



IN FOCUS

Building Synergy To Achieve Our Goals

"Inaction is perhaps the greatest mistake of all."

Charles Schumer

TREMCO'S STRATEGIC MARKET ADVANTAGE

*By law, small businesses must receive a minimum of 23% of all federal agency acquisition budgets. Tremco's Small Business Strategic Alliance Program, headed by **Beverly Kuykendall** and reporting directly to **Deryl Kratzer**, was established to help our small business partners compete for federal construction opportunities.*

The Tremco Small Business Strategic Alliance Program offers small businesses across the country a unique growth opportunity. Over the past six years, Tremco's Small Business Program has grown from "ad-hoc" type relationships with small businesses, in which we perform one-off projects, into quality, long-term teaming relationships.

Because of this effort, the Tremco name has become synonymous with the concept of quality "large:small" business relationships in the federal marketplace. Tremco is recognized by federal customers for developing strategic small business teams that deliver results. Agencies are cognizant of Tremco's small business footprint in the federal space. Tremco has become *the* small business solution provider to federal customers, and is hailed as a firm that understands how to develop creative small business relationships to meet the needs of government customers.

But what actually determines that a bus-

ness qualifies as "small"? The United States Small Business Administration (SBA) has established a size standard for most industries in the American economy. SBA has also established a table of size standards; the table is available at www.sba.gov/size. Small business size is determined by the Census Bureau's North American Industry Classification System (NAICS). We work primarily with small business roofing (NAICS code 238160), general construction (236220) and HVAC/Mechanical firms (238220).

Federal agencies including the Department of Defense (Army, Navy, Air Force, Marines, Coast Guard, etc.), the Department of Veterans Affairs Medical Centers (VAMCs), the Corps of Engineers...in fact, all federal agencies have acquisition regulations that mandate 23% of their total acquisition budget be expended by awarding contracts directly to 8(a), Service Disabled Veteran-Owned Businesses (SDVOB), HUBZone (Historically Underutilized Business Zone) and other small business categories.

(Sorry for the jargon--an 8(a) is typically a minority- or woman-owned small business; an SDVOB is a business operated by an individual who became disabled in the service of our country; a HUBZone is an economically depressed area, which can be urban or rural.)

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This 23% mandate translates into special programs that allow certain small business firms to avoid the federal competitive bidding process and places them in the position of being able to negotiate sole-source or single-source contracts with government agencies.

The ability to negotiate sole-source contracts with the feds is an enviable position to be in. However, many small businesses do not have the necessary resources to deliver on government requirements. Therefore, the government encourages small businesses to team with large businesses as well as other small businesses to enhance their resources so that they can effectively deliver construction solutions to government customers; federal guidelines have been written to help facilitate this interaction.

The Tremco Small Business Strategic Alliance Program was designed to mirror the teaming guidelines of the federal government. Our experience and knowledge in working with the government and with small businesses allows us to offer creative solutions to Small Business Strategic Alliance Team Members. One such solution is the Small Business Outreach Meetings that the Small Business Team conducts, in which we discuss teaming opportunities with Tremco as well as provide an overview of recent federal trends and changes in small business acquisition procedures.

Currently, the American Recovery and Reinvestment Act or ARRA is a key topic of discussion. The Small Business team composed of **Chuck Matheny, Craig Mohr, Lori Ogles, Chris Solomon** and I routinely talk with small businesses about specific small business acquisition strate-

gies as they relate to ARRA. Whether a project is funded through Sustainment, Restoration and Maintenance (SRM) Funds or Stimulus Funds, our small business experts know how to form a team between Tremco and qualifying organizations that will develop an approach to secure government projects. Our quality materials, roofing solutions, highly-trained sales professionals and federal knowledge combine to deliver a unique small business approach to all customers.

While the team's focus is on federal opportunities, we also work with public utilities and city and state institutions. These entities have a utilization requirement for Minority Business Enterprise (MBE), Small Business Enterprise (SBE) and/or Woman-owned Business Enterprise (WBE) firms. Tremco is the expert in this area. If you're in the field and you need help, contact us.

Also, for our sales reps, have you seen the most recent copy of the Small Business Work-In-Progress Spreadsheet? If not, ask your Regional Manager to send you a copy. See what sales are pending in your region and how you might get involved in specific projects. Have a need for quality small business team members in your area of the country? Contact the Small Business Team to schedule a local recruitment meeting. Have a company that you've been working with and want them to consider joining the Tremco Small Business Strategic Alliance Program? Find out which government conferences members of the small business team are attending. If one is taking place near you, feel free to connect with either Chuck Matheny in the east or Craig Mohr in the west to determine if you and your prospect would like to attend.

-- Article by Beverly Kuykendall