



U.S. Small Business  
Administration



U.S. Small Business  
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# SBA's Small Business Learning Series

## Procurement Center Representative (PCR): An Advocate A Resource

*Not intended for public distribution*

# Hosts

**Darryl Williams, Procurement Center Representative  
SBA Office of Government Contracting  
Area IV, Warren, MI**

**David S. Dierks, Procurement Center Representative  
SBA Office of Government Contracting  
Area IV**

# Welcome to “SBA Virtual Learning 2024”

1. Questions answered during the final 10 minutes.
2. Technical problems: Contact your IT admin who manages Teams settings for your organization.
3. Captioning available for this presentation.
4. We cover the “**SBA Quick Reference**” as time allows.
5. For more SBA training visit the SBA Learning Center website <https://www.sba.gov/tools/sba-learning-center/search/training>

# Special Announcement National Small Business Week 2025

SBA will honor a deserving firm as the **National 2025 Small Business Prime Contractor of the Year**. This award honors small businesses that have provided the government with outstanding goods and services as prime contractors.

Each procurement center may nominate one firm for this award.

Go to <http://www.sba.gov/nsbw> for nomination forms and to learn more about nominating a worthy small business.

Deadline for submitting a nomination is December 5, 2024.

If you have questions, please contact Valerie Coleman at [valerie.coleman@sba.gov](mailto:valerie.coleman@sba.gov) or 281-245-4777.



U.S. Small Business  
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# The APEX Accelerator Program

The APEX Accelerators are a vital resource partner.

- The APEX Accelerators posts past “First Wednesday” programming at this link:  
<http://www.aptac-us.org/for-contracting-officers-sba-webinar-library/>
- Contracting Officer Resources: “How APEX Accelerators partner with federal agencies”: <http://www.aptac-us.org/federal-partners/>
- Find your nearest APEX Accelerators/Procurement Technical Assistance Center at <http://www.aptac-us.org>
- APEX Accelerator Information at <https://www.apexaccelerators.us/#/>

# Small Business Administration YouTube Page

SBA YouTube page posts past “First Wednesday” programming at links below.

## **FY2023**

- October 5, 2022 – 8(a) Business Development Program Updates: <https://youtu.be/Yl5Sp0dP1aE>
- November 2, 2022 – Surety Bond Guarantee Program: <https://youtu.be/QIZJiMLcc5o>
- December 7, 2022 – Subcontracting Program: <https://youtu.be/gMaaeGl8CBs>
- January 4, 2023 – Surveillance Review Program: <https://youtu.be/euUX4Jv6kRI>
- February 1, 2023 – HUBZone Program: <https://youtu.be/YGnS8e6idCc>
- March 1, 2023 – The Mentor Protégé Program: <https://youtu.be/A9KbCm4FP1c>
- April 5, 2023 – Non-Manufacture Rule (NMR): <https://youtu.be/AqwYMWoe9f0>
- May 3, 2023 – Size Program: [https://youtu.be/45WZ\\_oPb1GY](https://youtu.be/45WZ_oPb1GY)
- Jun 7, 2023 – Legislature and Regulatory Updates: <https://youtu.be/ljx9IajQJNY>
- July 5, 2023 – Market Research: [SBA First Wednesday Market Research - July 13, 2023](https://youtu.be/SBA_First_Wednesday_Market_Research_-_July_13,_2023)
- August 2, 2023 – Service-Disabled Veteran Owned Program (SDVOSB): <https://youtu.be/QxcxJISRhnw>

## **FY2024**

- October 4, 2023 - Certificate Of Competency: <https://youtu.be/VDZ-uuCLlWw>
- November 1, 2023 - 8(a) Program Updates: <https://youtu.be/6fN3dK0EShs>
- December 6, 2023: <https://youtu.be/sa29iONBtfk>
- January 3, 2024 - Compliance Reviews: [https://youtu.be/WmZn\\_oa13-o](https://youtu.be/WmZn_oa13-o)
- February 7, 2024 – Limitations on Subcontracting: <https://youtu.be/fYtGi6zhjXM>
- March 6, 2024 – Mentor Protégé Program: <https://youtu.be/ULmCzTe4c04>
- April 3, 2024 – Women-Owned Small Business Program: <https://youtu.be/E-R17-5IBn4>
- \*May 9, 2024 - Participation Plans & Subcontracting Plans: <https://youtu.be/6OBLwxqdoZM>
- June 5, 2024 – Legislative and Regulatory Update: <https://youtu.be/iajaPOhtgHI>
- July 11, 2024 – HUBZone: <https://youtu.be/MJ9iL8dTOmk>
- August 7, 2024 – Market Research: <https://youtu.be/zg4ceGaqveE>

## **FY2025**

- October 2, 2024 – SBA Size and Affiliation:
- November 6, 2024 - Procurement Center Representative - An advocate, A Resource:

# FIRST WEDNESDAY VIRTUAL LEARNING SERIES

## FY 2025 SCHEDULE

1:00 to 2:00 PM Central Time  
2:00 to 3:00 PM Eastern Time

FY 2025	Date	Topic
1	October 2, 2024	SBA Size and Affiliation
2	November 6, 2024	PCR: An Advocate, A Resource
3	December 4, 2024	TBA
4	*January 9, 2025	TBA
5	February 5, 2025	Other Transaction Authority (OTA)
6	March 5, 2025	TBA
7	April 2, 2025	TBA
8	May 7, 2025	TBA
9	June 4, 2025	TBA
10	July 2, 2025	TBA
11	August 6, 2025	TBA

The program schedule is for information only and is subject to change

\*Schedule Revisions may occur Due to Holiday or Programming Conflict



## One Continuous Learning Point

- Self-service process for one CLP of credit: Many of you want to receive credit for today's training. You will be glad to know that today's training is worth one CLP. The slide presentation will include the training certificate on Slide 10. Fill, download the training certificate, copy and submit it through regular channels.
- If you listen in groups and you want all attendees to be included on the future mailing list, send email addresses of participants in an excel document to [sbalearning@sba.gov](mailto:sbalearning@sba.gov).

## “SBA 1st Wednesday Virtual Learning 2025”

This Certificate is awarded to

**Insert Your Name Here**

For completion of

### **Procurement Center Representative: An Advocate, A Resource**

This training seminar may be credited towards “Continuous Learning Points” as described in OFPP Policy Letter 05-01. Recommendation of One CLP.



\_\_\_\_\_  
Pamela J. Beavers  
DATE  
Director, Area IV  
SBA Office of Government Contracting

11/06/2024

**Today's Speaker(s)**

**Pak Sa Dewhurst, CFCM  
Procurement Center Representative  
SBA Government Contracting  
Area IV**



U.S. Small Business  
Administration

# Small Business Administration Office of Government Contracting



U.S. Small Business  
Administration

# Procurement Center Representative:

*An advocate, a resource*

**Pak Sa Dewhurst, CFCM**

Office of Government Contracting, Area IV

IA ★ IL ★ IN ★ KS ★ MI ★ MN ★ MO ★ NE ★ OH ★ WI

# Overview

- ✓ Provide an overview of the mission and its various programs
- ✓ Explain responsibilities, credentials, and the authority of a PCR
- ✓ Describe PCR's customers
- ✓ Examine items of interest during Initial Acquisitions Planning Phase
- ✓ Discuss PCR's reviews, recommendations, and key FAR citations
- ✓ Explain when and demonstrate how to contact a PCR

# SBA Mission and Programs

The U.S. Small Business Administration (SBA) works to ignite change and spark action so small businesses can confidently...



**START**



**GROW**



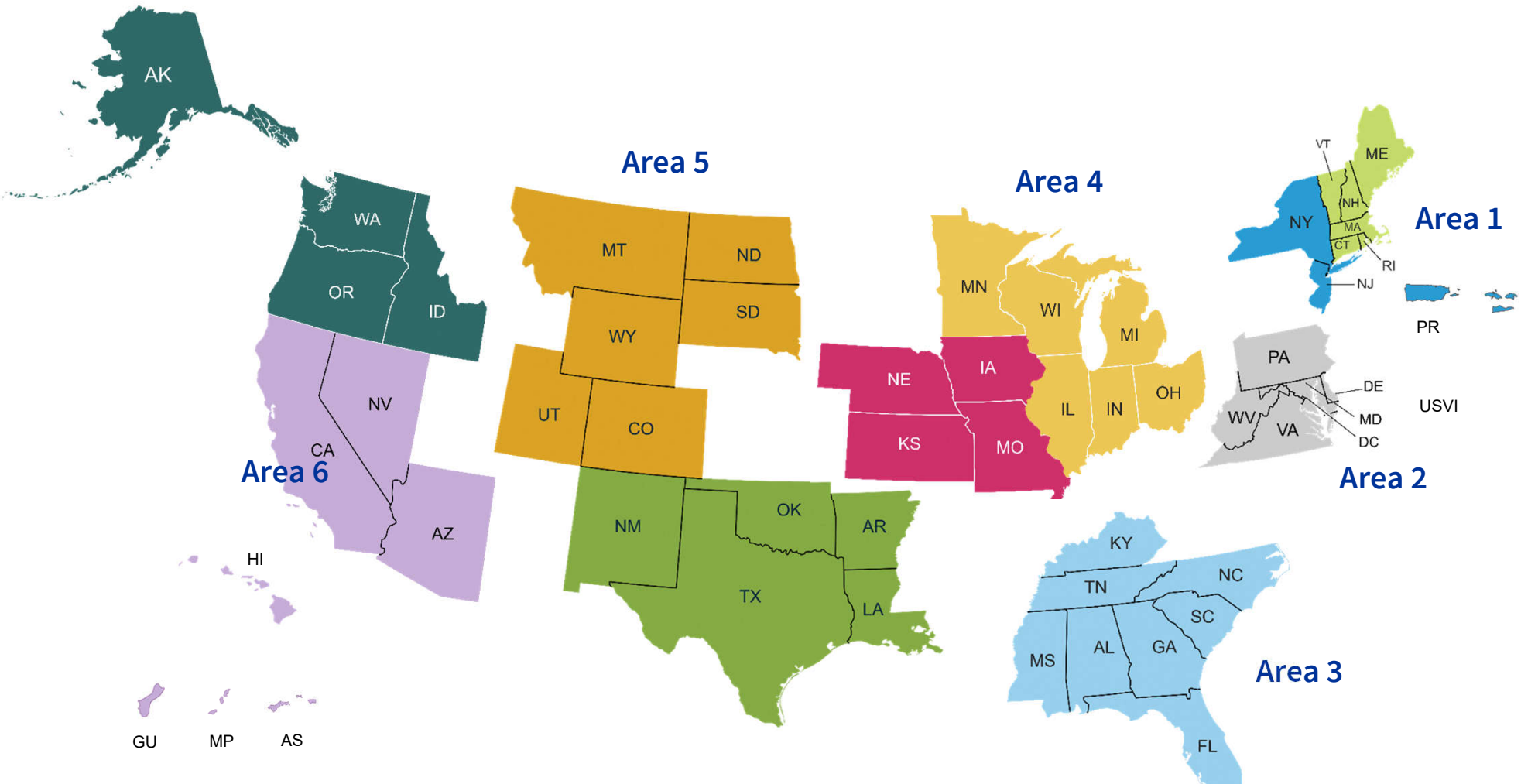
**EXPAND**
















**RECOVER**



# Office of Government Contracting



SBA REGIONS		GC AREA OFFICES	
	SBA New England		AREA 4 Chicago
	SBA Atlantic		AREA 5 Dallas/Fort Worth
	SBA Mid-Atlantic		AREA 6 San Francisco
	SBA Southeast		
	SBA Great Lakes		
	SBA South Central		
	SBA Great Plains		
	SBA Rocky Mountains		
	SBA Pacific		
	SBA Northern Pacific		

**AREA 1** Boston  
**AREA 2** Washington, D.C.  
**AREA 3** Atlanta  
 Or contact your local SBA office for more information



# Office of Government Contracting Roles

## Procurement Center Representative

Helps small businesses win federal contracts. PCRs review many federal acquisition and procurement strategies, influence opportunities to be set aside for small businesses, conduct market research, assist SBs with payment issues, provide counseling on the contracting process, and more.

 [PCR Directory](#)

## Commercial Market Representative

Provides limited subcontracting assistance and the Subcontracting Program Assistance (SPA) can help you with subcontracting questions after a contract is awarded. SPA can help you with tools to match prime contractors and subcontractors, help SBs market their services to prime contractors, and more.

 [CMR Directory](#)  [spa@sba.gov](mailto:spa@sba.gov)

## Size Specialist

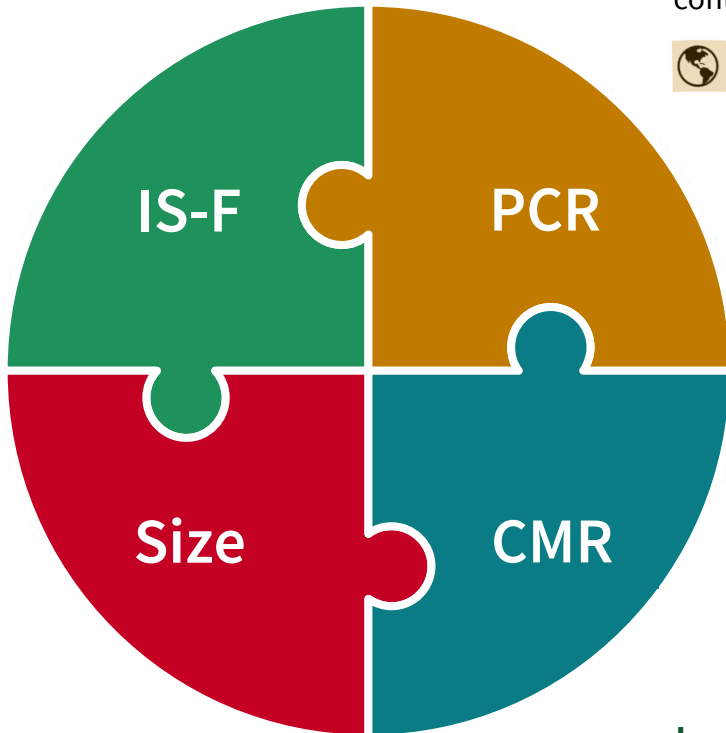
The SBA's size standards determine whether businesses qualify as small.

 [sizestandards@sba.gov](mailto:sizestandards@sba.gov)

## Industrial Specialist - Forestry

Oversees timber and related products category within Natural Resource Sales Assistance program. Assists in creating set-asides for SBs in timber sales. Provides counseling and assistance to SBs on government sales and leasing related to timber and forest products.

 [Natural Resource Sales Assistance](#)



# Office of Government Contracting Programs



## Certificate of Competency

On needed basis, a CoC allows SBA to certify a SB's responsibility for a contract when deemed non-responsible by a CO. If SBA issues a CoC, the CO must award the contract to that business.

### CoC Referrals Directory

FAR 19.601, FAR 19.602-2; 13 CFR § 125.5



## Non-Manufacturer Rule

SBA grants class waivers (HQ) and individual waivers (GC area level) for contracts lacking small suppliers. Areas evaluate individual waivers.

FAR 19.505; FAR 52.219-33; 13 CFR § 121.406; 13 CFR § 121.1201 - 1206



## Women's Procurement

The WOSB Program helps women-owned businesses compete for federal contracts.

FAR Subpart 19.15; 13 CFR § Part 127



## Veterans Procurement

The SDVOSB Program increases SDVOSBs' access to federal contracts, aiming to award 3% of federal contracting dollars to SDVOSBs annually.

FAR Subpart 19.14; 13 CFR § Part 125

# Responsibilities, Credentials, and Authority

# PCR Overview

**Advocate for SBs**



**Train federal agencies, partnered resource staff, and SBs**

**Mediate SB matters**



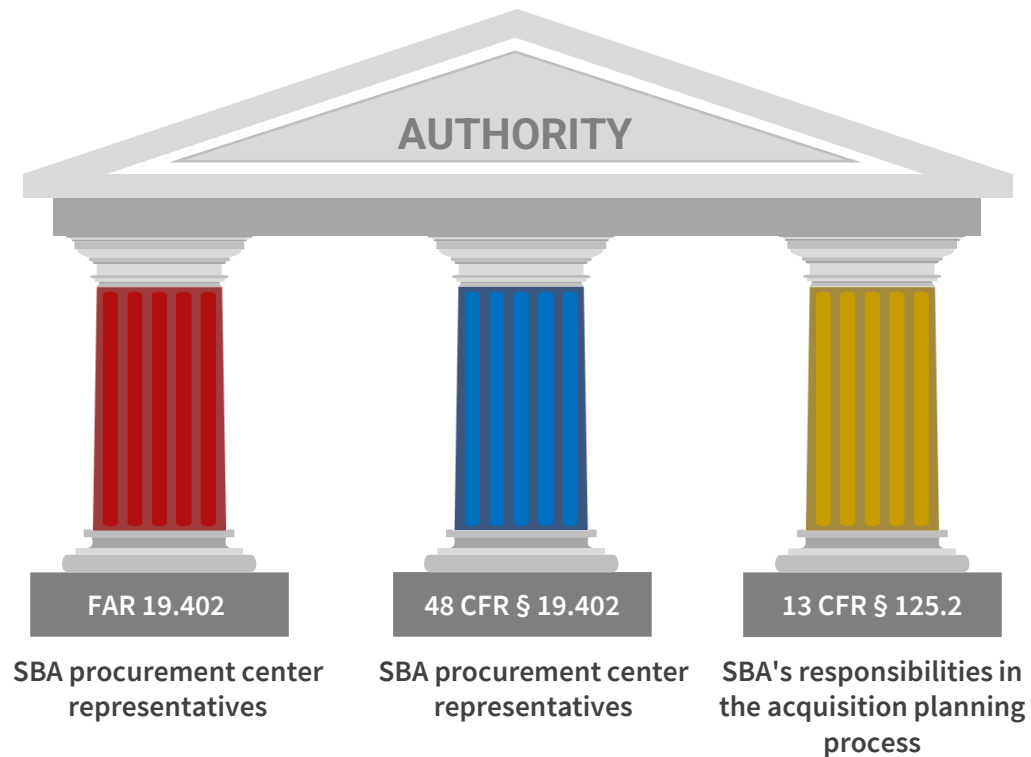
**Work closely with contracting staff at federal buying offices**



# PCR Functions

- ✓ Assure SBs are given fair consideration and opportunity in federal procurements
- ✓ Assist agencies in meeting SB goals via training, counseling, and technical assistance
- ✓ Communicate with agencies on their upcoming needs
- ✓ Receive Cure and Show Cause notices of firms headquartered in PCR's area of responsibility; offer firms assistance, if needed
- ✓ Process CoC requests to determine a contract holder's responsibility
- ✓ Inform agencies on SB regulations, updates, and changes in SBA programs
- ✓ Participate in outreach events
- ✓ Review SB Coordination Records and Subcontracting Plans for compliance prior to award

# PCR Authority and Qualifications



# PCR Authority and Qualifications



Acquisition Professional (1102 Job Series)



Acquisition Background



FAC-C Professional Certified (*formerly FAC-C Level III*)



4-Year Degree



Complete OJT



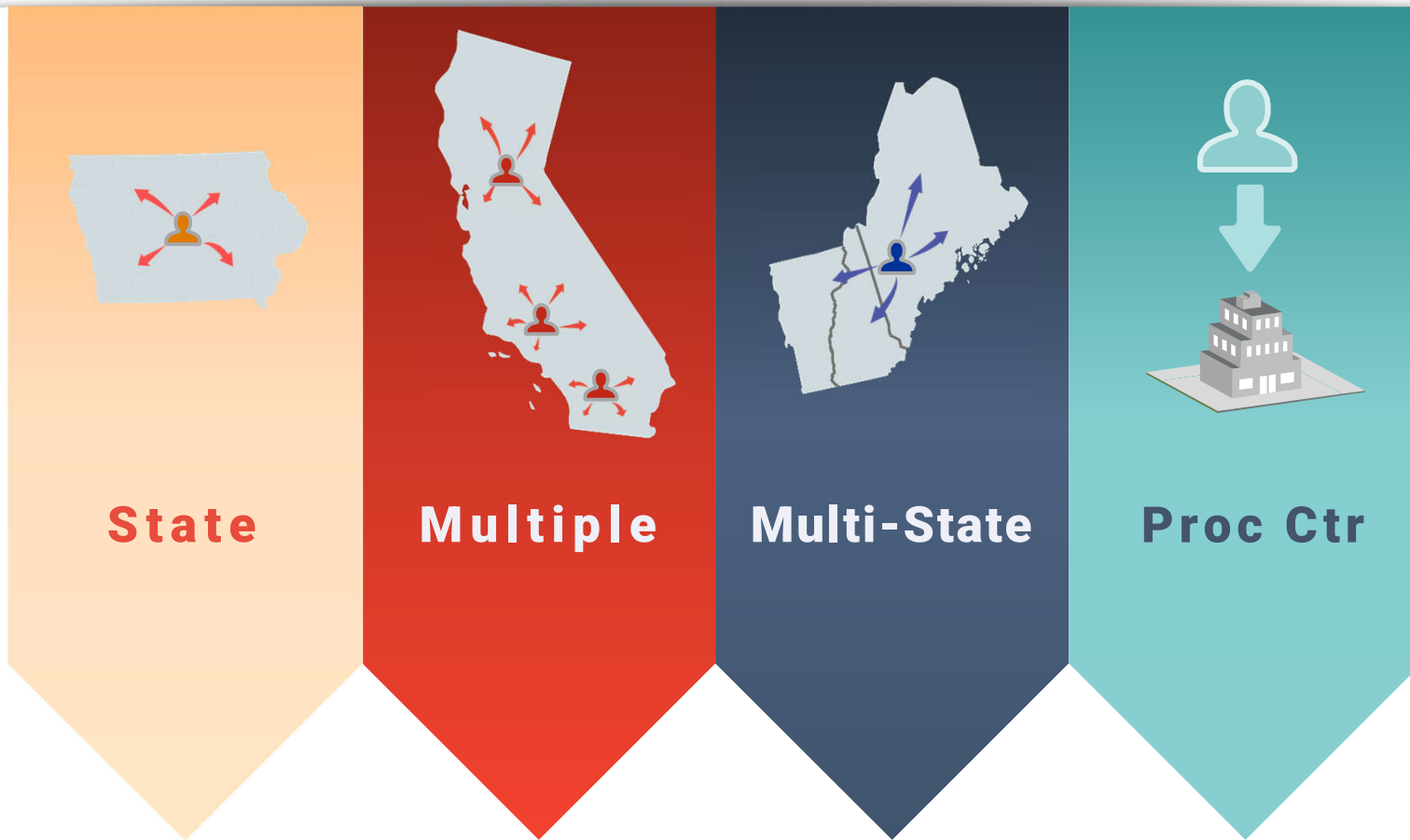
Public Trust/Security Clearance



Release of contract information



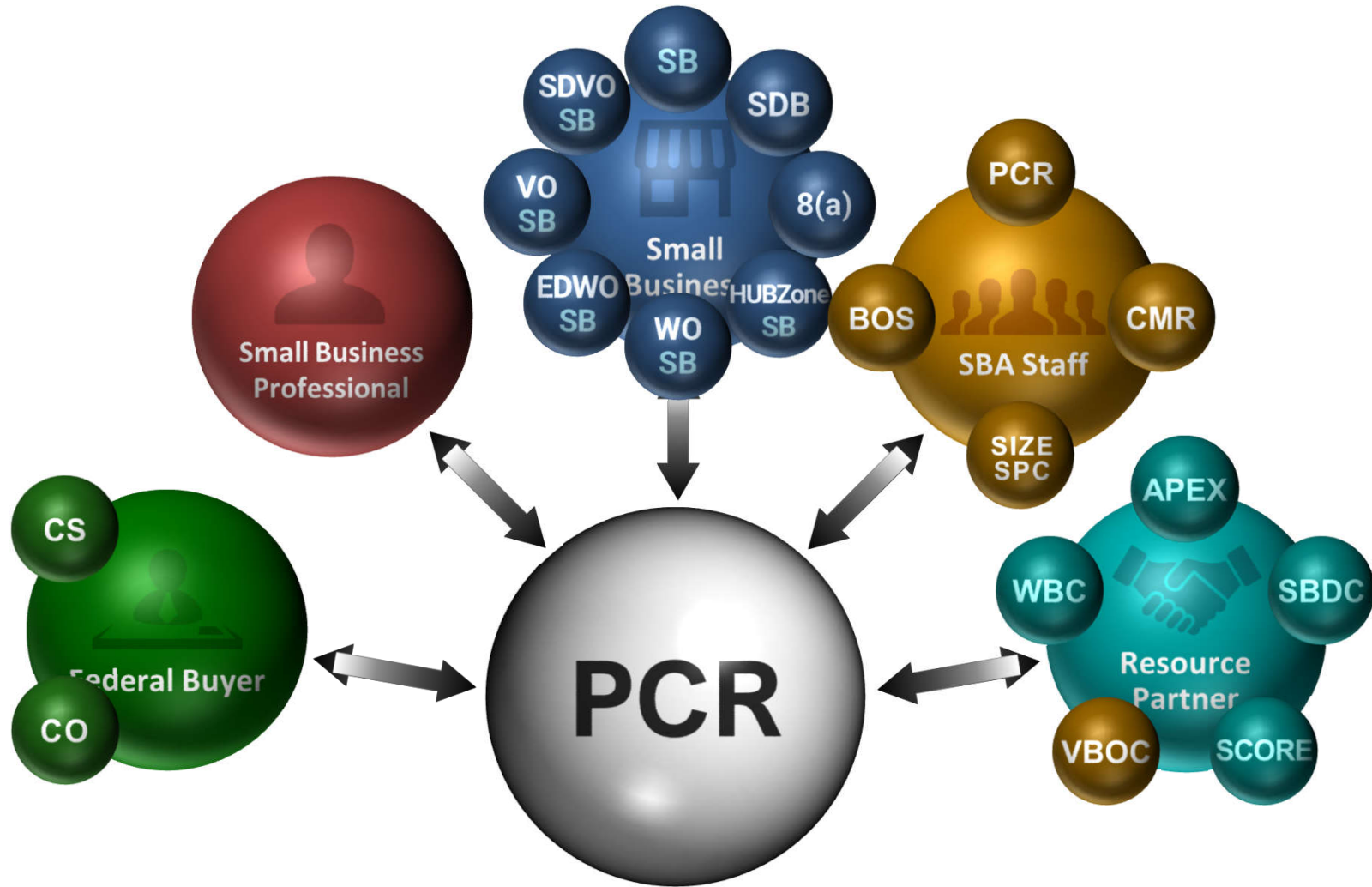
# PCR Reach



**Customers**

# PCR Customers

PCRs interact with an array of customers on multiple levels to achieve optimal outcomes when performing compliance and advocacy.



# PCR Involvement with Customers



## FEDERAL BUYERS

- Surveillance Reviews
- Business Operation Plans
- Annual Agency Procurement Center SB Goals Analysis
- Advise Sr Level Executives (HCA)
- Collaborate w/agency SBP/SBS
- Informal/Formal Form 70
- Performs Extensive Mkt Research



## SMALL BUSINESSES

- Public Speaking Events
- Invite & endorse Subject Matter Experts (SME)
- Provide Counsel to Small Businesses Owners
- Connect SBs to Agency Procurement Centers
- Recommend Policy changes



## RESOURCE PARTNERS

- Participate in outreach/industry events
- Referral System
- Provide technical training on federal procurement topics
- Support Sm Bus Innovation Research (SBIR) and Sm Bus Technology Transfer (STTR)
- DO Engagement



# PCR and SBP items of interest during Initial Acquisitions Planning Phase

# Competition Requirements

Competition

## **Competition Requirements**

(FAR Part 6)

Prescribes policies and procedures to promote full and open competition in the acquisition process and to provide for full and open competition, full and open competition after exclusion of sources, other than full and open competition, and advocates for competition.

# Acquisition Plans

Competition

Acquisition  
Plans

## **Contents of written acquisition plans** (FAR Part 7.105)

Must address all the technical, business, management, and other significant considerations that will control the acquisition.

## **Additional requirements for major systems** (FAR 7.106)

Solicitation of a major system development contract, planners shall consider requiring offerors to include, in their offers, proposals to incorporate in the design of a major system.

## **Bundling** (FAR 7.107 & FAR Subpart 19.2)

A bundled requirement is considered necessary and justified if the agency would obtain measurably substantial benefits as compared to meeting its agency's requirements through separate smaller contracts or orders.

## **Consolidation** (FAR 7.107)

Requirements \$2 million or more, the senior procurement executive (SPE) or chief acquisition officer (CAO) shall make a written determination that the consolidation is necessary and justified

# Restrictive Requirements

Competition

Acquisition Plans

Restrictive Requirements

## **Qualifications Requirements** (FAR Subpart 9.2)

--Qualified bidders list (QBL)  
--Qualified mfrs list (QML)  
Bidders/mfrs' products were examined/tested and met qual reqmts for their products.

## **Delivery or Performance Schedules** (FAR Subpart 11.4)

COs shall ensure deliv/perf schedules are realistic & meet reqmts of the acq. Schedules unnecessarily short/difficult to attain:

- (1) Tend to restrict competition
- (2) Are inconsistent w/ SB policies
- (3) May result in higher prices

## **Subpart 14.1 - Use of Sealed Bidding** (FAR Subpart 14.1)

Sealed bidding is a method of contracting that employs competitive bids, public opening of bids, and awards. Very common with construction efforts which are noncommercial.



# Market Research

Competition

Acquisition Plans

Restrictive Requirements

Market Research

## Market Research (FAR Part 10)

Extent of MR will vary, depending on such factors as urgency, estimated dollar value, complexity, and past experience. CO may use MR conducted within 18 months before award of any task or delivery order if info is current, accurate, and relevant. MR involves obtaining info specific to the product or service being acquired and should include-

(i) Whether the Gov't's needs can be met by-

(A) Products/svcs of type usually available commercially

(B) Products/svcs usually available commercially w/ modifications; or

(C) Products/svcs used exclusively for gov't purposes

(ii) Customary practices regarding customizing, modifying or tailoring of products or svcs to meet customer needs and associated costs;

(iii) Customary practices, incl warranty, buyer financing, discounts, kt type considering the nature/risk associated w/ the reqm't, etc., under which commercial sales of products or svcs are made;



# Market Research (continued)

Competition

Acquisition Plans

Restrictive Requirements

Market Research

## Market Research (cont)

(iv) Reqm'ts of any laws and regulations unique to item being acquired;

(v) Avail of items that contain recovered materials and items that are energy efficient;

(vi) Distribution and support capabilities of potential suppliers, incl. alternative arrangements and cost estimates; and

(vii) Whether Gov't's needs can be met by small business concerns that will likely submit a competitive offer at fair market prices (see FAR Part 19).

# Required Sources of Supply & Contract Types

Competition

## **Priorities for use of mandatory Government sources (FAR 8.002)**

Agencies shall satisfy reqmts for supplies and svcs from/thru mandatory gov't srcs and pubs listed below in descending order of priority:

### (1) Supplies

- (i) Inventories of requiring agency.
- (ii) Excess from other agencies (see FAR Subpart 8.1).
- (iii) Federal Prison Industries, Inc. (see FAR Subpart 8.6).

(iv) Supplies on Procurement List maintained by the Committee for Purchase From People Who Are Blind or Severely Disabled (see FAR Subpart 8.7).

(v) Wholesale supply srcs: stock prgms of GSA (41 CFR 101-26.3), the Defense Logistics Agency (41 CFR 101-26.6), the Dept of Veterans Affairs (41 CFR 101-26.704), and mil inventory control pts.

(2) Services. Svcs on Procurement List maintained by the Committee for Purchase From People Who Are Blind or Severely Disabled (see FAR subpart 8.7).

Acquisition Plans

Restrictive Requirements

Market Research

Req Sources of Supply & Contract Types

# Required Sources of Supply & Contract Types (continued)

Competition

## **Simplified Acquisition Methods**

(FAR Subpart 13.3)

--GPC (FAR 13.301)

--Purchase orders (FAR 13.302)

--BPAs. Simplified method filling anticipated repetitive needs for supplies or svcs by est. "charge accounts" w/ qualified supply srcs (FAR 13.303)

Acquisition Plans

Restrictive Requirements

Market Research

Req Sources of Supply & Contract Types

## **Indefinite-Delivery Contracts**

(FAR Subpart 16.5)

Indefinite-qty are most common  
Indefinite-Delivery kt "vehicle", or  
ID/IQs (single/multiple awards)  
(FAR 16.504)

--DO means kt for supplies. Does not procure/ specify firm qty.

--TO means kt for svcs. Does not procure/specify firm qty.

## **Fixed-price Contracts**

(FAR Subpart 16.2)

Firm-fixed-price (FFP): most common FP type for commercial product/svcs. Price not subject to adjustment. Companies assume max risk and full responsibility for all costs and profit or loss (FAR 16.202-1).

## **Special Contracting Methods**

(FAR Part 17)

- (a) Multi-year contracting
- (b) Options

# Small Business Programs

Competition

## Small Business Programs (FAR Part 19)

--SBA establishes SB size stds on industry-by-industry basis.

--SBA determines size status of a concern, including affiliates, as of the date it represents it is small to the CO as part of its initial offer, which includes price.

Acquisition Plans

Restrictive Requirements

Market Research

Req Sources of Supply & Contract Types

Small Business Programs

## Contract Set-asides (FAR 19.203 & FAR Subpart 19.5)

Purpose of SB set-asides is to award certain acquisitions exclusively to SB concerns. A "set-aside for small business" is limiting of acquisition exclusively for participation by SB concerns.

## Subcontracting (FAR Subpart 19.7)

Subk is any agrmt (except employer-employee relationship) entered into by Gov't prime or subcontractor calling for supplies and/or svcs req'd for perf of contract, mod, or subk.

--Individual subk plan: covers entire kt POP (+ options). It applies to specific kt and has goals based on offeror's planned subcontracting in support of a specific kt.

--Master subk plan: Incl all req'd elements of individual subk plan, except goals. It may be incorporated into individual subk plans, if master subk plan is approved.

# Special Categories of Contracting

Competition

Acquisition Plans

Restrictive Requirements

Market Research

Requirements of Supply Contract Types

Small Business Programs

## **Special Categories of Contracting** (FAR Part 34)

- Concept exploration contracts
- Demonstration contracts
- Full-scale development kts
- Full production.

## **Additional requirements for major systems** (FAR 7.106)

Special Categories of Contracting



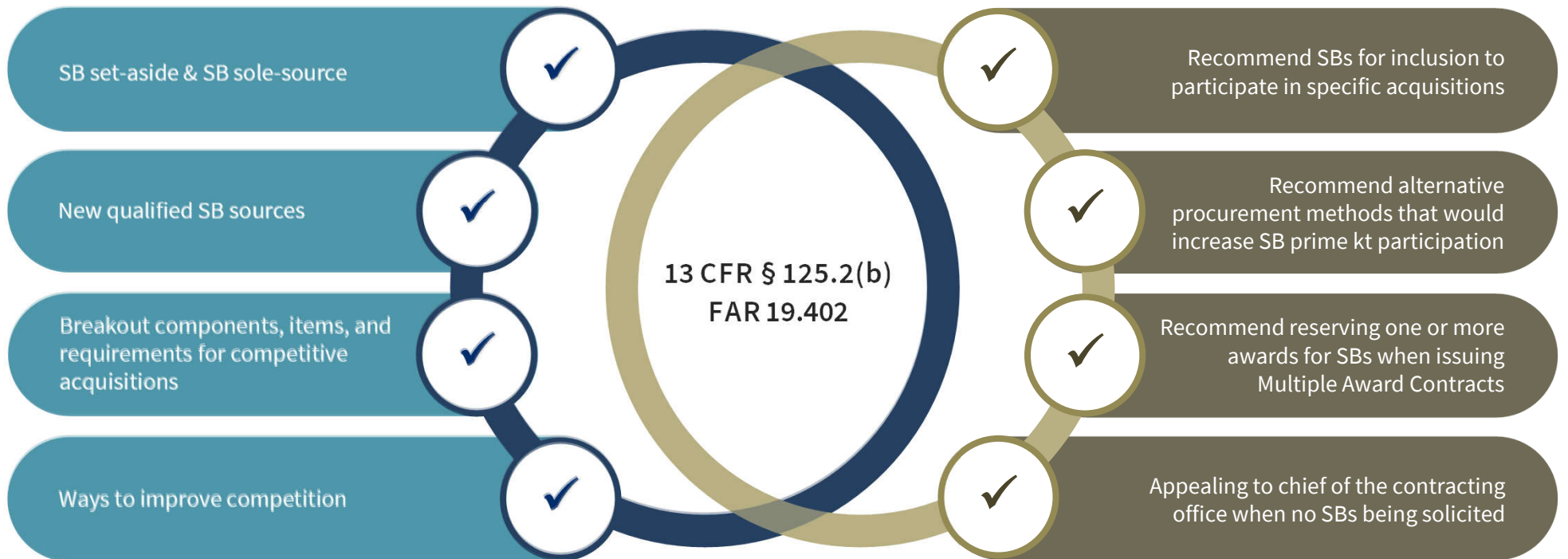
# Reviews, Recommendations, and Key FAR Citations



# PCR Reviews & Recommendations

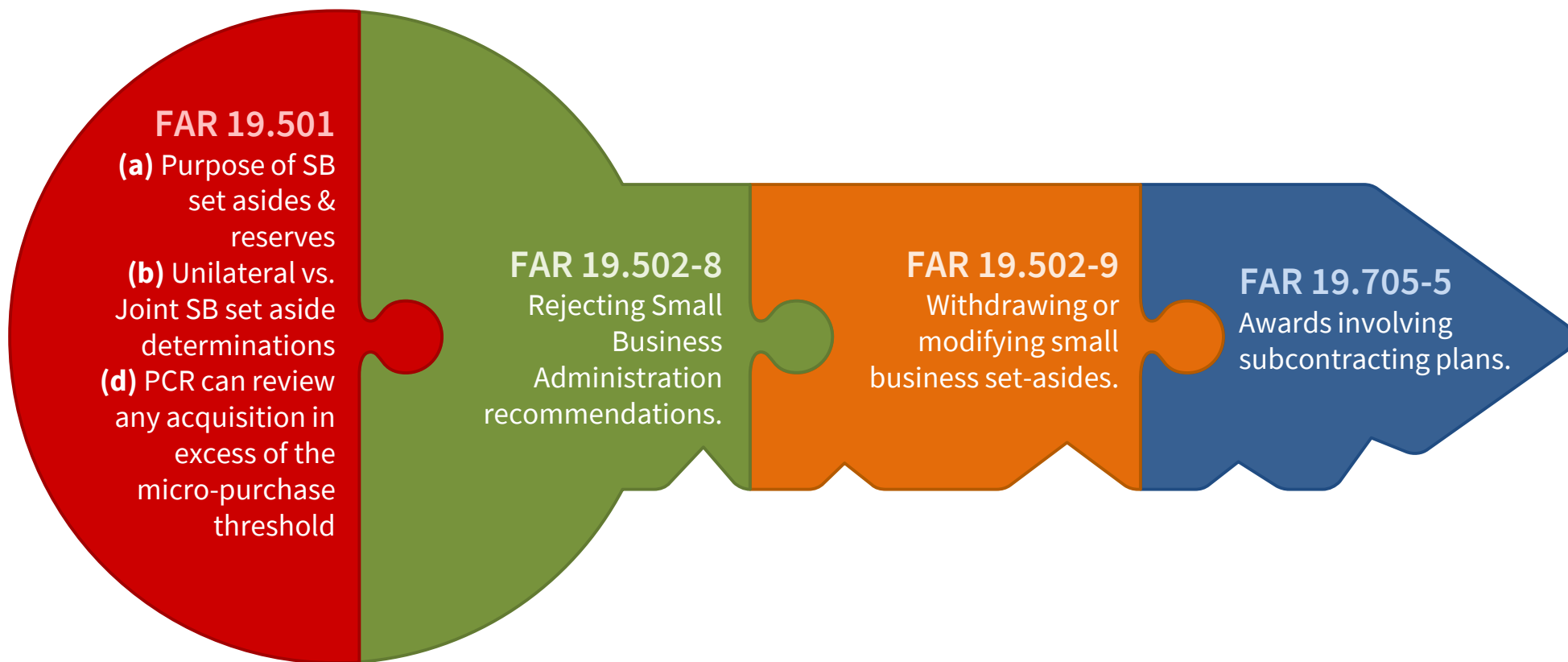
## REVIEWS

## RECOMMENDATIONS



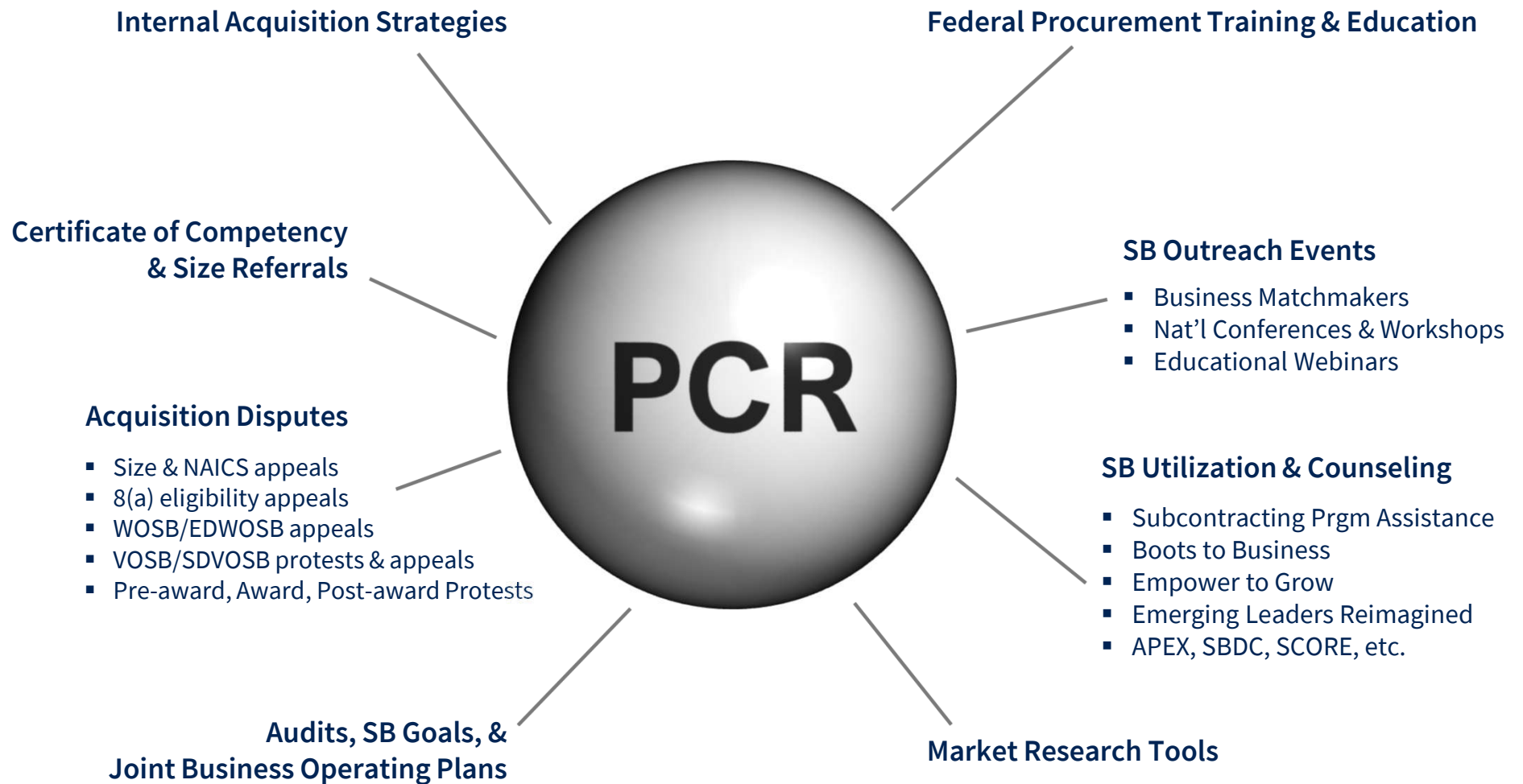


# PCR Key FAR Citations



# When and How to Contact a PCR

# When to contact a PCR



# How to contact a PCR



Business Guide ▾

Funding Programs ▾

Federal Contracting ▲

Learning Platform ▾

Local Assistance ▾

About SBA ▾

## Learn about federal contracting →

### Contracting guide

- Assess your business
- Basic requirements
- How to win contracts
- Types of contracts
- Size standards
- Governing rules and responsibilities
- Prime and subcontracting

### Contracting assistance programs

- Small Disadvantaged Business
- Women-Owned Small Business Federal Contract program
- Veteran contracting assistance programs
- 8(a) Business Development program
- SBA Mentor-Protégé program
- Joint ventures
- HUBZone program
- Natural Resource Sales Assistance program

### Counseling and help

- Contracting area directors
- Procurement Center Representative directory
- Commercial Market Representatives

# Summary

- ✓ Provided an overview of SBA's Office of Government Contracting (GC) Mission and Programs
- ✓ Explained the responsibilities, credentials, and the authority of a PCR
- ✓ Described PCR's customers
- ✓ Examined PCR's items of interest during the Initial Acquisitions Planning Phase
- ✓ Discussed PCR's reviews and recommendations; highlighted PCR's key FAR citations
- ✓ Explained when and demonstrated how to contact a PCR



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**Pak Sa Dewhurst, CFCM**

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Office of Government Contracting, Area IV  
U.S. Small Business Administration

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