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www.washingtonapex.org

PTACs Are Now Also “APEX Accelerators”

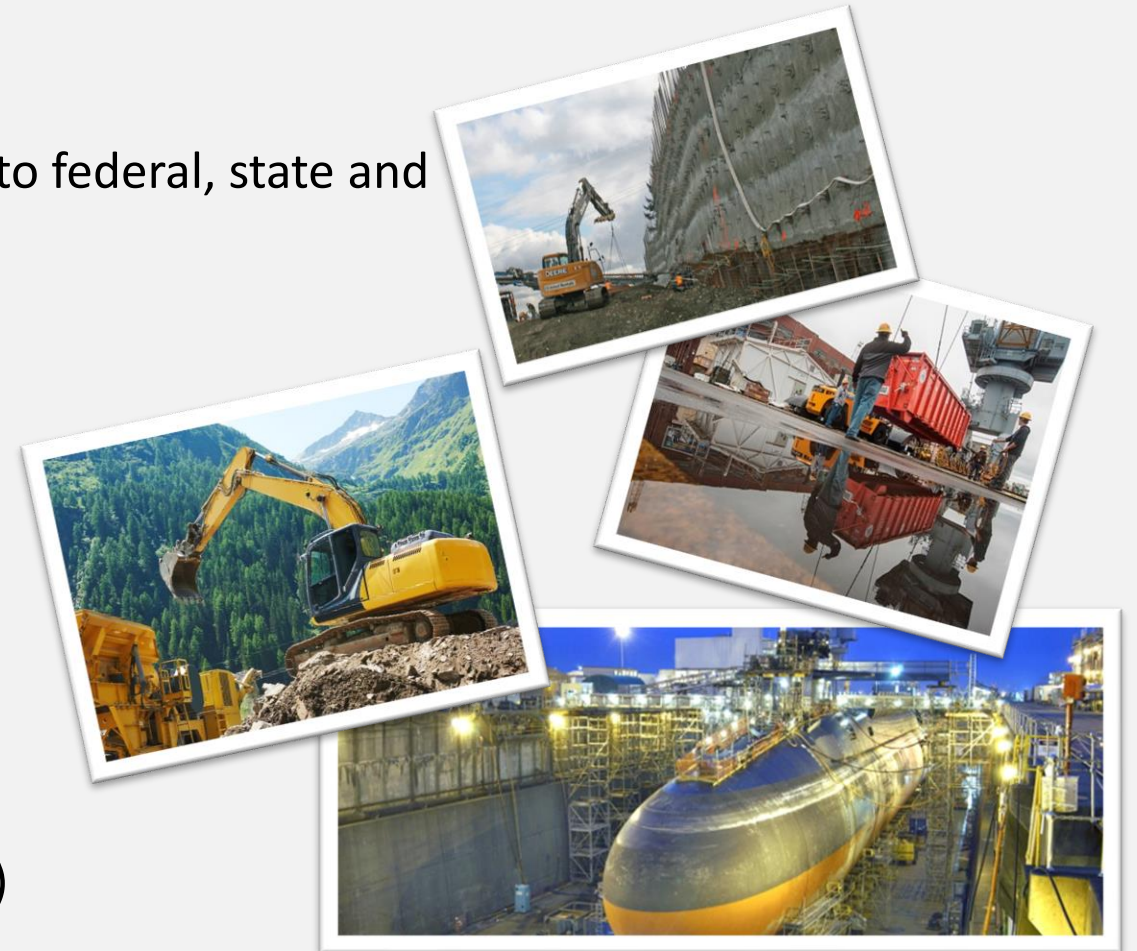
- APEX is funded, in part, through the US Dept of Defense (DoD).
- Transition from Defense Logistics Agency to DoD Office of Small Business Programs.
- All the same services will continue.
- **New mission:** Serve as the axis for existing and new business to strengthen the defense industrial base by accelerating innovation, fostering ingenuity, and establishing resilient and diverse supply chains.

The logo for APEX Accelerators features the word "APEX" in a large, bold, black sans-serif font. The letter "X" is stylized with a white outline and a purple square in the center. Below "APEX" is the word "ACCELERATORS" in a smaller, bold, black sans-serif font. The entire logo is set against a light gray background with a faint grid pattern.

APEX
ACCELERATORS

Washington APEX Accelerator

- APEX assists Washington State businesses in selling to federal, state and local governments.
 - Finding opportunities to bid
 - Interpreting solicitations and regulations
 - Certifications & registrations
 - Marketing to government buyers
- We provide these services through:
 - Workshops
 - One-on-one counseling sessions
 - Matchmaking events
 - Optional Bid Match service (fee-for service)



Funded, in part, through a cooperative agreement with the Department of Defense (DoD).

About APEX

- Congress established the Procurement Technical Assistance Cooperative Agreement Program in 1985 as part of the Department of Defense (DoD) Authorization Act
- APEX is 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 US DoD and locally by Thurston EDC, Green River College, Port of Seattle, and many others
- Annual Impacts:

1,400
Clients Served

4,300
Hours of Advising

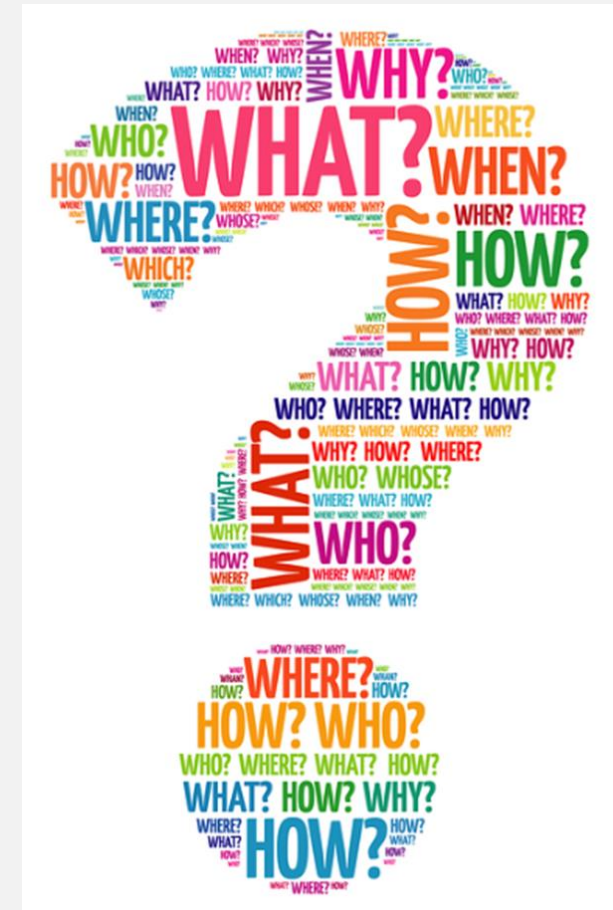
\$300m
Contracts Won

Where do I start? Top Questions

Who am I selling to?

What are they buying?

How are they buying it?





Government Marketplace is Big. VERY Big.

- Over 2,000 federal agencies
- 190 state agencies, departments, commissions
- 39 Counties
- 281 Cities & Towns
- Ports, Tribes, Schools, Colleges, Utilities, Transit & 49 other states!

What are they buying?

Specially Funded Projects

- Consultants
- Technology Expansion
- Research
- Wellness Programs
- Online Training
- Website Design
- Wildlife Programs
- Educational Videos

Construction & Related

- Engineering
- Architecture/Design
- Surveying, Assessments
- General Contractors
- Project Management
- Electrical/HVAC

Products

- Repair/Maintenance Parts
- Office Supplies
- Promotional Items
- Uniforms/badges
- Furniture
- Computers/Hardware

Day-to-day Services

- Janitorial
- Pest Control
- Vehicles and Maintenance
- Staffing
- Food Services
- Printer/copier
- Laundry
- IT Services
- Landscaping

How are they buying it?

Governments post solicitations

Use Prime Contractors

Use long-term contracts with pre-approved vendors

Governments like competition (taxpayers do too!)

Governments also have goals to buy from small businesses and those small businesses owned by women, minorities, veterans, and small businesses in HUBZones.

PTAC/APEX is here to help!

One-on-one Counseling on all things Government Contracting

Training & Events

Bid Matching

Market Research



One-on-one Counseling

- *Who buys what I sell?*
- *When do they buy it?*
- *How do they buy it?*
- *How can I be considered next time they buy it?*
- *Which socio-economic certifications are a good fit for me and my firm?*
- *Why haven't I been paid?!*
- *How do I get registered in SAM, get a CAGE code, etc?*
- *Who is my competition?*
- *Will you review my proposal draft?*
- *How do I make a bid/no-bid decision?*
- *How do I increase my win rate?*

Training & Events

- 150+ events/year
- www.washingtonapex.org/calendar
- Active clients are provided **no-cost** access to training on govology.com

Coming Up:

- ***Advanced PortGen 2023 - Government Contracting Series:*** Sept 12th, 19th, 26th, Oct 3rd and 10th (Virtual); Oct 17th (Tabor 100)
- ***Yes You Can! Contracts with the Government:*** Sept 20th (Virtual)
- ***Networking Know How:*** Sept 20th & 21st (Virtual)
- ***2023 Pierce County Thriving Together Resource Event:*** Oct 18th (McGavick Conference Center, Clover Park Technical College)
- ***North Puget Sound Contracting Conference:*** Oct 26th (Angel of the Winds Arena)
- ***Meet the BIGS! Doing Business with the Government:*** Nov 2nd (Northern Quest Resort and Casino)

PTAC/APEX Bid Match Service

Recommended for businesses actively searching for government contracting opportunities

APEX Counselor will help set up a custom online business profile

The system scans over 1,500 government bid sites for solicitations that match what a business has to offer

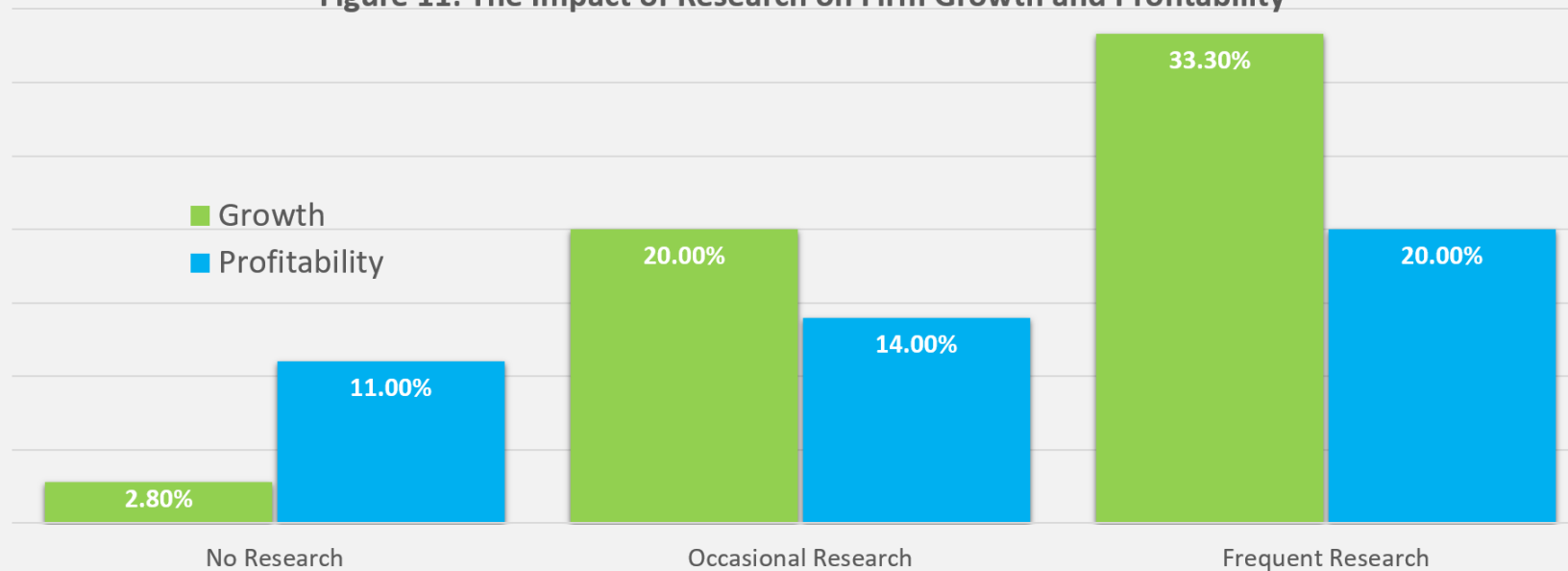
Potential matches emailed daily

FREE 30-day trial

Market Research

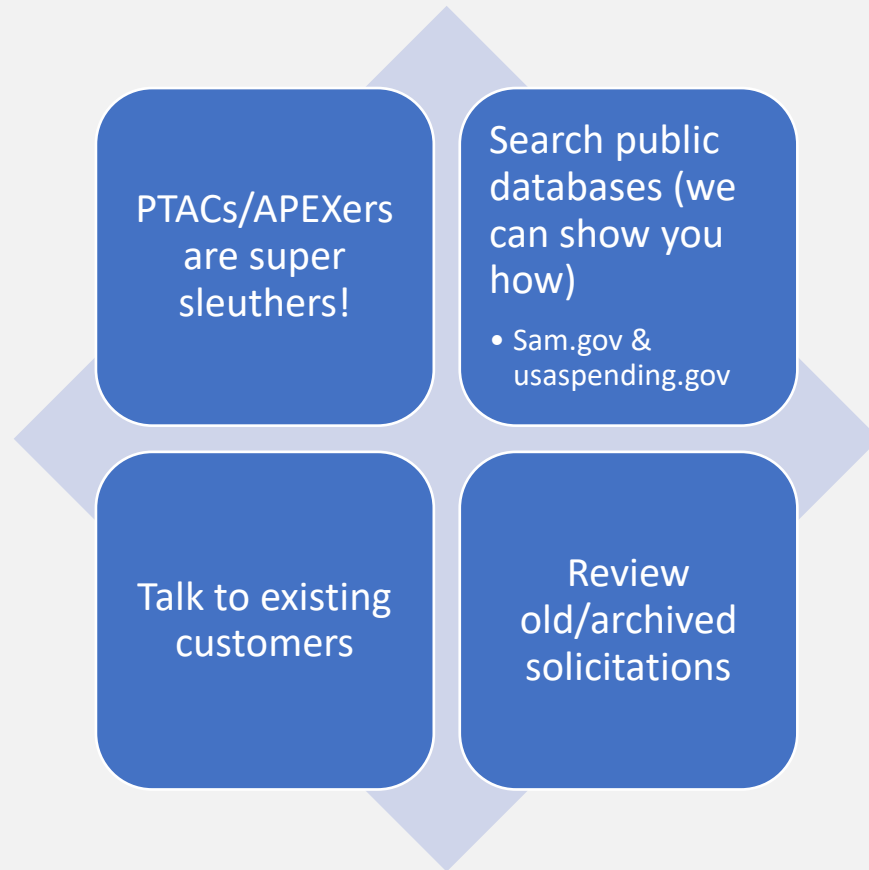
- Who buys what I sell?
- How much did government pay for that last time?
- Who is my competition?

Figure 11: The Impact of Research on Firm Growth and Profitability



Source: "Inside the Buyers Brain", Gloria Larkin President, [TargetGov](#) - Published by Hinge Research Institute

Market Research





Questions?

How to Find the PTAC/APEX Counselor Closest to You

Washington State

<https://washingtonapex.org/>

All States

<https://www.aptac-us.org/>





1 Kitsap Economic Development Alliance

Mary Jo Juarez, Terry Homburg, James Davis
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2 Thurston Economic Development Council

Grady Smith
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3 Columbia River Economic Development Council

Julia Krivoruk
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4 Economic Alliance Snohomish County

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5 Green River College

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6 Washington APEX Accelerator in Pierce County

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7 Greater Spokane Incorporated

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8 Tri-City Regional Chamber of Commerce

Maria Alleman
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Other APEX Accelerators Serving Washington State

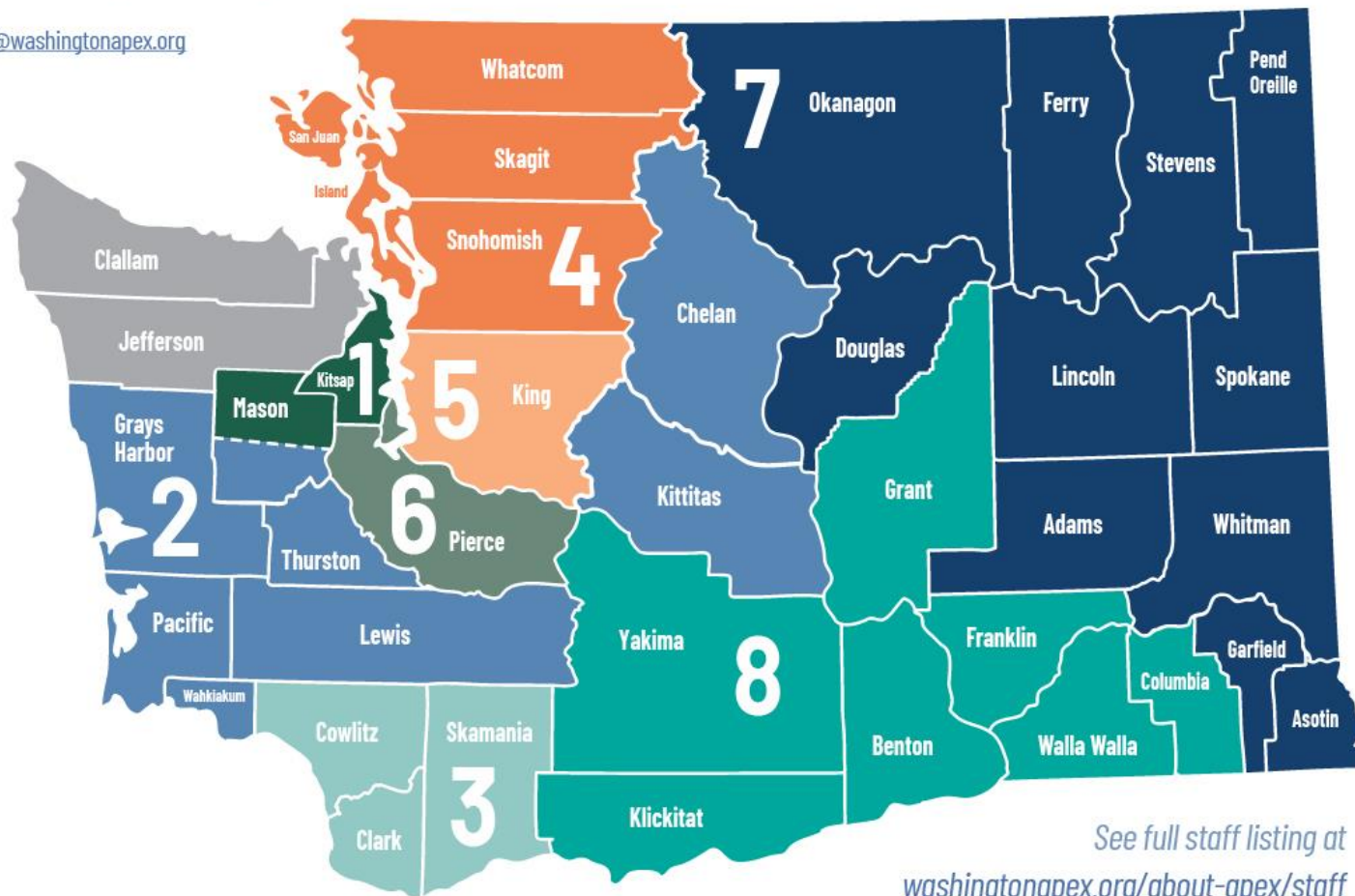
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