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## National Small Business Week 2017, April 30 - May 6

Did you know more than half of Americans either own or work for a small business, and they create about two out of every three new jobs in the U.S. each year? As part of National Small Business Week, the U.S. Small Business Administration takes the opportunity to highlight the impact of outstanding entrepreneurs, small business owners, and others from all 50 states and U.S. territories.

The SBA RI District Office has named its 2017 Small Business Week Award Winners and we at the RI PTAC are happy to congratulate two of our clients on their awards:

### **SMALL BUSINESS EXPORTER OF THE YEAR**

Kevin Redmond, CEO, Joan Redmond, Controller, Peter Kaczmarek, President/COO  
**Mearthane Products Corporation, Inc.**  
Cranston

### **WOMAN-OWNED SMALL BUSINESS**

Kelly B. Mendell, President  
**MIKEL, Inc.**  
Middletown

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## LPTA vs. VATEP

You may have experience with Lowest Price Technically Acceptable (LPTA) bids, yet have you heard of Value Adjusted Total Evaluated Price (VATEP) source selection?

The LPTA method began as a way for the federal government to save money and streamline the acquisition process, but it quickly grew to become the most often used source selection methodology. It may save the federal government money, but often times it forces vendors to submit lower quality bids in order to bid the lowest price. Lower quality supplies or services do not benefit the federal government in industries like information technology or personal protection items where the government needs to be on the cutting edge.

The 2017 National Defense Authorization Act (NDAA) specifically notes that contracting officers should avoid using LPTA "in circumstances that would deny the department the benefits of cost and technical trade-offs in the source selection process." The NDAA lists the following as procurements that should never be solicited using LPTA:

- information technology services, cybersecurity services, systems engineering and technical assistance services, advanced electronic testing, audit or audit readiness services, or other knowledge-based professional services;
- personal protective equipment; or
- knowledge-based training or logistics services in contingency operations or other operations outside the United States, including in Afghanistan or Iraq."

LPTA will still be used for those types of procurements where the lowest price will not affect the quality of the product or service; however, be prepared to see more

VATEP in the future. If you have any questions about source selection methodologies, contact your PTAC counselor!

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## Marketing Yourself to the Government

Come to our *"Marketing Yourself to the Government"* workshop presented by Chris Ciunci of TribalVision. Learn how to identify your target market and develop a marketing strategy.

- How does the value of your product or service determine your sales strategy?
- How does your product define how you do business and compete for sales?
- Where is the best place to start?
- How do you determine if there is opportunity for your business?

Learn the answers to these questions and many more. Register at <https://riptac.ecenterdirect.com/events?reset=1>.

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## Cybersecurity Toolkit

The Center for Development of Security Excellence has created a cybersecurity toolkit to help you find resources on cybersecurity. The toolkit includes sections on policy, training and awareness, certification and accreditation, regulatory guidance and more. It can be viewed at <http://www.cdse.edu/toolkits/cybersecurity/index.php>.

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## Doing Business with Defense Logistics Agency

Defense Logistics Agency (DLA) is conducting a Webinar titled "Doing Business w/DLA" on May 11, 2017 from 10:00-11:30 am EST. Please register at <https://tko.dla.mil/> and select "Land and Maritime" from the drop down menu.

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## CT Matchmaker

Did you miss our RI Matchmaker? Are you ready to attend another matchmaker?

Registration is now open for the CT Business Matchmaker at the University of Hartford on June 1, 2017. Visit their site for registration information: <http://www.hartford.edu/ec/training-events/events/matchmaker.aspx>

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## Upcoming Events and Workshops

Introduction to Government Contracting, RI Commerce Corporation, May 18, 2017

Marketing Yourself to the Government, Quonset Development Park, May 23, 2017

World Trade Day, Bryant University, May 24, 2017

Register at : <https://riptac.ecenterdirect.com/events>

Contact Us