



GSA, Office of the Regional Administrator  
Heartland Region, Kansas City, MO

**Department: General Services Administration**

**Designated Senior-level Official: Bradley M. Scott, Heartland Regional Administrator**

  
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Signature

**Agency Strategy:**

The General Services Administration (GSA) brokers or spends almost \$66 billion each year for commodities, equipment and services to carry out its mission as the preeminent Federal landlord and purveyor of procurement services. To further certain socioeconomic objectives of the Nation, GSA has targeted a significant percentage of its budget for small businesses entitled to preferential treatment. As a result, GSA procurement dollars have gone to small and disadvantaged businesses, woman-owned small businesses, minority-owned small businesses, and small businesses located in economically depressed areas. In addition, GSA has been a leader in providing contracting opportunities for persons with disabilities by championing procurements with Javits-Wagner-O'Day Agencies.

As the Heartland Regional Administrator, I have been charged with developing and coordinating specific strategies to achieve GSA's goals for doing business with Veteran-owned (VO) and service-disabled Veteran-owned (SDVOSB) small businesses since January of 2004. On December 14, 2004, I was named the Senior Official for Service Disabled Veteran Owned Businesses as required in EO 13360.

GSA's analysis concluded that achieving GSA's procurement goals for SDVOSBs requires more than a concerted effort to educate contracting officers and program officials about specific goals. GSA also needs to identify and educate those VO and SDVOSB that can provide the goods and services GSA and its clients needs. To ensure long-term viability of this program, fundamental changes in procurement law and preferential program policies will continue to be refined.

GSA is a leader in Federal procurement. It has developed five major goals that will lead to dramatic improvements in GSA's contracting with Service Disabled Veteran Owned Small Business (SDVOSB).

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## **GSA Five Major Goals**

1. *Integrate GSA's Service Disabled Veteran Owned Small Business (SDVOSB) goals into GSA's acquisition planning process.*
2. *Develop specific acquisition strategies for increasing contract awards to SDVOSBs and expand the opportunities within GSA Schedules program for SDVOSBs*
3. *Develop mechanisms to provide preferential procurement status for SDVOSBs*
4. *Develop appropriate personnel performance standards and award systems to encourage achievement of GSA's SDVOSB goals.*
5. *Develop a communications plan to inform and foster relationships with key stakeholders of GSA's commitment and plans for increasing contract awards to SDVOSBs*

### **Description of Action Taken:**

GSA has accomplished the following:

- Appointed Brad Scott, Heartland Regional Administrator as the Agency's senior official responsible for development and implementation of GSA strategy. This was accomplished on December 14, 2004.
- Developed and presented a SDVOSB Enablement Action Plan to the Administrator and Chief of Staff. This was accomplished on February 3, 2005.
- Developed performance plan elements as part of the Agency's overall strategy.
- Approved a strategic plan that encourages and facilitates participation with SDVOSBs. This plan includes processes and milestones to monitor the Agency's progress toward meeting this goal. The plan also includes training Agency personnel, disseminating information and reviewing FY 2005 procurement forecasts in order to determine what scheduled procurements may be reallocated for competition or set- side among SDVOSBs . Concurrently, the Agency is linking the GSA FY 2006 procurement forecast to FY 2006 budget process in order to synchronize

Planning efforts to meet the 3 percent goal established for SDVOSBs. The GSA plan was approved by Administrator Perry on February, 3, 2005.

- The Public Building Service (PBS), the Federal Technology Service (FTS) and the Federal Supply Service (FSS) implementation plans will be incorporated into this document as they are completed, most likely within the next 30-45 days.

GSA was also tasked to establish an SDVOSB GWAC and provide assistance to SDVOSBs wanting to become FSS schedule holders. GSA's overall plan will meet the letter of the requirements in EO 13360, but more, it will meet the spirit and intent to provide opportunity for Veterans to do business with the Government.