

RCAC *Regional Contracting
Assistance Center, Inc.*
Business Growth through Government Contracts



RCAC, Inc., a Department of Defense (DoD) funded Procurement Technical Assistance Center (PTAC), is pleased to provide you with information on company history, performance audit, survey results, coverage territory, and client success stories.



CONTACT INFORMATION

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RCAC *Regional Contracting Assistance Center, Inc.*

CORPORATE HISTORY

Regional Contracting Assistance Center, Inc. (RCAC) is a 501(c) (3) not-for-profit corporation organized to help West Virginia companies succeed in the government marketplace. The clients of RCAC compete for federal, state and local contracts. RCAC provides notices of upcoming government opportunities; assists companies to prepare bids, quotes, and proposals in response to those opportunities; and supports clients with contract compliance.

In the early 1980s, a group of states formed the Midwest-Northeast Coalition to attract federal contracting opportunities. They hoped to use government contracts to offset the tremendous economic losses that occurred throughout the "rustbelt" during the 1970s. From that beginning, Congress was motivated in 1985 to create the Department of Defense Procurement Technical Assistance Program (DoD PTAP). The PTAP is designed to cooperatively fund efforts within the states, District of Columbia, and Puerto Rico to make small companies competitive in the government marketplace, thereby increasing the pool of vendors to the federal government. RCAC joined the PTAP program in 1987 when a small group of people including former Governor (then Congressman) Bob Wise, Shirley Fitzwater, and Reid Pugh, together with representatives of corporate America, joined to launch the program. Until the fall of 1988, funding came from private sources including bank loans, the Benedum Foundation, C&P Telephone, Ashland Oil, AEP, and Marshall University. Current funding for the program comes from the Defense Logistics Agency, the State of West Virginia, the West Virginia Small Business

Development Center (SBDC), Southern West Virginia Community and Technical College (SWVCTC), and Verizon.

The first Program Manager, Lucille Morgan, served RCAC from 1988 - 1990. Past Program Managers include Mick Walker and Conley Salyer. Mr. Salyer, current director of the WV SBDC, remains active by serving on RCAC's Board. In 2001, Bridgette Venanzi became the current Program Manager and has been with RCAC for 14 years.



Conley Salyer and Lucille Morgan, former Program Managers of RCAC at the 1999 RCAC Board Dinner

SERVICES OFFERED AND TERRITORY COVERED

Scope of Operations

RCAC operates from four strategic sites in West Virginia (Charleston, Princeton, Kearneysville, and Logan) providing a more comprehensive coverage for the proposed 42 of West Virginia's 55 counties.

Services

From before the solicitation is released by a government agency, RCAC works with

clients to identify the market opportunity. Understanding the government market and how to sell to that market is what RCAC helps its clients to grasp. Every tool necessary to penetrate government markets is available through RCAC: conducting market research, developing market strategy, preparing bids and proposals, providing technical drawings and specifications. Working with partners within government agencies and the Robert C. Byrd Institute, RCAC seeks to bring additional targeted opportunities to West Virginia.

As part of a cooperative agreement with the Defense Logistics Agency, RCAC undertakes special outreach to the West Virginia business community. RCAC determines whether a company is **HUBZone eligible** (Historically Underutilized Business Zone) or potentially eligible for a small business certification or assistance programs through the United States Small Business Administration (SBA). RCAC assists with government registrations such as the Department of Defense's Central Contractor Registration (**CCR**), the Dynamic Small Business Search (**PRO-Net**), the Online Representations and Certifications Application (**ORCA**), and additional online vendor databases as appropriate.

Other Services

Marketing Brochure Development:

RCAC works with clients to develop a marketing brochure targeted toward government agencies and highlighting the company's basic information and skills.

General Services Administration (GSA)

Schedule Proposal: RCAC locates a GSA schedule that best meets a client's specialized product and/or service. A client is guided through the response process from start to finish or the client's efforts are given focus by providing feedback and suggestions. After award, RCAC provides the client with marketing ideas to create

awareness among agency buyers of the product/service.

PowerPoint Presentation: RCAC assists clients in the development of a personalized PowerPoint presentation provided on CD. This customized presentation includes basic company information, job skills, employee information, importation of prior job history (including photographs), and statistical information.

Comprehensive Marketing Plan: When clients are ready to take their government marketing efforts to the next level, they should consider a comprehensive marketing plan. A comprehensive marketing plan consists of targeted government agencies, purchasing history for the industry by agency, comprehensive report of relevant current and expiring contracts, procurement forecast information, additional marketing opportunities and resources, and assistance with integrating the plan into current marketing strategy.

Targeted Marketing Plan: When clients want to direct their procurement efforts to a limited area, RCAC assists with a targeted marketing plan designed to target opportunities within a state or agency. The targeted plan is tailored to client specified needs while remaining geographically focused.

Specialized Training: RCAC provides training for clients and their employees designed to make them more successful in government sales. This training is customized and offered onsite at the client's business location if preferred.

CLIENT SATISFACTION

The year ending September 30, 2005 was another successful year for RCAC! In almost every category measured, RCAC surpassed its previous heights.

Satisfaction Surveys: RCAC surveys clients to determine their satisfaction with the services that are provided. For the year, **81 percent of the active client base responded to a survey.** The usual commercial response rate for surveys is 10 percent. Of the clients responding to the survey, **98 percent expressed satisfaction with the services provided,** an extraordinary percentage for a service-based organization.

*“The staff at RCAC is wonderful.”
Amanda Salmon, Defense Solutions*

Client Training Services: According to the clients who indicated on the survey that they had attended RCAC training, **100 percent found that the training provided by RCAC was appropriate and met expectations.** This percentage has remained consistently above 97 percent since 1998. RCAC trains clients in doing business with federal and state government, subcontracting, SBA certifications for small businesses, proposal preparation, contract compliance, and a long list of other topics relevant to government contract work.

*“RCAC folks are always helpful and well-informed.”
Alan McCartney, General Technologies*



Clients Actively Pursuing Contract Opportunities: The clients reported that **67 percent were actively bidding on government contracts** as part of their marketing strategy. This figure represents the highest percentage of clients actively

bidding since this data was first tracked in 1998.

Contracts Received: **Thirteen percent of companies responding to the survey had received one or more government contracts during the year.** The total value of contracts reported to RCAC during the fiscal year was \$4.2 million.

PERFORMANCE MEASUREMENTS-DEFENSE LOGISTICS AGENCY

Note - The final performance review from Defense Contract Management Agency (DCMA) for fiscal year 2003/2004 has not been completed. The following is a synopsis of the most recent review dated August 16, 2004 for fiscal year 2002/2003.

**Overall Rating - Outstanding
(Highest Possible)**

Purpose of the Review

The purpose of the program review is to evaluate the quality of RCAC's performance and documentation against the Cooperative Agreement in accordance with the OMB (Office of Management and Budget) Circulars and DoD Regulations. The areas evaluated and rated are: **A. Performance B. Management C. Technical Qualifications D. Cost Realism**

Performance. In the area of performance, RCAC was rated outstanding. RCAC met 16 of the proposed 17 goals for a success rate of 94%. The goal that was not met was in the 90-percentile range.

Management. In the area of management, RCAC was rated as outstanding. The management review assesses areas such as administrative reporting, internal controls, Standard Operating Procedures (SOP), personnel, professional development, and documentation.

Technical Qualifications. In the area of technical qualifications, RCAC was rated outstanding. This review assesses levels of client satisfaction, success stories, outreach, counseling, and client training offered by RCAC.

“It was evident that RCAC is working well with their clients and that their clients were satisfied with the assistance and guidance provided to them by RCAC.”- Dave Chapman, Assistant Director of Small Business

Cost Realism. In the area of cost realism, RCAC was rated as highly acceptable. The audit disclosed no instances of unallowable, unallocable, or unreasonable costs.

STATISTICS

Measurements - Statewide

During the fiscal year, RCAC delivered **2,997 individual counseling sessions** to 676 business concerns. Of those counseling sessions, 2,865 were with small businesses. Small Disadvantaged Businesses (SDBs) accounted for more than 300 of those counseling sessions; Women-owned Businesses (WOBs) accounted for more than 950; HUBZone certified firms accounted for more than 400; and small businesses owned by Service-Disabled Veterans accounted for more than 100 of the counseling sessions.

Additionally, RCAC delivered or participated in **25 training and outreach events** for clients, covering such subjects as “Contracting With State and Federal Government,” “HUBZone for Manufacturers,” “Subcontracting,” and “Winning Business in a Changing Economy” to name but a few.

In the latter part of the year, a new partnership was forged between the Southern West Virginia Community and Technical College to offer Continuing Education Units (CEUs) for selected RCAC

training. During September, the first sponsored CEU training event, “Winning Business in a Changing Economy”, was held and **18 attendees received CEU credit for participating in the training.**

All performance goals measured by the Defense Logistics Agency in the performance of RCAC’s cooperative agreement were met for the fiscal year.



Financial data is available at RCAC’s website, password protected under the Board of Directors section at <http://www.rcacwv.com/directors.html>. Contact Bridgette Venanzi at 304-344-2546, ext. 4 or bvenanzi@rcacwv.com to receive access.

Agencies and Prime Contractors Receiving Quotes/Offers from RCAC Clients:

Randolph-Elkins Health Department
Defense Supply Center Richmond
Defense Supply Center Columbus
Defense Supply Center Philadelphia
Wright-Patterson Air Force Base
General Services Administration
Army Contracting Agency
Department of the Air Force
Department of the Navy
Mantech
Crane Army Ammunition Activity
Colgan Air
National Science Foundation
Air National Guard
National Climatic Data Center

National Mine Health and Safety Academy
National Institutes of Health
Dept. of State Foreign Service Institute
New River Community & Technical College
Veterans Administration
Centex Construction Company
CET Engineering Services
Environmental Protection Agency

CLIENT SUCCESS STORIES

Since 1990, RCAC has assisted clients with government contracts and subcontracts valued at over **\$336,422,000**. Competing for and performing government contracts are not for the faint of heart, but RCAC clients have proven to be resilient and motivated by the process. Clients represent many different industries including but not limited to: services, construction, engineering, manufacturing, IT, and education. Some clients are just getting started on their quest to market to the government where others have already determined the agencies to target and are submitting bids, quotes, and proposals. The common goal of each client is to regard the government as a best customer. RCAC is privileged to work with so many of West Virginia's winners in government contracting and clients who represent the *future* winners in this challenging market. In fact, RCAC clients are the nucleus of our continued success! Following are a few profiles of RCAC clients with recent contract awards.

BBLCARLTON

BBLCarlton, LLC is a general contractor and construction management firm based in Charleston, WV. They recently completed the Charleston Power Stadium, the Department of Environmental Protection building in Kanawha City, and residence halls for the University of Charleston. BBLCarlton works with a variety of clients in the private and government sectors, including the State of WV, Dow Chemical, the University of Charleston, Marshall

University, Huntington and United Banks, St. Francis Hospital, and many county governments and school boards. The company is completing two projects, valued at approximately \$33 million, in Eleanor, WV, for the Army National Guard and has completed two design-build projects for the State of WV, valued at approximately \$28 million. They are a recent contract awardee from the WV Air National Guard for the Fire/Rescue Crash facility located at the Yeager Airport in Charleston, WV.

CLARK FILTER SYSTEMS

Clark Filter Systems was formed in April of 1994 with the primary goal to provide industrial filters and filter systems to the chemical plants in WV and adjoining states. Over the past eleven years the customer base has expanded to include large oil, gas, and coal companies as well as small commercial businesses and health care facilities. In 1999, they were introduced to a new technology that provided water treatment for cooling towers and boilers without the use of hazardous chemicals. After completing several smaller installations they approached the management of the State of West Virginia Capitol Chiller Plant. In October of 2003, the system was installed and put into operation. The WV State Capitol is the first in the nation to have cooling towers with non-polluting Clearwater Dolphin water treatment. In 2004, the first installations were complete in buildings owned or operated by the federal government. Installations at the Army Corps of Engineers building in Huntington and the ATF building in Martinsburg opened the doors to a promising future in government contracts. With RCAC's guidance, they were just awarded a GSA Schedule, which will allow them to bring the Clearwater Dolphin technology to a huge government market.

"Clark Filter Systems' proposal was concise and complete. The proposal was packaged in a way that could be easily read and understood."
Donna Mylius, Contracting Officer, General Services Administration-Fort Worth

DEFENSE SOLUTIONS LLC

The mission for Defense Solutions LLC is to provide the government and our military with top quality parts at competitive prices. Defense Solutions, established in 2004, is a manufacturing and supply company. The company, located in Charleston, WV, provides spare machine parts and electrical assemblies according to federal government specifications. In their short existence, and with RCAC's support, they have received over 240 contracts with various government agencies and depots including the Defense Supply Centers in Columbus, Richmond, and Philadelphia, and TACOM. They also supply to commercial companies all over the country. Defense Solutions recently leased a larger facility for machining with a goal of employing additional West Virginians in the near future.

ADI SERVICES, INC.

ADI Services, Inc., Martinsburg, WV, is an ISO and HUBZone certified small business. They provide spares and logistics support services to their clients. For over 25 years, they have assisted domestic and offshore clients by acting as their sales agent, providing on-site representation, and bringing a stronger visible presence to follow-on spares support. Most of their business is conducted with the DoD and various prime contractors. In addition, they also provide purchasing services for European companies who wish to buy equipment or components from the USA and vice versa. The philosophy at ADI is to make customer satisfaction a daily reality by responding to their customer's needs, delivering error-free products on-time, providing courteous and prompt customer and vendor service, and involving all employees in their "Quality at the Source" program. ADI's recent contracts include several awards from Defense Supply Centers in Columbus and Richmond.

MUSTANG SURVIVAL

At Mustang, every single product from military to recreational gear is made as though lives depend on it - because they do. Their skilled workers take pride in making products that save lives. The nature of the business and the corporate philosophy are captured in their slogan "WE SAVE LIVES FOR A LIVING". Mustang Survival Mfg, Inc. is the largest manufacturer and employer in Wirt County, WV. The business of the company is dedicated to the design, development, manufacture, and marketing of aerospace, marine safety, and survival equipment. For over 35 years they have been committed to providing superior life support, safety, and protection solutions for people exposed to the most hazardous environments in aviation, land, and marine applications. Their customers include military, coast guard, industrial, and recreational users from weekend boaters to NASA astronauts. Mustang products provide protection from drowning, cold-water immersion, fire, and "G" force aircraft acceleration. Previous government contracts include various life preservers, clothing bags, inflatable mattresses, bailing buckets, shower tents, freedom shelters, drysuits, wetsuits, and Anti-G garments for fighter pilots. Mustang is currently working on life preserver contracts and filling orders to supply the needs of the brave men and women of our armed forces.

GENERAL TECHNOLOGIES, INC.

General Technologies is a stocking distributor for several leading manufacturers of fluid sealing products. The company will stay totally focused on continuous improvement and committed to Total Customer Value. Their operation inventories fluid seal products such as mechanical packings for pumps and valves, mechanical seals for pumps and gasketing materials, O-rings, and pressure and temperature gauges. They also cut "soft" gaskets and manufacture metal gaskets on

site. Currently they are opening a specialty hose shop where they will inventory metal hose, hydraulic hose, and rubber hose, and will be able to fabricate specialty hoses on demand and cater to a walk-in business. Their customers include the chemical, refinery, coal industries and commercial businesses. Over the last several years, with the help of RCAC, they have been exploring federal and state government opportunities. They have been successful by conducting business with Veterans Administration (VA) hospitals. With the continued support of RCAC, they expect to grow these sales quickly through 2006.

POTESTA & ASSOCIATES, INC.

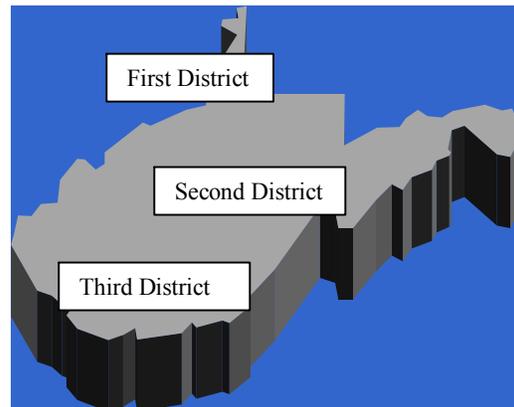
Potesta & Associates, Inc. was formed in 1997 and has developed into a full-service engineering and environmental consulting firm. Their staff includes civil, geotechnical, environmental, mechanical, mining, and chemical engineers, as well as additional experts and consultants. Potesta takes pride in providing quality professional engineering and environmental consulting services to a wide variety of private and public clients. Their multidisciplinary nature allows them to provide complete turnkey projects, and their goal is to deliver innovative and cost-effective solutions to their clients' complex problems. Potesta & Associates was recently awarded a prime contract with the Army Corps of Engineers.

MEADOWWORKS, LLC

Meadoworks LLC is a veteran-owned company based in Rupert, West Virginia (Greenbrier County) that specializes in the manufacturing of spare parts for ACAMS used in chemical agent monitoring. ACAMS are 'near-real-time' automatic continuous air monitoring systems widely used in chemical agent disposal facilities. The company was established in 2003, and was recently awarded a prime DoD contract with Anniston Army Depot – Westinghouse.

CAPITAL AREA DEVELOPMENT CORPORATION

Capital Area Development Corporation is a non-profit Chamber of Commerce development corporation dedicated to the growth of the local community. The corporation had difficulties with CCR, and with RCAC's assistance, the issues were resolved allowing them to continue performance on a contract for the U.S. Department of Commerce/NOAA.



RCAC SERVICE AREAS BY COUNTY

Counties in **RED** are designated or redesignated HUBZone counties.

Charleston Office	304-344-2546	
	Congressional	District
Barbour (distressed)		1
Braxton (distressed)		2
Cabell (non-distressed)		3
Calhoun (distressed)		2
Clay (distressed)		2
Gilmer (distressed)		1
Jackson (distressed)		2
Kanawha (non-distressed)		2
Lewis (distressed)		2
Mason (distressed)		2
Putnam (non-distressed)		2
Roane (distressed)		2
Upshur (distressed)		2
Wayne (non-distressed)		3
Wirt (distressed)		2
Princeton Office	304-425-9438	
Fayette (distressed)		3
Greenbrier (distressed)		3
Mercer (non-distressed)		3

	Congressional District
Monroe (non-distressed)	3
Nicholas (distressed)	3
Pocahontas (non-distressed)	3
Raleigh (non-distressed)	3
Randolph (non-distressed)	2
Summers (distressed)	3
Webster (distressed)	3
 Kearneysville Office 304-724-7547	
Berkeley (non-distressed)	2
Grant (distressed)	1
Hampshire (non-distressed)	2
Hardy (non-distressed)	2
Jefferson (non-distressed)	2
Mineral (distressed)	1
Monongalia (non-distressed)	1
Morgan (non-distressed)	2
Pendleton (non-distressed)	2
Preston (distressed)	1
Tucker (distressed)	1
 Logan Office (SWVCTC) 304-792-7234	
Boone (non-distressed)	3
Lincoln (distressed)	3
Logan (distressed)	3
McDowell (distressed)	3
Mingo (distressed)	3
Wyoming (distressed)	3

**PERFORMANCE HIGHLIGHTS
FOR 2004/2005**

Total contracts at **\$4,245,921**
Contract awards from *FY 90/91* through *FY 04/05* **\$336,422,006**
Jobs created/retained since *FY 90/91* **7,916**
Active client base at **676**

Projects:

- * Assisted clients with new ORCA database (Online Representations and Certifications Application)
- * Jeff Hurley joined a planning group for developing training designed to prepare local residents to staff the new federal prison in McDowell County

- * Client newsletters and e-mail alerts
- * Pre-award surveys
- * Company capabilities statements
- * Marketing brochures
- * GSA schedule proposals
- * Targeted marketing plans
- * Assisted with HUBZone certifications
- * Assisted with 8(a) Business Development certifications and business plans
- * Jessica Hudson and Bridgette Venanzi joined the planning committee for a premiere government contract matchmaking event in Charleston – ‘Contract Connections’

“I appreciated the opportunity to meet with potential vendors and contractors and hope to be included in Contract Connections in the future.”
Robert Cody, Contracting Officer, Dept. of the Interior National Park Service-Harpers Ferry

- * Developed 'Doing Business with the State of WV Overview' and ‘Subcontracting’ presentations
- * Sponsored 12 workshops and conferences including ‘Winning Business in a Changing Economy’
- * Participated with resource partners in 13 additional workshops and conferences
- * Began offering CEU credit through SWVCTC for selected RCAC training
- * Kendra Marker and Christine Todd attended National Contract Management Association’s World Congress
- * Staff received Radio Frequency Identification (RFID) training at Defense Supply Center Columbus