



BPOC

An iVillage Company

CONFIRMATION OF SERVICE ORDER PREPARED FOR



**Service:** Produce a Best Practices report – to profile the best practices in GSA Contracting for minority and women owned business and publish a data report with case studies.

**Fee:** \$20,000

**Term of Service:** Project to be completed by September 30, 2006

**Description of Service:**

**RATIONALE:**

GSA has major achievements that deserve to be recognized. The benchmarking will assist in moving to the next steps or plateaus.

**TASK:**

Produce a report with data and case examples, show progress and significance of where GSA stands and its deep commitment to the future.

**PROCESS:**

- Work with GSA Small Business Utilization, Felipe Mendoza and team to assess data and examples
- Summarize the data, gain the best practices and produce the profiles and product.
- Estimate is that this is approximately 24 pages in length (To be determined)

**TASKS:**

1. Interview and work with GSA on its data
2. Queries as to what is historical data, 2005 results and projections on targets for fiscal 2006 and beyond
3. Gain examples especially in WOB, MBD (Hispanic, African-American, Asian-American), Veterans, HUB Zone
4. Profile case studies for the report and share photos
5. Gain sign-off for the report
6. Make recommendations for how to use the report
  - Internal distribution
  - Internet and Internal web and e mail to GSA employees
  - External distribution (review options)

**GENERAL SERVICES ADMINISTRATION  
OFFICE OF SMALL BUSINESS UTILIZATION  
ANNUAL REPORT  
DRAFT OUTLINE**

- 1) Statement from Lorita Doan, GSA administrator<sup>1</sup>
- 2) Statement from Felipe Mendoza, associate administrator, Office of Small Business<sup>2</sup> Utilization
- 3) General Data<sup>3</sup>
  - a) Total GSA \$\$ to small businesses
    - i) non-minority
    - ii) MOB
    - iii) WOB
    - iv) Veterans
    - v) HubZone
    - vi) Other
- 4) Category-Specific Data<sup>4</sup> (includes contractor profiles)
  - a) MOB
  - b) WOB
  - c) Veterans
  - d) HubZone
  - e) 8(a)
  - f) Other
- 5) Small Business Advisory Committee
  - a) What is the SBAC?
  - b) Committee members
  - c) Significant recommendations resulting in specific and new GSA small business policies
- 6) Outreach Efforts
  - a) Who are your stakeholders?
  - b) How do you "sell" your policies and programs to these stakeholders?
  - c) Outreach plan or education campaign?
  - d) External and/or internal partners
    - i) Corporations and businesses
    - ii) Other government agencies
    - iii) Non-governmental organizations
      - (I) Chambers of Commerce
  - e) Awards & Recognition
    - i) Internal
    - ii) Within GSA
    - iii) Other governmental agencies
  - f) External
    - i) Partners
    - ii) Media
- 7) Conclusion

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<sup>1</sup> Recommend that Lorita's statement reflect the agency's commitment to small business utilization

<sup>2</sup> Recommend that Felipe's statement be more detailed in terms of programs, policies, best practices and accomplishments.

<sup>3</sup> Have we captured all of your categories? Are there others that need to be included? This data should be represented on a pie chart.

<sup>4</sup> As a design element, recommend showcasing the "slice" of the pie chart that pertains to each category, followed by contractor profiles for each category

7. Consider all of the venues to further showcase leadership
- i.e. Administrator addressing VA, ARMY and Air Force June 27th in Las Vegas
  - i.e. Other agency events and venues such as GSA is doing with DOE
  - i.e. SBA events and support
  - i.e. MED-Week
8. Consider media opportunities for showcasing results and contractors and highlighting employees of GSA

Purchasing Customer/Client: LURITA DOAN  
 Name: \_\_\_\_\_  
 Title: Administrator  
 Company Name: GSA  
 Street Address: 1800 F Street, NW  
 City, State and Zip Code: Washington, DC 20007  
 Phone: 202 501 0800 Fax: \_\_\_\_\_  
 E-mail: LURITA.DOAN@GSA.GOV

By signing this Confirmation of Service order, you agree to pay our fee for the services described above within thirty (30) days of receiving an invoice(s) and we can use your company logo and other materials submitted by you in connection with your sponsorship and any media used to commemorate (i.e. videos, photos, recordings) the sponsored event or publication.

Customer/Client: [Signature]  
 Signature: \_\_\_\_\_  
 Date: 7/25/06  
 iVillage: \_\_\_\_\_  
 Signature: \_\_\_\_\_  
 Date: \_\_\_\_\_

Diversity Best Practices:  
 Signature: \_\_\_\_\_  
 Date: \_\_\_\_\_

*Please fax this signed Confirmation of Service order to Sandy Strzyzewski at 202-466-5292 within 48 hours of receipt.*

To complete your order, also mail the original signed Confirmation of Service order to the Public Affairs Group, Inc., 1990 M Street, NW, Suite 700, Washington, DC 20036, Attn: Sandy Strzyzewski.