

## Sources of... Information, Assistance, Marketing, and Networking

Listed below are descriptions and point of contact information for the associations, companies, government institutions, and documents that are cited in the report as important sources of assistance, information, marketing, or networking. The sources are organised into the following six categories: "Miscellaneous Assistance," "Publications," "Professional Associations," "Consulting Firms and Course Providers," "Trade Shows," and "User Groups."

### Miscellaneous Assistance

#### **Amtower Database**

Mark Amtower specialises in managing and customising federal direct-mailings using an up-to-date database of federal personnel. A direct mailing is an excellent way to get the attention of government end-users. For more information, contact:

Mark Amtower  
P.O. Box 339  
Ashton, MD 20861  
(301) 924-0058

#### **Business Service Centres (BSCs), General Services Administration (GSA)**

The General Services Administration (GSA), similar to Public Works and Government Services Canada, is a central procurement agency responsible for purchasing many common-use products and services for the federal government. The GSA maintains 12 Business Service Centres (BSCs) across the U.S. to provide companies with information on how to do business with the federal government through the GSA. The BSC nearest you can:

- identify the top purchasing agencies of your company's products or services;
- identify the specific GSA schedule (the GSA's primary procurement vehicle) that provides your company's products or services to other federal agencies and can explain how to win a schedule contract;
- provide a "Doing Business with the GSA" handbook that explains the procurement procedures of the GSA and lists the products and services purchased by the GSA;
- provide a "Forecast of GSA Contracting Opportunities" handbook that outlines anticipated GSA contracting opportunities during the forthcoming 5 years; and
- provide a "GSA Subcontracting Directory" that lists the top prime contractors with the GSA by product or service that may be interested in finding subcontractors.

To obtain any or all of the above information contact the BSC nearest you. The point of contact information for all the BSCs are listed in Appendix C.

#### **Canadian Commercial Corporation (CCC)**

The CCC is a Crown Corporation, established in 1946 by the Government of Canada to assist in the development of trade between Canada and other nations. The Corporation acts as a prime contractor for the sale of Canadian goods and services to the U.S. and other foreign countries. Canadian firms contracting through the CCC are given instant credibility because the CCC's participation in an export sale constitutes the commitment of the Government of Canada that the contract will be performed. In fact, the U.S. Department of Defense (DOD) and NASA require that Canadian firms contract through the CCC. The CCC's services include: