



March 4, 2010

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Dear Members of the Board:

As you know, the U.S. Hispanic Chamber of Commerce Foundation (USHCCF) was recently awarded a Congressional technical assistance grant administered by the U.S. Small Business Administration. This business development project is designed to enhance the participation of Hispanic businesses in Federal procurement.

One of the project activities is to provide Technical Assistance to 20-30 Hispanic businesses that need technical assistance in participating in Federal contracting. We are referring to firms in technical areas such as electronics, engineering, computer sciences, construction, etc.

USHCCF is reaching out to you for assistance in identifying Hispanic firms that meet the criteria. Both certified and non-certified Hispanic technical firms qualify for this assistance. If you know of a business that is in need of technical assistance please provide us with their contact information.

Due to deliverable deadlines in the SBA grant, we would greatly appreciate your recommendations no later than Friday, March 26th.

In the interim, should you have any questions, please feel free to contact Eduardo Pereira, Project Director, at epereira@ushcc.com or Gissel Gazek Nicholas, Project Assistant, at ggazek@ushcc.com.

Thank you for your attention to these matters.

Yours truly,

Javier Palomarez
President and CEO
U.S. Hispanic Chamber of Commerce

Cc Eduardo Pereira, SBA Federal Procurement Project Director
Cc Gissel Gazek Nicholas, SBA Federal Procurement Project Assistant

Technical Assistance - Summary

Measurable Objective:

Foundation staff and/or consultants will provide Technical Assistance to 20 to 30 target firms during the program year.

The Technical Assistance component of the project will consist of:

1. One-on-one Technical Assistance by project staff (or consultants) to individual companies on various aspects of the Federal marketplace
2. Technical Assistance by project staff in the process of identification of contract opportunities using the Foundation's Federal Procurement Portal

The project will provide direct technical assistance to target firms in two ways:

a. Telephonic Technical Assistance – Technical Assistance will be provided by telephone to target firms around the country who need help in understanding how to participate in the Federal marketplace. This technical assistance will be provided by project staff, or consultants selected by the Project Director (who have expertise in the subject-matter area wherein target firms need assistance).

b. In-Person Technical Assistance – In-person technical assistance will be provided to target firms that come to Washington DC for marketing purposes. This technical assistance will be provided by project staff, or by consultants selected by the Project Director (who have expertise in the subject-matter area wherein target firms need assistance).

Typical Areas of Technical Assistance

- Acquisition Reform – the FARA, FASA and Clinger-Cohen Acts
- Understanding procurement streamlining and the rise of multi-year contracting
- Understanding A-76 Outsourcing
- Marketing to the federal government
- Securing 8(a) certification and marketing for 8(a) requirements
- How to secure federal agency procurement forecasts
- Profiling federal agency procurement history by NAICS codes
- Identifying agencies that procure specific products or services through the FPDC
- Using government data bases to identify procurement opportunities
- The importance of certifications - e.g., 8(a), SDB, DBE, HUB-Zone, SDVSB, etc.
- Special Fed procurement initiatives (e.g., WOB set-asides, PEA, DOE 8a Pilot, etc.)
- Securing and marketing GSA Schedules
- Developing effective marketing materials
- Essential elements of bid and proposal preparation
- Qualifying for PEA credits in federal prime contract bids
- Teaming and joint ventures
- Essential elements of government cost accounting
- How to establish indirect cost rates for Federal contracting
- Pre-award audits and incurred cost audits
- Reasonableness, allowability and allocability of expenditures
- Marketing for subcontract opportunities with DOD and aerospace primes
- Prime contractor evaluation points and fee incentives for using SDBs
- The present status of the SDB Program and PEA
- Pursuing DBE contract opportunities under federal grant programs to the states