



TEXAS WOMAN'S UNIVERSITY

JANE NELSON INSTITUTE
for WOMEN'S LEADERSHIP

Center for Women Entrepreneurs

**WE ARE
COMMITTED TO
#WOMENOWNED
IN TEXAS**

Agenda

- JNWL and Center for Women Entrepreneurs
- Getting Started in Government Contracting
 - Must Do's
 - Research
 - Gain Visibility and Outreach
 - Resources
 - Q&A



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for WOMEN'S LEADERSHIP

The Jane Nelson Institute for Women's Leadership is dedicated to preparing more women to take on successful roles in business and public service through our three specialized centers!



Learn more at
twu.edu/lead



**Center for Student
Leadership**



**Center for Women in
Government**



**Center for Women
Entrepreneurs**

Center for Women Entrepreneurs

- **Advise** - Free advising services
- **Train** - Monthly | Quarterly | AccelerateHer
- **Network** - Included in each training session
- **Fund** - Rural | Veteran-Owned | StartHer Grant



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What's Next

AccelerateHER programs in new
areas across Texas

Podcast and Video Room

CWE FastTrac Virtual Program

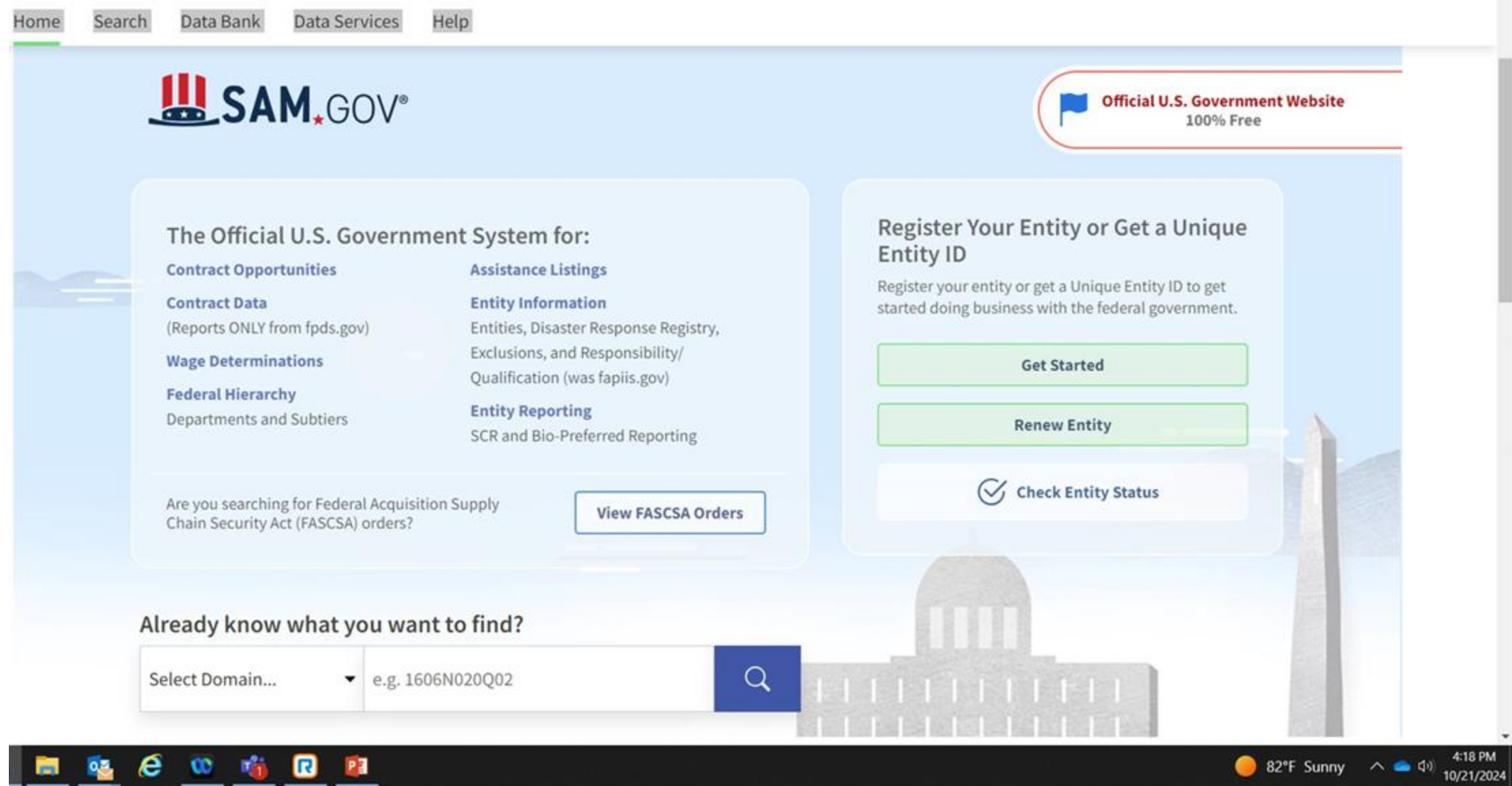


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Must Do's for Government Contracting

- Ask yourself... then
- (1) Create a SAM.gov Account <https://sam.gov/content/home> obtain a UEI and CAGE Code



The screenshot shows the SAM.gov homepage. At the top, there are navigation links for Home, Search, Data Bank, Data Services, and Help. The SAM.gov logo is prominently displayed on the left. A banner on the right states "Official U.S. Government Website 100% Free". The main content area is divided into two columns. The left column, titled "The Official U.S. Government System for:", lists various services: 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)), and Entity Reporting (SCR and Bio-Preferred Reporting). Below this list is a button for "View FASCSA Orders" with the text "Are you searching for Federal Acquisition Supply Chain Security Act (FASCSA) orders?". The right column, titled "Register Your Entity or Get a Unique Entity ID", includes the text "Register your entity or get a Unique Entity ID to get started doing business with the federal government." and three buttons: "Get Started", "Renew Entity", and "Check Entity Status". At the bottom, there is a search bar with the text "Already know what you want to find?" and a dropdown menu for "Select Domain...". The search bar contains the text "e.g. 1606N020Q02". The Windows taskbar is visible at the bottom of the screen, showing the time as 4:18 PM on 10/21/2024 and the weather as 82°F Sunny.

MUST Do's

Complete SAM.gov account:

- Company information including EIN
- Banking information
- NAICS Codes - <https://www.census.gov/naics/> - identify your products and services that you sell.
- NIGP Codes (State) - <https://commbook.app.cpa.state.tx.us/>
- Renewed Annually

(2) Create a CAPABILITY statement that includes the following:

- Company Statement | Core Competencies | Differentiators
 - Past Performance | Past Experience | Industry Certs
-
- Keep to one page | Font 14 | 5-8 second read
 - Create foundational cap statement; customize for opportunity/ agency needs
 - Get first or second meeting with agency/ organization

Capability Statement



COMPANY DATA



CERTIFICATIONS: SDVOSB, WOSB, EDWOSB, TX HUB



CAGE Code: 7SKS0

DUNS#: 080497666

NAICS: 541690-561499-541511-541512-541513-541519-541611-541618-519190-541990

CORE COMPETENCIES

PM Connections, LLC provides IT Staffing Services (ITSAC) and Strategic IT Consulting expertise to manage cross functional initiatives that support Local, State and Federal Government agencies.

- Proficient working with internal and external Process and IT Teams across complex matrixed organizations.
- Successful implementation experience in Energy, Technology, Services and Education Industries.
- Experience with a broad spectrum of disciplines and technologies such as:
 - IT Program/Project Management
 - System Integration and Implementation
 - Cybersecurity
 - eLearning Development and Training

PERFORMANCE

CenterPoint Energy, Project Management Office

(2017-Present): Work with high-level officials to develop the overall project, identify mission-related work and direct the implementation of Microsoft Project plans to meet project and program objectives.

Disys, Global Project Delivery (2016-2017): Managed the upgrade of ORACLE Primavera 6 into 15 plants in the US and Europe that resulted in the development of detailed plans to monitor, track progress, optimize resources and control costs.

Cameron International, Project Management Office

(2013-2016): Coordinated the implementation of the Global SAP ECC 6.0 ERP Business Transformation Project which resolved master data constraints and business process gaps for Functional Process Teams.

Sysco, Sales & Marketing (2013-2011):

Managed implementation and integration of [Salesforce.com](https://www.salesforce.com) which provided financial and operational improvement benefit of \$69 Million annually.

Hewlett-Packard, Global Optimization (2011-2000):

Implemented Strategic Planning and Change Management processes and enhancements for Financial Management System which handled over \$4 Trillion in transactions annually.

DIFFERENTIATORS

Qualifications

- Veteran Owned Company
- Certified Project Management Professionals (PMP)
- Certified CISCO Professionals
- Certified Oracle Professionals
- Certified Microsoft Office Professionals
- Certified eLearning Web-Based Trainers
- Certified Instructional Training Developers

Experience

- Managed Software Development Life Cycle (SDLC) and System Development Life Cycle (SDLC) projects utilizing Waterfall and AGILE Methodologies.
- Analysis of Technical Information Data.
- Reporting, review and assessment of software, hardware and release options.
- Risk Assessment - Identify, track and mitigate risks.
- SharePoint - Development and Administration.
- Testing Support: Unit, Integration, System and User Acceptance Testing (UAT).
- Configuration Management establishing baseline configurations.
- Review, validate and provide Change Control.

Contact: denise.davis@pmconnections.net

(281) 772-7664

www.pmconnections.net



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Capabilities Statement



OUR TEAM:

Shannon Edie
President & Sr. Consultant
Shannon@holomuaconsulting.com

Daphne Tong-Pave
Vice President & Sr. Consultant
Daphne@holomuaconsulting.com

Kanoe Tjorvatjoglou
Jr. Consultant
Kanoe@holomuaconsulting.com

CERTIFICATIONS

Small Disadvantaged Business
Minority-Owned Business
WOSB

NAICS CODES:

- 541611 (primary)
- 541612
- 561312
- 611430

DUNS NUMBER:

- 079644773

BUSINESS SUMMARY:

Holomua Consulting Group, LLC (Holomua) is a small, woman-owned business located in Honolulu, Hawaii. Our full-service, solution-oriented consulting firm focuses on assisting businesses with maximizing small business opportunities, navigating the complex legal and compliance landscape of federal government contracting, and developing its tools and knowledge to excel at government contracting.

MISSION:

To ensure the success of our customers through trusted relationships, tailored solutions, and exceptional service.

VALUES:

Commitment - We are committed to professionalism, responsiveness, and developing long-lasting relationships.

Excellence - We strive for excellence in all that we do and constantly strive for improvement. Our focus is on providing innovative and customized consulting solutions to meet each client's specific needs and objectives.

Teamwork - We are dedicated to operating as a team. We are committed to collaboration, communication, and respect.

Integrity - We conduct our business openly and honestly.

CORE COMPETENCIES:

- SBA Set-Aside Programs Technical Assistance and Support
- SBA 8(a) BD Program Technical Assistance and Support
- Federal Procurement Regulations
- Compliance Consulting
- Human Resources Consulting
- Contract Administration Support
- Training Services
- Legislative Consulting

OUR APPROACH

At Holomua, we work as a team and utilize our strengths and expertise to add value to our customers. Our principals' combined backgrounds in law, legislative proceedings, human resources, federal government contracting, SBA programs, and the SBA 8(a) program for Native Hawaiian Organizations provide Holomua with a strong foundation to develop and deliver superior consulting solutions.

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Mailing: P.O. Box 29735 • Honolulu, HI 96820
Telephone: (808) 369-9710 • Fax: (808) 369-2705 • Website: www.holomuaconsulting.com



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Providing People
Peace of Mind

Corporate Overview

Tel-Tec Security Systems, Inc. is an independent security firm that provides security solutions to more than 17,500 clients. Tel-Tec designs, installs, services, and maintains enterprise level security solutions. With more than 29 years in operation, we have the competency and proven past performance to manage small and large security contracts.

Our streamlined organization provides efficiency through clear, simple and effective process and lines of communication. We have the flexibility to adjust quickly and dynamically to unanticipated requirements.

We are a small business with capabilities and experience that rivals the performance of much larger firms.

For more information on how we support Federal, State, and Local contracts, please call Leslie Kirkindoll, Government Sales Manager at (661) 397-5511.

Federal, State and Local Markets



Corporate Partners



Areas of Expertise

- ✓ Intrusion Detection Systems (IDS)
- ✓ Perimeter Security Systems
- ✓ Fire Life Safety
- ✓ Surveillance / CCTV
- ✓ Access Control
- ✓ Critical Condition Monitoring

Tel-Tec Differentiation

- ✓ FIPS-201 / HSPD-12 Compliance
- ✓ 29 Years Experience
- ✓ 85% Client Retention Rate
- ✓ Current Clients - 17,500
- ✓ Onsite UL Monitoring Facility
- ✓ 24 / 7 / 365
- ✓ Partners and Teaming Success

Certifications



- ✓ DHS Security (CHS Program)
- ✓ NICET II
- ✓ State of California – Fire Life Safety
- ✓ Intrusion / Access Control
- ✓ Annual Underwriters Laboratory

Company Data

DUNS # 033910936
 Cage Code 0LLKP1
 SBA Status: Small Business
 GSA Schedule: #GS-07F-0481X

NAICS Codes
 334290 334512 541330 561621

Tel-Tec Security Systems, Inc.
 (800) 262-6227 or (661) 397-5511
 5700 La Marina Court, Bakersfield, CA 93312
leslie@tel-tec.com | www.tel-tec.com



Must Do's

- (3) Create a DSBS Profile: Dynamic Small Business Search - <https://connect.sba.gov/>
- Sign in using the same login as SAM.gov
 - Dashboard | SBA Supplemental Pages – Add Keywords and NAICS and page for Capabilities Narrative
 - Add Link to your capability statement in DSBS profile page.
- (4) Add Capability statement to your Website (Government Tab)
- (5) Add Capability statement (or link) to your LinkedIn

Conduct Research

How do I find agencies that buy what I sell?

- USASpending.Gov
- FPDS – Fed Procurement Data System
- Sam.gov
- GSA.gov
- Industry Days
- Acquisition Forecasts
- Long Range Planning
- Agency Strategic Plan | Top Management Challenges*
- Find pain points, initiatives, budgets, org structure, areas where agency needs help
- Find and build relationships

Conduct Research

USA Spending.gov

- Filter: FY 23, 24, 25
- Award Type – Contract
- NAICS - 541611 – Admin Mgmt and General Mgt Consulting
- Prime Contractors Listed first.
- Scroll down and agencies with largest spend by NAICS are listed.
- Include Keywords in search (ex. Staffing, talent, document storage, hiring)

Target one agency to start/one dept
Choose last 3 FYs, then go to FPDS to find POCs and details.

The screenshot shows the USA Spending.gov website with the following details:

- Browser:** Chrome with multiple tabs open.
- URL:** usaspending.gov/search/?hash=2d972f66ee187b04ad554be5cfe7d723
- Page Header:** USASPENDING.gov with navigation links: Search Award Data, Explore the Data, Download the Data, Find Resources.
- Advanced Search:** Filter by: Prime Awards and Transactions. Includes Share and Download icons.
- Filters:**
 - 11 Active Filters:**
 - TIME PERIOD: FY 2025, FY 2024, FY 2023
 - AWARD TYPE: All Contracts
 - NAICS: 54 - Professional, Scientific, and Technical Services (1)
 - TYPE OF SET ASIDE: 8(a) Sole Source, 8(a) with HUBZone Preference, Women-Owned Small Business, Women Owned Small Business Sole Source, No Set Aside Used, Reserved for Small Business \$2,501 to \$100K
- Prime Award Results:**
 - Contracts: 6,194
 - Table with columns: Prime Award ID, Recipient Name, Obligations, Outlays.
 - Visible rows:
 - HHSM500201300118C | SERCO INC | \$1,222,833,494.43 | \$0.00
 - AIDDOTI010300004 | DAI GLOBAL LLC | \$347,858,498.70 | --
 - 140D0432C0037 | THE PROVIDENCIA GROUP LLC | \$290,514,939.92 | \$85,609,664.84



Understand Ways Federal Buyers Find Vendors

- Incumbents
- Contract Vehicles Holders
- RFP Responses
- RFI/ Sources Sought Responses
- SBA District Office
- Agency Vendor List (register in agency vendor database)
- DSBS
- New RFI/ Sources Sought Notices
- Personal Favorites
- PTAC / APEX Accelerator

Check your visibility here: <https://www.govconinbox.com/>

Federal Revenue Streams

Subcontracting to a Small Business who has a government contract	Prime Contractor to a Government Agency	Sub Contractor to a Large Prime
<p>Cares about WINNING <u>more</u> business.</p> <p>How can you help them do that?</p> <p>You have no/limited federal experience</p> <p>Just getting started – gain experience here</p> <p>Working with the owners</p>	<p>Federal Experience</p> <p>Usually an incumbent</p> <p>Gets the award from the Gov</p> <p>Has complete control</p> <p>At least 3 years revenue</p> <p>Strategic Partners</p> <p>Backend process/ Capture in place</p>	<p>Most RISK adverse</p> <p>Understand what they want Prime Experience</p> <p>Looks for stability</p> <p>Stability to the large who are delivering the agency’s mission</p> <p>Contract Vehicles</p> <p>Requires the greatest amount of experience</p>

Next Steps

- Visit GovCon in a Box – Visibility Score
- Research small businesses you can subcontract with who are already working in government contracting.
- Create a spreadsheet of SMB contacts
- Follow the companies on LinkedIn first
- Contact businesses and understand their needs/ timeline/ opportunities, etc.,
- Attend trainings with GovCon Chamber



Resources

- System for Awards Management - www.sam.gov
- NAICS - <https://www.census.gov/naics/?input=&year=2022>
- NIGP Codes - <https://comptroller.texas.gov/purchasing/nigp/faq.php>
- APEX Accelerator - <https://www.apexaccelerators.us/#/about-us>
- SBA Certifications - <https://wosb.certify.sba.gov/>
- FPDS - https://www.fpds.gov/fpdsng_cms/index.php/en/
- DSBS - <https://connect.sba.gov/>
- GovConInaBox - <https://www.govconinabox.com/>
- GovConChamber - <https://www.govconchamber.com/>



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Questions



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For More Information

<https://linktr.ee/twucwe>



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Contact

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