



# Understanding the Registration & Certification Process of the Federal Procurement System

**Presented By:**

Affinity Business Solutions, LLC

**Presenters:**

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# Agenda

1. The Federal Procurement System
2. Understanding the Registration Process
3. How to Register and Get Certified with SAM
  - a) UEs and Cage Code
  - b) NAICS Codes
  - c) Capability Statement
  - d) "HUNT" for Contracts - Look Up, Look round for these types:
    - i. SS – Sources Sought (submit capabilities)
    - ii. RFQ – Request For Quote (usually under \$25,000)
    - iii. RFB – Request for Bid (100% price only)
    - iv. RFP – Request for Proposal (technical and price are weighted)
4. Key Take Aways

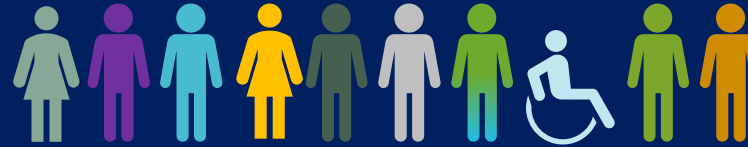
# The Federal Procurement System

[click & Learn more](#)



For Federal Government contracts, agencies have planned forecasting goals.

- They **must** award certain contracts to small businesses in general, and
- They also award to socially and economically disadvantaged groups – i.e. women-owned, minority-owned, disabled veterans, and HUBZoned\*, others.



**The Federal Government wants to give you work.** Affinity helps guide you through certification to win small business set-aside contracts.

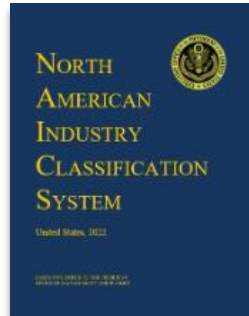
\* HUBZone is a Small Business Administration (SBA) program for small businesses that operates and employs people in Historically Under-utilized Business Zones.

# The Registration Process



Get to Know  
SAM

[How to Start Registering a  
New Entity in SAM.gov](#)



Identify Codes

[NAICS Code Look up Table](#)



Create a  
Capability  
Statement

[How to Create an Effective  
Capability Statement](#)



"HUNT" for  
Contracts



Look Up, Look  
Around

# GET TO KNOW



## Register at SAM.gov & SBA.gov

- FEIN (Federal Employer Identification Number) [Internal Revenue Service]
- End of federal fiscal year (Sept), agencies "spend-it-or-lose-it"

1

## Certify Your Business

- Why you should get certified? Who can get certified?
- Why your business location can be an advantage (HUB zone)?
- When to get certified? Self-certification vs. goal-oriented.

2

## Obtain a Cage Code

- Set-asides for government contracting programs
- Joint ventures

3

## Know the types of Contracts

- There are two kinds of set-aside contracts\*:
- competitive set-asides
  - sole-source set-asides

4



\*Set-aside contracts are to help provide a level playing field for small businesses, the government limits competition for certain contracts to small businesses. These contracts are called "small business set-asides," and they help small businesses compete for and win federal contracts.

# Create a Capability Statement (typically 1 page)

**Statement of Purpose**

**Core Capabilities**

**Previous Clients**

**NAICS& SIC Code(s)**

**Contact Information**

**Private & Public Sector Work OR Government & Non – Government work**

**Certifications**

**Expertise**

**AFFINITY BUSINESS SOLUTIONS, LLC**  
**CAPABILITY STATEMENT**  
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Affinity Business Solutions, LLC ("Affinity") is a professional consulting service dedicated to excellence and integrity, providing management advice to clients in the public and private arenas.

PUBLIC SECTOR	PRIVATE SECTOR
<ul style="list-style-type: none"><li>Leadership, professional training, DEI training</li><li>HR management, financial planning</li><li>Project management, administrative support</li></ul>	<ul style="list-style-type: none"><li>Advise on staff management, budgeting, marketing</li><li>Identify appropriate government contracts</li><li>Clarify and simplify application steps, guide processes</li><li>Train clients in sam.gov, fsd.gov, other government databases</li></ul>

CORE COMPETENCIES	DIFFERENTIATORS
<ul style="list-style-type: none"><li><b>Business Development Advice and Coaching.</b> Advise clients on daily operations, increase revenue, train, manage staff, administrative support</li><li><b>Government Contracting Consulting.</b> Guide clients through registrations, certifications, train on databases and bidding processes</li><li><b>In-House and Virtual Training.</b> Design training for Individual Leaders, Teams</li><li><b>HR Management Consultation.</b> Recruiting, Staffing, Performance Review</li></ul>	<ul style="list-style-type: none"><li><b>Certified Federal Government Contractor.</b> Qualified to interpret and respond to government contract invitations</li><li><b>Professionals and Advanced Degrees:</b><ul style="list-style-type: none"><li>Health Care – Social Work</li><li>HR Management - HR Director, Law and Higher Ed</li></ul></li><li><b>Diversity, Equity &amp; Inclusion; Accessibility, Belonging &amp; Well-being</b> – Leadership roles at Fortune 500 company</li><li><b>Written Client Plans:</b> Customized written Client coaching plans</li></ul>

PAST PERFORMANCE	FOUNDERS EXPERIENCE
<p>Clients represent Transportation, Logistics, Engineering, Real Estate, Education, Government, Construction, Allied Health, Consulting, Veterans, and Marketing:</p> <ul style="list-style-type: none"><li>06 Marketing, LLC</li><li>Bliss Current Consulting, Inc</li><li>DME Marketing</li><li>Dept of Commerce-SBA-SCORE</li><li>Eagle Engineering PC</li><li>HR Control Solutions Consultants, LLC</li><li>Nix Enterprises, LLC</li><li>Writing Purpose Into Performance, LLC</li><li>Skilled Fall Prevention Consultants, LLC</li><li>Sparks Transportation</li></ul>	<ul style="list-style-type: none"><li>10 years SCORE Volunteer-District of Columbia, Florida</li><li>Previous 8(a) small business federal govt contractor</li><li>30 years contractor, US Departments: Education ("SBA 8(a) Contractor of the Year"); Homeland Security; State; Justice; NIH; Interior; Defense, DLA, VA</li><li>Family Social Work, Counseling - Med Cntr, County Govt Mentor Prg</li><li>Human Resource Manager- Mayer Brown; George Washington Univ</li><li>Assistant Director, Diversity, Equity &amp; Inclusion; Accessibility, Belonging &amp; Well-being at Fortune 500 Companies – Business Resource Groups; Affinity/Community Volunteer Prog</li></ul>

**CODES**

<p><b>Government IDs:</b></p> <ul style="list-style-type: none"><li>CAGE Code: 9NSV5</li><li>Unique Entity ID: U6HURH4LWC13</li></ul> <p><b>NAICS:</b></p> <ul style="list-style-type: none"><li>541219 - Other Accounting Services</li><li>541611 - Administrative Mgmt and Gen Mgmt Consulting</li></ul>	<ul style="list-style-type: none"><li>541612 - Human Resources Consulting Service</li><li>541618 - Other Management Consulting Services</li><li>561110 - Office Administrative Services</li><li>561320 - Contract Staffing</li><li>561410 - Technical Writing and Prep Services</li><li>611430 - Professional and Management Development Training</li></ul>
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# HUNT for Contracts



***Look Up, Look around for these types:***

**SS** – Sources Sought (submit capabilities)

**RFQ** – Request For Quote (usually under \$25,000)

**RFB** – Request for Bid (100% price only)

**RFP** – Request for Proposal (technical and price are weighted)

# Key Takeaways



Look at who is  
current vendor



Study the competition



Look for past vendors



Research current  
lobbying for budget  
policy wonks/political  
appointees





# Thank You

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