

GA Supplier Day 2022

General Atomics Small Business Program Session

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General Atomics Small Business Program

Presented by:

- **Tal Ferguson** – Small Business Specialist, GA Contracts, Procurement and Proposals Management
- **Mike Sabellico** – Interim Regional Director Procurement Technical Assistance Center (PTAC) - San Diego, Orange & Imperial Counties

This session will provide a brief overview of the General Atomics Small Business Program and present assistance available to Small Businesses at Procurement Technical Assistance Centers

Benefits of the U.S. Small Business Program

- Small businesses drive the U.S. economy
- Provide nearly 62%+ of new jobs
- Employ 46.8% of the workforce
- Make up 97.4% of all U.S. exporters



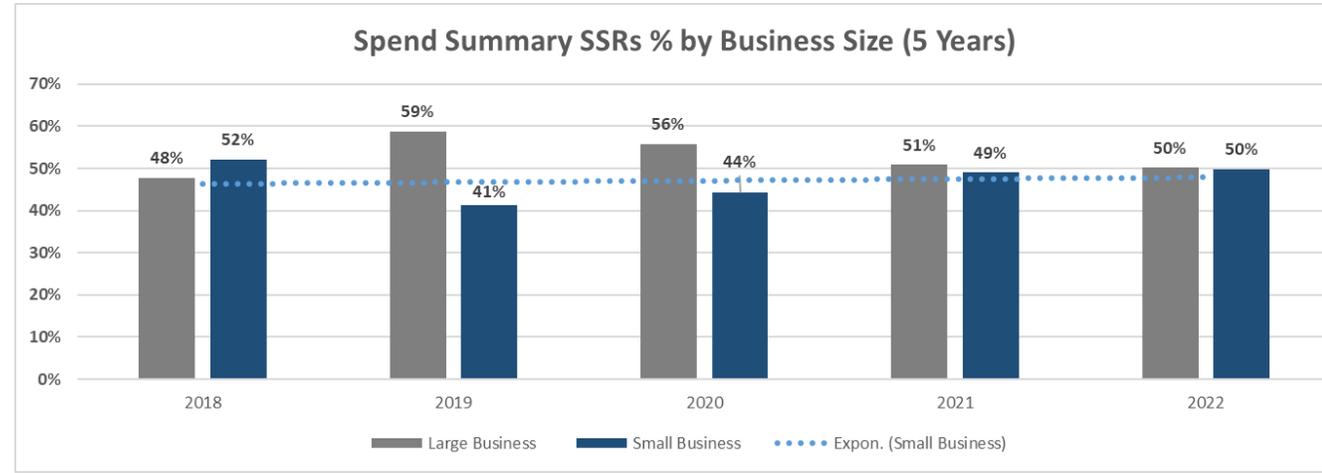
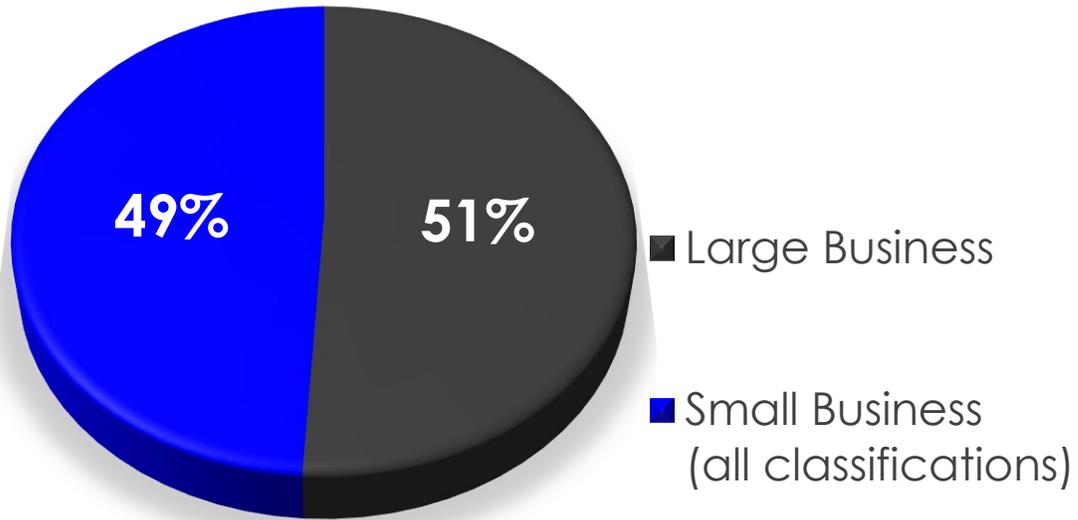
THE POWER OF PARTNERSHIPS

General Atomics is committed to working with small businesses as dedicated as we are to delivering the highest quality products and services to support the Navy's mission. We recognize the value of a diverse supply chain and the important role partnerships play in driving innovation and powering success. Together, we can pioneer next generation solutions that make a difference.

Proud Sponsor – Navy Gold Coast Small Business Procurement Event

General Atomics Small Business Program

Spend Summary 2021 SSRs



Spend summary SSRs (5 years)

- Small Business represents 48%
- Large Business represents 52%

* All responsible sources are permitted to compete

General Atomics Small Business Program

General Atomics' commitment to the U.S. Small Business Program is based on the competitive benefits it provides.

Small Business is:

- Good Business
- Required per FAR.
- The right thing to do.

Intro to PTAC Services



MIKE SABELLICO
Interim Regional Director
msabellico@swccd.edu

PTAC Services

PTAC is
operating
virtually!



Training Webinars
1200 businesses/year

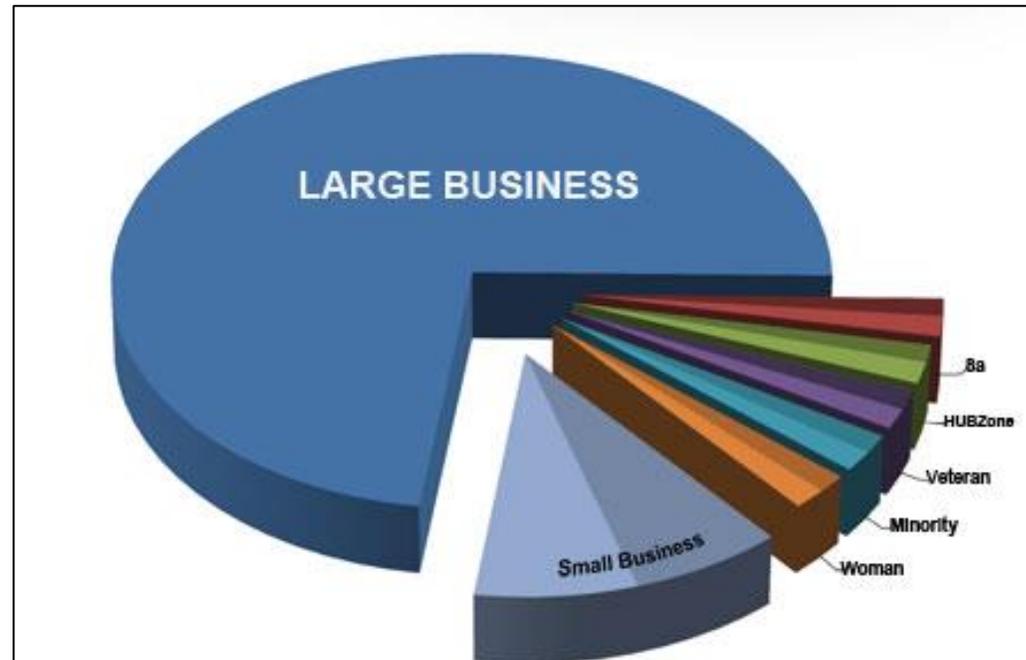


1-on-1 Virtual Counseling
600 businesses/year

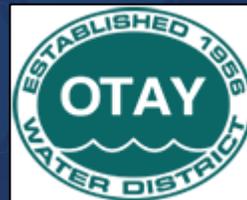


PTAC Mission

Assist San Diego, Orange and Imperial County small businesses in learning how to do business with federal, state and local government agencies for at NO Cost.

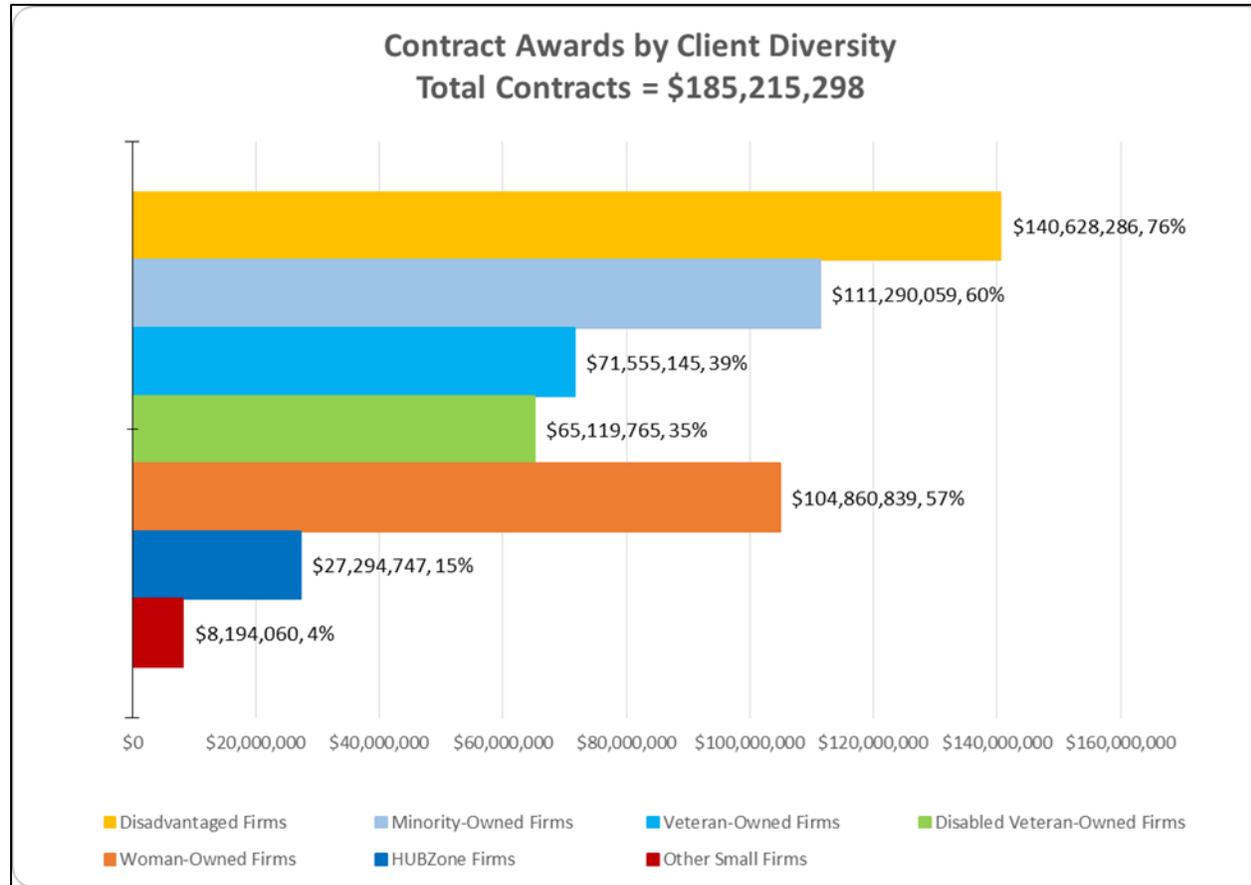


Local Sponsors



"This procurement technical assistance center is funded in part through a cooperative agreement with the Defense Logistics Agency."

Who is PTAC Helping?



FY 2020 PTAC Annual Report

PTAC's Latest Outcomes

Total Contract Awards: Over \$1.8 Billion (2020)

Total Jobs Created/Retained: 1,235 (@ \$150K per job, 2020)

Client Satisfaction: > 98%



Government Contracting

Research Your Market



Know what agencies buy your products and services



Find your niche, competition is fierce



Understand areas of government spending



Know your competition and their contracts

Classify Your Products/Services

- **NAICS – North American Industry Classification System**
 - Used by federal, state, & local government
 - www.census.gov/epcd/www/naics.html

- **UNSPSC – United Nations Standard Products & Services Code**
 - **Used by CA Dept of General Services (DGS)**
 - <http://www.unspsc.org/>

Find your 2020 NAICS Codes

United States
Census
Bureau

North American Industry Classification System

Main History Development Partners Federal Register Notices FAQs Reference Files NAPCS

NAICS Search

Enter keyword or 2-6 digit code

Enter keyword or 2-6 digit code

Enter keyword or 2-6 digit code

Introduction to NAICS

The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

NAICS was developed under the auspices of the Office of Management and Budget (OMB), and adopted in 1997 to replace the [Standard Industrial Classification \(SIC\) system](#). It was developed jointly by the [U.S. Economic Classification Policy Committee \(ECPC\)](#), [Statistics Canada](#), and Mexico's [Instituto Nacional de Estadística y Geografía](#), to allow for a high level of comparability in business statistics among the North American countries.

This official U.S. Government Web site provides the latest information on plans for NAICS revisions, as well as access to various NAICS reference files and tools. Additional information on the background and development of NAICS is available in the [History](#) section of this Web site.

<https://www.census.gov/naics/>

NAICS CODES DRILLDOWN TABLE

[Return to Lookup Tools](#)

[Click Here for Data Appends & Targeted Marketing Lists](#)

<u>Code</u>	<u>Industry Title</u>	<u>Number of Business Establishments</u>
11	Agriculture, Forestry, Fishing and Hunting	378,985
21	Mining	32,553
22	Utilities	48,541
23	Construction	1,531,519
31-33	Manufacturing	646,567
42	Wholesale Trade	703,250
44-45	Retail Trade	1,829,808
48-49	Transportation and Warehousing	622,292
51	Information	375,431
52	Finance and Insurance	790,163
53	Real Estate Rental and Leasing	892,199
54	Professional, Scientific, and Technical Services	2,426,347
55	Management of Companies and Enterprises	75,547
56	Administrative and Support and Waste Management and Remediation Services	1,615,690
61	Educational Services	431,374
62	Health Care and Social Assistance	1,772,014
71	Arts, Entertainment, and Recreation	383,209
72	Accommodation and Food Services	915,629
81	Other Services (except Public Administration)	1,950,496
92	Public Administration	255,711
	Total Business Establishments	17,677,325

- <https://www.naics.com/naics-drilldown-table/>

Small Business Definitions

Federal – Small Business Administration (SBA)

Size standards differ by NAICS code, and a company can be large AND small.

<https://www.sba.gov/document/support--table-size-standards>

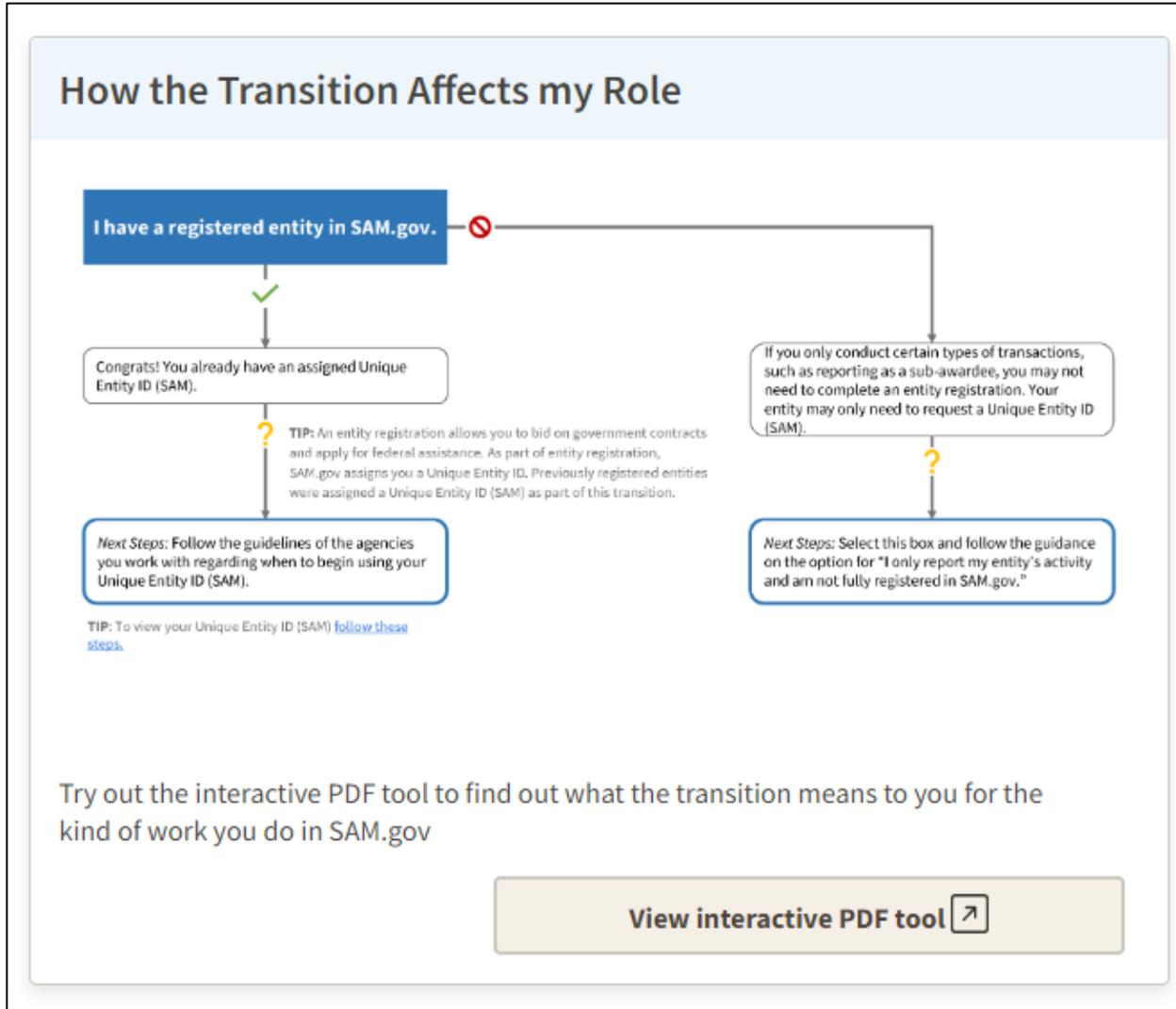
Unique Entity Identifier (UEI)

The unique entity identifier used in SAM.gov has changed.

On **April 4, 2022**, the unique entity identifier used across the federal government changed from the DUNS Number to the Unique Entity ID (generated by SAM.gov).

- The Unique Entity ID is a 12-character alphanumeric ID assigned to an entity by SAM.gov.
- As part of this transition, the DUNS Number has been removed from SAM.gov.
- Entity registration, searching, and data entry in SAM.gov now require use of the new UEI.
- Existing registered entities can find their Unique Entity ID by following the steps [here](#).
- New entities can get their Unique Entity ID at SAM.gov and, if required, complete an entity registration.

SAM UEI



Remember

- **Its all about the Customers!**
 - Customers create *market driven opportunities*
 - It doesn't matter what anyone thinks about your concept except customers. If they don't care, no one will buy your product
 - Good quality market research includes gathering information from customers
 - Customers can help you refine and perfect your business concept and business model

Key Points

- Analyzing the market and Industry will help you determine who is most likely to buy your product or service and allows you to determine if there is a sustainable demand for your product or service.
- Consider the key factors that you need to examine to really understand the industry as well as competitors
- An outcome of this process is to arrive at a competitive strategy that leverages the inherent value of your concept

Next Webinars

- **Are you ready for Government Contracting?**
 - Thursday, December 8th, 2022
- **Woman Owned Small Business (WOSM) Certification Program with Woman Business Center (WBC)**
 - Tuesday, December 13, 2022



<https://sdcoc.ecenterdirect.com/events/>

New Cybersecurity Series

- **Cybersecurity Pt 1 – Is Your Company in Compliance?**
 - Wednesday, November 30, 2022
- **Cybersecurity Pt 2**
 - Wednesday, December 7th, 2022
- **Cybersecurity Pt 3**
 - Wednesday, December 14, 2022

<https://sdcoc.ecenterdirect.com/events/>



Doing Business With...

- **DGS – Contracting with State of CA (Hybrid)**
 - Wednesday, November 16th, 2022
- **Otay Water District**
 - Wednesday, November 30th, 2022
- **GSA – U.S. Dept. of General Services**
 - Thursday, December 1st, 2022
- **San Diego Unified School District**
 - Tuesday, December 6th, 2022

Sign up for Counseling

In San Diego, Orange, Imperial Counties:

<https://sdcoc.ecenterdirect.com/signup>

If already a client, request an appointment at:

swcptac@swccd.edu

If located elsewhere, please locate a center:

<https://www.aptac-us.org/find-a-ptac/?state=#>



Connect with PTAC

Website: socialPtac.org

Social Media: @socialPTAC



PTAC Services

San Diego, Orange, Imperial PTAC

Mike Sabellico

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General Atomics Small Business Program

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THE POWER OF PARTNERSHIPS

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General Atomics Small Business Program

www.ga.com/procurement/small-business-program

GENERAL ATOMICS ABOUT PRODUCTS & TECHNOLOGY **PROCUREMENT** NEWS & MEDIA CAREERS CONTACT VISITOR INFORMATION

PROCUREMENT

SUPPLIER COMMUNICATIONS

CYBERSECURITY

SMALL BUSINESS PROGRAM

SUPPLIER TOOLS

QUALITY ASSURANCE

TERMS AND CONDITIONS

CERTIFICATIONS AND FORMS

REFERENCES

Supplier Code of Conduct

GA Quality Policy

SMALL BUSINESS PROGRAM

General Atomics' (GA) policy is to encourage to the maximum extent possible, the participation of small businesses, small businesses owned and controlled by socially and economically disadvantaged individuals and women-owned businesses, in its procurements. To facilitate this participation, GA has assigned Mark Medina (858-455-3823) as the Small Business Liaison Officer.

Please review our company's products, services and our [Supplier Code of Conduct](#). If your firm offers supplies, services, or products that correspond to or fit within our offerings, you are invited to submit (pdf documents only please, no presentations with links) your inquiry and company information to: SB4GA@ga.com.

Links to Small Business Related Information Sources

- System for Award Management (SAM)
- San Diego Contracting Opportunities Center (SDCOC)
- San Diego Service Corps of Retired Executives (SCORE)
- North San Diego SBDC – Small Business Development Center
- Defense Contract Management Agency
- Doing Business with the Department of Defense (DAU)
- U.S. Small Business Administration (SBA)
- SBA Office of Advocacy
- SBA Small Disadvantaged Business (SBA)
- SBA The HUBZone Empowerment Contracting Program
- Table for Small Business Size Standards
- North American Industry Classification System (NAICS) codes
- GA Cybersecurity

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- Satellite Systems
- Airborne Tracking
- Intelligence, Surveillance, Reconnaissance (ISR)
- Laser Technologies
- Magnetic Fusion
- Batteries, Power and Energy Systems
- EMALS and AAG

Thank You!

...any questions?