OSDBU NEWS

United States Environmental Protection Agency

Winter 2004

# Director's Note

The U.S. Environmental Protection Agency (EPA) Office of Small and Disadvantaged Business Utilization (OSDBU) brings a renewed commitment and fresh approach to increasing small business opportunities in 2004. The staff and I are dedicated to ensuring that small businesses, which represent the heart of the American economy, are presented every opportunity to supply the goods and services needed to support EPA's mission.

We are increasing our outreach effort to small businesses. The newly designed *OSDBU News* is just one of many vehicles we are utilizing to keep you updated and informed about the agency's procurement goals and opportunities. *OSDBU News* will provide you with information and tips on how to better access the EPA marketplace. By keeping you informed, we as a team can better support and address the needs of EPA.

The theme of this issue is *Preparing For Opportunity*. *OSDBU News* will continue to provide information and technical assistance needed to successfully compete for EPA contracts. Take advantage of the various outreach efforts and educational sessions sponsored by our field offices throughout the country where technical assistance and advice on enhancing your firm's contractual success at EPA will be provided.

I encourage you to submit your news items so we can continue the information sharing that allows our stakeholders nationwide to remain connected. Send all information to HCD International, our newsletter editorial support, at 1801 McCormick Drive, Suite 130, Largo, Maryland 20774, or via e-mail at epa-osdbu-hotnews@hcdi.com. The staff and I stand ready to assist you and we eagerly look forward to working with you. Another productive year is ahead for all of us.

Read and Reflect,

Jeanette L. Brown, Director
Office of Small and Disadvantaged Business Utilization

**The mission of the U.S. Environmental Protection Agency's Office of Small and Disadvantaged Business Utilization is to support the protection of the environment and human health by fostering opportunities for partnerships, contracts, subagreements, and grants for small and socioeconomically disadvantaged concerns.**

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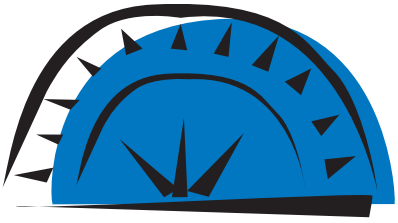
# Jeanette Brown Elected the New Director of the Federal OSDBU Directors Interagency Council

*Leadership — Taking it to Another Level:*

Jeanette L. Brown was recently selected as the 2004 Chair of the Federal Office of Small and Disadvantaged Business Utilization Directors Interagency Council. In her new role, Ms. Brown is at the helm of one of the government's most important mandates: the fair treatment of small businesses, small disadvantaged businesses and women-owned businesses. "I am honored to have been selected for this position," said Ms. Brown. "It will allow me to work with others across the government who are committed to advancing the President's small business agenda and who really want to see small businesses succeed," she further explained. With more than 97 percent of all non-farm businesses in the United States classified as small by current size standards, it is not surprising that virtually every agency within the Federal Government has an Office of Small and Disadvantaged Business Utilization. Charged with the task of assisting the most disadvantaged of the country's nearly 20 million small businesses in doing business with their respective agencies, OSDBUs play a critical role in the Federal sector.

For more than 25 years the Federal Government has sought to increase small business procurement. It has been nearly as long (24 years) since Public Law 95-507 amended Section 15 of the Small Business Act (15 U.S.C. 644) mandating the organization of an OSDBU in each Federal agency. Mandated by law to report to the Head of each Federal agency, OSDBUs serve as advocates for small and disadvantaged businesses to ensure that they have an opportunity to participate in the more than $250.2 billion expended by the Federal Government each year through contracts. The OSDBU Directors Interagency Council provides a platform for directors to share and discuss common concerns, as well as collectively plan new ways to assist small businesses.



- **Department of Energy**
  http://energy.gov/engine/content.do?BT_CODE=BUS_SP3
- **Department of Housing and Urban Development**
  http://www.hud.gov/offices/cpo/about/smbizsp.cfm#osdbu
- **Department of Justice**
  http://www.usdoj.gov/jmd/osdbu/index.html
- **Department of Labor**
  http://www.dol.gov/osbp/welcome.html
- **Department of the Air Force**
  http://www.selltoairforce.org
- **Department of the Army**
  http://www.sellingtoarmy.info/
- **Department of the Navy**
  http://www.hq.navy.mil/sadbu/default.htm
- **Department of Transportation**
  http://osdbuweb.dot.gov/
- **Department of Commerce**
  http://www.osec.doc.gov/osdbu/
- **Department of Defense**
  http://www.acq.osd.mil/sadbu
- **Defense Contract Management Agency (DCMA)**
  http://www.dcma.mil/DCMAHQ/dcma-sb/index.htm
- **Defense Information Systems Agency (DISA)**
  http://www.disa.mil/main/sadbu.html
- **Defense Logistics Agency**
  http:www.dla.mil/db/
- **Department of Homeland Security**
  http://www.dhs.gov/dhspublic/display?theme=37&content=3406
- **Department of Veterans Affairs**
  http://www.va.gov/OSDBU/
- **U.S. Postal Service**
  http://www.usps.com/purchasing/

- **General Services Administration**
  http://www.gsa.gov/Portal/gsa/ep/contentView.do?contentType=GSA_BASIC&contentId=12591
- **National Aeronautics and Space Administration**
  http://www.hq.nasa.gov/office/codek/
- **Office of Personnel Management**
  http://www.opm.gov/procure/
- **Agency for International Development**
  http://www.usaid.gov/business/small_business/
- **Department of Agriculture**
  http://www.usda.gov/procurement/business/osdbu.html
- **Department of Education**
  http://www.ed.gov/fund/contract/find/forecast.html
- **Department of Health and Human Services**
  http://www.hhs.gov/osdbu/
- **Department of State**
  http://www.state.gov/m/a/sdbu/
- **Department of the Interior**
  http://www.doi.gov/osdbu/
- **National Science Foundation**
  http://www.nsf.gov/home/about/contracting/
- **Executive Office of the President**
  http://www.whitehouse.gov/omb/
- **Federal Emergency Management Agency**
  http://www.fema.gov/ofm/index.shtm
- **Social Security Administration**
  http://www.ssa.gov/oag/osdbu/osdbu.htm
- **Nuclear Regulatory Commission**
  http://www.nrc.gov/who-we-are/small-business.html
- **Smithsonian Institution**
  http://www.si.edu/oeema/sdbu.htm
- **Transportation Security Administration**
  http://www.tsa.gov/public/display?theme=84&content=0900051980091025
- **Department of the Treasury**
  http://www.treas.gov/offices/management/dcfo/osdbu/

The OSDBU Directors Interagency Council includes the directors of the OSDBUs in each agency of the Executive Branch of the Federal Government. The Council provides a forum for OSDBU Directors to discuss common concerns and work together as a collective unit. The Council also engages in policy analysis, information dissemination, outreach, research, and information sharing.

It is an honor that Jeanette L. Brown was selected as the Director of the Council. Encouraged by the team of Small Business experts who carry out the day-to-day duties of EPA's OSDBU, Ms. Brown is now working closely with the Council in executing a number of new activities in 2004.

Meeting on the third Thursday of each month, the Council has selected as one of its first priorities the goal of strengthening agency relationships. Since all OSDBUs have similar missions, the Council is aggressively seeking areas in which its members can partner to support small and disadvantaged business.

A second priority is the increased involvement of contractors in the Council's activities. The Council is, therefore, seeking input from current and prospective contractors, both large and small. The Federal OSDBU Directors will increase their communications with contractors in 2004 by elevating awareness of the Federal OSDBU Directors website—http://www.osdbu.gov/. Over the next year, this website will be aggressively advertised. Finally, the OSDBU Directors will strengthen technical skills through an OSDBU University of Training.

Jeanette Brown looks forward to providing leadership to ensure the successful execution of these new goals and objectives.

## About Disadvantaged Firms

### Which Firms are Considered Disadvantaged?

In the past, EPA/OSDBU's constituency consisted of companies certified by the SBA's 8(a) program:

- certified minority businesses,
- women-owned businesses,
- businesses in labor surplus areas,
- Historically Black Colleges and Universities, and
- Hispanic Association of Colleges and Universities.

EPA is currently considering restructuring its Minority Business Enterprise and Women's Business Enterprise Program and creating a Disadvantaged Business Enterprise Program.

This proposed change, which seeks to reconcile EPA's procurement activities with the Supreme Court's decision in *Adarand Construction, Inc.* v. *Pena*, 515 U.S. 200 (1995), will not substantially change the services we offer our constituency. For further information, contact David Sutton, Deputy Director at (202) 564-4444. You may find more about this change by reviewing the Proposed Rule in the Federal Register, Volume 68 (page no. 142/Thursday, July 24, 2003).

### Will EPA/OSDBU Still Offer Its Services if the New Rule is Passed?

Yes, we will continue to:

- serve as advocates for small and disadvantaged businesses;
- track EPA's procurement outcomes;
- develop our Mentor/Protege program;
- expand our outreach efforts; and
- promote our educational training and related services.

## Supporting EPA's New Strategic Plan

Doing business with EPA requires on-going commitment and dedication to ensure that small businesses are aware of EPA's changing goals and objectives, proposed and current initiatives, and the Agency's changing regulations and operational processes. Every small business interested in doing business with EPA should read and become familiar with EPA's 2003-2008 Strategic Plan. This plan can be viewed in full on EPA's website at http://www.epa.gov/ocfo/plan/2003sp.pdf. Knowing EPA's mission, purposes and strategic plan allows small businesses to determine how best to assist EPA in accomplishing its five strategic goals:

- Clean Air and Global Climate Change;
- Clean and Safe Water;
- Land Preservation and Restoration;
- Healthy Communities and Ecosystems; and
- Compliance and Environmental Stewardship.

As a current or prospective contractor, it is important to read this document so you can begin to identify those areas in which your firm may be able to support EPA's goals.

Organized in 1970 for the purpose of protecting

both the health and the physical environment of America's citizenry, EPA's most recent Strategic Plan introduces new ways the Agency's long-term goal can be achieved. In order to determine how your organization can best support EPA's Strategic Plan, consider these:

- Does your firm bring to EPA the scientific and/or economic background that can be used to assess problems of the environment, human health, and environmental change?
- Is your company familiar with the range of Environmental Indicators that EPA utilizes to monitor human health and environmental change?
- Can your company assist in applying new technology and innovative environmental management systems to the solution of the enduring problems which EPA addresses on a daily basis?
- Can your company support EPA's efforts to recruit and retain a workforce that embodies key technological and scientific skills?

While the above EPA needs predate the new Strategic Plan, they will continue to exist as part of EPA's new goals and objectives.

As a current and/or prospective contractor, it is necessary to ask, "What are EPA's goals?" Figure 1 answers this question.

We encourage you to review the full Strategic Plan and consider how your firm can support these goals.

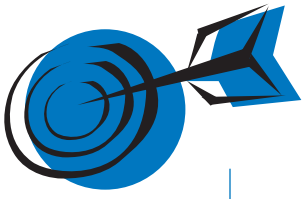
## Figure 1 – Understanding EPA's New Strategic Plan

The new Strategic Plan highlights several areas:

- Strengthening partnerships through greater collaboration with States, tribes, and local governments;
- Reforming EPA operations through improvements in the management of human resources; improved competitive sourcing; the increased automation of EPA management functions; the maximization of financial resources; and greater linkages between performance and financial expenditures;
- Reviewing and strengthening the management of the grants that are used to fund State and local governments, tribal agencies, educational institutions, and nonprofit organizations each year; and
- Increasing public accountability by expanding the Environmental Indicators Initiative so that the outcomes associated with EPA efforts can be quantitatively measured.

**www.epa.gov/osdbu**

## Preparing for Opportunity... To Bid or Not to Bid



Sometimes the procurement process for relatively small businesses can be a bit overwhelming with the sheer volume of contractual opportunities, the preparation for bidding, and the understanding of the solicitations. It raises the following questions: Which of the solicitations should my company bid? Is my company really qualified to perform this work? How can we best prepare to respond?

All EPA solicitations can be easily found. Simply set your browser to www.epa.gov/oam. For a relatively new business, EPA's list of business opportunities may be overwhelming as you review the various procurement options, but just search for what best suits the services you offer. You might ask, "Which of these contractual opportunities are 'right' for my firm?"

Answering this question transcends merely determining which of the opportunities listed are small business and/or 8(a) set-asides. A systematic approach must be used in making the "bid/no bid" decision. Before investing time and resources in the bid process, engage in some homework. Determine whether there is an incumbent and whether the incumbent is still eligible to bid. For a disadvantaged firm, seeking to challenge a highly experienced incumbent may not be the best decision. Moreover, even partnering with a more experienced firm may involve its own difficulties. For example, workstyles, general approaches, pricing differences, and overall process differences can make partnering a cumbersome and complex process.

If it appears that no firm has a marketing advantage, ask yourself a few questions and answer them as honestly as possible. Can your firm actually do the work at a high performance level? If so, if you were an EPA Program Manager, what evidence would you want to see to be convinced that a firm can supply a needed good or service in an outstanding fashion?

Having the capability to perform on a solicitation differs from having past experience. If the solicitation that interests you is competitive, you will also need to demonstrate that your firm has past experience that reflects work parallel in nature, scope, and magnitude to that described in the service request. If your company has the capabilities, but not the experience, you may wish to develop experience by seeking 8(a) noncompetitive contracts until your firm has established a track record.

Even with the capability and experience needed, you may wish to bypass a particular solicitation if you cannot assemble an appropriate team. Before soliciting resumes, use the EPA solicitation to create a checklist for each occupational area required. Compare each resume to the checklist. If your checklist has 25 items listed and a given resume has only 15 of the required items, the resume is only a 60 percent fit. Find other candidates because a 60 percent fit will not be deemed competitive.

Let's say that you have all of the needed capabilities: documented experience; excellent staff; a cost-efficient, yet effective staffing pattern; and excellent management approaches and resources. Should you apply? Not unless you have access to a line of credit that can sustain the contract if you are selected. Your accounts receivable may not be immediately paid. However, if you win, your company may be required to begin services immediately after the contract is awarded.

## As a Person Thinketh

Managing a small business can be quite frightening. The effort needed to sustain past performance levels and to achieve new levels of growth is intense. For some firms, managing the

payroll and accounts payable cycle each month is a tension-filled process. Keeping staff happy in their jobs and performing well can be quite a challenge.

However, sitting in the rear lobe of many business owners' brain is the fear of business failure. As an entrepreneur, you have heard the argument so many times that it has reached the status of the folkloric—approximately four out of five new businesses will fail within the first five years. For those of you who are new business owners, this is a haunting statistic.

Now, there is even better news. Economist Bruce Kirchoff, Ph.D., using data collected by Dun and Bradstreet (the very same data that served as the basis for the 80% failure rate), concluded that Dun and Bradstreet's methods were faulty. Entrepreneurs often close one business to start a new one. They may also shift from a sole proprietorship to a corporate form of business organization. Such changes were previously classified as "business failures." Using factors such as those cited to re-calculate the business failure rate, Dr. Kirchoff determined that only 18 percent of businesses fail within the first 8 years. Small businesses can now feel less pressure than in the past. There are also some guidelines that, if followed, can increase the probability of success.

Figure 2 (located on page 8) is a little quiz that you can take and use to calculate your probability of business success. Be as honest as possible in your answers. Tally your answers when you have completed the quiz...

## EPA News

The EPA OSDBU News is pleased to announce that Mike Leavitt was sworn in as EPA's new Administrator. We offer our congratulations. We also wish to thank Marianne Lamont Horinko who served as Acting Administrator.

Congratulations, EPA, on achieving a "green" rating from the Office of Management and Budget for your outstanding financial performance.

## Cybertravel Guide

I know…I know…running a business keeps you busy. Sometimes you feel as if your business is running you. Please take the time to ensure that someone in your business is assigned the task of traveling to key websites so you can remain knowledgeable about potential opportunities. We are including as a regular feature a Cyberspace Travel Guide.

*For Contracting Opportunities Anywhere in the Federal Government, Visit…*
**www.fedbizopps.gov**

*For Contracting Information Within EPA, Visit…*
**www.epa.gov/oam**

*For Contracting Information on the Brownfield's Program, Visit…***www.epa.gov/brownfields**

*For General Information and Support, Visit…*
**www.epa.gov/osdbu** and/or **www.sba.gov**

*For Online Courses on Entrepreneurship, Visit…*
**www.sba.gov/classroom**

*For Information on SBA's Disaster Recovery Program, Visit…*
**www.sba.gov/disaster_recov/index.html**

We will see you next quarter with more websites to add to your Cybertravel Guide.

## Figure 2 – Your Business Success I.Q.

| | | | | |
|---|---|---|---|---|
| 1. | We did not simply "plunge" into the world of entrepreneurship. We tested the waters on a small scale first. | ◯ yes | ◯ no | ◯ don't know |
| 2. | We do not underprice or overprice our services. | ◯ yes | ◯ no | ◯ don't know |
| 3. | Our firm did not underestimate how much time is needed to build a relationship with clients such as EPA. | ◯ yes | ◯ no | ◯ don't know |
| 4. | We do not try to operate our firm with too little capital. | ◯ yes | ◯ no | ◯ don't know |
| 5. | We do not operate our business in such a way that we are careless in the use of capital. | ◯ yes | ◯ no | ◯ don't know |
| 6. | Our company is staffed by people who fully understand each industry and market in which we operate. | ◯ yes | ◯ no | ◯ don't know |
| 7. | Our company never borrows money without planning exactly how and when we will be able to pay it back. | ◯ yes | ◯ no | ◯ don't know |
| 8. | Our company controls its growth and we do not try to conduct too much business with too little capital. | ◯ yes | ◯ no | ◯ don't know |
| 9. | Our firm always allows for unanticipated setbacks and expenses. | ◯ yes | ◯ no | ◯ don't know |
| 10. | We rarely use credit. | ◯ yes | ◯ no | ◯ don't know |
| 11. | We manage our accounts receivable so that our credit period is only 30-60 days. | ◯ yes | ◯ no | ◯ don't know |
| 12. | When possible, we negotiate small advance payments in order to properly manage our cash flow. | ◯ yes | ◯ no | ◯ don't know |
| 13. | We keep complete and accurate records. | ◯ yes | ◯ no | ◯ don't know |
| 14. | We regularly review our records so that our business cannot drift into trouble without our knowledge. | ◯ yes | ◯ no | ◯ don't know |
| 15. | We do not possess any habits of personal extravagance that we carry over into our business. | ◯ yes | ◯ no | ◯ don't know |
| 16. | We plan for the ups and downs of the business cycle. | ◯ yes | ◯ no | ◯ don't know |
| 17. | We carefully manage our taxes, insurance, legal fees, and other costs associated with doing business. | ◯ yes | ◯ no | ◯ don't know |
| 18. | We ensure that tardiness and absenteeisms at our company are below the national average. | ◯ yes | ◯ no | ◯ don't know |
| 19. | We ensure our survival by providing extraordinary customer service and directing personal attention to each contract. | ◯ yes | ◯ no | ◯ don't know |
| 20. | We have identified at least two ways to differentiate our services from those of our competitors. | ◯ yes | ◯ no | ◯ don't know |
| 21. | We offer enough services so that our firm can appeal to a large range of public and private clients. | ◯ yes | ◯ no | ◯ don't know |
| 22. | Our firm is located in an area that is typically used for the type of services offered. | ◯ yes | ◯ no | ◯ don't know |
| 23. | We regularly analyze our competition. | ◯ yes | ◯ no | ◯ don't know |
| 24. | We routinely monitor the overall business environment. | ◯ yes | ◯ no | ◯ don't know |
| 25. | Our business is a part of a high growth industry. | ◯ yes | ◯ no | ◯ don't know |

Give yourself **4** points for every question to which you answered "yes." If your score is 92-100, you are in the "excellent" range. If your score is 84-88, you are in the "good" range and have a strong chance of business success. If your score is between 72-80, you are in the "fair" range and should obtain technical assistance to improve your chance of success. If your score is below 72, visit our OSDBU office and/or your closest Small Business Office for technical assistance.

## The Importance of Central Contractor Registration (CCR)

One of the most important steps that can be taken by businesses who wish to participate in business opportunities at the Environmental Protection Agency is CCR Registration. The term "CCR" means Central Contractor Registration. The logic of CCR is quite simple. Numerous EPA programs may have contractual opportunities that are suitable for your firm. At one time, your firm would have been required to prepare materials for submission to each separate program. Such a duplicative process was both inefficient and expensive to EPA and to vendors. CCR corrects this process.

By registering your company with CCR, your information will become a part of a single database that can be accessed and reviewed by all EPA Program Managers.

The importance of CCR Registration transcends convenience and cost savings. If you fail to register with CCR, you will not be able to participate in the EPA procurement process as a prime contractor. CCR registration is required before the award of a contract, general contractual agreement, blanket purchase order, basic ordering agreement, or other direct procurement offers can be made to you. Subcontractors, however, are exempt from CCR registration. In addition, the following awards are also exempt:

- Purchases completed by Program Managers using a Government-wide commercial purchase card;
- Contracts with foreign business suppliers for goods and services provided beyond the boundaries of the United States;
- Procurements that are classified;
- Procurements that accrue from deployed Contracting Officers who are part of a military operation; and
- Purchases that are required as a part of an "unusual and/or compelling need."

To register your company with CCR, visit http://www.ccr.gov. You must verify your company information using your DUNS number provided by Dun & Bradstreet, Inc. For additional assistance, please call (888) 227-2423. Registering with CCR is just another way to be prepared to become a successful contractor for EPA.

## New Opportunities for Small Businesses Through Reduced Contract Bundling

The Federal Government is engaged in an urgent effort to increase its overall operational efficiency. One strategy that has been used to achieve this goal is contract "bundling." Contract bundling involves a process of consolidating several smaller contracting opportunities into one large contract.

The rationale for contract bundling is a straightforward one – in the Federal Government, as well as in the private sector, efficiency gains can be achieved through economies of scale. Economies of scale are a basic platform of a market economy. The concept of economies of scale asserts that as more and more units

of a product are made, the total per unit cost decreases, creating overall cost savings.

A greater quantity of output reduces total costs because average fixed costs fall as they are allocated over a larger quantity of goods. A simple example is one's office space. Each business pays a flat monthly fee for office space. If that fee is $2,500 per month and the company produces only 10 units of service, the average fixed costs of the services are $250 per unit. If that same business produces 2,500 units of service per month, average fixed costs then fall to $1 per unit. Thus, as this example indicates, the basic principle of increasing returns through economics of scale is a simple one.

As is true with products, contracting costs can be decreased by applying the concept of economies of scale. When the Federal sector's contracting staff are required to write one bundled solicitation rather than five unbundled ones, and monitor bundled contracts rather than five separate ones, cost savings can be significant. Additional benefits that have accrued from contract bundling include service improvements and a reduced time span for obtaining needed goods and services.

However, an unanticipated consequence of contract bundling has been decreased contracting opportunities for small businesses. Research conducted by the U.S. Small Business Administration (SBA) for the 7-year period from FY 1992 to FY 1999 indicated that for every $1 awarded to suppliers under a bundled contract, there is a 33 cent decrease in awards to small businesses. This same report indicates that the widespread use of contract bundling has created a draconian decrease in the number of new contracting opportunities for small businesses. According to this study, there were 26,506 new contracts awarded to small businesses in FY 1991, but only 11,651 in FY 2000.

In response to these and other concerns, President Bush, on March 19, 2002, introduced a new Small Business Agenda that opens new opportunities for small businesses. The President's Small Business Agenda also requested that the Office of Federal Procurement Policy, an agency in the Office of Management and Budget (OMB), implement strategies to mediate the adverse impact of bundling on small businesses. EPA/OSDBU and other OSDBUs are a critical element in this process.

Within EPA, for example, senior managers have taken actions to reduce unnecessary bundling. Moreover, EPA submits data on bundled contracts to OMB and the SBA, as well as the President's Management Council. The President's Management Council includes Deputy Secretaries and Administrators from 26 Executive Branch Departments and Agencies. The contract bundling review process has also been augmented within EPA and other agencies. For example, EPA/OSDBU reviews contract bundling proposals for new contracts over $2 million. We require that alternative acquisition strategies be considered when a bundled contract is being considered by a Program Manager. In cases where bundled contracts appear warranted, the use of small business subcontractors is included as criteria for awarding points to bidders. Indeed, we are actively assisting businesses in developing teams that include small businesses. We also review the actions of other agencies to identify "best practices" that allow the government to optimize the benefits of bundling while providing maximum opportunities for small businesses. Thus, we are fully dedicated to the President's Small Business Agenda. Through these and other actions, we are maximizing opportunities for small businesses.

# Successful Business Development: A Resource Guide

EPA is an excellent agency with which to do business. As the EPA Strategic Plan indicates, EPA is a performance-based organization. Thus, if awarded a contract, the standards you must meet will be high. The good news is that the Federal and private sectors offer businesses many services to promote their success. Some of these resources are listed on pages 11 and 12.

**Does your firm need additional financial capital in order to compete for funding opportunities?**

- To seek private individuals who are looking for investment opportunities, visit:
  - www.vfinance.com
  - www.garage.com
- If you are seeking $5 million or more and are willing to give up as much as 60 percent ownership in your company in exchange for cash, visit:
  - www.nvca.org
- If you need a relatively small amount of capital, you may wish to apply to the U.S. Small Business Administration, Microloan Demonstration Program. Founded in 1992, this program does not base its loan qualifications on credit worthiness, collateral, or experience. Rather, it uses the business idea and the borrower's integrity as assessment variables.
- Small Business Investment Companies (SBICs) are privately-owned entities that borrow dollars from the Small Business Administration to lend to small businesses. SBICs also offer other support services.
- A Small Business Development Center can assist businesses in completing applications for Small Business Administration loans.
- If you simply wish to educate yourself on how Loan Officers will judge your SBA-guaranteed loan application, call the American Bankers Association at (800) 338-0626 and order the book, SBA Lending Made Easy. (You will pay $69.00 for this document.)

**Numerous other sources of financial assistance are also available through the United States Small Business Administration.**

- Visit SBA at 1441 L Street NW, Washington, DC 20005 or one of its 10 regional offices, which are located at:
  - SBA Region I Office
    10 Causeway Street, Suite 812
    Boston, MA 02222-1093
    (617) 565-8415 Phone
    (617) 565-8420 Fax
  - SBA Region II Office
    26 Federal Plaza, Suite 3108
    New York, NY 10278
    (212) 264-1450
  - SBA Region III Office
    Robert N C Nix Sr., Federal Building
    900 Market Street, 5th Floor

Philadelphia, PA 19107
(215) 580-2807

- SBA Region IV Office
  233 Peachtree Street, NE, Suite 1800
  Atlanta, GA 30303
  (404) 331-4999 Phone
  (404) 331-2354 Fax

- SBA Region V Office
  500 West Madison Street
  Citicorp Center, Suite 1240
  Chicago, IL 60661-2511
  (312) 353-0357 Phone
  (312) 353-3426 Fax

- SBA Region VI Office
  4300 Amon Carter Boulevard
  Suite 108
  Fort Worth, TX 76155
  (817) 684-5581 Phone
  (817) 684-5588 Fax
  (817) 684-5552 TTY / TDD Number

- SBA Region VII Office
  323 W. 8th Street, Suite 307
  Kansas City, MO 64105-1500
  (816) 374-6380 Phone
  (816) 374-6339 Fax
  (816) 374-6312 TTY / TDD Number

- SBA Region VIII Office
  721 19th Street, Suite 400
  Denver, CO 80202-2599
  (303) 844-0500 Phone
  (303) 844-0506 Fax
  (303) 844-0507 TTY / TDD Number

- SBA Region IX Office
  455 Market Street, Suite 2200
  San Francisco, CA 94105-2445
  (415) 744-2118 Phone
  (415) 744-2119 Fax
  (415) 744-2021 TTY / TDD Number

- SBA Region X Office
  1200 Sixth Avenue Park Place
  Building, Suite 1805
  Seattle, WA 98101-1128
  (206) 553-5676 Phone
  (206) 553-4155 Fax

- Call the SBA Answer Desk at (800) U-Ask SBA (800) 827-5722.

- Visit the SBA on the internet at www.sba.gov

- Visit the following Federal Small Business Resource websites:

  - Air Force Small Business Online
    http://www.selltoairforce.org/

  - ARNET Reform Network
    http://159.142.1.210/index.html

  - AMES Procurement Site
    http://server-mpo.arc.nasa.gov/Services/Proc/home.tml

  - Dept. of Energy e-Center
    http://www.pr.doe.gov/

  - Dept. of Labor Office of Small Business Programs
    http://www.dol.gov/osbp/welcome.htm

  - FEMA Small Business Page
    http://www.fema.gov/ofm/

  - Commerce Business Development CBD*Net*
    http://cbdnet.gpo.gov/

  - NASA Acquisition Internet Service (NAIS)
    http://prod.nais.nasa.gov/cgi-bin/nais/index.cgi

  - National Institute of Standards and Technology (NIST)
    http://www.nist.gov/admin/od/contract/contract.htm

If you don't need financial assistance, but need technical assistance instead, there are also numerous sources for assistance.

# Regional News

## New Colorado WBE Certification Program

Maurice Velasquez, EPA's Region 8 Small and Disadvantaged Business Utilization Officer, participated in the Colorado Women's Chamber of Commerce's (CWCC) Women Business Enterprise (WBE) Certification Program Steering Committee. The committee established the foundation and guidelines for the WBE Certification Program and was responsible for the development of the program's procedures and standards.

In the process of developing the WBE Certification Program, the CWCC collaborated with the City and County of Denver, the Colorado Department of Transportation, and the Regional Transportation District. This cooperative effort resulted in a blended application process that will enable an applicant to apply for DBE, SBE, and WBE certifications through a single process. The applications will be processed according to each entity's regulations, and each will make determinations of certification independently. Visit http://wbecertification.org for more information.

The first five MBE applicants to be certified as WBEs by the CWCC were recognized at a special breakfast ceremony on March 10, 2004, which also acknowledged the many program sponsors. The CWCC is the largest women's Chamber of Commerce in the nation, with a membership of 1,600. Its new WBE Certification Program, through the guidance of the Steering Committee, is creating economic opportunities for women-owned businesses, and is enabling companies to diversify their supplier bases.

## Region 6 Environmental Science Partnership (ESP) Program

The objective of the Agency's Environmental Science Partnership (ESP) Program is to strengthen environmental science capacity at postsecondary educational institutions that receive limited funding to build such capacity, particularly institutions that have substantial minority student enrollment. Under the ESP Program, Region 6, EPA signed a Memorandum of Agreement (MOA) with Texas Southern University (TSU) in February 2004. The purpose of the MOA is to further cooperation between EPA and TSU in order to enhance the education and training of students and increase the relevance of university research to EPA's mission. The MOA, however, does not establish financial obligations on the part of either EPA or TSU. All activities EPA undertakes in furtherance of the MOA are subject to the availability of appropriated funds and Agency procedures for competing grants and contracts.

## From the Director: A Post Script

Well, you've completed reading our informational tidbits for this quarter. Please e-mail your news items, questions, and letters to the editor at epa-osdbu-hotnews@hcdi.com. If there are particular informational areas that interest you, let us know. Our theme for the next issue will be *Marketing Your Way to Success!*

Share with us your marketing successes. What tips have worked for you?

Jeanette L. Brown, Director
Office of Small and Disadvantaged Business Utilization

# Agency Goals

The U.S. Environmental Protection Agency (EPA) goals for Fiscal Year (FY) 2004/2005 are based on estimated contract obligations of $1.2 billion for direct and $200 million for subcontract.

### EPA FY 2004/2005 PRIME CONTRACT GOALS

| *Direct* | *FY '04/05 Goal* |
|---|---|
| Small Businesses | 27.0% |
| 8(a) Businesses* | *6.3% |
| Non 8(a) Small Disadvantaged Businesses | *3.0% |
| Women-Owned Small Businesses | 5.0% |
| HUBZones | 3.0% |
| Service Disabled Veterans | 3.0% |

*Since 8(a)s are SDBs, EPA in essence has an SDB goal of 9.3%.

### EPA FY 2004/2005 SUBCONTRACTING GOALS

| *Subcontract* | *FY '04/05 Goal* |
|---|---|
| Small Businesses | 50.0% |
| Small Disadvantaged Businesses | 20.0% |
| Non 8(a) Small Women-Owned Businesses | 7.5% |
| HUBZones | 3.0% |
| Service Disabled Veterans | 3.0% |

The Federal Government purchases billions of dollars in goods and services each year that range from paper clips to complex space vehicles. It is the policy of the United States, as stated in the Small Business Act, that all businesses have the maximum practicable opportunity to participate in providing goods and services to the government. To ensure that small businesses get their fair share, the SBA negotiates annual procurement preference goals with each Federal agency and reviews the results.

# Small Business Vendor Profile System

EPA's Small Business Vendor Profile System is designed to collect and display information concerning businesses registered with EPA's Office of Small and Disadvantaged Business Utilization (OSDBU). The system captures information on the following types of small businesses: small; small disadvantaged; 8(a) certified; women-owned; Hubzone; veterans; service disabled veterans; and tribal businesses (Federally or State recognized). Information is also available on Historically Black Colleges and Universities (HBCUs), Hispanic Association of Colleges and Universities (HACUs), and minority servicing institutions.

# Small Business Vendor Profile System

If you would like to be included in EPA/OSDBU's automated database go to: cfpub.epa.gov/sbvps, or complete the following form and fax it to Denean Jones at (202) 501–0756.

Date: _____

Company Name*: _____

Contact*: _____

Title: _____

Address*: _____

City*: _____ State*: _____ Zip Code*: _____

Phone #*: _____ Fax #: _____

E-mail Address*: _____

Internet Address: _____

NAICS Code(s)*: _____

_____

Capabilities: _____

_____

Have you done business with the EPA before*: ❑ NO ❑ Yes, as a Prime ❑ Yes, as a Subcontractor

**Classification**

- ❑ Large
- ❑ Mid-Size
- ❑ Small

**Tribal**

- ❑ Federally Recognized
- ❑ State Recognized

- ❑ SDB
- ❑ Small WOB
- ❑ 8(a) Certified
- ❑ Service Disabled Veteran
- ❑ HUBZone
- ❑ HBCU
- ❑ HACU
- ❑ Tribal College/ University
- ❑ Other Minority

**Ethnicity**

- ❑ African American
- ❑ Asian-Indian
- ❑ Asian-Pacific
- ❑ Caucasian American Female
- ❑ Hispanic
- ❑ Native American
- ❑ Other Minority
- ❑ None

The fields marked by * are required and must be filled in.

www.epa.gov/osdbu

# Small Business Ombudsman

As the small business gateway for EPA, the Ombudsman's function falls into three main categories: (1) Developing and providing compliance assistance and tools for small businesses; (2) Providing information about small businesses to EPA; and (3) Identifying small business needs for EPA rules, enforcement and policy development.

EPA Office of Policy, Economics, and Innovation - Small Business Division
Small Business Ombudsman Regulatory Assistance and Outreach Program

| EPA Employees: | Title | Contact # |
|---|---|---|
| **Karen Brown** | **Division Director & Small Business Ombudsman** | **(202) 566-2816** |
| **Angela Suber** | **Program Analyst** | **(202) 566-2827** |
| **Daniel Eddinger** | **Program Analyst** | **(202) 566-2820** |
| **Elsa Bishop** | **Program Analyst** | **(202) 566-2814** |
| **Catherine Tunis** | **Regulatory Impact Analyst** | **(202) 566-2830** |
| **Bridgette Dent** | **Program Assistant** | **(202) 566-2819** |
| **Joyce Billious** | **Secretary** | **(202) 566-2813** |
| **Eileen Mayer** | **Program Analyst** | **(202) 566-2812** |

| SEE Enrollees: | | |
|---|---|---|
| **James Malcolm** | **Chemical Engineer, Toxic Substances and Haz Mat** | **(202) 566-2821** |
| **Larry Tessier** | **Civil Engineer, Asbestos, Radon, and Lead** | **(202) 566-2829** |
| **Tom Nakley** | **Civil Engineer, CWA, SDWA and General Assistance** | **(202) 566-2826** |
| **Howard Boddie** | **Computer Specialist** | **(202) 566-2815** |
| **Esther McCrary** | **Senior Secretarial Support Staff** | **(202) 566-2824** |
| **Peggy Alexander** | **Senior Secretarial Support Staff** | **(202) 566-2811** |

**Major Functions/Products:**

- Serve as a port of entry for small businesses to EPA;
- Advocate for small business regulatory issues and relief inside EPA;
- Coordinate small business issues with program offices, regions, and states;
- Focus on asbestos regulatory requirements/handle questions and complaints;
- Operate and maintain a Small Business hotline;
- Participate on regulatory development workgroups representing small business interests;
- Prepare semi-annual Newsletter;
- Organize meetings with the Deputy Administrator and Small Business Trade Associations;
- Oversee and prepare Report to Congress on the status of CAAA State Section 507 Programs;
- Manage contracts, grants and cooperative agreements to strengthen State Small Business Ombudsman Technical Assistance Programs;
- Sponsor Annual Small Business Regional Liaison Conference;
- Develop guidance and policies for small businesses;
- Resolve disputes between small businesses and EPA dealing with policies and regulations;
- Distribute small business publications, regulations, guidance, and tools.

Small Business Ombudsman — Toll Free Hotline: (800) 368-5888 Local: (202) 566-2855 Main Line: (202) 566-2822
Fax: (202) 566-0954

Contact information current as of 04-23-04.

# Request For Publications

U.S. Environmental Protection Agency
Office of Small and Disadvantaged Business Utilization
1200 Pennsylvania Ave., NW (1230A)
Washington, DC 20460
(202) 564-4100
(202) 501-0756 (Fax)

Name:_____

Firm:_____

Address:_____

_____

City:_____ State:_____ Zip Code:_____

Phone #:_____

Fax #:_____

## Please Check Publications Requested

- ❑ Doing Business with EPA
- ❑ Mentor-Protege Program
- ❑ Forecast of Contract Opportunities
- ❑ Finding Your Way Through EPA
- ❑ Contract Opportunities Under Superfund (five basic categories)
- ❑ The 8(a) Program
- ❑ HUBZone Fact Sheet

www.epa.gov/osdbu

# Calendar of Events

| DATE | EVENT | SPONSOR/LOCATION | CONTACT |
|---|---|---|---|
| May 3 - 5 | ***Minority Development Supplies Conference*** | Virginia Business Opportunity Fair<br>Richmond, VA | Jeanette Brown<br>www.VMSDC.org |
| May 3 - 7 | ***RCRA Contracting Conference*** | Las Vegas, NV | David Sutton |
| May 5 - 7 | ***16th Annual Asian American Business Conference - CELEBR Asian 2004*** | US PAN ASIAN American<br>Irvine, CA | www.uspaacc.com |
| May 10 - 13 | ***2004 GSA Expo*** | Orange County Convention Center<br>Orlando, FL | www.expo.gsa.gov |
| May 11 - 12 | ***2nd Annual Contracting with The Department of Homeland Security*** | Crystal Gateway Marriott<br>Arlington, VA | Thomas K. Billington<br>Billington@pf.com |
| May 12 | ***Capability Statement Analysis & Remedial Recommendations*** | EPA - Outreach Center OSDBU Conference Room<br>Sponsored by:<br>Howard University | Frank Carpenter<br>(202) 564-4584 |
| May 12 - 16 | ***9th Annual Black Enterprise/ General Motors Entrepreneurs Conference*** | Wyndham Anatole Hotel<br>Dallas, TX | (800) 543-6786 |
| May 13 | ***IT Small Business Counseling Day*** | EPA - OSDBU U.S. Department of Agriculture Jefferson Auditorium | Patricia Durrant |
| May 19 - 21 | ***SBA Expo 04<br>Celebrating National Small Business Week*** | SBA - Orange County<br>Orlando, FL Convention Center | Jeanette Brown<br>www.sba.gov |
| May 24 - 28 | ***2nd Annual Conference for Negotiating Contracts with the Federal Government*** | MBDA Conference/Department of Commerce<br>Condado Plaza Hotel<br>San Juan, PR | jeanette@puertoricomboc.com |
| June 2 - 3 | ***FACE 2004 - Federal Acquisition Conference Expo 2004*** | Federal Acquisition Council, GSA, DOD<br>Washington, DC | www.fai.gov/face |
| June 2 - 5 | ***EPA SBO/SBAP National Small Business Conference*** | Holiday Inn Capital Plaza<br>Sacramento, CA | Jeanette Brown<br>www.sacberc.org |
| June 9 | ***Instructions and Strategies on How To Do Business with EPA*** | EPA - Outreach Center<br>OSDBU Conference Room<br>Sponsored by:<br>Howard University | Frank Carpenter<br>(202) 564-4584 |
| June 9 | ***National Association of Hispanic Publications Foundation*** | Washington, DC | www.nahp.org |
| June 9 - 11 | ***2004 Annual Diversity Conference*** | New York, NY<br>Marriott Hotel | www.conference-board.org/ diversity.htm |
| June 22 - 24 | ***Women in Business 2004 Sharing the Vision Conference*** | Hilton New Orleans Riverside & Morial Convention Center | www.wbenc.org/wib2004 |
| June 22 - 25 | ***Superfund SRMAC Meeting*** | Albuquerque, NM | David Sutton |
| July 6 - 9 | ***5th Annual Small Business Conference*** | Department of Energy<br>Philadelphia, PA | Region 3<br>(888) 246-2460 |

| DATE | EVENT | SPONSOR/LOCATION | CONTACT |
|---|---|---|---|
| July 12 | ***POCO Conference*** | Chicago, IL | David Sutton |
| July 14 | ***HubZone Business Counseling Day*** | EPA - OSDBU<br>EPA East, ICC Building,<br>Room 1153<br>1201 Constitution Ave., NW<br>Washington, DC | Patricia Durrant |
| July 14 | ***Identification of Corollary Sources of Technical Assistance*** | EPA - Outreach Center<br>OSDBU Conference Room<br>Sponsored by:<br>Howard University | Frank Carpenter<br>(202) 564-4584 |
| July 29 - 31 | ***12th Annual Convention*** | National Black Chamber of Commerce<br>Washington, DC | halford@nationalbcc.org |

OSDBU has identified meetings, conferences, and forums being provided across the country that may be of interest to the small business community. Events that OSDBU will sponsor or support are identified with lead OSDBU staff for additional information. The Calendar of Events is maintained by Tammy Thomas. Ms. Thomas can be reached at (202) 564-4298.

## OSDBU Employee Contact List

| | | |
|---|---|---|
| **Jeanette L. Brown**, *Director* | (202) 564-4100 | brown.jeanettel@epa.gov |
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| **Susan Galliher**, *Special Assistant* | (202) 564-0403 | galliher.susan@epa.gov |
| **Kimberly Patrick**, *Attorney Advisor* | (202) 564-5386 | patrick.kimberly@epa.gov |
| **Patricia Durrant**, *Soc., Program Officer* | (202) 564-4738 | durrant.patricia@epa.gov |
| **Denean Jones**, *Info. Mgmt. Specialist* | (202) 564-4142 | jones.denean@epa.gov |
| **Tammy Thomas**, *Management Analysis* | (202) 564-4298 | thomas.tammy@epa.gov |
| **Natalie Twyman**, *Secretary* | (202) 564-2314 | twyman.natalie@epa.gov |
| **Elnora Thompson**, *Office Automation Assistant* | (202) 564-4139 | thompson.elnora@epa.gov |
| **LaTanya Henderson**, *Student Intern* | (202) 564-4586 | henderson.latanya@epa.gov |
| **Ansley Turner**, *Student Intern* | (202) 564-4100 | turner.ansley@epa.gov |
| **Thelma Harvey**, *Secretary - Contractor* | (202) 564-4138 | harvey.thelma@epa.gov |
| **Barbara Overton**, *Secretary - Contractor* | (202) 564-0999 | overton.barbara@epa.gov |

Contact information current as of 04-23-04.

# Regional MBE/WBE Coordinators

**REGION I**
(CT, ME, RI, MA, NH, VT)
Sharon Molden (617) 918-1062
U. S. Environmental Protection Agency
New England Region
One Congress Street (MGM), Suite 1100
Boston, MA 02114-2023

**REGION II**
(NJ, NY, PR, VI)
Otto Salamon (212) 637-3417
U. S. Environmental Protection Agency
290 Broadway- 27th Floor
New York, NY 10007-1866

**REGION III**
(DE, VA, MD, PA, DC, WV)
Romona McQueen (215) 814-5155
U. S. Environmental Protection Agency
1650 Arch Street
Philadelphia, PA 19103

**REGION IV**
(AL, FL, GA, KY, MS, NC, SC, TN)
Rafael Santamaria (404) 562-8110
U. S. Environmental Protection Agency
61 Forsyth Street, S.W.
Atlanta, GA 30303-8960

**REGION V**
(IL, IN, MI, MN, OH, WI)
Sharon R. Green (312) 353-5661
U. S. Environmental Protection Agency
77 West Jackson Boulevard (MC-10J)
Chicago, IL 60604-3507

**REGION VI**
(AR, LA, NM, OK, TX)
Debora N. Bradford (214) 665-7406
U. S. Environmental Protection Agency
First Interstate Bank Tower at Fountain Place
1445 Ross Avenue, 12th Floor, Suite 1200
Dallas, TX 75202-2733

**REGION VII**
(MO, NE, IA, KS)
Cecil Bailey (913) 551-7462
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