Recovery Act 101
May 11, 2009

Top 10 List for Stimulus Participation

10. Know where you fit in

It's essential to understand the roles of all players involved in stimulus contracts, and how you and your firm best fit in. Some roles that will be necessary and available include:

- Primes
- Sub-Contractors
- Subs to a Sub
- Suppliers

9. Research the ARRA projects

Interested firms should educate themselves on exactly what the American Recovery & Reinvestment Act is, and what it will be enabling. Questions to consider include:

- Where are the contracts coming from?
    - Federal
    - State
    - Regional
    - Local
- What is coming?
- When is it coming?
- How much is the projected spending?

8. Find out who the expected major players are

Research and be aware of major players who can serve as assets in contracting out work or teaming-up as joint ventures as well as those who will be probable competition:

- Primes
- Subs
- Vendors

7. Build relationships early

Begin building relationships immediately with entities involved in all aspects of the ARRA contracts, including:

- Procuring Agencies:
    - Federal
    - State
    - Regional
    - Local
    - SEPTA
    - AMTRAK
    - School board
- Primes
- Subs
- Suppliers

6. **Consider Joint Ventures and Teaming Agreements**

Joint ventures and teaming agreements can be beneficial in a number of ways, such as increasing capacity and capability, and offering additional visibility. After researching major players and building relationships, carefully consider what types of "partners" would be most helpful:

Women Owned Businesses (WOB)
Historically Underutilized Business Zone Businesses (HUBZone)
Small and Disadvantaged Businesses (SDB; this includes 8(a) firms)
Service Disabled Veteran Owned Businesses (SDVET)
Veteran Owned Businesses (VET; for Department of Veteran Affairs contracts)

5. **Pre-arrange financing**

Pre-arranging financing will enable your firm to better market your financial capabilities once the ARRA procurement processes begin. Talk to the financial community early to acquire necessary lines of credit, surety bonds, and any available federal/state/local grants and loans.

4. **Devise a good 5 to 10 minute marketing pitch**

Don't be shy. Approach new customers aggressively – but be polite! Topics to address include:

- What you do and how you can make your customer a success
- Company history
- Customers
  - Current
  - Past
  - Potential
- 3 year gross revenue numbers
- Financial capability
- Capacity for new business
- Why they should select you (rather than your competition)

3. **Lean out your company**

"If you are doing business today like you were 5 years ago, you might not be in business 5 years from now." Lean out your company, constantly improving what you do and remaining flexible to change as the market does.

- Eliminate waste
- Increase quality
- Improve service
- Provide it faster
- Reduce cost
- Reduce price

2. **Use all the assets available**

There are many resources available to assist in your firm's development. Research who the service providers are and what they can do to help your company grow stronger. Many contacts can be found at http://www.sba.gov/localresources/district/pa/phil/index.html Examples include:

- Small Business Administration (SBA)
- Small Business development Centers (SBDCs)
- SCORE Chapters (Counselors to America's Small Businesses)
- Women Business Centers (WBCs)

- Procurement Technical Assistance Centers (PTACs)
- Certified Development Companies (CDCs)
- Chambers of Commerce
- Economic Development Agencies
- Trade Associations

1. **Sharpen your pencil**
   Competition is fierce. The strong will survive and thrive.

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