Creating Capability Statements

AUGUST 14, 2023

Creating Capability Statements

Watch later Share

**Creating Capability Statements**

What are you trying to say about your business?

Jody King, Contract Specialist, Alaska PTAC  
August 9, 2023

Watch on YouTube

Anchorage: 1901 Dragaw Street Suite 199 • AK 99506 P: 907-766-7258  
Fairbanks: 3750 Bonita St • AK 99701 • P: 907-456-7234  
www.ptcalaska.org

Find us on Facebook

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

- ❖ 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

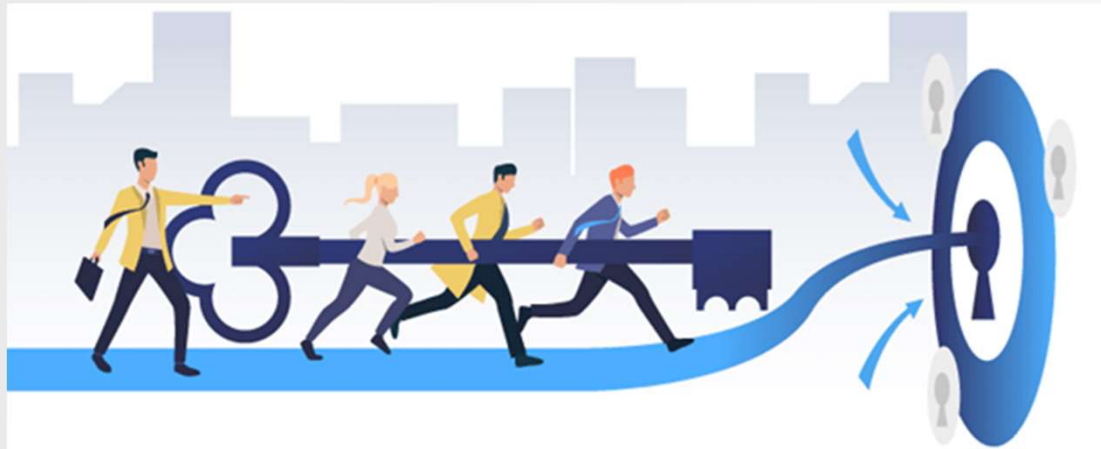
## Developing Your Website Marketing Strategy – Part 3: Five Biggest Social Media Myths

Marketing/Sales | Social Media

\$25

Watch Now

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



## Building Teaming Relationships

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Competitor or Business Partner?

- ❖ 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

- ❖ 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 need and what can it offer?*



# 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):               <ul style="list-style-type: none"> <li>- Management</li> <li>- Key Personnel</li> <li>- W-9 Employees</li> <li>- Subcontractors</li> </ul> </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               <ul style="list-style-type: none"> <li>- Completed projects</li> </ul> </li> <li>• Existing Master Subcontract Agreements</li> <li>• Contingency Planning &amp; Resources</li> <li>• Accounting Systems               <ul style="list-style-type: none"> <li>- Job Codes</li> <li>- Cost tracking mechanisms</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Bonding Capacity               <ul style="list-style-type: none"> <li>- Maximums: Ceiling &amp; Project limitations</li> <li>- Available Bond Amount?</li> </ul> </li> <li>• Work in Progress               <ul style="list-style-type: none"> <li>- Availability of Manpower</li> <li>- Availability of Equipment</li> </ul> </li> <li>• Financial Resources</li> <li>• Risk Management Limitations</li> <li>• Contingency Resources</li> <li>• Supply Chain Availability</li> <li>• Inherent Limitations</li> </ul>



## ❖ 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

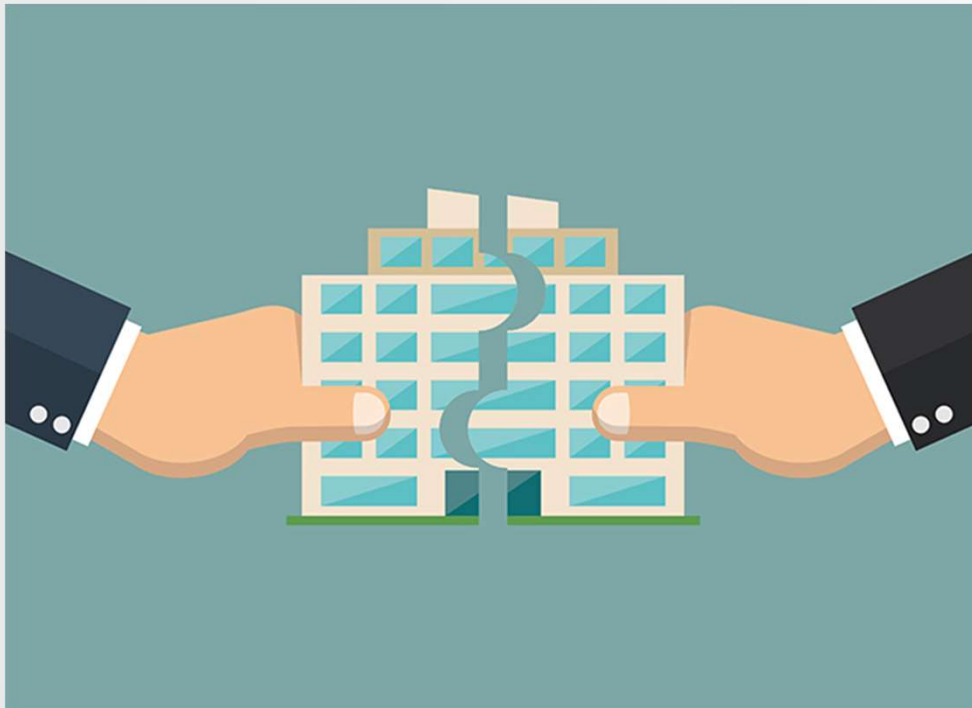
- ❖ Dynamic Small Business Search (DSBS)
- ❖ System for Award Management (SAM.gov)
- ❖ Federal Procurement Data System (FPDS) Next gen
- ❖ State of Alaska DBE Directory (or other state directories)
- ❖ Professional Organization training or networking events



## 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





## Local Resources

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Finding the right resource  
to assist with business  
growth

We grow small business

## New to the Alaska SBDC?



### 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).*

# 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.



<https://aksbdc.org/>  
<https://americassbdc.org/>

# Getting Started

## on this page

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

Subscribe

➔ Sign Up Now

To set up an initial appointment, you must first register on our client portal.

➔ Subscribe

Receive our monthly newsletter.



<https://aksbdc.org/getting-started/>

The Alaska SBDC offers three fundamental areas that cover the needs of startups and established businesses:



HOME GETTING STARTED EVENTS & TRAINING TOOLS NEWS ABOUT

## Answers to Common Questions

Our FAQ area has info on UEI, SAM, GSA, and other government contracting topics.

see our extensive FAQ »

## Are you new to government contracting?

Government contracting is a more complex, involved business process than what is usually found in the private sector.

ARE YOU READY for government contracting? »

THE 10-STEP APPROACH to government contracting »

# Program Introduction

## Now Alaska APEX Accelerator!

- 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

<https://apexalaska.org/>

<https://www.napex.us/>

<https://www.apexaccelerators.us/#/>



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

*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*



## Supersize Your SBA Profile

**Date:** August 28, 2024

**Time:** 1:30 PM – 2:30 PM (AKDT)

**Description:**

**This class is via webinar only.**



When did you last update your SBA profile for the Dynamic Small Business Search (DSBS)? You are required to update your SAM profile yearly, but are you updating the DSBS profile at the same time? If not, you are missing out on the best free advertising opportunity available in government contracting. This webinar will discuss how to make the most of a DSBS profile.

We will discuss:

- 1) How to make the most of the limited characters allowed for your Capability Narrative
- 2) What do your Keywords say about your company
- 3) Rethinking the References

<https://akapex.ecenterdirect.com/events/6432>

## Featuring BidMatch, APEX's Solicitation Search Tool

**Date:** August 22, 2024

**Time:** 10:00 AM - 11:00 AM (AKDT)

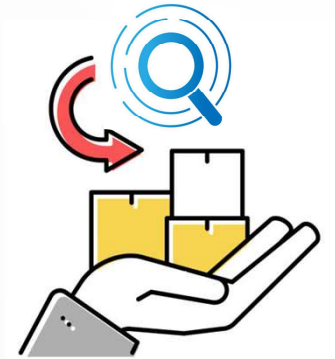
**Description:**

This class is via webinar only.

One of the most difficult aspects of government contracting is finding the solicitation opportunities. It is difficult to track and search federal, state, and local government websites trying to find new jobs up for bid. BidMatch, a solicitation search software, captures solicitation data from 200+ procurement databases and then delivers the information via a daily email. BidMatch allows businesses to create individualized search profiles based on their capabilities.

This webinar will discuss how to create an effective search profile using the correct keywords, NAICS codes, and classification codes, time-efficient usage of the BidMatch notices, and how to use Contract Opportunities to its full potential.

Join Jody King, Alaska APEX Contract Specialist, and learn more about how to make the most of this free service. Attendees will learn how to create a diverse data set that provides successful search results. Information will be provided on how to start your BidMatch profile immediately after attending the webinar.



<https://akapex.ecenterdirect.com/events/6431>

## Alaska APEX Accelerator Staff Contact Information

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**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?