

***OPPORTUNITIES TO SELL  
EQUIPMENT AND SERVICES TO  
THE FEDERAL GOVERNMENT***

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# EXECUTIVE ORDER 13123

Sec. 204. Renewable Energy. Each agency shall strive to expand the use of renewable energy within its facilities and in its activities by implementing renewable energy projects and by purchasing electricity from renewable energy sources.

Sec. 301. Annual Budget Submission. Each agency's budget submission to OMB shall specifically request funding necessary to achieve the goals of this order.

Sec. 404. Electricity Use. To advance the greenhouse gas and renewable energy goals of this order, and reduce source energy use, each agency shall strive to use electricity from clean, efficient, and renewable energy sources.

(a) Competitive Power. Agencies shall take advantage of competitive opportunities in the electricity and natural gas markets to reduce costs and enhance services...

(b) Reduced Greenhouse Gas Intensity of Electric Power....Agencies shall consider the greenhouse gas intensity of the source of the electricity and strive to minimize the greenhouse gas intensity of purchased electricity.

(c) Purchasing Electricity from Renewable Energy Sources.

(1) Each agency shall evaluate its current use of electricity from renewable energy sources and report this level in its annual report to the President. Based on this review, each agency should adopt policies and pursue projects that increase the use of such electricity. Agencies should include provisions for the purchase of electricity from renewable energy sources as a component of their requests for bids whenever procuring electricity.

Agencies may use savings from energy efficiency projects to pay additional incremental costs of electricity from renewable energy sources .

Sec. 406(c) Retention of Savings and Rebates. Agencies granted statutory authority to retain a portion of savings generated from efficient energy and water management are encouraged to permit the retention of the savings at the facility or site where the savings occur to provide greater incentive for that facility and its site managers to undertake more energy management initiatives, invest in renewable energy systems, and purchase electricity from renewable energy sources.

Sec. 605. Amendments to Federal Regulations. The Federal Acquisition Regulation and other Federal regulations shall be amended to reflect changes made by this order, including a amendment to facilitate agency purchases of electricity from renewable energy sources.

**It says that government agencies must purchase a percentage of renewable energy and/or reduce energy consumption through efficiency efforts.**

**The Government purchases over \$425 billion a year of goods and services**

# IMPORTANT QUESTIONS

- 1) Which agencies buy my products and/or services?*
- 2) How do contact them?*
- 3) How do I sell to them?*

*and/or*



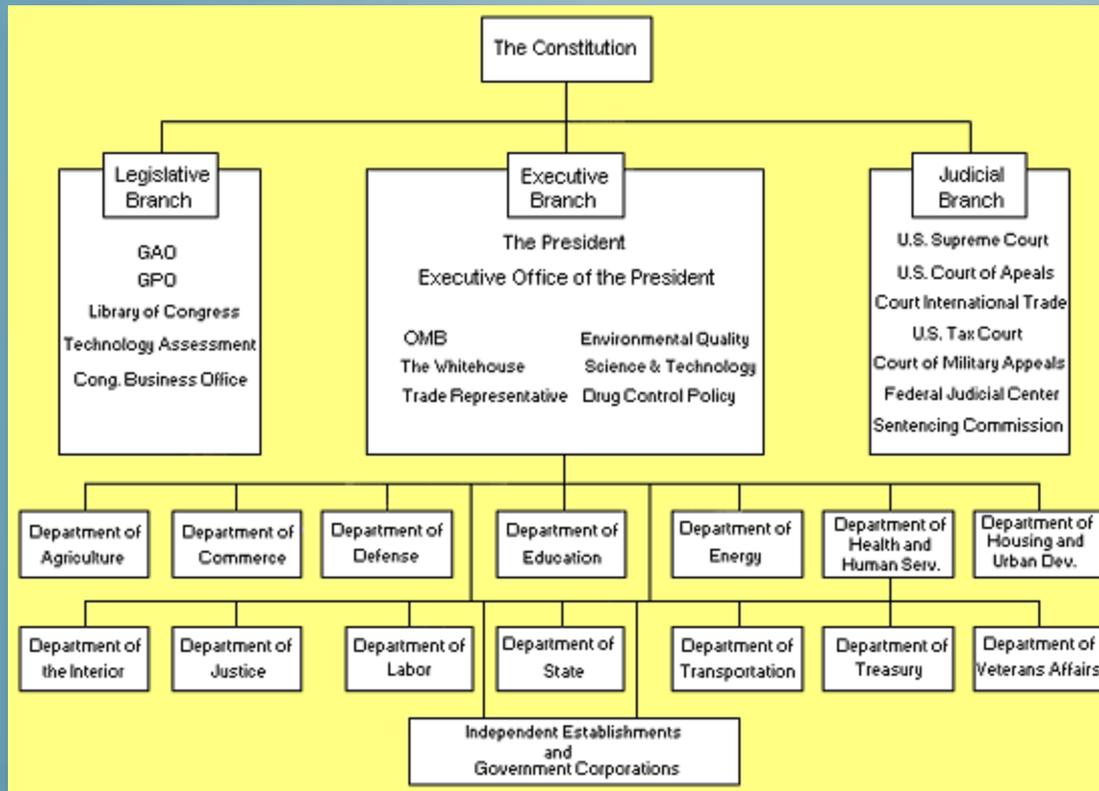
- 1) Which agencies can help me promote my products?*

# UNDERSTANDING THE GOVERNMENT

- *Most of the federal government is made up of agencies which are broken down into various segments often called:
  - Bureaus, field units or districts.*
- *Generally they are decentralized in their buying activities, with each having its own mission and budget*
- *It is likely you will be working at all levels of an agency*



# Our Government



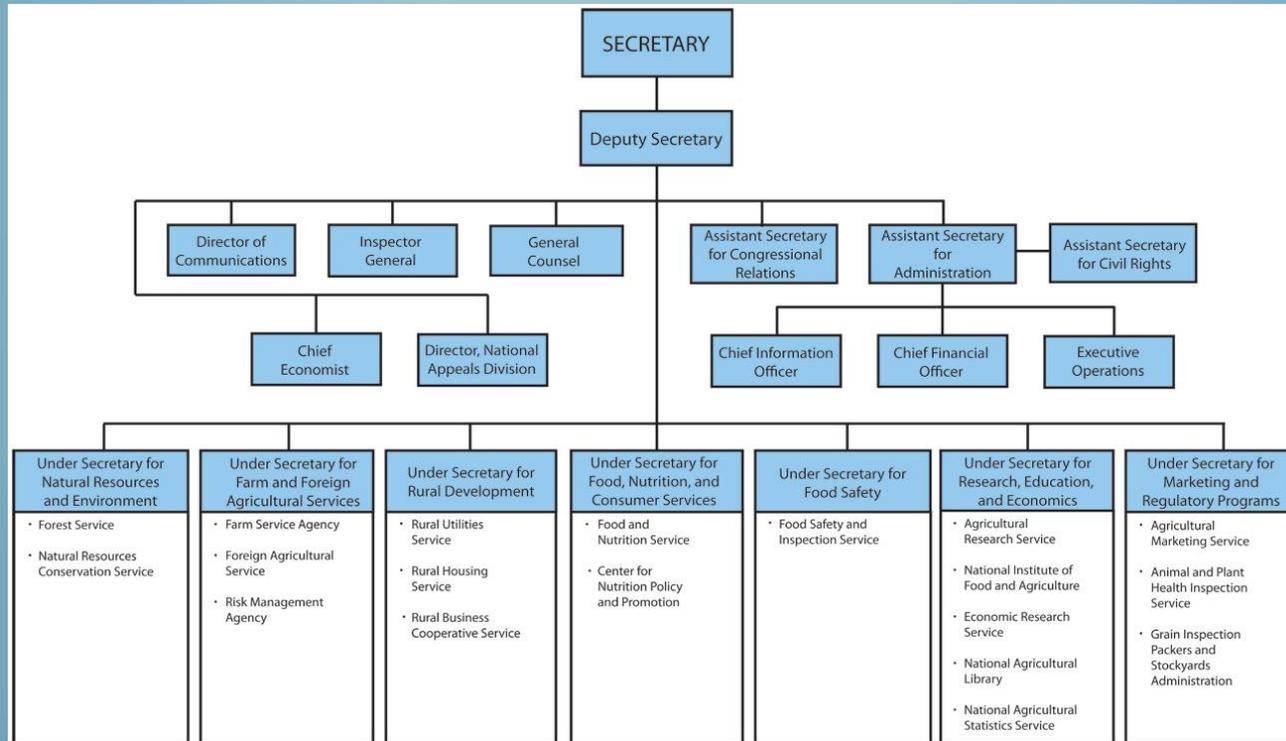
Few useful examples of Independent agency

- SBA
- Export/Import Bank
- CIA
- FEREC
- FTC
- GSA
- OPIC

<http://www.usa.gov/Agencies/Federal/Independent.shtml>

There are approximately 69 independent agencies

# BREAKDOWN OF AN AGENCY



From here, each branch will generally have field offices. Procurement is handled at all levels. It all depends on the product or service

# Certification Options for Contractors

## 8(a) Business Development Certification Program

Provides a broad scope of training and assistance to socially and economically disadvantaged firms.

Must be in business for at least two years with a product or service that the federal government procures.

## HUBZone Program

Provides federal contracting opportunities for qualified small businesses located in distressed census tract areas.

For more information visit [www.sba.gov/HUBZone](http://www.sba.gov/HUBZone).

# SELLING TO THE GOVERNMENT

Solicited – This is done by some sort of an RFP (Request for Proposal). The specific agency is looking for work to be done. This will come in any form ranging from the development of a product to a project. This also includes consulting services.

Un-solicited – You have an idea that an agency could use. You want someone to listen and possibly invest in that idea

# SOLICITED

[www.grants.gov](http://www.grants.gov) – Lists all grants offered by various agencies

[www.sbir.gov](http://www.sbir.gov) – Small Business Innovation Research

[www.fbo.gov](http://www.fbo.gov) – General Services Administration

# UN-SOLICITED

*COLD-CALL: Find the agency that would best benefit from your idea, find the right person within the office and begin with a brief description.*

*Set up a meeting with that office and make the presentation. Gain feedback, follow-through with the conclusion.*

*ELECTRONIC: SBIR- “unsolicited” proposal. You can submit any time but its best to have spoken to someone first.*

# PURCHASING RULES

*Purchase limitations -*

- *Up to \$3,000 – Micro-purchase (credit card)*
- *\$3,001-\$100,000 – Simplified Acquisition Procedures (SAP)*
- *Over \$100,000 – Formal Contracting Procedures*

# WHERE TO GO

Who buys my product or services? – Begin with getting registered. Everything the government buys is tied to a NAISC code. You need to know yours – That is found at:

<http://www.census.gov/eos/www/naics/>

Register with: <http://www.fedmine.us/fedmine/Home.html> - This is a pay site but tells you who is buying your goods and/or services

Register with: <http://www.fedbizoppsgov.com> – This is a great website to help you find government loans for small businesses

Register with: <http://www.fedbid.com> – Another pay site that is used by various government agencies to purchase goods and services.

Register with the GSA – [www.gsa.gov](http://www.gsa.gov) – NOTE: this is a huge undertaking. Its often easier to work with someone else that is already registered

For contractors go to [www.ccr.gov](http://www.ccr.gov) – Register online

# WHERE TO GO

## *Key Sources of Assistance*

- *SBA – Locate your local SBA Office*

<http://www.sba.gov/>

- *PTAC – Procurement Technical Assistance Center*

<http://www.sellingtothegovernment.net>

- *OSDBU – Office of Small & Disadvantaged Business Utilization* [www.osdbu.gov](http://www.osdbu.gov)

- *SBDC – Small Business Development Center*

<http://www.sba.gov/sbdc/>

# SELLING TO THE GOVERNMENT

- ✓ *Register with all government sites that send out solicitations*
- ✓ *Meet with agencies who could use your product or services. Develop relationships with them*
- ✓ *When submitting an RFP, use past competitor successful RFP's as a template. Reviewers like consistency*
- ✓ *Keep in mind you may need to change some of your internal accounting and operations procedures to comply with government guidelines*

# ONE MORE THING – WHAT GOVERNMENT CAN DO FOR YOU

Most agencies within the government have been tasked with ways to assist you in Building your business. If you are a manufacturer and are wanting to export your product, the President has created a new program (NEI – National Export Initiative) that is designed to bring all the agencies together in an effort to make the process easier.

Export Finance assistance

[www.eximbank.gov](http://www.eximbank.gov)

[www.opic.gov](http://www.opic.gov)

Finding new customers overseas

[www.commerce.gov](http://www.commerce.gov)

[www.sba.gov](http://www.sba.gov)

[www.nei.gov](http://www.nei.gov) (Multi-agency site)

[www.export.gov](http://www.export.gov) (Multi-agency site)

Addressing standards issues overseas

[www.tda.gov](http://www.tda.gov)



***THANK YOU***  
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*“Renewable Energy Made Simple”*