



Helping Connect Business & Government In Alaska



Are You Ready When Opportunities Knocks?



2022 DBE & Subcontractor Conference

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GETTING STARTED

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ABOUT

Request PTAC Services

The first step to working with PTAC is to register with us.

[start your REGISTRATION](#)

Are you new to government contracting?

Government contracting is a more complex, involved business process than what is usually found in the private sector.

[ARE YOU READY for government contracting? >](#)

[THE 10-STEP APPROACH to government contracting >](#)

Introduction to PTAC

Procurement Technical Assistance Center (PTAC):

- Free assistance with all aspects of government contracting, from cradle to grave (start to finish) for federal, state and local purchasing activity.
- Free one-on-one appointments
- Free workshops (Special events and extended training session may have registration fees)
- The Alaska PTAC is one of 90+ other PTAC across the US, Puerto Rico, & Guam.

<https://ptacalaska.org/>
<https://www.aptac-us.org/>



UAA Business Enterprise Institute
UNIVERSITY of ALASKA ANCHORAGE

The Alaska PTAC is a program of the UAA Business Enterprise Institute and funded in part through a cooperative agreement with the Department of Defense.



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Are you contract ready?

If your business is unprepared – not ready when the opportunity is available, the end result may not only be a lost contract but potentially a lost long-term client

- ✓ **Business Ability, Capability, & Capacity**
 - ✓ **Business Positioning & Relationship Development**
 - ✓ **Business Contract Readiness**



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Ability, Capacity & Capability

- ❖ **Ability** – the skill, knowledge or power to do something
- ❖ **Capability** – the ability to do something in “either/or” scenarios; The capability of a business refers to its ability to do something when all its resources are optimally employed.
- ❖ **Capacity** – the innate potential; the business capacity refers to the maximum level of output that it can yield and deliver within inherent limitations

Ability	Capability	Capacity (Max level of output)
<ul style="list-style-type: none"> • Staff (People): <ul style="list-style-type: none"> - Management - Key Personnel - W-9 Employees - Subcontractors • Staff Training & Certification • Contingency Plans • Standard Operating Procedures 	<ul style="list-style-type: none"> • Past Performance <ul style="list-style-type: none"> - Completed projects • Existing Master Subcontract Agreements • Contingency Planning & Resources • Accounting Systems <ul style="list-style-type: none"> - Job Codes - Cost tracking mechanisms 	<ul style="list-style-type: none"> • Bonding Capacity <ul style="list-style-type: none"> - Maximums: Ceiling & Project limitations - Available Bond Amount? • Work in Progress <ul style="list-style-type: none"> - Availability of Manpower - Availability of Equipment • Financial Resources • Risk Management Limitations • Contingency Resources • Supply Chain Availability • Inherent Limitations





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Positioning & Development

A company's relative position within its industry matters for performance. Strategic positioning reflects choices a company makes about the kind of value it will create and how that value will be created differently than rivals.¹

Positioning is all about who you say you are in the marketplace to build the types of relationships your business needs for success.²

Building Business Relationships

- ❖ Prime/Sub Contract Relationships
 - Contract Performance – Similarly Situated Limitations on Subcontracting
 - Subcontracting Plans Requirements
- ❖ Teaming Agreements
- ❖ Master Subcontract Agreements
- ❖ Mentor/Protégé Agreements
- ❖ Joint Ventures



¹ https://hingemarketing.com/blog/story/5_keys_to_building_business_relationships

² <https://www.theonlyco.com/post/positioning-is-like-dating>



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Business Contract Readiness

Are you contract ready?

- ❖ **Contract Compliance**
 - System for Award Management (SAM) registration
 - Updated Dynamic Small Business Search (DSBS) profile updated
- ❖ **Small Business Certifications** – where applicable
 - DBE Certification
 - SBA Certifications
 - 8(a) – Disadvantage Business Development Program
 - HUBZone
 - WOSB/EDWOSB
 - SDVOSB
- ❖ **Alaska Bidders Preferences** – where applicable
 - Alaska Bidders Preference
 - Alaska Veteran Preference
 - Alaska Offeror's Preference



<https://www.commerce.alaska.gov/web/portals/4/pub/APP/StatePreferenceGuide.pdf>



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Questions?



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