

From the Editor



Happy 2008!

We're starting the year off right with a new and improved GSA *Steps* newsletter. The purpose of *Steps* is to inform our industry partners about procurement news, policy changes, and anything else that may affect your relationship with GSA. We hope that the information provided so far has been enlightening and useful. This issue of *Steps* contains some interesting articles on a host of topics. If you would like to provide feedback and/or have suggestions for subjects to cover in future newsletters, please feel free to contact Sheri Meadema at sheri.meadema@gsa.gov. Enjoy, and have a happy and healthy New Year!

In This Issue

From the Editor	1
Coming Soon! Mass Mod for Small Business Re-representation.....	1
General Supplies and Services Multiple Award Schedules Fiscal Year 2008 Performance Measures	2
State and Local Disaster Recovery Purchasing Program.....	3
Do You Have Your “No Cost” Digital Certificate?.....	3
GSA Expo 2008.....	4
Are You Taking Advantage of <i>Advantage?</i> ..	5
Coming Soon - GSA SmartPay® 2: the Government’s New Charge Card Program	6
GWAC: Kicking Off FY 08 in Style	7
Global Supply: Verifying Point of Contact Information on Direct Delivery Orders to Military Installations.....	7

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Coming Soon! Mass Mod for Small Business Re-representation

All MAS contractors will soon receive an electronic notice about a mandatory mass modification that requires the addition of Clause 52.219-28 POST-AWARD SMALL BUSINESS PROGRAM REREPRESENTATION (JUNE 2007). This clause implements the SBA Final Rule (effective June 30, 2007) and requires any contractor experiencing a novation, merger, or acquisition—the result of which is a change in business size from small to other than small—to re-represent their business size within 30 days of contract modification. To clarify, any contractor experiencing such an event (novation, merger, or acquisition) during the course of the contract (including prior to June 30, 2007) resulting in a change in business size from small to other than small, must re-represent their business size within 30 days.

This modification only covers those changes in business size resulting from the aforementioned events. Normal growth beyond existing size thresholds due to business volume or corporate expansion will be addressed by business size re-representation required at the time of exercise of contract option.

General Supplies and Services Multiple Award Schedules Fiscal Year 2008 Performance Measures

As part of the Federal Acquisition Service, the General Supplies and Services (GSS) portfolio manages 34 non-IT Multiple Award Schedules (MAS) across six Acquisition Centers. The GSS portfolio relies on strategic planning and performance measures to guide its operations and uses these tools to translate strategies into measurable actions and meaningful business results. Using the Balanced Scorecard approach, the organization focuses its energy and resources on improvements in four areas: financial management, customer service, internal operations, and workforce initiatives.

The primary GSS fiscal year 2008 performance measures are focused on improving customer satisfaction, decreasing the days in which new contract offers and modification are processed, controlling costs, and improving sales to businesses in specific socioeconomic groups.

In the past few years, the number of new contract offers has decreased, while contract administration workload has increased—especially for processing modifications and options. To help address the shifting MAS workload, new measures have been added to the scorecard, including Timely Processing of Options, Contracting Officer Responsiveness/Effectiveness During the Offer/Mod Process, and Timely Processing of Contracting Officer Review System (CORS) files. New measures were also added to help increase the number of environmental items added to the GSA supply system.

The following chart indicates a few of the key performance measures for the GSS Acquisition business line and

their connection to GSA strategic goals and objectives. Look for a report of our progress in future *Steps* newsletters.

GSA Strategic Goal	Objective	MAS Performance Measure
Customer (provide best value for customer)	Provide best value service and product offerings on time	<ul style="list-style-type: none"> External customer satisfaction Business volume How well the use of GSA's Multiple Awards Schedules Program assists your agency in complying with the laws and regulations that apply to your purchase authority (targeted question from external customer satisfaction survey)
Stakeholder (carry out social, environmental, and other responsibilities as a Federal agency)	Effectively manage stakeholder relationships	<ul style="list-style-type: none"> Contracting official responsiveness and effectiveness during offer and process (monthly transaction survey) GSS AO socioeconomic business volume Percentage of environmental items on GSA Advantage Industry partner satisfaction
Internal Processes and Technology (operate efficiently and effectively)	Develop consistent, effective, and efficient business processes	<ul style="list-style-type: none"> Cycle time to process offers and modifications Cycle time to process MAS express offers Percentage of options that are exercised timely for the full five-year period Percentage of contracts reviewed with acceptable quality Percentage of CORS files processed within 5 days Percentage of electronic offers/mods
Financial Accountability	Maintain fiduciary responsibility and financial solvency	<ul style="list-style-type: none"> Direct costs as a percentage of gross margin
Human Resource Management (maintain a world-class workforce and workplace)	Recruit, develop and maintain a skilled workforce	<ul style="list-style-type: none"> Percentage of 1102s that are FAC-C certified Percentage of 1102s completing continuous learning Percentage of GSS AO non-1102s completing 40 hours of training

State and Local Disaster Recovery Purchasing Program

Did you know that as a GSA Schedule holder, you can sell to State and local governments to assist in the recovery from a Presidentially declared disaster? GSA plays a critical role in providing disaster recovery products and services to Federal agencies. Now, under Section 833 of the John Warner National Defense Authorization Act for Fiscal Year 2007 (Public Law 109-364), which amends 40 U.S.C. 502, State and local governments have access to ALL Federal Supply Schedules of the GSA for the purchase of products and services to be used to facilitate recovery from a major disaster declared by the President under the Robert T. Staf-

Purchases can be made both in advance of and in the aftermath of disasters or acts of terrorism, as long as the products and services purchased will be used to assist in recovery.

ford Disaster Relief and Emergency Assistance Act, or to facilitate recovery from terrorism or nuclear, biological, chemical, or radiological attack. Purchases can be made both in advance of and in the aftermath of disasters or acts of terrorism, as long as the products and services purchased will be used to assist in recovery.

The interim Disaster Recovery Purchasing rule was released on February 2, 2007, followed by the release of the mass modification to all GSA vendors on February 12, 2007. The program is voluntary for both State and local governments and GSA vendors. In order to participate in the Disaster Recovery Purchasing Program as a Schedule vendor, you must accept mass modification “FX 47: Recovery Purchasing.” Over 65 percent of GSA vendors have already accepted the modification. When vendors accept the mass modification, a **DISAST RECOV** icon will appear next to their company name in GSA e-library and next to their products and services in GSA Advantage. If you have not accepted the modification yet, you may do so at the GSA vendor

support center Web site at www.gsa.gov/vsc. If you have accepted the modification but would like to know more or want to browse frequently asked questions about the program, please visit the Disaster Recovery Purchasing Web site at www.gsa.gov/disasterrecovery.

Do You Have Your “No Cost” Digital Certificate?

The Architecture and Planning Division of the Federal Acquisition Service (FAS) is issuing “No Cost” Digital Certificates to current contract holders and prospective offerors. Current contract holders can use digital certificates to access the eMod application, and prospective offerors can use digital certificates to access the eOffer application.

Offerors and current contract holders are eligible to receive two digital certificates at “No Cost.” We suggest that at least two people in the organization have a digital certificate in case someone leaves the company or is otherwise inaccessible when another person needs access to the offer documents.

For more information, go to the eOffer home page at www.eoffer.gsa.gov and click the link, “Are you qualified to get an Electronic Authentication Certificate (Cert) at no cost?” or simply click this link http://eoffer.gsa.gov/eoffer_docs/compliCert.html to directly access the application for the digital certificate. You must fill out the application and get the forms notarized before mailing the package to the Operational Research Consultants company. When your forms are received and the data is verified, you will receive an e-mail to download your certificate. This process can take 7 to 14 days.

Once you have your digital certificate, you can access the eOffer or eMod application. For assistance, call 1-866-472-9114 or send an e-mail to eoffer@gsa.gov.



GSA Expo 2008

The 14th annual International Products and Services Expo is GSA's largest customer outreach event and will be held at the Anaheim Convention Center in California on April 22-24, 2008. A combined training conference and vendor exposition, GSA Expo is designed specifically for government customers to explore what is available through GSA vendors and to obtain the latest information from the training classes.

The exhibit floor offers more than 300,000 square feet of space for GSA vendors to display the products and services they offer to the government



GSA Acquisition Center or Business Line Points of Contact

The GSA Acquisition Center or business line that awarded your contract will answer any questions you have about GSA Expo 2008. Please visit our Web site at expo.gsa.gov for an updated contact list.

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Alliant, ANSWER and Millennia





- Making the Most of the GSA Vendor Support Center
- DoD Standards and Specifications Qualification Process
- *and more to come!*

For a complete up-to-date list of training classes offered and the event schedule, or to register, please visit the Expo Web site at expo.gsa.gov.

Are You Taking Advantage of Advantage?

Have you ever gone to a retailer's online store to look for something that you need? If you don't see what you are looking for, do you immediately look elsewhere? Of course you do, and that's what Federal customers do if they can't find your products and services in *GSA Advantage!*[®]

Every time you modify your contract, you are required to update your *Advantage!*[®] file. Take that opportunity to review the products and services that you already have on *Advantage!*[®] Make sure the product descriptions are complete, and use terms that Federal customers use. Be mindful that your descriptions need to include terms that program managers, contracting personnel, and end customers would use. If you have links embedded in your file, be sure that they are still valid and that they direct customers to your Web site. Make certain the pricing is current. Finally, be sure your contact information (phone number, contact name, Web address, and e-mail address) is up-to-date.

Beyond the contractual requirement to keep *GSA Advantage!*[®] up-to-date, you should want to keep *Advantage!*[®] current and complete so that Federal customers can easily find you. Federal customers perform market research using *GSA Advantage!*[®] every day—so make your presence known to take advantage of potential business opportunities!



community through their GSA contracts. Although exhibit space cannot accommodate all companies that have a GSA contract, GSA encourages attendance to the Expo as a NEV (non-exhibiting vendor) to take advantage of the networking and training available at Expo. GSA also extends an invitation to companies who do not have a GSA contract but would like to learn more about GSA schedules and opportunities to do business with the Federal government. The registration fee for NEVs includes access to all training classes and the exhibit floor, with lunch also provided each day. GSA encourages networking and exchanging business cards, but only exhibiting vendors (companies with a booth) are allowed to distribute corporate or product literature. Registration is all done electronically through the GSA Expo Web site at expo.gsa.gov.

To complement the exhibits, there are three full days of training with more than 35 updated and important training topics each hour. Along with free attendance to our customers, this drives thousands of people to attend the Expo each year—around 10,000 prospective customers in a single location! There is a training track specifically designed for vendors, too. Our Business Support Education track offers a variety of topics, including:

- eTools Update for Vendors
- eBuy: GSA's Online Request for Quote System
- Submitting Electronic Contract Offers and Modifications
- IT Schedule 70 Solicitation Training
- Teaming for Success
- I Have a GSA Schedule. Now What?

Coming Soon - GSA SmartPay® 2: The Government's New Charge Card Program

The Federal government's charge card program, GSA SmartPay®, enables government cardholders to pay for commercial goods and services, travel-related expenses, and fleet expenses through charge card products and services.

The GSA SmartPay® cards continue to remain the preferred payment method of the government with over 2.76 million cards in circulation, including more than 2 million travel cards, 300,000 purchase cards, and nearly 400,000 fleet cards.



Purchase



Travel



Fleet



Integrated

The current GSA SmartPay® master contract will expire on November 29, 2008. The Office of Charge Card Management is in the process of transitioning to a new program titled GSA SmartPay® 2. Between now and November 29, 2008, all participating agencies must transition to the successor GSA SmartPay® 2 program. Under GSA SmartPay® 2, four contractors will provide the GSA SmartPay® purchase, travel, fleet, and integrated charge cards. The four contractors are Citibank, GE Capital Financial, JPMorgan Chase, and U.S. Bancorp.

All government agencies and organizations that utilize the GSA SmartPay® program are required to begin using their new GSA SmartPay® 2 cards before November 30, 2008. The current GSA SmartPay® cards will NOT be valid after November 29, 2008.

How do I identify the GSA SmartPay® 2 charge cards?

All GSA SmartPay® 2 charge cards will use one of the four designs shown on this page. Additionally, all cards will continue to display the GSA SmartPay® logo and include the phrases "United States Government" and "For Official Use Only."

In addition to the new card designs, new Bank Identification Numbers (BINs) have been finalized for the charge cards under the GSA SmartPay® 2 program. These numbers—the first six numbers in the sequence on the card—are used to identify important information about the card and its user.

GSA SmartPay® 2 cardholders may carry the Visa, MasterCard, and Voyager; however, Voyager cards may only be used for fleet-related purchases.

The first four digits of the BIN for each type of charge card under GSA SmartPay® 2 are as follows:

Purchase		Fleet	
MasterCard	5568	MasterCard	5565
MasterCard	5565	MasterCard	5568
Visa	4716	Voyager	8699
Visa	4486	Debit/Prepaid	
Travel		MasterCard	5568
MasterCard	5568	MasterCard	5565
MasterCard	5565	Visa	4614
Visa	4486	Visa	5115

How do I learn more about the GSA SmartPay® 2 program?

For more information, please visit the GSA SmartPay® 2 section of the GSA SmartPay® Web site, or contact Dana Blank by phone at 703-605-2790 or by e-mail at dana.blank@gsa.gov.

GWAC: Kicking Off FY 08 in Style

With fiscal year 2008 underway, we thought this would be a good time to talk about doing some practical maintenance work, such as making sure your company point of contact information is current in various government databases and in your marketing publications.

Small Business GWAC Industry Partners should notify the Small Business GWAC Center when relevant changes occur. Examples of such changes include:

- Change of contract manager
- Change of contract information, i.e., address, fax number, phone number, e-mail, and/or Web site
- Change of ownership (see FAR 52.215-19 Notification of Ownership Changes)
- Change of company name

As a government contractor, you are more than likely listed in many databases that identify your business and send you notifications on government opportunities and updates on regulations, etc. The following are a few Web sites that require a timely update:

- Central Contractor Registration (CCR), www.ccr.gov
- GSA e-Buy, www.ebuy.gsa.gov
- FedBizOpps, www.fbo.gov
- VETBiz.gov (for veteran-owned businesses)

In addition to those mentioned, don't forget other governmental and commercial sites in which you are registered for bidding and information exchange. Your updates should include refreshing your capability statements/work examples, entering your current POC data, and updates to your company Web site. Your marketing plan should also be updated for FY 08. You should review your market trends compared to your current marketing strategies and activities, making adjustments as needed to your marketing mix of product, price, promotion, and place. With promotion, for example, highlight success stories and show off your fast growth rate. Boast about your capabilities with successful past performances or current work examples, or send out messages to your target customers regarding projects you are capable of accomplishing.

GWAC

Finding time to keep these up while you are out meeting with customers or writing proposals can be hard. However, by doing regular maintenance, you can avoid missing out on opportunities because of incomplete or outdated information.

Global Supply: Verifying Point of Contact Information on Direct Delivery Orders to Military Installations

Purchase orders with a military installation "ship to" address should include (in Box 10 of the order) the name and phone number of a point of contact. Carriers are often prohibited from entering military installations for security reasons unless the guard receives authorization from the point of contact. Unfortunately, point of contact information, which is provided by customers when the order is submitted, is frequently incomplete, outdated, or incorrect. As a result, the order may not be deliverable. To avoid this frustrating scenario, vendors are encouraged to phone the point of contact prior to shipping the order to verify the information contained in Box 10 is correct. If the information is not correct, vendors should postpone shipment of the order and contact the Procuring Contracting Officer (PCO) or the buyer for assistance in finding the correct point of contact. To the extent that any delay will cause the order to be late, vendors should also request that the delivery due date of the order be extended.

Global Supply