



# THE WINNING TIMES



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★ YOUR TEAM FOR WINNING FEDERAL CONTRACTS

## IN THIS ISSUE:

FORMER GLOBAL SERVICES CLIENT NAMED NEW GSA ADMINISTRATOR

GSA SCHEDULE SOLICITATION UPDATES

ALLIANT – SECOND DRAFT RFPs ARE RELEASED

CLIENT CORNER – QUESTIONS FROM OUR CLIENTS

## FORMER GLOBAL SERVICES CLIENT NAMED NEW GSA ADMINISTRATOR

In the on-going GSA Reorganization, a former Global Services client, small business leader and advocate, Ms. Lurita Doan, was confirmed by the U.S. Senate as the 18<sup>th</sup> General Services Administration Commissioner. Ms. Doan will oversee the completion of the GSA Reorganization Plan, which recently won Senate approval after having received House approval about a year ago.

During her first public speech since her confirmation, Ms. Doan outlined her goals for the remaining months of the Bush Administration; pledging to

bring a more customer-friendly approach to the way GSA does business. She also stressed her intention to make GSA a center for best practices in government procurement using quantitative performance metrics to show that the agency can perform “better, faster, and cheaper.”

In addition to Ms. Doan’s confirmation, Mr. Jim Williams from the Department of Homeland Security was appointed to lead the new GSA Federal Acquisition Service.

## GSA SCHEDULE SOLICITATION UPDATES

There have been numerous refreshes to the GSA Schedule solicitations in the last couple of months. A refreshed solicitation, or a Mass Modification, includes updates or changes to contract Terms and Conditions. You may have recently received a notice from your Acquisition Center via email notifying you about a refresh to your solicitation and providing instructions on taking action. Often these emails are overlooked and the notice ignored. Remember that as a requirement to your GSA contract, it is your respon-

sibility to keep your contract up-to-date. This also includes the updating of your price list to incorporate the most recent modifications (refreshes).

Among the more popular solicitations, the following schedules have had recent updates:

- 738 X Human Resources & EEO Services
- 69 Training Aids & Devices
- 541 Advertising and Integrated Marketing Solutions

**FEATURED CLIENTS**



[www.weidemann.org](http://www.weidemann.org)



[www.bridgeborn.com](http://www.bridgeborn.com)



[www.diversebusinesssystems.com](http://www.diversebusinesssystems.com)

**HAVE A QUESTION YOU WANT ANSWERED IN OUR CLIENT CORNER SECTION?**

Please [click here](#) to fill out a brief form and send us your [questions](#).

**GSA SCHEDULE SOLICITATION UPDATES – CONTINUED**

- 738 II Language Services Solicitation
- 76 Published Media
- 874 Mission Oriented Business Integrated Services
- 520 Financial and Business Solutions

It is always good practice to regularly visit the VSC website and check your contract number for any available updates. You can find it under the Contract Administration – Mass Mod tab. Remember, the VSC website is very useful in that it also keeps a brief historical record of your contract’s recent accepted modifications and also provides a resource list of phone numbers for your convenience.

Please visit the Vendor Support Center ([VSC website](#)) to check for updates to your solicitation.

**ALLIANT – SECOND DRAFT RFPs ARE RE-LEASED**

GSA recently released a second round of draft Request for Proposals (RFPs) for the Alliant and Alliant Small Business Government Wide Acquisition Contracts. Alliant will be a multi-vendor procurement vehicle for the informa-

tion technology community that is expected to replace the current ANSWER and Millennia contracts. The final RFPs for Alliant and Alliant SB are scheduled to be released for bid in October 2006.

**CLIENT CORNER: QUESTIONS FROM OUR CLIENTS**

*Our monthly feature that allows you to see examples of the kinds of questions we get from our clients and how we respond to their needs.*

**Q:** *Recently new GSA Administrator Lurita Doan was widely quoted in publications such as Government Executive as saying that she “will not rest until a business can get a basic GSA Schedule within 30 days.” That sounds great, but I have also heard other companies claim that getting on Schedule that quickly is already possible right now, as well as many others who say exactly the opposite. I have even been promised that I can get on Schedule in as little as only a few days! In short: is it in fact currently possible to navigate the GSA Schedule acquisition process that quickly with or without any outside assistance from contracting professionals? If not, how long does it really take to get on Schedule? It’s important for our timelines*

## CLIENT CORNER: QUESTIONS FROM OUR CLIENTS – CONTINUED

ARE YOU LOOKING FOR SOME  
HELPFUL FEDERAL  
CONTRACTING RESOURCE  
LINKS?

Try our [Links](#) page.

DO YOU NEED TO REFERENCE  
ONE OF OUR OLD  
NEWSLETTERS?

Please visit our [Winning Times archive](#) page.

### GLOBAL SERVICES

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We're on the Web!  
See us at:

[www.globalservicesinc.com](http://www.globalservicesinc.com)

*and forecasting that we know what is realistic and possible right now.*

**A:** That's a great question and one that we too have heard from colleagues and clients even before the GSA reorganization.

As you know (and may have personally experienced,) the process of getting on the GSA Schedule can be long, drawn-out and frustrating for many companies. That makes promises of quick and easy Schedule awards really inviting, but "let the buyer beware" when considering such statements. GSA Schedule assistance has always been a primary service offered by Global Services. In our personal experience gained over a decade of preparing and successfully negotiating over 450 GSA Schedules, we have seen very few Schedules awarded in record time – fewer than 1%, and this is usually the result of good old-fashioned luck more than anything. The fact is your business should realistically allot 4 to 6 months for the process to be completed, especially if done correctly. We have seen many Schedules that, despite being awarded, have contained many faulty elements and pricing that is not advantageous to the Schedule holder.

Hopefully the newly revitalized GSA will eventually be able to deliver such a fantastic turnaround time, all the while raising the bar and offering improved communications between contracting officers and Schedule applicants. However, until real evidence and everyday practices reflect this, experience is the surest way to guarantee the quickest possible turnaround time. Familiarity with the GSA process and a solid, conservative approach is the best way to get the greatest return on investment when approaching the GSA MAS program. An established and on-going relationship with Contracting Officers can greatly speed the plow when both sides know what to expect. A properly formulated submission makes the CO's job easier and can sometimes find its way to the top of a stack, just as a precise response to an Administrative Review will help decrease review time. If you can afford to devote employees with government contracting expertise to prepare your submission in-house, that's a great option. If not, as is often the case based on time constraints alone, make sure you research professionals who can craft a Schedule submission that will be most advantageous to your company. Thanks for your question!