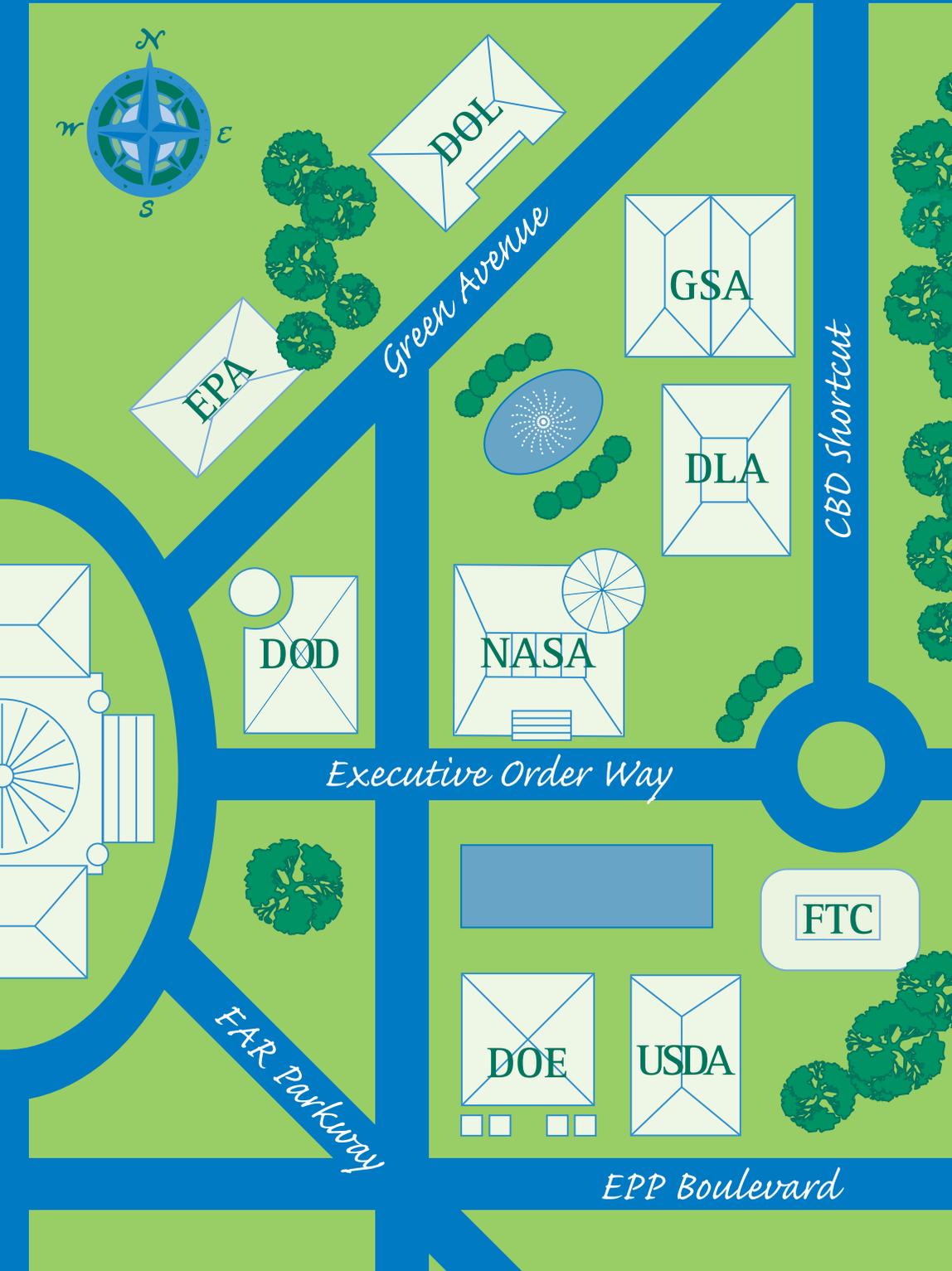




Selling Environmental Products to the Government

Your Map to the
Federal Marketplace



Contents

In this booklet you will find information about federal agencies' efforts to consider the environmental attributes of the products and services they buy. It contains specific information about whom to contact in some of the major purchasing agencies and the kinds of items these agencies buy. It also provides answers to some commonly asked questions and helpful hints about selling green products to the federal government.

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Selling Environmental Products to the Federal Government



Many companies manufacture, distribute, or provide “green” products and services—those that present fewer potential risks to the environment and human health. And now, more than ever before, the federal government (the single largest purchaser of goods and services in the United States) is considering the environmental impacts of its purchasing decisions.

In part because of the government’s complex acquisition process, however, small to medium-sized businesses sometimes find it difficult to access the federal marketplace. Businesses are often uncertain where to begin or whom to call with questions about selling their environmental products. The purpose of this booklet is to provide you, the vendor, with information to help you enter the federal marketplace and thereby increase the availability of environmental products to federal customers.

List of Acronyms in This Document

CBD	<i>Commerce Business Daily</i>	NSN	National Stock Number
CID	Commercial Item Description	OSDBU	Office of Small and Disadvantaged Business Utilization
CPG	Comprehensive Procurement Guideline	PCR	Procurement Center Representative
DLA	Defense Logistics Agency	PRO-NET System	Automated Procurement Source Information
EO	Executive Order	PTAC	Procurement Technical Assistance Center
EPP	Environmentally Preferable Purchasing	RCRA	Resource Conservation and Recovery Act
FedBizOpps	Formerly known as the Electronic Posting System (EPS)	RSBC	Regional Small Business Center
FAR	Federal Acquisition Regulation	SBA	Small Business Administration
FLIS	Federal Logistics Information System	SBDC	Small Business Development Center
FSC	Federal Supply Classification	SCORE	Service Corps of Retired Executives
FSS	Federal Supply Service	SF	Standard Form
FTC	Federal Trade Commission	SIN	Special Item Number
GSA	General Services Administration		

Glossary of Terms Related to Government Purchasing

Bid—A cost proposal submitted by an offeror in response to a request for proposals or an invitation to bid.

Commerce Business Daily (CBD)—A periodical published daily by the Department of Commerce. It lists proposed federal civilian and military procurements and awards in excess of \$25,000.

Commercial Item Description (CID)—CIDs are concise, descriptive documents that relay requirements to potential suppliers in simple language. They are not intended to be instructions on how to make a particular product. These simplified specifications describe, in terms of product function, performance, or essential physical requirements, the available commercial products that will satisfy federal consumers.

Contracting Officer (CO)—A person vested with the authority to enter into and administer contracts.

FedBizOpps—An Internet-based application for creating synopses and solicitations posted to the Commerce Business Daily and providing vendor access to agency business opportunities. (Formerly known as the Electronic Posting System [EPS]).

Federal Acquisition Regulation (FAR)—Uniform policies and procedures relating to the acquisition of supplies and services by federal agencies.

Federal Supply Schedules—Lists of vendors who have been awarded contracts by GSA's Federal Supply Service for the sale of common use supplies and services to federal agencies.

Federal Supply Service (FSS)—The component of GSA that is the major buyer of supplies and services to support other federal agencies.

Invitation for Bid—Solicitation document used in sealed bidding and in the second step of two step sealed bidding.

Micro-Purchase—Purchases that do not exceed \$2,500 and can be made without competitive quotes.



Multiple Award Schedule (MAS)—Negotiated contracts established with more than one supplier for delivery of comparable commercial supplies/services. Prices are based on discounts from commercial price lists.

Offer—A proposal submitted by an offeror in response to a request for proposal.

Request for Proposal (RFP)—A solicitation document used in other than sealed bid procurement.

Sealed Bid—A method of contracting that uses competitive bids, public opening of bids, and awards.

Set-Asides—Procurements, or portions thereof, that are for the exclusive participation of small business, minority business, and/or labor surplus area firms.

Small Business 8(a) Program—Section 8(a) of the Small Business Act authorized the Small Business Administration (SBA) to let subcontracts to eligible small business concerns. The SBA subcontractors are referred to as "8(a) Contractors."

Simplified Acquisition Purchase Threshold—A procurement action whose aggregate amount does not exceed a prescribed dollar value. The current simplified acquisition dollar limitation is \$100,000.

Special Item Number (SIN)—A Special Item Number is a code assigned to each product or service category in a Federal Supply Schedule.

How Is the Federal Government Including the Environment in Purchasing Decisions?

The federal government has undertaken various initiatives to include the environment in purchasing decisions. Since 1976, for example, the government has been seeking to buy recycled-content products. EPA's Comprehensive Procurement Guideline (CPG) program provides guidance to help federal employees purchase products that use materials recovered through recycling and thereby help to reduce waste. Other programs such as WasteWise and Energy Star, encourage waste reduction and energy conservation.

In 1993, Executive Order (E.O.) 12873 established the position of Federal Environmental Executive (FEE), whose role was strengthened in 1998 by E.O. 13101 on *Greening the Government Through Waste Prevention, Recycling, and Federal Acquisition*. The FEE is responsible for providing clear national direction for federal agencies, tracking the government's progress, and ensuring that agencies comply with Executive Order requirements to buy "green" products, among other things.

In 1995, EPA established the Environmentally Preferable Purchasing (EPP) program to encourage federal employees to consider a broad range of environmental factors, such as reduced toxicity and lower volatile organic compound (VOC) content, in their purchasing decisions. In 1997, the *Federal Acquisition Regulation* (FAR), which provides broad purchasing guidance to federal employees, was amended to support federal procurement of "green" products and services. The new FAR language adopts a holistic approach to government purchasing, placing a stronger emphasis on the considerations and requirements for environmentally preferable purchasing. One of the most important changes is the addition of procurement requirements for micro-purchases.

Guiding Principles for Environmentally Preferable Purchasing

Executive agencies, under E.O. 13101, have been directed to identify and give preference to the purchase of products and services that pose fewer environmental burdens. Federal consumers have been asked to consider five guiding principles when making purchasing decisions. You should consider these principles when assessing the environmental performance of your own products and services and when providing information to federal consumers about your products. These guiding principles are:

- Include environmental considerations as part of the normal purchasing process.
- Emphasize pollution prevention early in the purchasing process.
- Examine multiple environmental attributes throughout a product's or service's life cycle.
- Compare relevant environmental impacts when selecting products and services.
- Collect accurate and meaningful information about environmental performance and use it to make purchasing decisions.



Several other environmentally related E.O.s have been issued since 1998. They address energy efficiency, biobased products, fleet and transportation efficiency, and leadership through environmental management. These E.O.s are summarized in the table below.

Environmental Executive Orders

Executive Order (E.O.)

Topics Addressed

E.O. 13101 on *Greening the Government Through Waste Prevention, Recycling, and Federal Acquisition* (9/16/98)

Recycling; buying recycled-content and environmentally preferable products; paper with 30% postconsumer fiber; biobased products.

E.O. 13123 on *Greening the Government Through Energy Efficient Management* (6/3/99)

Improved energy management in order to reduce emissions; energy efficiency, water conservation, and the use of renewable energy products.

E.O. 13134 on *Developing and Promoting Biobased Products and Bioenergy* (8/12/99)

Biobased products and bioenergy.

E.O. 13148 on *Greening the Government Through Leadership in Environmental Management* (4/26/2000)

Environmental accountability; compliance auditing programs and environmental management systems; reduce the use of Toxic Release Inventory (TRI) chemicals; environmentally beneficial landscaping.

E.O. 13149 on *Greening the Government Through Federal Fleet and Transportation Efficiency* (4/26/2000)

Fleet fuel efficiency; alternative fuel vehicles (AFVs) and alternative fuels.

How Do I Get Started?

The first step in selling to the government is to become acquainted with the various types of government contracts. Each agency has different dollar thresholds for the type of contract it uses for a particular procurement, but in general, most purchases fall into one of the following three categories:

- **Large procurements and acquisitions:** These purchases are usually solicited through competitive bids and are for contracts in excess of \$100,000. Notices for such procurements can be found in the *Commerce Business Daily* (CBD). <<http://cbdnet.access.gpo.gov>>
- **Simplified acquisitions:** This type of purchase, normally for amounts up to \$100,000, can take the form of a contract or purchase order. It is often used to target purchases towards small businesses or organizations. Notices for such procurements can frequently be found in the CBD, although a CBD announcement is not required for anticipated procurements under \$25,000.
- **Micro purchases:** This type of purchase is normally used for amounts under \$2,500 and is often made using a federal purchase card. Federal consumers need not obtain competitive quotations if the contracting officer determines that the price is reasonable.

The Commerce Business Daily

The *Commerce Business Daily* (CBD) is published every weekday (excluding federal holidays) by the Department of Commerce. The CBD lists proposed government procurement actions (generally in excess of \$25,000), subcontracting leads, sales of surplus property, and foreign business opportunities. Proposed procurement actions appear only once in the CBD, unless revisions are made to the procurement notice and terms. Potential suppliers generally have 30 days to respond.

To review current copies of the CBD, visit your local GSA Regional Small Business

Center (RSBC), a Small Business Administration (SBA) office, a Department of Commerce field office, or your local public library. To subscribe to the CBD, write to the Superintendent of Documents, U.S. Government Printing Office, P.O. Box 371954, Pittsburgh, PA 15250-7954. The cost of the CBD is \$324/year, mailed first-class, or \$275/year, mailed second class. Some services offer to send you the CBD over e-mail at a cost of approximately \$200/year.

You also may access the CBD for free at <www.sbaonline.sba.gov/hotlist/cbd.html>, or at <www.cbdnet.access.gpo.gov>.

The Small Business Administration (SBA) has a wealth of information to introduce small businesses to the federal marketplace. Visit SBA's *How the Government Buys* Web page at <www.sba.gov/gopher/Government-Contracting/buy.txt> for more information.

Getting to know how federal agencies conduct business and familiarizing yourself with their needs and buying practices can go a long way toward helping you succeed. As a supplier to the government, you will have to decipher, negotiate, and fulfill contracts and familiarize yourself with federal procurement terminology and procedures.

As with commercial customers, once you have sales leads within an agency, you will need to develop those leads to fruition. Expect to invest time and resources into marketing your products to prospective buyers, even after you have won a federal supply contract. You can find out what and how much each agency intends to purchase by consulting its *Procurement Forecast*, a projection of purchases and contracts over \$100,000 for the next fiscal year. These forecasts and other useful information are readily available at <www.arnet.gov/FedBusOpps/>. Some agencies, such as the Defense Logistics Agency (DLA), also require that you apply for formal certification numbers and codes before selling products to the federal government.

While government agencies can and do purchase goods and services directly from vendors, two agencies play a major purchasing role within the federal marketplace: the U.S. General Services Administration (GSA) and DLA. In a real sense, these two agencies can be considered to be the federal government's "general stores."

The basics of selling products to GSA are detailed in a booklet entitled, *Doing Business with GSA*, which can be obtained by visiting GSA's Web site at <www.gsa.gov/oed/business.pdf>, or you can order this publication over the phone by calling one of GSA's Regional Small Business Centers listed in the back of this document.

You can learn about selling products to DLA in a booklet entitled, *Selling to the Military*, which can be obtained by visiting DLA's Web site at <www.acq.osd.mil/sadbu/publications/selling>. DLA also has a document entitled, *Buying Green From the Federal Government*, that can be found at <www.buygreen.dlis.dla.mil>.

Many federal procurement Web sites are posted that can help you learn and navigate the system, such as FedBizOpps (formerly known as the Electronic Posting System [EPS]) at <www.fedbizopps.gov>. You can also contact GSA's Federal Procurement Data Center Web site at <<http://fpds.gsa.gov>>. See the back of this booklet for a comprehensive list of helpful procurement sites.

Once My Company Has a Contract, What Next?

Procedures and requirements for government contracts vary, depending on the agency and type of contract you have. If you have been awarded a contract with GSA, the Regional Small Business Centers (RSBCs) can have your product placed in the GSA catalog and supply system. Regardless of the type of contract, however, remember that identifying and cultivating prospective customers is the key to success. You should contact the appropriate individuals at each agency and send them product literature and your price list. Follow up with telephone calls and other tried-and-true sales techniques. Refer to the back section of this booklet for a selected list of agency contacts and phone numbers to help you get started.



In addition to GSA's RSBCs, small businesses also should contact the Office of Small and Disadvantaged Business Utilization (OSDBU) within each agency. These offices can provide information about each agency's purchases, the appropriate people to contact, and special programs for small businesses. Refer to the back section of this booklet for selected contacts and phone numbers.

Some small manufacturers with limited experience selling to the federal government have chosen to work with larger or more experienced companies to distribute their products. Advantages to this approach include benefitting from the guidance and experience of a seasoned federal contractor and sharing marketing costs. Potential disadvantages include a loss of flexibility and the need to share profits with another entity.

What Kind of Opportunities Are Available Specifically for Small Businesses?

Federal agencies earmark certain solicitations as "small business/small purchase set-asides" (generally for purchases under \$100,000), to ensure that small, minority, HUB Zone, and women- and Veteran-owned businesses receive a fair share of government contracts and are afforded the opportunity to grow and prosper. You should contact the SBA for assistance in determining if your business qualifies as a small business. Next, contact the OSDBU at prospective federal agencies and ask about any small business/small purchase set-aside programs currently in place or planned for the next fiscal year.

Other SBA Resources

SBA provides a wide array of helpful resources, including numerous loan, financing, and procurement assistance programs. SBA's Office of Government Contracting has a Web site <www.sbaonline.sba.gov/gc> with hotlinks to other federal agencies. The site also has information for small businesses seeking government contracting opportunities.

In addition, SBA has established 57 state and territorial Small Business Development Centers (SBDCs), along with nearly 1,000 sub-centers, that provide both management and technical assistance and financial consulting to small businesses. SBDCs operate in cooperation with universities and colleges, as well as the private sector and state governments. In addition, SBDCs use paid consultants, consulting engineers, and testing laboratories from the private sector to help clients needing specialized expertise (e.g., process engineering, analytical, or accounting services). You also can visit the Small Business Development Center's National Information Clearinghouse Web site at <<http://sbdnet.utsa.edu>>.

Procurement Center Representatives

SBA has Procurement Center Representatives (PCRs) stationed at many federal installations (both military and civilian) that have major buying programs. PCRs review all acquisitions not set aside for small businesses to determine whether a set-aside is appropriate. For the names and locations of PCRs in your area, contact SBA.

Additional details about these organizations, as well as numerous other SBA resources, can be obtained through:

- SBA Answer Desk—800 8-ASK-SBA
- SBA Web Site—<www.sba.gov>
- U.S. Business Advisor—<www.business.gov>

Procurement Technical Assistance Program

The Procurement Technical Assistance Program is a DoD program administered by DLA and George Mason University. Procurement Technical Assistance Centers (PTACs), which may be co-located with SBDCs, assist small businesses in selling their products and services to local, state, and federal agencies. PTACs assist businesses with marketing, financial needs, production, contract administration, electronic commerce, electronic data interchange, and quality assurance. This service is generally free, and may be provided one-on-one. PTACs provide information about prior federal contract awards (e.g., successful bidders, product type and specification, quantity, and price), guidance on military, federal, and industrial specifications, and information about trade fairs. A list of PTAC offices is available on the Internet at <www.rcacwv.com/ptac.htm> or by calling the DLA Headquarters OSDDBU.

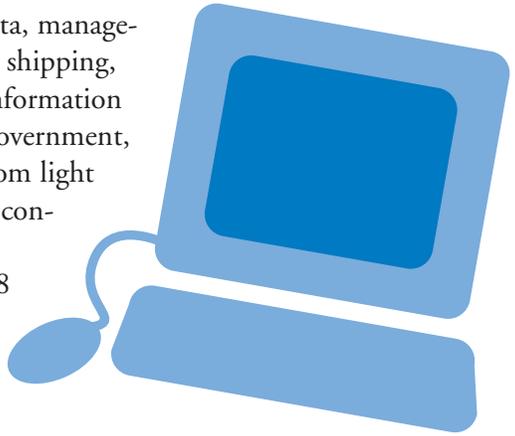
Service Corps of Retired Executives (SCORE)

SCORE is a program that matches retired businesspeople and professionals with small businesses that need expert advice on legal, marketing, engineering, retail, and financial matters. These 12,400 volunteers, including former federal

employees, in more than 400 offices nationwide, share their management and technical experience with small businesses. This free service is offered in a one-on-one atmosphere. Visit <www.sba.gov> and click on “Outside Resources;” then click on “SCORE.”

Federal Logistics Information System

One of the most valuable resources for selling to the government is DLA’s Federal Logistics Information System (FLIS), a centralized database on products purchased by the government. Supply and procurement personnel throughout the federal government use FLIS to research and order products. It includes vendor data, management information, storage, handling, shipping, physical characteristics, and hazard information on millions of items bought by the government, ranging from pencils to weaponry, from light bulbs to concrete. To provide federal consumers with information on “green” products, FLIS was expanded in 1998 to include environmental attribute information for products, starting with recycled content and energy efficiency characteristics. To access the FLIS database, visit <www.dlis.dla.mil/online.htm>, or find out more about “Buying Green” at <www.buygreen.dlis.dla.mil>.



Complying With FTC’s Green Marketing Guides

To effectively market your products to federal agencies, you should provide the information necessary to accurately and completely assess the environmental impacts of your products. The Federal Trade Commission (FTC) has published guides for ensuring that environmental claims are appropriately used in product marketing and advertising. You must ensure that any environmental claims you make about a product (e.g., recyclable, low-VOC, CFC-free) comply with the *FTC Guides for Use of Environmental Marketing Claims*. The FTC guides establish four general principles for environmental marketing:

- Qualifications or disclosures must be sufficiently clear and prominent to prevent deception.
- An environmental marketing claim should be presented in a way that makes clear whether the environmental attribute or benefit refers to the product, the packaging, or both.
- Avoid overstating environmental attributes and claims.
- Present comparative statements in a manner that makes the basis for the comparison sufficiently clear to avoid consumer deception.

FTC also provides guidance on the appropriate use of the following categories of claims:

- Claims of general environmental benefits.
- Claims that the product is “degradable,” “compostable,” or “recyclable.”
- Claims of “recycled content,” “source reduction,” “refillable,” or “ozone safe/ozone friendly.”

You can obtain a copy of the *Guides for Use of Environmental Marketing Claims* from the FTC Web site at <www.ftc.gov/bcp/grnrule/guides980427.htm>, or from the FTC Public Reference Branch 202 326-2222.

How Can I Finance the Development or Sale of Environmental Products?

Financiers may be hesitant to fund the development or marketing of a product—environmentally oriented or otherwise—if a company has little or no track record. In the face of this reluctance, you must develop a thorough and well-devised marketing plan, complete with realistic sales projections. The plan must make clear the value of the product, not only in environmental terms, but also in basic business terms.

The most appropriate type of financing (i.e., equity versus debt; term versus line-of-credit) will depend upon the intended use of the funds, the stage of development of your business, and its overall financial strength.

For inventory and accounts-receivable financing, you might consider a commercial finance company or a commercial bank with a unit or subsidiary that specializes in asset-based lending. A list of asset-based lenders is available from the Commercial Finance Association (225 W. 34th Street, Suite 1815, New York, NY 10122; 212 564-3490; <www.cfonline.com/cfa.htm>).

Should your prospective lender require a guaranty, you might seek line-of-credit financing under SBA's CAPLines Loan Program. You should be aware, however, that many lending institutions are unfamiliar with this program. For a listing of participating lenders in your state, contact the SBA. Check the blue government pages in your telephone book for your local SBA District Office or call 800 8-ASK-SBA.

For free advice on how to craft your business plan, the appropriate type of financing for your particular situation, or any other aspect of your business planning needs, visit your local Small Business Development Center (SBDC). To locate the nearest SBDC, call the Association of Small Business Development Centers 703 448-6124, or go to <<http://sbdnet.utsa.edu>> and click on "SBDCs."

A Selection of Several Major Federal Procuring Agencies

The agencies listed below are some of the largest buyers (in dollar volume) of goods and services within the federal government. Typical purchases by each agency are summarized. Please note, these lists are not meant to capture the full range of products and services purchased by individual agencies. A list of printed and Web-based resources is also provided. In the back of this booklet are lists of contacts, telephone numbers, and relevant Web sites for these agencies.



U.S. General Services Administration

The General Services Administration (GSA) encompasses the Federal Supply Service (FSS), Public Building Service (PBS), Federal Technology Service (FTS) and the Office of Governmentwide Policy (OGP). Most federal purchasing of products and services is done through FSS, which serves customer agencies through four business lines: Supply and Procurement, Vehicle Acquisition and Leasing Services, Travel and Transportation, and Personal Property Management.

Supply and Procurement accounts for the largest percentage of sales with FY 99 business volume of \$12.7 billion. Over 7,400 contracts are currently in place to meet federal agencies needs and 77 percent of those contracts are with small businesses. FSS Supply and Procurement business segments include Federal Supply Schedules, Stock, and Special Order Programs. Through its GSA Advantage! program, FSS also leads the government with online purchasing, providing more than 800,000 products and services in FY 99 and growing steadily. Environmental products are easily identified on GSA Advantage! at <www.gsaadvantage.gov>. Vendors interested in doing business with GSA should contact their nearest Regional Small Business Center (RSBC), listed in the “Contacts” section at the back of this booklet.

Through the Planet GSA: Greening Small Businesses initiative, small businesses with environmental products are being encouraged to do business with GSA and are provided with information about the greening initiatives of GSA and some of its partner agencies. More information on the initiative and benefits of being on GSA’s Federal Supply Service schedule is available at <www.gsa.gov/planetgsa>.

What Types of Products & Services Does GSA's FSS Provide?

(This is a partial list)

- Environmental—Material Handling, Automotive, Alternative Fuel Vehicles, Water Purification, Paints & Coatings, Cleaning, Energy Conservation Products, Office Products, Environmental Testing, Furniture & Furnishings, Advisory Services
- Information Technology—Computers, Telecommunications Equipment, Software, Service
- Building Operations & Construction—Equipment, Cleaning, Food Service, Lawn & Garden, Tools
- Tools and Machinery—Woodworking, Metalworking, Hardware, Power Distribution
- Furniture and Furnishings—Office, Household Quarters, Special Use, Health Care, Seating, Security Equipment, Filing, Floor Coverings
- Automotive—Sedans, Pickup Trucks, Buses, Vans, Medium Duty Delivery Trucks, Specialty Vehicles, Retread Tire Services
- Laboratory & Scientific—Equipment, Supplies, Service, Testing, Training, Furniture
- Recreation & Apparel—Athletic, Outdoor, Musical, Personal Care, Awards, Safety Clothing
- Office—Equipment, Paper Products and Other Supplies, Packaging, Audio/Visual
- Law Enforcement, Firefighting & Security—Equipment, Clothing, Vehicles, Training Devices & Services
- Services—Engineering, Financial, Human Resource, IT, Facility Management, Marketing, Travel, Services

GSA Information Resources

FSS Publications:

- FSS Contractors Guide*
- MarkeTips*
- GSA Supply Catalog*
- Multiple Award Schedule Owners Manual*
- GSA Environmental Products & Services Guide*
- FSS Energy Efficient Products and Services*

Other Publications Available from GSA:

- Doing Business with GSA*
- Telephone Directory for Doing Business with GSA*
- Contracting Opportunities with GSA*
- GSA Small Purchases*
- Directory of GSA Information*
- Planet GSA: Greening Small Businesses*

Internet:

- GSA Web site <www.gsa.gov>
- GSA Forecast of Procurement Opportunities
<http://w3.gsa.gov/web/i/ion/con_opp.nsf>
- Planet GSA Web site <www.gsa.gov/planetgsa>



Defense Logistics Agency

The Defense Logistics Agency (DLA) is responsible for the procurement and distribution of 3.8 million consumable items used annually by the military services. All procurement at DLA is done through the Defense Supply Centers, which are listed in the back of this booklet.

What Types of Products Does DLA Typically Buy?

Telephone and communications equipment
 Radio and television equipment
 Liquid propellants, fuels, and fuel oils
 Gases (compressed and liquified)
 Jet fuels
 Greases, oils, lubricants, antifreeze
 Deicing fluid
 Inspection penetrants
 Chemicals (technical/reagent/ACS grades)
 Solvents
 Cleaning compounds
 Disinfectants
 Pesticides, biocides, repellents
 Toner cartridges, ink jet cartridges
 Composite food packages
 Dairy foods and eggs
 Drugs and biologicals
 X-Ray equipment and supplies (medical, dental, and vision)
 Special purpose clothing
 Trucks and tractors
 Gas turbines and jet engine aircraft
 Airframe structural components

DLA Information Resources

Publications:

Small Business Specialist Book
DLSC Customer Assistance Handbook with 1999 Updates
Guide to DoD Environmental Procurements
Selling to the Military
Subcontracting Opportunities with DoD Major Prime Contractors
A Handbook for DoD and Small Businesses
Defense Logistics Agency's Environmental Products Guide

Internet:

DLA Web site <www.supply.dla.mil> or <www.acq.osd.mil/sadbu>
 DoD Procurement Forecast <<http://web1.whs.osd.mil/peidhome/prodserv/prodserv.htm>>
 Defense Supply Center Richmond (DSCR) <www.dscr.dla.mil>



Department of Interior

Procurement at the Department of the Interior (DOI) is done through the individual bureaus, which are listed in the back of this document under “Contacts.” While a substantial number of items are procured from GSA schedules, individual bureaus make simplified acquisitions directly through vendors.

What Types of Products Does DOI Typically Buy?

Automated data processing CPUs, software, equipment, and components

Sewage treatment equipment

Earth moving and excavating equipment

Construction services

Construction supplies, materials, and equipment

Landscaping supplies and materials

Firefighting supplies and equipment

Laboratory supplies and equipment

Clothing (uniforms)

DOI Information Resources

Publications:

Introduction to Interior Acquisitions—Guide for Small Businesses

DOI Prime Contractor Directory

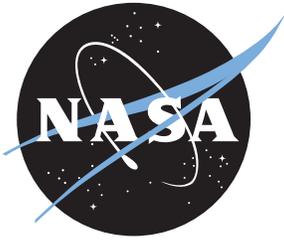
Annual Forecast of Interior Acquisitions

Internet:

DOI Web site <www.doi.gov>

DOI National Business Center <www.nbc.gov>

DOI OSBDU <www.doi.gov/osbdu/>



National Aeronautics and Space Administration

The National Aeronautics and Space Administration (NASA) does most of its purchasing through its field centers located across the country. The Small Business Specialists for these centers are listed in the “Contacts” section in the back of this booklet. The majority of items are procured directly from vendors.

What Types of Products and Services Does NASA Typically Buy?

Space vehicles, launchers, components, and maintenance equipment
 Engineering support services
 Software engineering and various computer support services
 Automated data processing CPUs, software, equipment, and components
 Construction, maintenance, and environmental remediation services

NASA Information Resources

Publications:

Doing Business with NASA
NASA Prime Contractor Directory
NASA OSDBU Opportunity Quarterly
NASA 2000 Acquisition Forecast

Internet:

NASA Web site <www.nasa.gov>
 NASA Office of Procurement <www.hq.nasa.gov/office/procurement>
 NASA Procurement Forecast <<http://procurement.nasa.gov/cgi-bin/NAIS/forecast.cgi>>
 NASA Small Business Program <www.hq.nasa.gov/office/codek>



Department of Transportation

Procurement at the Department of Transportation (DOT) is done through the various agency departments. While most items are purchased through GSA schedules, the majority of simplified acquisitions are placed directly with vendors.

What Types of Products Does DOT Typically Buy?

Special service vessels
 Radar equipment (except airborne)
 Electronic and electrical components
 Small craft—powered and unpowered
 Meteorology instruments and apparatus
 Automated data processing CPUs, equipment, and components
 Telephone and communications equipment
 Radio and television equipment

DOT Information Resources

Publications:

Contracting with the U.S. DOT
DOT Marketing Information Package
DOT Subcontracting Directory
DOT Procurement Forecast - Fiscal Year 2000

Internet:

DOT Web site <www.dot.gov>
 DOT Procurement <www.dot.gov/ost/m60/index.html>
 DOT Procurement Forecast
 <<http://osdbuweb.dot.gov/business/procurement/forecast.html>>



Department of Veterans Affairs

Procurement at the Department of Veterans Affairs (VA) is decentralized across a nationwide system of hospitals, clinics, regional offices, data processing centers, and national cemeteries. These organizations purchase many items from GSA schedules and the DLA inventory. Most simplified acquisitions are procured directly from vendors.

What Types of Products Does the VA Typically Buy?

Drugs and biologicals

Medical and surgical instruments, equipment, and supplies

X-ray equipment and supplies: medical, dental, veterinary

Blood

Memorials—cemetery and mortuary equipment

Automated data processing software, equipment, and components

Telephone and communications equipment

Radio and television equipment

Furniture

VA Information Resources

Publications:

Doing Business with the VA

VA Prime Contractor Directory

VA Subcontracting Directory

FY 2000 Forecast of Contracting Opportunities

Internet:

VA Web site <www.va.gov>

VA Procurement <www.va.gov/oa&mm/index.htm>

VA Procurement Forecast <www.va.gov/OSDBU/frames2.htm>

Frequently Asked Questions



As a business new to the federal marketplace you might have a number of questions as you attempt to sell your “green” products to the government. Answers to many of these questions follow below.

Where do I start? Which agencies do I contact and with whom should I speak first? Who are the right people at the agencies to contact about selling my product?

Examine the agency-specific section of this document for examples of products typically purchased by some agencies, and consult the contacts listed in the back of this booklet. You also might investigate the U.S. Business Advisor at <www.business.gov>, which is a one-stop electronic link to all the information and services (including procurement opportunities) provided by the federal government.

When I do reach the right contact, what questions should I ask, and what information should I offer?

Ask the person for a current agency procurement forecast and how to reach the appropriate individuals in the agency departments and offices that might purchase your products or services. With this information, you will be able to market to these individuals directly. Also, ask the person about any procurement programs that the agency may have specifically for environmental products or for small businesses. You should be ready to provide as much information as possible about your product (e.g., environmental attributes, performance, cost, specifications, comparison to comparable products known by the agency).

What roles do GSA and DLA play in federal procurement?

GSA and DLA are the major supply agencies for the federal government. GSA manages the majority of common, commercial items that both civilian and military agencies need to perform their everyday activities, such as office supplies. GSA provides some defense-oriented products, as well. Conversely, most of DLA's items are defense-oriented, with the exception of a few items that also can be used by civilian agencies (e.g., light bulbs). In order to achieve the benefits of economies of scale, GSA and DLA both establish large contracts with vendors on behalf of the entire federal government. Even though neither GSA nor DLA are mandatory sources of supply, most agencies use these sources due to the ease of ordering from them and generally favorable prices. Therefore, it is to your advantage to explore the possibilities of selling your product through GSA and/or DLA. Once you get a contract with GSA or DLA, however, you will still need to market to the individual agencies that buy from them.

What are the different ways GSA and DLA manage their products?

GSA and DLA use two primary methods to buy and manage products:

- **Stock/Inventory Program**—Both GSA and DLA use the stock/inventory method. Vendors ship large quantities of products to various GSA Distribution Centers or DLA Inventory Control Points (Defense Supply Centers). The items are identified by National Stock Numbers (NSNs). Customers order through GSA or DLA, although sometimes large orders are forwarded to the vendors for direct delivery to customer agencies. The government is phasing out the stocking program in favor of Federal Supply Schedules.
- **Federal Supply Schedules (FSS) Program**—Under this program, GSA contracts with multiple companies to supply comparable products and services at stated prices for given periods of time through the use of Multiple Award Schedules (MASs). An MAS is an “indefinite quantity, indefinite delivery” contract that allows agencies to place orders directly with the contractor, without a “middle man.” Currently, more than 4 million products are available to federal consumers through MASs.

How do I get my product into the GSA or DLA supply systems?

For the GSA supply system, contact the nearest Regional Small Business Center (RSBC) listed in the GSA section of this document. For the DLA supply system, contact the appropriate Defense Supply Center listed in the DLA section of this document. These centers can help you with the necessary paperwork to bid for a contract.

Each Federal Supply Schedule contains a special item number (SIN-99) which allows for the addition of new products to the schedule. The contractor needs to pick a related schedule from the E-library and contact the related acquisition center to provide them with an offer of the new product.

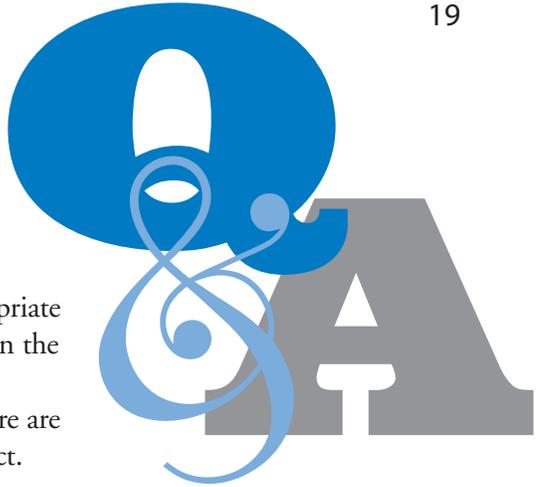
What are the Regional Small Business Centers and how do they differ from the Acquisition Centers?

The RSBC’s primary role is to provide information and guidance about contracting opportunities with GSA. Each GSA Acquisition Center, on the other hand, is responsible for a specific type of item (e.g., office supplies and paper products, paints and chemicals, tools and appliances, furniture, etc.), and performs the actual contracting and related functions (e.g., soliciting bids and entering into contracts).



How much marketing do I need to do for products that I want to sell through GSA or DLA?

Especially if your products are offered through a schedules program, it is to your benefit to aggressively market to all appropriate civilian and military purchasers. Just like in the commercial sector, marketing is especially important if your product is new or if there are similar, competing products under contract.



How do I get on an individual agency's bidders list? What forms do I need and how do I get them? Where can I get help on filling out the forms? Is there a way to expedite the process?

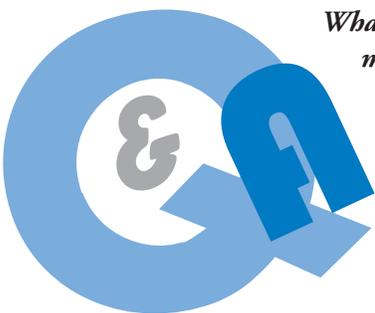
Each agency contact will be able to provide you with a Solicitation Mailing List application or direct you to an appropriate Internet site that will place you on that agency's bidders list. The agency contact may be able to assist you in completing the form and any other necessary paperwork. Each agency's Office of Small and Disadvantaged Business Utilization (OSDBU) also can help—see the list of contacts in the back of this booklet. For GSA information, see the list of GSA's Regional Small Business Centers. SBA maintains the Pro-Net System, which is a nationwide database of small businesses seeking prime contract opportunities with the federal government and subcontract opportunities with large businesses that have their own prime contracts. Listing in Pro-Net is free; simply visit <<http://pronet.sba.gov>>.

In order to be most efficient in my marketing, I'd like to find out which agencies purchase and use products similar to mine. How can I find this out, and how can I keep informed about new opportunities to sell products to the federal government?

Several sources are available to provide you with information on how much of a certain product agencies use and plan to use in the future. The OSDBU contact at each agency can provide you with procurement forecasts for the agency (for GSA, contact your RSBC). Agency procurement forecasts are for large contracts and procurements (excluding purchases of less than \$100,000 and credit card purchases) that the agency predicts will occur in the next fiscal year. The contacts listed in the back of this brochure also can direct you to the appropriate people and offices that purchase products similar to yours. These contacts also can provide you with information on how much of that product the agency uses and plans to use in the future.

What is E.O. 13101 and how can it help me market my products?

Executive Order 13101, "Greening the Government Through Waste Prevention, Recycling, and Federal Acquisition" (Federal Register, Page 45810, August 20, 1999), promotes waste prevention, and recycling in the



daily operations of Executive agencies and promotes the acquisition and use of “green” products. E.O. 13101 is raising federal consumers’ awareness of environmental products and, therefore, can help you promote and market “green” products to federal agencies. Visit the Web sites for the Office of the Federal Environmental Executive <www.ofee.gov>, the Comprehensive Procurement Guidelines Program <www.epa.gov/cpg>, and the Environmentally Preferable Purchasing Program <www.epa.gov/oppt/epp> for complete information.

What are preference programs? Do environmental products enjoy any special, formalized advantages among products offered to federal agencies?

The federal government has preference programs for:

- Small businesses that meet small business size standards for their industry.
- Small disadvantaged businesses that are at least 51 percent owned by one or more socially and economically disadvantaged individuals or stockholders.
- Women-owned small businesses.
- Recycled-content products, which are designated by EPA under RCRA section 6002. As of January 2000, EPA had designated 54 items in seven product categories.
- Veteran-owned and HUB Zone businesses.



EPP



S We want to hear from you! Please tell us about your environmentally preferable purchasing activities and efforts. We are collecting and sharing information, tools, and hints about what works and what doesn't as environmentally preferable purchasing evolves and expands. Please contact the EPP program by e-mail, regular mail, or fax:

Environmentally Preferable Purchasing Program
U.S. Environmental Protection Agency
1200 Pennsylvania Avenue, NW. (7409)
Washington, DC 20460

e-mail: epp.pilot@epa.gov
Fax: 202 260-0178

Selling to the Government Web Sites

Information on Green Buying and Selling:

<www.epa.gov/oppt/epp>

This site provides comprehensive information on EPA's Environmentally Preferable Purchasing (EPP) program. It explains EPA's guiding principles for including environmental performance in purchasing decision-making, posts case studies of successful pilot projects, and provides helpful green purchasing tools and resources.

<www.epa.gov/cpg>

This site provides information about recycled-content products designated under EPA's Comprehensive Procurement Guidelines (CPG). It provides purchasing recommendations and lists of manufacturers and vendors, among other things.

<www.ofee.gov>

The Office of the Federal Environmental Executive (OFEE) advocates, coordinates, and assists environmental efforts of the federal community in waste prevention, recycling, and the purchase of green products and services. This Web site contains information on federal activities for meeting those goals.

<www.ftc.gov/opa/precedawn/F93/greenguid3.htm>

This Web page details the Federal Trade Commission's Guides for the Use of Environmental Marketing Claims to help reduce consumer confusion and prevent the false or misleading use of environmental terms such as "recyclable," "degradable," and "environmentally friendly" in the advertising and labeling of products in the marketplace. [Note: the actual Guidelines follow the press release on this Web page.]

General Federal Procurement Information:

<<http://cbdnet.access.gpo.gov>>

CBDNet is the Government's official, daily, free electronic version of the Commerce Business Daily (CBD) newspaper, which lists notices of proposed government procurement actions, contract awards, sales of government property, and other procurement information.

<www.arnet.gov/FedBusOpps>

This Web site provides comprehensive information about federal procurement with links to the Commerce Business Daily, the Federal Acquisition Regulation, and more. It also links to agency procurement sites for easy access to agency procurement forecasts.

<www.fedbizopps.gov>

FedBizOpps (formerly Electronic Posting System [EPS], <www.eps.gov>) is hosted by the U.S. General Services Administration (GSA) and lists procurement opportunities, contract awards, and procurement forecasts by participating agencies.

<<http://fpds.gsa.gov>>

The Federal Procurement Data System (FPDS) summarizes federal purchasing activity, but does not contain information about current procurement opportunities.

<www.business.gov>

The U.S. Business Advisor Web site is a one-stop electronic link to all the information and services government provides for the business community, with a focus on helping businesses access and understand federal regulations that may apply to them.

<www.rcacwv.com/ptac.htm>

The Regional Contracting Assistance Center, Inc. (RCAC) is a non-profit corporation funded in part by DLA to provide assistance to companies seeking to do business with federal, state, or local government agencies. This Web site lists contact information for Procurement Technical Assistance Centers (PTACs) around the country.

Information about the U.S. General Services Administration (GSA):

<www.gsa.gov/oed/business.pdf>

This site contains the document entitled, Doing Business With GSA, which explains in plain language how to find and participate in contracting opportunities with GSA and how to make the most of the services offered by GSA's Regional Small Business Centers.

<<http://pub.fss.gsa.gov/environ>>

This is GSA's environmental home page, linking to information on recycled content, energy efficient and water conserving products, safer paints, cleaning, and other chemical products, alternative fuel vehicles, and GSA programs promoting the reuse of property. It also links to GSA's Environmental Products and Services Guide and other related federal programs.

<www.gsa.gov/oed/region.htm>

This "Business Opportunities" site lists contact information and links for GSA's Regional Small Business Centers. Each center is staffed with specialists who can provide vendors with information on how to get on GSA's bidder's mailing lists, introduce a new item, learn about current bidding opportunities, receive business counseling, and more.

<www.gsa.gov/planetgsa>

The Planet GSA Website contains information on all of GSA's environmental programs including Buying, Building, Driving, Managing and Saving Green as well as information on GSA's partnership efforts with Federal agencies. Details on GSA's outreach to small businesses through the Planet GSA: Greening Small Businesses program is also available on the web site.

Information about the Department of Defense and Defense Logistics Agency:

<www.acq.osd.mil/sadbu/publications/selling>

This handbook is a general introduction to contracting with agencies of the U.S. Department of Defense. It is intended to be useful to small businesses, especially firms that have not previously had Government contracts. It provides lists of products and services keyed to particular major buying offices.

<www.buygreen.dlis.dla.mil>

This Web site provides detailed information about the Defense Logistics Agency's Federal Logistics Information System (FLIS) and its "buying green" initiative. FLIS is the master database, or "catalog" containing information on most of the things purchased by the armed services, executive branch agencies, and many of our NATO allies. It includes vendor data, management information, storage, handling, shipping, physical characteristics, and hazard information on millions of items of supply, ranging from pencils to weaponry, from lightbulbs to concrete, and everything in-between. Thanks to the new "buying green" initiative, FLIS now contains environmental attribute information. The actual FLIS database can be found at <www.dlis.dla.mil/online.htm>.

<www.supply.dla.mil>

This is the Web site for the Defense Logistics Support Command, part of the Defense Logistics Agency (DLA), which includes supply centers, service centers, and a distribution center. It provides detailed information on purchasing from or selling to DLA.

<<http://web1.whs.osd.mil/peidhome/prodserv/prodserv.htm>>

This site provides annual reports on DoD prime contract awards by service category and federal supply classification code for fiscal years 1993 through 1998. Data include statistics on both military functions of the DoD and civil functions of the U.S. Army Corps of Engineers.

Information about the Small Business Administration (SBA):

<www.sba.gov>

The Small Business Administration (SBA) offers access to a wide range of information on starting, financing, and expanding a small business, and can provide contacts and resources for just about any question your business might have.

<<http://sbdcnet.utsa.edu>>

This Web site is maintained specifically for counselors at Small Business Development Centers (SBDCs) but can also be useful to businesses. SBDCNET offers immediate responses to requests, referrals to experts and to regional sources of information, and training in information access techniques. It also disseminates SBA publications. For additional information, visit regional SBDCs at <<http://sbdcnet.utsa.edu/sbdc.htm>>, or call 800 689-1912.

<www.sbaonline.sba.gov/gc>

SBA's Office of Government Contracting (GC) works to create an environment for maximum participation by small, disadvantaged, and woman-owned businesses in federal government contract awards and large prime subcontract awards. This Web site provides a variety of information to help small businesses navigate the federal procurement world.

<www.cfonline.com/cfa.htm>

The Commercial Finance Association is the trade group for commercial finance companies, banks, and other financing agencies engaged in the asset-based financial services industry. The Web site provides a list of asset-based lenders.

<www.sba.gov/gopher/Government-Contracting/buy.txt>

This Web page details the federal government's different procurement methods: sealed bidding and negotiation.

Individual Agency Web Sites

U.S. Department of the Interior (DOI):	< www.doi.gov >
DOI National Business Center	< www.nbc.gov >
NASA:	< www.nasa.gov >
NASA Office of Procurement	< www.hq.nasa.gov/office/procurement >
NASA Acquisition Forecast	< http://procurement.nasa.gov/cgi-bin/NAIS/forecast.cgi >
U.S. Department of Transportation (DOT):	< www.dot.gov >
DOT Procurement	< www.dot.gov/ost/m60/index.html >
DOT Procurement Forecast	< http://osdbuweb.dot.gov/business/procurement/forecast.html >
U.S. Department of Veterans Affairs (VA):	< www.va.gov >
VA Procurement	< www.va.gov/oa&mm/index.htm >
VA Procurement Forecast	< www.va.gov/OSDBU/frames2.htm >

FEDERAL AGENCY CONTACTS



Defense Supply Centers

Defense Energy Support Center (DFSC):	800 523-2601
	800 826-7633
in Virginia:	800 468-8893
Defense Supply Center Philadelphia (DSCP):	800 831-1110
	800 413-6789
	215 737-8490
	800 523-0705
Defense Supply Center Columbus (DSCC):	800 262-3272
Defense Supply Center Richmond (DSCR):	800 544-5634
Chemicals:	804 279-3550
POLS:	804 279-4257
Gases:	804 279-3230

Other DLA Contacts

Office of Small and Disadvantaged Business Utilization (OSDBU)	703 767-1650
Defense Logistics Agency	877 352-2255



GSA Business Service Centers

REGION 1 - Boston (CT, ME, MA, NH, RI, VT)	617 565-8100
REGION 2 - New York (NJ, NY, PR, U.S. VI)	212 264-1234
REGION 3 - Philadelphia (DE, MD, VA, PA, WV)	215 656-5525
REGION 4 - Atlanta (AL, FL, GA, KY, MS, NC, SC, TN)	404 331-5103
REGION 5 - Chicago (IL, IN, MI, MN, OH, WI)	888 353-5383
	or <www.greatlakes.gsa.gov/BCS>
REGION 6 - Kansas City (IA, KA, MO, NE)	816 926-7203
REGION 7 - Fort Worth (AR, LA, NM, OK, TX)	817 978-3284
REGION 8 - Denver (CO, MT, ND, SD, UT, WY)	303 236-7408
REGION 9 - Los Angeles (AZ, NV - Clark County, So. CA)	213 894-3210
REGION 9 - San Francisco (HA, NV - exl. Clark County, No. CA)	415 522-2700
REGION 10 - Auburn, WA (AK, ID, OR, WA)	253 931-7956
NATIONAL CAPITAL REGION (NCR)	202 708-5804

FSS Acquisition Centers

Vehicle Acquisition and Leasing Services—Nancy Tyrrell	703 308-CARS, <nancy.tyrrell@gsa.gov>
Fleet Management—Barbara Borkowski	703 305-7169, <barbara.borkowski@gsa.gov>
Furniture—Pete Dallessandro	703 308-1622, <peter.dallessandro@gsa.gov>
General products—Alan Seary	817 978-8370, <alan.seary@gsa.gov>
Office and scientific equipment—Steve Mial	703 305-3044, <stephen.mial@gsa.gov>
Office supplies and paper products—Sandy Sabbers	212 264-0479, <alexandra.sabbers@gsa.gov>
Professional Services—Amanda Fredriksen	703 305-6885, <amanda.fredriksen@gsa.gov>
Hardware and appliances—Randy Schober	816 926-7376, <randall.schober@gsa.gov>
or John Vann	816 823-2301, <john.vann@gsa.gov>
Information Technology—Darlena McKnew	703 305-5592, <darlena.mcknew@gsa.gov>
Management Services—Joan Rodgers	253 931-7900, <joan.rodgers@gsa.gov>

Other GSA Contacts

Environmental Programs—Tom Daily	703 305-5149, <thomas.daily@gsa.gov>
Enterprise Development—Mirinda Jackson	202 501-1021, <mirinda.jackson@gsa.gov>
Planet GSA Director—Johanna Roark	202 219-0965, <johanna.roark@gsa.gov>
Planet GSA Champion—Jackie Robinson	202 208-5115, <jackie.robinson@gsa.gov>



Department of Interior Bureaus

Bureau of Indian Affairs	202 208-2710
Bureau of Land Management	202 452-7751
Bureau of Reclamation	303 445-2447
Minerals Management Service	703 787-1370
National Park Service	202 565-1155
Office of Surface Mining	202 208-2839
U.S. Fish and Wildlife Service	703 358-2225

U.S. Geological Survey	703 648-7346
National Business Center	202 208-5106
Office of Aircraft Services	202 387-5768

Other DOI Contacts

Jennings Wong, Procurement Analyst	202 208-6704
Ken Naser, Environmental Program Team Leader	202 208-3901
Robert Faithful, Director, OSDBU	202 208-3493
Frank Gisondi, Business and Procurement Specialist	202 208-4907



NASA Centers

Ames Research Center: Thomas Kolis	650 604-4690
Dryden Flight Research Center: Robert Medina	805 258-3343
Goddard Space Flight Center: Rosa Aceveda	301 286-6574
Johnson Space Center: Billy Jefferson	281 483-4511
Kennedy Space Center: David A. Wansley	407 867-7212
Langley Research Center: Vernon Vann	757 864-2456
Glenn Research Center: Carl Silski	216 433-2786
Marshall Space Flight Center: Stanley McCall	205 544-0254
Stennis Space Center: Jane Johnson	601 688-3681
Jet Propulsion Laboratory: Tom May	818 354-2121

NASA Contacts

Headquarters Acquisition Division	202 358-1852
OSDBU	202 358-2088



DOT Contacts

Federal Aviation Administration: Deborah Wilson	202 267-3580
Federal Highway Administration: Frank Waltos	202 366-4205
Federal Railroad Administration: Carl Martin Ruiz	202 493-6010
Federal Transit Administration: Arthur Andrew Lopez	202 366-4018
Maritime Administration: Rita Thomas	202 366-2802
National Highway Traffic Safety Administration: Margaret Bryant	202 366-9887
Office of the Secretary: David J. Litman	202 366-4263
Research and Special Programs Administration: Orrin Cook	617 494-2593
Saint Lawrence Seaway Development Corporation: Linda Harding	315 764-3244
United States Coast Guard: Dani Wildason	202 267-2499

Other DOT Contacts

Cynthia Blackmon, Procurement Operations	202 366-4968
Mark Welch, Small Purchases	202 366-4971
Luz Hopewell, (OSDBU)	202 366-1930



VA Purchasing Offices

National Acquisition Center	708 216-2479		
Federal Supply Schedule Division	708 216-2481		
Wholesale Distribution Division	708 216-2413		
Pharmaceutical Products Division	708 216-5222		
Medical Equipment Division	708 216-2132		
VA Medical and Regional Office Centers			
Delaware	302 633-5368	Montana	406 442-6410
Hawaii	808 541-1441	New York	518 462-3311
Kansas	316 685-2221	North Dakota	701 239-3730
Maine	207 623-5746	Wyoming	307 778-7326

Other VA Contacts

Fred Martinez, Procurement Analyst	202 273-6119
Scott Denniston, (OSDBU)	202 565-8124



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