

Collaboration with Other PTACs: Many Hands Make Light Work

Presented by:

**James F. Gerraughty. MBA, CPP
Southern Alleghenies PTAC Program Mgr.**

Online

Directly Above the Center of the Earth

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Housekeeping

- This presentation will be recorded and posted on both the DLA page and APTAConnect.
- Please mute your mics.
- If you want to leave your camera on, cool. If not, the best attendee icon gets a major award!
- Questions can go in the chat box, and will be monitored.
- See bullet point #2: I have the jolly, candy-like button in Zoom, and am not afraid to use it.



Welcome & Introductions

- **Who am I?**
 - **What are we going to learn?**
 - Collaboration Tactics & Best Practices
 - Relevancy to PTAC operations & External Stakeholders
 - Knock-Knock Jokes? Save them for the chat box.
 - **Questions and Discussion** — Monitored throughout
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- A light blue silhouette illustration of two men shaking hands. The man on the left is wearing a suit and glasses, and is holding a briefcase. The man on the right is wearing a hat and a suit, and is also holding a briefcase. They are standing on a light blue background.

Introductions

- Program Manager in Altoona, PA
- ~8 Years in, PM for 7
- Distance Ed and Telehealth research in prior life.
IRB 4 Lyfe – Had to learn collaboration early on
- Currently, the Treasurer for APTAC
- Happy to help DLA with their training events!

Collaboration – Overview

Why?

- Is it part of Cooperative Agreement? – Kind of...
- Great way to show utility of your PTAC and marketing/Fun
- No PTAC is an island (Yes, not even yours, Sixto, Boris, Bill, and Pedro!)

Types of Collaboration:

- Outreach Presentations – Typical
 - Face to face (probably coming back at some point)
 - Virtual (Here to stay)
- Industry Days/Procurement Fairs
 - Mostly virtual these days
- Others?

Collaboration – Why do it?

Some PTACs have different experiences within the same topic

- States have different thresholds for what constitutes a small business.
- Classifications (Quick quiz – Can anyone NOT from PA tell me what a UNSPSC code is?)
- Federal \$\$\$ going through state agencies may have some particular orders of operation.
- The differences can be a teaching moment to the attendees and other PTACs (esp. if in a neighboring state).
- Simply, one PTAC may have “seen more things,” and can impart that knowledge.

Collaboration – Why do it?

Terms & Conditions

- Outreach events are required (see the FEB 2021 presentation)
- Collaboration is **not** prohibited to make this goal, hence the title of this presentation.
- Another opportunity to network with fellow PTACers

Another good way to show the versatility of your PTAC to external stakeholders

- While keeping in the scope of “PTAC-only” topics, there are collaborations with other Federal & State agencies and economic partners (SBDCs, Int’l Trade, etc.).
- Those that fund PTACs like to see that stuff. Seriously.

Collaboration Types

Outreach Events & Industry Days

- All happening in Zoom/GTM/MS Teams/etc. (Symmetrical)
- You have likely become experts at this over the last 14 months...
- Travel & Planning costs? Minimized.
- Responsibilities & roles are the same and will be covered shortly.

Other types:

- Video presentation collaborations with other PTACs/agencies (Asymmetrical) – e.g. SAM registrations for USDA
- Newsletters

All types have the same goal: Showing the PTAC as a resource for businesses!

Collaboration – Best Practices

Communication

- Establishing and maintaining a relationship
- Understanding why:
 - PTAC Outreach (or what have you), but also...
 - To keep that door open
 - Expect that other PTAC/Agency to reach out to you in the future
- Head off any issues/challenges along the way, and document!

Meetings, with a big caveat

- Meetings are good to get all parties on the same page.
- Meetings are NOT for status updates. Use email or Slack for that
- Be mindful of others' time; we all have jobs

Collaboration – Best Practices

Defining Roles & Goals

- Who will be doing what, and when? Examples:
 - Admin and set for a VTC platform
 - Presentation segments
 - Marketing for the event (Everyone should be doing this...)
- What will be measured?
 - Satisfaction surveys
 - Pre- and post-tests?

Reporting and Hotwash

- Usually, the person admin'ing the VTC handles the reports to the partners for reporting
- Hotwash for everyone's benefit

Collaboration – Experiences

“Let’s Meet in the Middle”

- Likely to run into this situation
 - 2 PTACs with a subject that is germane to both areas
 - Physical location may be “in the middle.”
 - Virtual, not so much.
- Our PTAC has been working with SEDA-COG PTAC on a variety of events since 2013
 - Have to figure out who is doing the registrations
 - Marketing strategies are key
 - Topics from Penn State Univ contracting to WAWF
 - F2F would usually result in 20-30 attendees; Virtual 30-80, depending on topic.

Collaboration – Experiences

Tri-State Mega Matchmaker – Dec 2020

- Virtual Industry conference, comprising of 10 PTACs + subs across 3 states over 2 days.
- ~6 months of planning:
 - Working with a contractor
 - Cost involved, spread across the PTACs
- Meetings happened on a regular basis, with email/text updates
- Assigned task lists came in very handy
- Emergent situation happened on Day 1: Outstripped capacity on a keynote presentation
 - Day 2 keynote much higher profile with more interest (IOW: We can't screw this up)
 - Came up with a suitable (and successful!) solution before lunch on Day 1.

« All Events

How to Do Business with the Department of the Navy (DON)

June 17 @ 10:30 am - 12:00 pm



- How to prepare for the procurement process
- Resources and assistance to help small businesses

SPEAKERS

Workshop speakers will be Small Business Professionals from the Department of the Navy Buying Commands and will be available for Q&A.



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Collaboration – Take Aways

Don't be afraid to reach out to other PTACers and partners

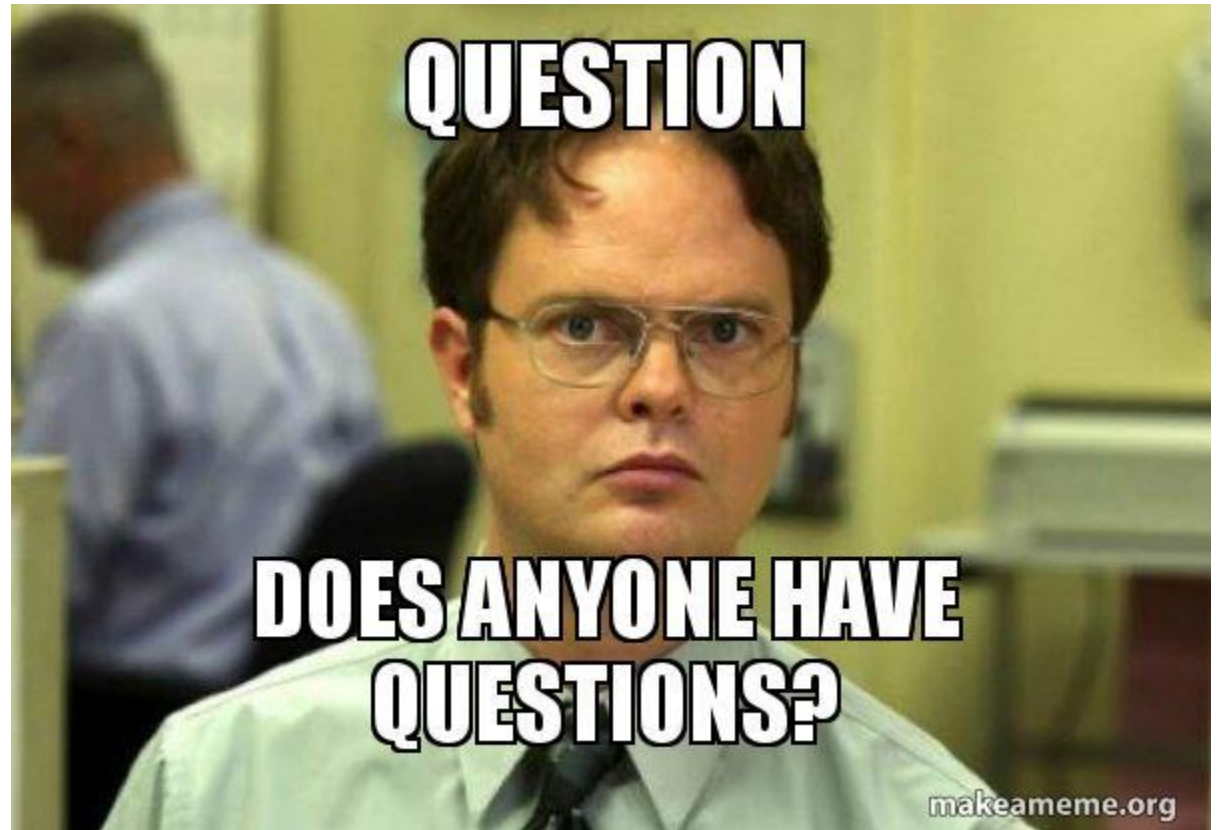
- We're all in the same boat
- Make sure it's PTAC-related...

Get creative on collaborative events

- The last 14 months have been proof of the need for flexibility
- Technology is only a tool in the toolchest
- There might be cost, so be up front about that

Outreach Events

- Happy to answer, discuss, and/or deflect any questions!



Contact Information

James F. Gerraughty

Southern Alleghenies PTAC

(814) 949-6528

jgerraughty@sapdc.org