



Services to Help Your Business Grow

**Presented by Terry Homburg
KEDA, WA Apex Accelerator, Region 1**

May 22, 2025

This APEX Accelerator is funded in part through a cooperative Agreement with the Department of Defense.

MEET KEDA'S GOVERNMENT CONTRACTING EXPERTS



TERRY HOMBURG



MARY JO JUAREZ

Agenda

- About Apex Accelerator
- Services
- Where to Find Us



About Apex Accelerator

- Congress established the Procurement Technical Assistance Cooperative Agreement Program in 1985 as part of the Department of Defense (DoD) Authorization Act
- PTAC was designed to assist businesses (focusing on small businesses) with **federal, state and local government contracting**
- The program is funded by the federal government through the United States Department of Defense (DoD) and locally by Thurston EDC and Kitsap Economic Development Alliance
- In 2023 the name changed from PTAC to APEX Accelerator
- We help businesses of all sizes, small and large

Services for Small & Large Business Clients



One to One Counseling

- ✓ Register as a WA APEX Accelerator client
 - At [washingtonapex.org](https://www.washingtonapex.org)
 - If not in WA, visit <https://www.napex.us> to find your local APEX Accelerator Advisor
- ✓ APEX Accelerator services are free

Profile and Marketing Reviews

- **Who buys what you sell?**
- **How often do they buy it?**
- **How are they buying?**



Profile and Marketing Reviews

DSBS, Dynamic Small Business Search






- Linked from SAM or SBA account

	COMPANY	CONTACT	ADDRESS	CAPABILITIES NARRATIVE	EMAIL ADDRESS
9	ELITE PERFORMANCE & LEARNING CENTER PS	JOSEPH TRACHTMAN	5008 PULLMAN AVE NE SEATTLE, WA 98105-2138	We manufacture and distribute the Zone-Trac? AR (augmented reality) device. The device trains enhanced vision, concentration and relaxation and is based on NASA research.	tracht@accommotrac.com
10	TAMAZARI INC	LEIGH STYLOS	487C HOTCHKISS RD COLVILLE, WA 99114-8740		leigh.stylos@tamazari.com
11	LOVOLT COMMUNICATIONS, INC.	DOLANNA BURNETT	4816 244TH ST CT E GRAHAM, WA 98338-8371		lovoltcomm@yahoo.com

Profile and Marketing Reviews

Capability Statement

- 1 page
- Front and back
- Photos
- Color
- Informative

<p>CAGE CODE: UEI:</p> <p>SMALL BUSINESS CERTIFICATIONS:</p> <p>NAICS: Accept Government-wide Purchase Card</p>   <p>COMPANY NAME ADDRESS WEBSITE POC: Title Phone Number Email:</p>	<h2>LOGO</h2> <hr/> <p><i>Capability Statement</i></p> <h3>CORE COMPETENCIES</h3> <ul style="list-style-type: none">✓ Bulletized list of services that your company offers✓ List in priority order - significance✓ No narrative descriptions✓ Customize to focus on what the potential client needs✓ If using details . . . quantify and qualify whenever possible✓ <h3>EXPERIENCE</h3> <ul style="list-style-type: none">✓ Bulletized list of previous clients that represent experience✓ List experience in order similar to the targeted audience (Federal, State, Local, public, etc.)✓ No logos or references✓ Customize to focus on who the potential client is	   <ul style="list-style-type: none">✓ Detailed example of projects or services provided.✓ Include dollar value, performance period, or other aspects that provide examples of successful experience.✓ The goal is to reflect depth – lowering the potential client's risk.✓ Stay away from testimonials and references (they change often, and clients like to draw their own conclusions) <ul style="list-style-type: none">✓ Detailed example of projects or services provided.✓ Include dollar value, performance period, or other aspects that provide examples of successful experience.✓ The goal is to reflect depth – lowering the potential client's risk.✓ Stay away from testimonials and references (they change often, and clients like to draw their own conclusions) <ul style="list-style-type: none">✓ Detailed example of projects or services provided.✓ Include dollar value, performance period, or other aspects that provide examples of successful experience.✓ The goal is to reflect depth – lowering the potential client's risk.✓ Stay away from testimonials and references (they change often, and clients like to draw their own conclusions) <ul style="list-style-type: none">✓ Detailed example of projects or services provided.✓ Include dollar value, performance period, or other aspects that provide examples of successful experience.✓ The goal is to reflect depth – lowering the potential client's risk.✓ Stay away from testimonials and references (they change often, and clients like to draw their own conclusions) <ul style="list-style-type: none">✓ Detailed example of projects or services provided. Include dollar value, performance period, or other aspects that provide examples of successful experience. The goal is to reflect depth – lowering the potential client's risk. Stay away from testimonials and references (they change often, and clients like to draw their own conclusions) <p>Other pertinent data:</p> <ul style="list-style-type: none">✓ Union affiliations✓ safety data,✓ number of projects completed last year✓ etc.
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Profile and Marketing Reviews

Elevator Pitch

- Introduction, NOT a sales pitch
 - ✓ Company name
 - ✓ Certifications
 - ✓ What you sell
 - ✓ Capability statement



SAM Registration and Updates

- What role does State & IRS play?
- UEI?
- CAGE Code?
- DSBS?



Certification Assistance

Federal

- SB
- SDB
- HUBZone
- 8 (a)
- SDVOSB
- WOSB

WA State

- WBE
- MBE
- MWBE
- CBE
- SEDBE
- ACDBE
- SBE
- DBE
- PWSBE

[certify.SBA.gov](https://certify.sba.gov)



Bid Match



Subcontracting with Large Primes

- ✓ Events
- ✓ Networking
- ✓ Agency Lists of Contractors
- ✓ Introductions



Classes & Workshops

- Government Contracting 101
- Federal Contracting Lexicon
- Steps Leading to a Government Contract
- DoD Cybersecurity Requirements
- Marketing
- Socio-economic Certifications
- Solicitation Review, the Go – No Go Decision
- Cost & Price Proposal Preparation
- Contract Modifications



Free Access to Live and Recorded Webinars

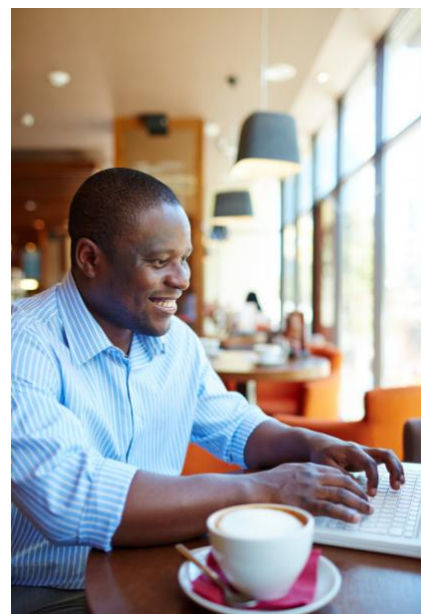
- WA APEX Accelerator online <https://washingtonapex.org/>
- APEX Accelerator YouTube <https://www.youtube.com/@WashingtonAPEX>
- KEDA APEX Accelerator page online
- Govology



Partnering & Networking Opportunities



Monthly, 2nd Wednesday 8-9 am



Monthly, 1st Wednesday 8-9:30 am



Annually in March
Greater Tacoma Convention Center

Plus: Outreach Events & Workshops
Wednesdays with the Deputies for Small Business
(Last Wednesday each month, 10-11:30 am)



Articles and Resources

- **WA APEX online**
- **KEDA APEX page online**
- **Newsletter**



We can't (in case you were wondering)

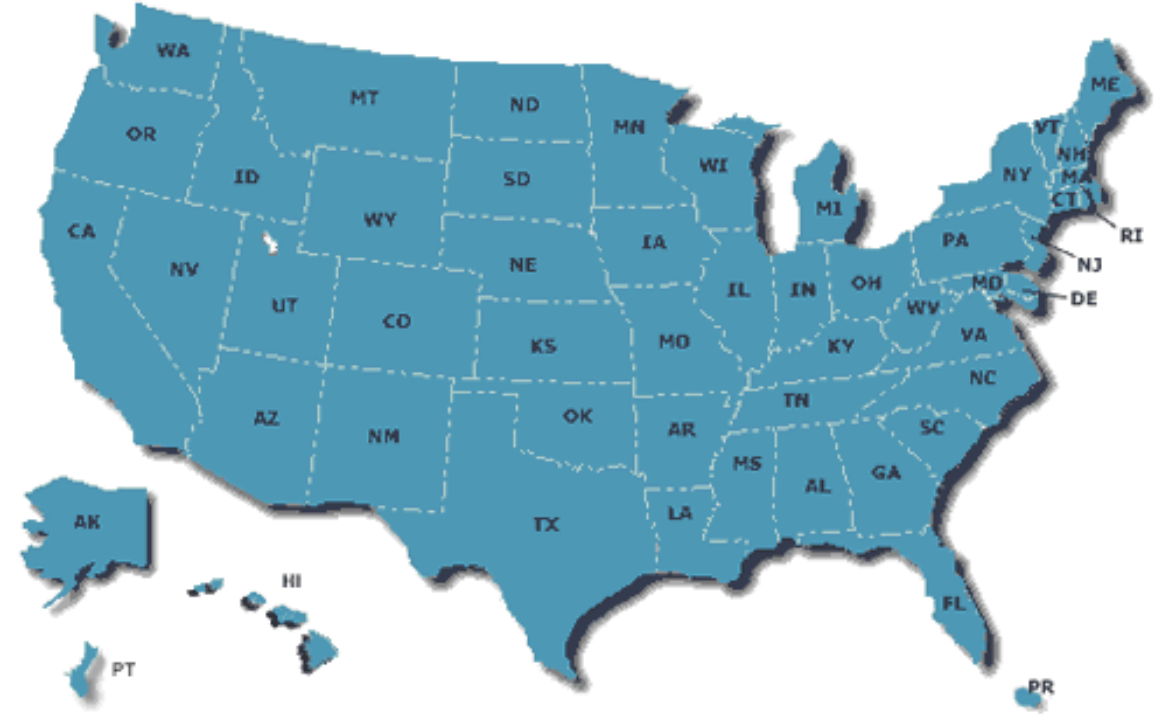
- Provide general business planning or advising services ... but we can provide warm referrals to our partners
- Advocate or lobby for specific socio-economic groups or clients
- Represent the firms we work with in the marketplace
- Prepare your proposal



Where to find your Apex Accelerator?



Washingtonapex.org



www.napex.us.org

Thank You!



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