Gearing Up for DYNET-Erie 2019!
August 22 – Erie, PA

With one major event and several other training workshops & webinars held so far this year, the PTAC has been gearing up for our second large scale affair of 2019.

Our showcase event, Dynamic Networking for Small Business (“DYNET”), is set for August 22 in Erie, PA. This procurement conference is an opportunity for business attendees to network with federal and state agencies, speak with federal prime contractors regarding subcontracting opportunities, join training sessions, and get information from various local business resources.

DYNET-Erie, presented with the support of the Pittsburgh & Buffalo Districts of the U.S. Army Corps of Engineers, will also feature a key note address and discussion with Guy Timberlake of the American Small Business Coalition, a government contracting expert with over 30 years of experience in government procurement. Other breakout sessions will be offered during DYNET, providing attendees the chance to meet and learn from government agency representatives and professionals.

The conference is free to attend; anyone wishing to participate in DYNET-Erie can learn more, and register at, https://nwpaptac.ecenterdirect.com/events/4301

Questions? Point of contact for the event is Ms. Robyn Young, PTAC Manager, (814) 677-4800 ext. 130, robyny@northwestpa.org.

PTAC strongly encourages businesses not familiar with the government market to contact your PTAC Counselor for guidance in preparing for events such as DYNET.

Getting ready to attend DYNET-Erie? Be sure to check out the article on Elevator Speeches on page 4 of this issue.
The Northwest Commission PTAC, which serves as a Procurement Technical Assistance Center (PTAC), is funded in part through a cooperative agreement with the Defense Logistics Agency (DLA).

QUICK UPDATES

Federal:

Beta.SAM.gov: Updates on the Transition of the New SAM Site

We’ve reported in the past on the “Beta SAM” site (beta.SAM.gov) that will integrate several federal sites & systems into one, new SAM.gov site. (Check out the article in August 2017 PTAC Talk issue, bottom of pg 4).

Following are updates on systems that are moving:

WDOL Transformed to Beta.SAM.gov on 6/14/19:

Beta.SAM.gov is now the authoritative source for wage determination data. All of the functionality available in WDOL.gov can now be done in beta.SAM.gov.

— In beta.SAM.gov, the WDOL functionality falls under the category “Wage Determinations”.
— Users can search and view Davis-Bacon Act, Service Contract

Federal Contracting Resource:

“FARSITE” Moving to Acquisition.gov

The U.S. General Services Administration (GSA), Air Force (USAF), and Defense Acquisition University (DAU) are partnering to reduce duplication and make it easier to electronically access acquisition regulations.

The USAF website for supplemental regulations, FARSite.hill.af.mil, will be transitioned to GSA's acquisition.gov by September 30, 2019. Acquisition professionals and vendors will then have a single website to access and search the Federal Acquisition Regulation (FAR) and supplemental regulations.

A notice currently posted at http://farsite.hill.af.mil/ reads:

The FARSite.hill.af.mil has been actively transitioning to Acquisition.gov (GSA) with a pilot projected for July 2019. FARSite will currently be available in its current location through at least 30 September 2019. We will continue making updates to FARSite until the new capability is ready for full deployment at which time you’ll be able to access the new system by going to Acquisition.gov. More exact dates and information will be provided once the prototype is nearing completion.

Federal Contracting:

UPDATE -- Phase Out of DUNS for SAM Registration

Replaced by New Unique Entity ID in 2020

As we’ve noted in recent issues of PTAC TALK, the DUNS number, which has been administered by Dun & Bradstreet will be phased out as it pertains to registration in the System for Award Management (SAM). The new SAM unique entity identifier replacing DUNS will be managed by Ernst & Young and will be generated via SAM.gov. This change is planned to take effect in December of next year.

Following is the latest information from the U.S. General Services Administration as posted on their website:

What is changing?

• The unique entity identifier used to do business with the government, and the process to get this identifier, is changing.
• The definition for what makes an entity unique is not changing. (Uniqueness is based primarily on a combination of the entity’s legal name, any name by which they also do business, and their physical address.)

Over the next 18 months the U.S. government will:
Act and Collective Bargaining Agreements without a login account.
— A helpful website, that includes a brief video, has been set up to assist with the transition: https://wdolhome.sam.gov/.

FBO Transition to beta.SAM.gov:
FBO will transition to “Contract Opportunities” in beta.SAM.gov on October 11, 2019.

**NOTE:** The original sites will coexist with beta.SAM.gov until they are retired. Once the original SAM.gov site has retired, the Beta SAM site will be renamed “SAM.gov.”

**RESOURCES:** Stay informed of the SAM / Beta SAM transition at:
- https://www.youtube.com/watch?v=5uciZ431AGo&feature=youtu.be
- https://beta.sam.gov/help/whats-next

PTAC will continue to keep our clients updated on the transition of systems & functionality to beta.SAM.gov.

Proposed Rule for Lower-Tier Subcontracting Plan Credit Finally Arrives to the FAR

The FAR Council finally released its proposed rule to allow prime contractors to take credit for lower-tier small business subcontracting.

Following the SBA’s lead, the proposed rule includes separate goals for first-tier and lower-tier small business subcontracting for individual subcontracting plans.

The proposed changes to the FAR also include SBA’s policies that offer small business subcontractors a degree of protection relating to timely payments and give the

- Phase out the DUNS number as the official identifier for doing business with the government.
- Introduce a new unique entity identifier (Entity ID), generated in the System for Award Management (SAM.gov), as the official identifier for doing business with the government.
- Make it easier to request an Entity ID to do business with the government.
- Transition to a new service provider to validate entity uniqueness.
- Receive continued support from Dun & Bradstreet (D&B) during the transition.
- Retain DUNS numbers already assigned to records for historical purposes following the transition.

**New Process**
Starting in December 2020, GSA is making it easier to get an Entity ID by streamlining the request and ongoing management process.

- Entities will go to a single place, SAM.gov, to request their Entity ID, to make any changes, and to register their entity to do business with the U.S. Government.
- Entities will have a single customer support helpdesk for all Entity ID and SAM.gov entity registration issues.

**Transition**

**Phase 1: Transition Defined (Through July 2019)**
- The DUNS number is the official identifier for doing business with the government.
- Entities continue to register in SAM.gov using the DUNS number assigned by Dun & Bradstreet (D&B). Entity uniqueness continues to be validated by D&B as part of DUNS number assignment process.
- GSA publishes the technical standard for the new SAM-generated unique Entity ID.

**Phase 2: Transition Begins (July 2019 - December 2020)**
- DUNS number remains the official identifier. GSA assigns SAM-generated Unique Entity ID to all SAM records.
- GSA publishes updated technical specifications, which include the new SAM-generated unique Entity ID, for interfacing systems.
- GSA develops tools needed to generate unique Entity IDs in SAM.gov.
- GSA begins to assign, and make visible, new SAM-generated unique Entity IDs for all SAM registration records.
subcontractor the ability to discuss
issues relating to payment or
utilization directly with the
contracting officer.

This proposed rule is currently
open for public comment.
Comments are due before August
26, 2019. Visit the following site
for more information on the
proposed rule as well as instruction
on submitting comments:
https://www.federalregister.gov/docume
nts/2019/06/26/2019-12481/federal-
acquisition-regulation-credit-for-lower-
tier-small-business-subcontracting

Source:
https://www.pileromazza.com/blog-
longawaited-proposed-rule-for-lower-tier-
subcontracting-plan-credit-finally-arrives-to-
the-far

Check out all the current FAR
Federal Register publications
requesting comments at:
https://www.acquisition.gov/req
uesting_comments

QUICK UPDATES
State/Local:

PA Small Business
Update

The Wolf administration has
increased the revenue limit for
self-certifying small businesses
from $20 million to $38.5 million.
The main purpose of the increase
is to enable more businesses to
compete for, and be awarded,
commonwealth contracting
opportunities within Pennsylvania’s
Small Business Contracting
Program.

As it relates to COSTARS Suppliers,
the increased cap will make more
suppliers eligible for the reduced
annual administrative fee of $500
for certified small businesses.

Businesses that may have had
trouble meeting eligibility
requirements due to their annual
earned revenue, but may now be
eligible, are encouraged to visit
Pennsylvania’s Supplier Portal and
complete the self-certification

Stay updated on this change at:
https://www.gsa.gov/about-us/organization/federal-
acquisition-service/office-of-systems-management/integrated-

Have a few minutes? Watch an informative video recording at:
https://beta.sam.gov/cm/videos/detail?id=229&display=1%20%20%20%20%20

Additional resource:

Networking Tip:
What Exactly is an Elevator Pitch
and Why You Should Have One

As we prepare for the DYNET-Erie procurement fair, you’ve
likely seen our schedule of networking/marketing workshops &
heard us talking about Capabilities Statements and “Elevator
Speeches”. In this issue of our newsletter, we thought it
appropriate to share wise advice from our fellow PTACs at Georgia Tech and SAPDC:

From Georgia Tech PTAC:
What’s an “elevator speech”? And why you need one!

It takes planning to make a good first impression. And first impressions
are usually made on the basis of just a few words.

Sometimes, a few words are all you have a chance to say to a decision-
maker — a government contracting official or a representative of a prime
contractor, for instance.
Companies who work with the Georgia Tech Procurement Assistance Center (GTPAC) tell us that decision-makers always seem to be in a hurry and want vendors to get right to the point. Similarly, government contracting people tell GTPAC that they are weary of dealing with ill-prepared vendors who just can’t seem to succinctly state what it is they’re an expert at doing.

These circumstances constitute a few of the reasons why vendors who want to make a good first impression with the contracting officials need to have what’s called an “elevator speech.” 

**Simply put, an elevator speech is what you are prepared to say, in 30 seconds or less, to describe your expertise.**

The term “elevator speech” comes from a situation such as realizing you’re in an elevator with someone you’d like to impress ... but you’ve got only a few floors to say anything before they get off the elevator. What if you suddenly found yourself on an elevator with a contracting officer, an elected official, a prime contractor, or some other a potential customer? Are you ready to quickly and professionally describe the solutions you represent and the expertise you can deliver?

Here’s an outline of what a good elevator speech should address:

1. Who and what you are
2. What you specialize in
3. What you do
4. Why you’re the best at what you do
5. What you want (a call to action)

Write a paragraph that addresses each of these five elements. Make it to-the-point and conversational in tone. Practice saying it in front of a mirror or to a colleague until you can say it smoothly, from memory, in 30 seconds or less. Once you have this mastered, you’ll have an elevator speech that you’re prepared to deliver — whenever you may need it.

**SOURCE:**


**TIP SHEET:**

Check out a great tip sheet for “Steps to Perfect Your Elevator Speech” from the PTAC of Southern Alleghenies Planning & Development Commission (SAPDC):


Northwest Commission PTAC always encourages our clients to have a Capabilities Statement and Elevator Speech prepared for marketing and networking with government procurement reps. Be sure to contact us for help formulating your government marketing materials.

**Additional reading/resources:**

Receive over 30+ customizable strategies  
Implement & improve business acumen for dealing with large organizations

**DLA Land & Maritime’s Training, Knowledge & Opportunities (TKO) Seminars**

Offered quarterly—
Next sessions: Sept. 10-11; Nov. 5-6  
**Location:** Columbus, OH  
**Event website:** [https://tko.dla.mil/](https://tko.dla.mil/)

The TKO Seminars offer 2 days of sessions on teaching vendors how to start doing business with the Defense Logistics Agency (DLA). Vendors will be informed on how to find open solicitations, how to submit a quote through the DLA Internet Bid Board System (DIBBS), the procedures for viewing/downloading drawings, how to use Wide Area Workflow/iRAPT to get paid, and more.

All sessions are held at DLA Land and Maritime, located in Columbus, Ohio free of charge. The only costs attendees may incur is lodging, food and transportation.

***IN ADDITION TO THE TKO SEMINAR HELD IN COLUMBUS, THE TKO WEBSITE LISTS UPCOMING FREE WEBINARS OFFERED BY THE AGENCY.***

Visit the event website for details and registration. (Select Land & Maritime from the dropdown menu).

**PA Procurement Expo & Forum 2019**

**Date:** Sept. 4-5, 2019  
**Location:** Farm Show Complex, Harrisburg, PA  
**Event website:** [https://paprocurementexpo.com/](https://paprocurementexpo.com/)

A networking & educational event for public & private procurement decision-makers and suppliers.

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**Upcoming Regional Events**

**Dynamic Networking for Small Business: “DYNET-ERIE” 2019**

**Date:** August 22, 2019  
**Time:** 9:00a-2:30p  
**Location:** Courtyard Erie Ambassador Conference Center  
7792 Peach Street, Erie, PA 16509

Government procurement fair featuring networking area and training workshops. Exhibitors include representatives from federal, state & local agencies, prime contractors, and business resource programs. Morning refreshments & lunch provided. FREE to attend.

Visit the event website for further details and registration: [https://nwaptac.ecenterdirect.com/events/4301](https://nwaptac.ecenterdirect.com/events/4301)

**Understanding WOSB Certifications for Government Contracting**

**Date:** Oct. 3, 2019  
**Time:** 9:00-10:30a  
**Location:** Clarion SBDC, 330 North Point Drive, Suite #100, Clarion, PA 16214

In recognition of Woman-Owned Small Business Month, we are offering this free workshop with co-sponsors Clarion SBDC and Clarion Area Chamber of Business & Industry. Topics we’ll cover: Regulations and eligibility requirements for WOSB & WBE status; U.S. DOT and state-level certifications; How/where to certify.

Visit the event website for details and registration:
[https://nwaptac.ecenterdirect.com/events/4308](https://nwaptac.ecenterdirect.com/events/4308) or email melissab@northwestpa.org.

**Veteran Owned Verification for Small Businesses**

**Date:** Nov. 6, 2019  
**Time:** 9:00-10:30a  
**Location:** Clarion SBDC, 330 North Point Drive, Suite #100, Clarion, PA 16214

In recognition of National Veterans Small Business Week, this FREE session will provide attendees with a better understanding of Veteran-Owned Small Business (VOSB) verification as it applies in the government marketplace. PTAC will discuss aspects of VOSB &
32nd Annual GACO/GCAC Procurement Opportunities Fair

Date: Oct. 29, 2019
Location: Monroeville Convention Center

The PTACs at California University of PA and Slippery Rock University (GACO/GCAC) will be hosting their annual Procurement Opportunities Fair in Monroeville, PA. Offering small businesses the opportunity to meet with purchasing representatives from various Federal and State governments and also connect with large prime contractors exhibiting at the procurement fair. Small businesses may register to attend the networking & training sessions and also have the option of purchasing booth space.

Info available at http://www.sru.edu/offices/government-contracting-assistance-center/seminar-and-other-training-events or contact julian@calu.edu.

SDVOSB contracting to help businesses determine if verification is right for them, including eligibility requirements, how these certifications fit into state and federal contracting, and where/how to get verified.

Offered by the Northwest Commission PTAC, Clarion University Small Business Development Center (SBDC), and Clarion Area Chamber of Business & Industry.

Info & registration at https://nwpaptac.ecenterdirect.com/events/4309 or email melissab@northwestpa.org.

Also coming up:

Watch for announcements on upcoming workshops in the Erie area to be held Sept. 11 and Oct. 9, cosponsored by the Erie Regional Chamber & Growth Partnership.

Times, locations and topics for these sessions TBA. Check https://nwpaptac.ecenterdirect.com/events for details coming soon.

Have any questions on anything in this issue of PTAC TALK?

Be sure to contact your PTAC Counselor:

Robyn Young
Melissa Becker
Kelly Weaver

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