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It is my pleasure to present the FY 2014 Maryland Procurement Technical Assistance Program (Maryland PTAP) Annual Report; a time to reflect on our organizational mission, goals and accomplishments over the past year. The Maryland PTAP is located at the University of Maryland (UMD) in College Park. Our program is funded in part by the Maryland Department of Commerce, the Department of Defense (DoD) through the Defense Logistics Agency (DLA) and is hosted by the UMD.

The mission of the Maryland PTAP is to help Maryland small businesses prepare for and engage in the procurement process with Federal, state and local government agencies. Small Business Administration studies show four out of five business firms fail before they reach five years in business. We provide counseling services at no cost to the small business owner in an effort to improve these statistics. Additionally, the Maryland PTAP provides training and outreach programs to help business owners acquire the skills they need to pursue government contracts.

In FY 2014, the Maryland PTAP acquired 342 new clients and held 1,867 counseling sessions. The program has been instrumental in assisting Maryland small businesses gain over $41 million in contract awards and created 827 jobs for the state and is an increase of 33 percent above job creation data for FY 2013. The Maryland PTAP conducted 139 training and outreach events with attendance exceeding 9,081 attendees.

The successful entrepreneurial outcomes of our clients are directly attributable to the professional leveraging of knowledge of our core PTAP counselors. Our team’s primary goal is to help Maryland business firms effectively market their products and services to Federal, state and local government agencies. This effort is greatly influenced by the genuine desire of all our counselors to provide individualized counseling services to each client that assists and informs the business owner(s) how to navigate the complexities of government contracting—from registering in various databases and completing required government forms/documents, to helping them devise agile marketing strategies.

I am extremely proud of our cadre of highly experienced counselors and their collective efforts regarding assisting a myriad of Maryland business owners enhance their government contracting activity. Our continuous goal is to increase community awareness regarding the Maryland PTAP services, so that it is recognized as one of the finest small business resources in the state of Maryland.
The Procurement Technical Assistance Program (PTAP) was authorized by Congress in 1985 in an effort to assist small businesses with participating in the Federal government marketplace. It was later expanded to include state and local government contracting. The Maryland PTAP opened its doors in 2002 and is administered by the DLA and hosted by the UMD in College Park. The Maryland PTAP is one of 97 Procurement Technical Assistance Centers nationwide.

Maryland PTAP’s mission is to provide contracting and procurement technical assistance to businesses in the state, thereby maximizing the number of capable Maryland firms participating in the government marketplace.

Since its inception, the Maryland PTAP has grown exponentially, starting with a core team of four people and growing to a present day number of 10. We have seven Procurement Counselors, an Intake Coordinator, as well as a host of student interns from the Hillman Entrepreneurs Program.

Our reach throughout the state now includes Maryland local partners spanning as far north as Harford County, as far south as the Tri-Counties of Southern Maryland (St Charles, St Mary’s and Calvert), the Eastern Shore and the Western region. This indicates the growth realized through the inception of this program.

Since its existence, the Maryland PTAP has acquired 5,967 clients and held 26,084 counseling sessions. It has been instrumental in assisting Maryland small businesses gain $14.04 billion in contract awards and thereby creating 36,366 jobs for the state. Maryland PTAP outreach activities include 731 events with attendance exceeding 52,081 attendees.
As part of our overarching mission to provide exceptional customer service in a constantly changing environment of Federal procurement rules and regulations, our team members participate in continuing education programs, seminars, conferences and specialized courses to remain abreast of evolving acquisition methods as the Federal budget and deficit make it clear that the government must reduce costs.

TEAM BIOGRAPHIES

Arthenia Johnson-LeFlore:

Arthenia has extensive experience in both government and commercial contracting. She worked at the Department of Defense, the State Department as well as with state and local purchasing activities. She is uniquely familiar with a broad range of acquisition methods and instructions associated with complex and highly sophisticated research and development efforts and professional and management services. She reviewed requests for contractual services submitted by organizations supported by government agencies. This involved thoroughly analyzing the requirement and conferring with the appropriate personnel to obtain needed technical data related to preparation of the contractual document (including scope of work, evaluation criteria, deliverables, patents, and contract clauses). Her experience encompasses the entire contract spectrum from cradle to grave contracting. Arthenia is also a certified Center for Veterans Enterprise Counselor.

Rosemary Johnson:

Rosemary served over 29 years as a Contract Administrator/Specialist/Negotiator and Procurement Analyst with various Federal government agencies. In September 1994, Rosemary was one of the first Department of Defense civilian employees to receive Level III Contracting Series certification as required by the Defense Acquisition Workforce Improvement Act. She remained Level III certified throughout her Federal service career. Rosemary is uniquely familiar with the myriad of Federal and agency specific regulations, policies, procedures and Executive Agency mandates associated with Federal procurement. During her Federal service career, Rosemary served on a number of inter-agency governmental teams including the Federal Strategic Sourcing Initiative as well as various contractor and government work groups. Rosemary also worked with the Small Business Administration and various agencies’ Offices of Small Business Programs to ensure small business concerns had adequate opportunities to participate as offerors in the Federal marketplace.
Mary Lee Kolich:

Mary Lee Kolich is a seasoned professional with 30 years of experience and a solid understanding of diverse business management applications and principles. She has demonstrated knowledge and experience in contract negotiations with Federal agencies and prime contractors. Mary Lee served as a counselor for the Women’s Business Institute and the Small Business Development Center in Southern Maryland. Later she transferred to the Maryland PTAP where her experience in the government sector could be shared with companies attempting to pursue government contracting. Mary Lee is also a certified Center for Veterans Enterprise Counselor.

Bonnie Julianne Maliszewski:

B. Julianne retired after 36 years of Federal service in the field of acquisition. A large portion of these years of service were spent as a Small Business Specialist. Bonnie’s duties consisted of counseling firms on how to do business with the Federal government, while also ensuring that the Federal government spent a good portion of their acquisition dollars utilizing small businesses. Bonnie is a dedicated professional and avid learner. Her education includes a Doctor of Business Administration degree with a concentration in Management from the University of Sarasota, a Master of Arts degree in Business Administration with a concentration in Management from the College of Notre Dame of Maryland, a Bachelor’s degree from Frostburg University plus a Masters Certificate in Contract Management from George Washington University. During her career in Federal acquisition, Bonnie held a variety of positions to include Contracting Officer and Procurement Analyst and received Defense Acquisition University Level III certification in Contracting.

Richard Paden:

Richard is a seasoned Federal Business Development Manager who has held direct sales and sales management positions with both large and small government contractors. Richard earned his Bachelors of Arts degree in Business Administration from Parsons College, Fairfield, Iowa. He began his professional career in the Consumer Products industry as a salesman for Johnson & Johnson (J&J) Baby Products Company where he received extensive and in-depth sales and sales management training which has served him well to date. In the 70s, Richard worked at Control Data Corporation’s (CDC) Cybernet Service in the Federal Sales Department. At the time, CDC offered interactive data processing to a batch processing industry that was dominated by International Business Machines (IBM).
He quickly advanced as a result of his success in selling timesharing to the Internal Revenue Service. During his professional career, Richard identified, qualified and conducted capture management and recruited key personnel for numerous multi-year government contract awards valued from $24,000 to $1 Billion. Over the course of his 32-year Federal sales career, Richard worked for both very large multi-national corporations and small businesses and experienced first-hand the continuous transition in Federal acquisition strategies. Richard welcomes the opportunity to share his government procurement experiences as well as his business development knowledge to help others obtain success in the government market.

Benjamin Simmons:

Ben has a diverse background in commercial and government senior level Program and Contract Management. He has served in the following capacities during his career: Director of the District of Columbia Procurement Technical Assistance Center; Marketing Director for Federal Business, Craft Machine Works, Newport News, VA; Marketing Director for IT Services, Prosoft Inc., Virginia Beach, VA; and Program Manager, Signal Corporation for the General Services Administration, Arlington, VA. Additionally, Ben has devoted a substantial amount of independent study to assist PTAP clients successfully compete for opportunities in the public sector.

Jackie Wolfe:

Jackie has over 14 years of Federal government contracting experience. She previously served as a Contracting Officer, Deputy for Small Business and Senior Procurement Analyst with various government agencies. She is considered a subject matter expert in the field of Federal acquisition possessing in depth knowledge of acquisition regulations and contracting principles. Jackie earned her Master’s in Business Administration in 2003 from Loyola College in MD and has achieved Level III Defense Acquisition Workforce Improvement Act certification in government contracting from the Defense Acquisition University. In 2011, Jackie was awarded one of the highest honors in Army contracting, the Secretary of the Army Award for Excellence in Contracting in the Category of Outstanding Procurement Analyst. Jackie offers a vast amount of experience and resources to help small businesses navigate their way through government contracting.
The Maryland PTAP’s Procurement Counselor Training Locations and Counseling Services are provided in five (5) regions of the state of Maryland to include Western, Northern, Corridor, Southern, and Eastern. Specific county locations are highlighted below.
MARYLAND PTAP SERVICES

The Maryland PTAP is dedicated to helping small businesses achieve their goals of growth, expansion, innovation and success. These goals are achieved by providing a comprehensive portfolio of procurement and technical assistance services that include the identification of bid opportunities, development of marketing strategies, certification assistance, Request for Proposal/solicitation review and bid/proposal development.

Our program provides virtual office space to clients that includes conference room, library, and desktop computer with wireless access and printer services. This office space allows our clients to hold meetings and conduct business in a private and confidential business environment.

FY 2014 STATISTICS

NEW CLIENTS

In FY 2014, the Maryland PTAP provided initial counseling sessions (one-on-one technical assistance) to 342 new clients. The number of counseling hours provided in these initial counseling sessions totaled 434 hours. The Maryland PTAP continues to serve a diverse spectrum of clients, as illustrated in the chart below.

INITIAL COUNSELING SESSIONS WITH CLIENTS

* Note: These figures represent small businesses that qualify under Federal government criteria to be counted in more than one category.
MARYLAND PTAP FOLLOW-UP COUNSELING SESSIONS

The Maryland PTAP provided 1,867 follow-up counseling sessions to all clients. The diversity of client base is illustrated in the chart below.

![FOLLOW-UP COUNSELING SESSIONS](chart)

*Note: These figures represent small businesses that qualify under Federal government criteria to be counted in more than one category.

CONTRACTS AWARDED TO CLIENTS

The Maryland PTAP small business clients received over $41 million in contract awards. This equates to nearly 827 jobs assuming that $50,000 in sales is needed for each job reported.

Below are illustrations of the breakdown of reported awards to clients and contract awards by contract type (Prime or Sub-contracts).

![CONTRACTS AWARDED TO CLIENT BY TYPE](chart)

**TOTAL RECEIVED BY ALL CATEGORY SMALL BUSINESS CONTRACTORS**

$41,331,934
Contracts Awarded to Clients by Entity Type

- Small Disadvantaged Business Concerns - $16,084,445
- Women-Owned Small Business Concerns - $13,670,529
- HUBZone Small Business Concerns - $2,847,309
- Service-Disabled Veteran-Owned Small Business - $11,921,223

MARYLAND PTAP 2014 ANNUAL REPORT
The Maryland PTAP sponsored and/or participated in 139 workshops and outreach events during the reporting period. Total attendees that participated in these training, outreach and/or networking events was 9,081.
ICESS, LLC.

ICESS, LLC. is a Veteran Affairs verified Service-Disabled Veteran-Owned Business located in Frederick, MD offering anti-terrorism and force protection security services primarily to the Federal government. The company has several subcontracts and one prime $8.2M contract with the Naval Facilities Engineering Command (NAVFAC) that is currently in its 4th option year. ICESS is preparing for the competitive re-compete of that effort. In 2014, company revenues were $4.25M. The company employs 20 people. ICESS has a Defense Contract Audit Agency approved accounting system and Top Secret Facility Clearance. ICESS is preparing proposals for the following agencies and/or programs: The Navy’s Seaport-e (its electronic platform for acquiring support services), the General Services Administration’s Mission Oriented Business Integrated Services and Schedule 84 (Total Solutions for Law Enforcement, Security, Facility Management Systems, Fire, Rescue, Special Purpose Clothing, Marine Craft and Emergency/Disaster Response) as well as the Department of Homeland Security’s Physical Access Control System. ICESS has been awarded a $25M Indefinite Delivery Indefinite Quantity contract for Program Management and Logistic Services in support of the Antiterrorism Force Protection-A Program Management Office of NAVFAC. Task Order 0001 will be issued shortly.

Technical Assistance – The Maryland PTAP counselor provided direct response to ICESS on this effort by reviewing the solicitation and its 7 amendments and conducted a compliance review of ICESS’ draft proposal prior to submission. As a result of this support, the company received a $25,000,000 contract award from the NAVFAC.

The Principal and Chief Executive Officer (CEO) of ICESS provided the following testimonial:

“Special thanks to Jackie Wolfe at Maryland Procurement Technical Assistance Program (MDPTAP) for a compliance review of the proposal. Thank you and well done!” – Hank Chase, Managing Principal and CEO, ICESS, LLC.
CARETECH, LLC.

CareTech, LLC. provides IT security, back-up and disaster recovery services and software. CareTech became a Maryland PTAP client on January 16, 2015. The client originally needed assistance with their System for Award Management registration regarding their Women-Owned Small Business (WOSB) designation. The client was denied her WOSB certification and the PTAP provided assistance to the firm in its appeal to the Small Business Administration. They also expressed interest in a General Services Administration schedule, non-disclosure agreements, teaming agreements, and government marketing strategies, etc. While servicing the client in these requested areas, CareTech, LLC. requested assistance in responding to a solicitation issued by the University of Maryland, Baltimore to provide Network-attached storage devices. The counselor provided a concentrated effort on this Invitation for Bid that resulted in the firm’s first government contract award. This award resulted in a $61,302.00 increase in annual sales.

Technical Assistance – The Maryland PTAP counselor provided general procurement technical assistance in the following areas: government registrations and certifications, counseling in successful bid proposal and submission, past performance, market research and marketing strategy and a host of other needed assistance. However, the Maryland PTAP played a vital role in University of Maryland, Baltimore (UMB) procurement opportunity by counseling CareTech with acquisition strategy support and proposal development. This success story is of particular importance to the Maryland PTAP as it represents the success of a firm located in the Western part of the State, which historically has been a distressed area.

CareTech received a $121,500 award from the UMB.

The owner of CareTech provided the following testimonial:

“Thanks to you, Jackie Wolfe and the MD PTAP for helping CareTech, LLC win its’ first government bid!!! Our first award was over $100,000.00 with the University of Maryland. Your guidance through this challenging process has provided CareTech, LLC with the tools and knowledge needed to get in front of key decision makers and present effective responses to Request for Proposals. We are looking forward to solidifying our relationship and conquering the next opportunity.”
– Carrie Drolshagen, Owner, CareTech, LLC.
TRANSPACIFIC COMMUNICATIONS, LLC

TransPacific Communications, LLC, is a woman-owned company located in Cheverly MD. The company is Women-Owned Small Business certified. The company specializes in cross cultural communication training for non-native speakers.

The MDPTAP’s procurement counselor has been providing procurement technical assistance to the client since January 2014. The counselor and client met on January 27, 2014 for an initial counseling session to discuss and create a strategic marketing plan for the local, state and federal government.

Technical Assistance – The Maryland PTAP counselor provided the following assistance:

- Identified Federal agencies to market
- Discussed client’s success calling on the National Institute of Science and Technology (NIST), the United States Department of Agriculture (USDA) and the United States Department of Education (DoED) and made recommendations
- Discussed the use and structure of Indefinite Delivery Indefinite Quantity (IDIQ) contracts and Blanket Purchase Agreements for obtaining reoccurring training orders from USDA
- Discussed who to contact to obtain IDIQ information at the USDA’s Agricultural Marketing Service (AMS) and Animal Plant Health Inspection Service and DoED
- Provided technical assistance relating to: procurement/bids, capability statement, marketing strategies, proactive sales cycle and procurement forecast
- Counselor suggested that client send follow-up letters to those agencies contacted for services to include local, state and Federal government agencies. Client was also provided a list of contacts.
- Client obtained a 10 week contract to provide training to AMS Civil Rights and paid speaking engagement with NIST
• Client received a three-year sub IDIQ contract from INSIGNA to provide Personal Training to the USDA

• Client obtained a sub-contracting position on a 5-year Federal contract

• Discussed a Request for Proposal from Center for Medicare and Medicaid Services to provide Language Line Interpretation and Translation Services

• Discussed ways and methods of connecting with viable Prime contenders for this opportunity

• Discussed sub-contracting pricing vs. the price the Prime will offer the government

• Discussed methods for identifying opportunities earlier in the future

• Set up Federal Business Opportunities search agents to identify future opportunities before they are released as Request for Proposals

Client was awarded first Federal contract valued at $41K.

The Managing Director of TransPacific Communication, Dottie Li, provided the following testimonial:

“Maryland Procurement Technical Assistance Center (PTAC) has been providing assistance as I grow my business, TransPacific Communications. We’re a boutique firm providing media training and cross-cultural communication training for non-native professionals.

The PTAP’s staff has been knowledgeable, attentive and understanding as they provide guidance to me. They expertly navigate federal, state and local government procurement procedures. The PTAP provides counseling services at no cost to small business owners, which is a tremendous benefit. If you need help taking your business to the next level, PTAP is a wonderful resource. Please visit http://www.mdptap.org/ today. You’ll be happy that you did.”
The Maryland PTAP continues to work with large and small businesses alike to help them achieve success in the government sector. Our partners play a vital role in assisting us assist state businesses.

Our Partners include the following:

Anne Arundel County Economic Development Corporation
Baltimore Small Business Resource Center
Bowie Business Innovation Center
Calvert County Department of Economic Development
City of Bowie Department of Planning and Economic Development
College of Southern Maryland
Hagerstown Community College
Harford County Office of Economic Development
Howard County Economic Development Authority
Maryland Department of Commerce
Maryland Department of General Services
Maryland Department of Transportation
Maryland Small Business Development Centers
Montgomery College
Northrop Grumman
Prince George's Community College
Prince George's County Central Services
Prince George's County Chamber of Commerce
United States Small Business Administration
University of Maryland
During this fiscal year, the Maryland PTAP utilized and worked with students in the Hillman Entrepreneurs Program as interns.

The David H. and Suzanne D. Hillman Family Foundation created the Hillman Entrepreneurs Program by partnering with the UMD and Prince George's Community College in 2006. Since then, the program has supported students who might not otherwise be able to afford a college education.

In the spring of 2013, the Hillman Entrepreneurs Program expanded its reach to offer enrollment to students at Montgomery College (MC). The first cohort of MC Hillman Entrepreneurs joined the Program in January 2013. This expansion augments the Program’s efforts to create a vibrant community of students that share a common entrepreneurial mindset, but have a wide range of backgrounds, experiences, and aspirations.

Our experience with the Hillman Entrepreneurs Program has been exceptional and we were delighted with the quality of work produced by their students in every segment of our organization. The students we mentored had excellent problem-solving skills. They demonstrated great initiative and team work. Our Hillman interns learned quickly and enthusiastically tackle areas unfamiliar to them thereby increasing their knowledge and skill base. The interns were very productive from early on in their placement and we found them a pleasure to work with and extremely conscientious and diligent regarding their internships with the organization.

Denise Warner, the Maryland PTAP Director, recognizes the importance of experiential learning opportunities for both the educational advancement of students and the growth of host employers’ businesses and organizations. Here at the Maryland PTAP, the Hillman students have the opportunity to gain experience that will make them stronger and competitive both in business and in the job market. Our Hillman interns are well organized, creative and diverse thinkers.

In summary, the Student Intern Placement Program is extremely valuable and we would highly recommend this program to other organizations.
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