To Bid or Not to Bid – That is the Question

Jeff Shen & Donna Dominguez | April 12, 2018
About Aronson LLC

• Thinking ahead for clients for more than 50 years
• 225+ professionals located in Rockville, MD
• 80+ professionals dedicated to supporting government contractors
• Aronson helps clients rethink the way they approach their business through innovative, industry-specific services and advice:
  – Audit, Assurance and Tax
  – Deltek Systems and Outsourcing
  – Financial and Contract Compliance
  – GSA Schedules
• https://aronsonllc.com/insight-type/blog/— News and trends and insight for today’s savvy government contractor
Red Team Consulting (Red Team) is a woman-owned small business headquartered in Reston, VA providing a wide range of consulting services in support of federal contracting activities. Our mission is simple – we strive to help our clients grow. Red Team and Red Team personnel have supported over a thousand federal procurements across nearly every agency in the federal government and we have a current portfolio of over 600 clients ranging from small businesses to large systems integrators and consulting firms. Our clients are throughout the US and overseas in countries such as England, UAE, and Kuwait. Red Team has supported the capture of over $100 billion worth of federal contracts since the company was founded in March of 2004.
Bid No-Bid Decisions

Course Agenda

1. Realities of Bid/No-Bid Decisions
2. Cost of Capture
3. Qualifying Opportunities
4. Bid/No-Bid Questions
5. Suggested Processes
Bid No-Bid Decisions

Pursuit Decisions are expensive and tough!

I need your cost estimates for my bid proposal.

A billion dollars.

That sounds high for administrative overhead.

If you already know the cost, why ask me?

You'll make us lose the bid.

I like to think of it as winning less work.
Realities of Bid/No-Bid Decisions

Initial questions

What is the number one reason why industry decides to no-bid an opportunity?

A. Lack of capture including limited to no customer intelligence and prior relationships
B. Time committed elsewhere - Lack of available resources or time to commit
C. No relevant past performance for size, scope, and/or complexity
D. Unable to secure key teaming partners or key personnel
Realities of Bid/No-Bid Decisions

Initial questions

**When do companies typically make their bid decision?**

A. Prior to the release of any draft information (over 12+ months away)
B. With release of draft information (RFI, Draft RFP) roughly 6-12 months prior to Final RFP release
C. Within 1-2 months prior to Final RFP release
D. Immediately after the Final RFP is released
Realities of Bid/No-Bid Decisions

Initial questions

How much do companies spend (internally and externally) on average when pursuing a $100 million, single award IT contract with a 100 page count for the Technical, Management, Past Performance, and Price Volumes?

A. $25,000 - $50,000
B. $50,000 - $125,000
C. $125,000 - $250,000
D. $250,000+
Realities of Bid/No-Bid Decisions

Does this sound familiar?

- Companies either do not have or ignore an existing bid/no-bid process
- Company wins one “blue bird” opportunity and begins pursuing everything
- Company is told by the agency to bid
- Company scans FBO for biddable opportunities
- Company decides to no-bid, but when the RFP drops decides to bid
- Companies do not understand opportunity cost
- Companies do not calculate what it truly costs to bid an opportunity
Cost of Capture

The Reality...

• On average companies spend between 1-2% of Total Contract Costs on Bid & Proposal Costs (B&P).
• This average estimate is the true cost of people, process and materials.
• It is imperative to calculate the Opportunity Costs of a proposal – billable staff who will be tasked to provide support.
• Ensure you are tracking your B&P costs consistently and in compliance within your chart of accounts.
• Ensure employees are tracking their time accurately. Could have an impact on Cost Type contracts.
## Cost of Capture

### The Reality... Small Opportunity: 20-40 Page Response with 2 week turn

<table>
<thead>
<tr>
<th>Role</th>
<th>Hours</th>
<th>Rate</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Staff</td>
<td>24</td>
<td>$230.00</td>
<td>$5,520.00</td>
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<tr>
<td>Business Development</td>
<td>40</td>
<td>$140.00</td>
<td>$5,600.00</td>
</tr>
<tr>
<td>Capture Manager</td>
<td>40</td>
<td>$165.00</td>
<td>$6,600.00</td>
</tr>
<tr>
<td>Contracts Manager</td>
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<td>$2,880.00</td>
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<tr>
<td>Proposal Manager III</td>
<td>80</td>
<td>$130.00</td>
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<tr>
<td>Proposal Coordinator</td>
<td>40</td>
<td>$60.00</td>
<td>$2,400.00</td>
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<tr>
<td>Pricing Strategist II</td>
<td>20</td>
<td>$140.00</td>
<td>$2,800.00</td>
</tr>
<tr>
<td>Price Manager</td>
<td>20</td>
<td>$110.00</td>
<td>$2,200.00</td>
</tr>
<tr>
<td>Subject Matter Experts</td>
<td>30</td>
<td>$120.00</td>
<td>$3,600.00</td>
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<tr>
<td>Writer III</td>
<td>80</td>
<td>$85.00</td>
<td>$6,800.00</td>
</tr>
<tr>
<td>Graphics Designer II</td>
<td>20</td>
<td>$75.00</td>
<td>$1,500.00</td>
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<tr>
<td>Desktop Publisher/Editor</td>
<td>20</td>
<td>$70.00</td>
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<td>Production Specialist</td>
<td>10</td>
<td>$50.00</td>
<td>$500.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Total</strong> $52,200</td>
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## Cost of Capture

**The Reality**... Medium Opportunity: 75-100 Page Response with 30 day turn and capture support

<table>
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<th>Role</th>
<th>Hours</th>
<th>Rate</th>
<th>Cost</th>
</tr>
</thead>
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<tr>
<td>Executive Staff</td>
<td>80</td>
<td>$230.00</td>
<td>$18,400</td>
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<tr>
<td>Business Development</td>
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<td>116</td>
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<td>$13,920</td>
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<tr>
<td>Proposal Manager III</td>
<td>240</td>
<td>$130.00</td>
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<td>Proposal Coordinator</td>
<td>180</td>
<td>$60.00</td>
<td>$10,800</td>
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<td>Pricing Strategist II</td>
<td>84</td>
<td>$140.00</td>
<td>$11,760</td>
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<td>Price Manager</td>
<td>140</td>
<td>$110.00</td>
<td>$15,400</td>
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<td>Subject Matter Experts</td>
<td>360</td>
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<td>$43,200</td>
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<tr>
<td>Writer III</td>
<td>480</td>
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<tr>
<td>Graphics Designer II</td>
<td>80</td>
<td>$75.00</td>
<td>$6,000</td>
</tr>
<tr>
<td>Desktop Publisher/Editor</td>
<td>120</td>
<td>$70.00</td>
<td>$8,400</td>
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<tr>
<td>Production Specialist</td>
<td>20</td>
<td>$50.00</td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>$253,890</td>
<td></td>
</tr>
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</table>
Cost of Capture

The Reality. Large Opportunity: 100-200 Page Response with 60 day turn and extensive capture support

<table>
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<tr>
<th>Role</th>
<th>Hours</th>
<th>Rate</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Staff</td>
<td>212</td>
<td>$230.00</td>
<td>$48,760</td>
</tr>
<tr>
<td>Business Development</td>
<td>360</td>
<td>$140.00</td>
<td>$50,400</td>
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<tr>
<td>Capture Manager</td>
<td>420</td>
<td>$165.00</td>
<td>$69,300</td>
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<tr>
<td>Senior Proposal Manager</td>
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<td>Proposal Coordinator</td>
<td>300</td>
<td>$60.00</td>
<td>$18,000</td>
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<tr>
<td>Contracts Manager</td>
<td>270</td>
<td>$120.00</td>
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<tr>
<td>Pricing Strategist II</td>
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<tr>
<td>Pricing Volume Manager</td>
<td>136</td>
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<td>$14,960</td>
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<tr>
<td>Subject Matter Experts</td>
<td>800</td>
<td>$120.00</td>
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<tr>
<td>Writers</td>
<td>800</td>
<td>$85.00</td>
<td>$68,000</td>
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<tr>
<td>Graphics Designer II</td>
<td>128</td>
<td>$75.00</td>
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<tr>
<td>Editors</td>
<td>130</td>
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<tr>
<td>Desktop Publisher</td>
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<td>$8,400</td>
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<tr>
<td>Production Specialist</td>
<td>40</td>
<td>$50.00</td>
<td>$2,000</td>
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</table>

Total                                    | 507,320

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How to Qualify

Qualifying Opportunities

• Qualifying an opportunity involves researching and analyzing an opportunity solely on the merits of the opportunity. This should not be confused with analyzing your ability to win.

• Qualifying an opportunity involves determining its validity, viability, and value.

• There are two stages during which an opportunity should be qualified:
  1. Immediately upon identification of the opportunity
  2. Immediately upon RFP release (or DRFP release, if possible)

• Determine the cost to win the opportunity in relation to the opportunity’s anticipated value to your company.

• At these same stages, you should also separately analyze your ability to win.
How to Qualify

Qualifying Opportunities

• **VALIDITY** refers to whether or not the opportunity is real. Is an actual contract likely to come into existence within the foreseeable future?
  – Countless opportunities evaporate every year due to lack of funding.
  – Contracts such DHA HITS Generation 1 and DoS HITSS 2 were cancelled. How about DHS EAGLE III, IRS TIPSS-5?

• **VIABILITY** refers to whether or not a resulting contract will be useful in the market if it does come into existence. In the case of an IDIQ, will anyone use it?
  – Agencies frequently award contracts for which there is no acquisition funding.
  – Agencies frequently solicit proposals for goods and services that can be bought through existing vehicles.

• **VALUE** refers to what revenue and profit opportunity exists for an awardee or group of awardees if a contract comes into existence.
  – Estimated values are not often accurate. Will you net a profitable return from this contract?
Bid/No-Bid Process

Generic Go/No-Go Questions

1. Do we understand the work?
2. Do we have the capabilities to deliver the work?
3. Do we unquestionably meet all of the contract requirements?
4. Do we have any unique competitive strengths as compared to the competition?
5. Did we communicate with, market to, or influence the customer in any way?
6. Do we know the customer’s decision makers?
7. Do we know the customer environment?
8. Have we worked with them before?
9. What is the opportunity cost in pursuing this contract versus another contract?
10. Does this align with your growth and revenue objectives?
11. Can we afford the time and resources to pursue this opportunity if we lose?
12. Can we compete effectively on price?
Three Bid/No-Bid Processes

Three Ways to Establish a Bid Process

1. Customized Bid/No-Bid Capture Form
   – Used for strategic, must-win opportunities

2. General Bid/No-Bid Score Sheet
   – Used for most opportunities

3. Gut Check Analysis
   – Used for quicker decisions
Option 1: Bid/No-Bid Capture Form

Build a Capture Form

• Objective way for decision makers to review an opportunity
• Use this form as early as possible
  – Continue to use it throughout the capture process to show progress
• Assigns scores to key decision criteria
• Key strengths are identified early
• Weaknesses are identified for mitigation
  – A key reason that earlier is better for completion
• Form is designed to give a comprehensive picture towards each opportunity
• For example, please see Bid/No-Bid Decision Form
## Option 1: Bid/No-Bid Capture Form

<table>
<thead>
<tr>
<th>Question</th>
<th>Score/Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>How far in advance did you start preparing your capture?</strong></td>
<td>Upon or after release; 1 month or less prior; 1-3 months prior; 3-6 months prior; 6+ months prior</td>
</tr>
<tr>
<td><strong>Does your company unquestionably meet all of the SOO requirements?</strong></td>
<td>No; About 1/4; About 1/2; About 3/4; All</td>
</tr>
<tr>
<td><strong>Will your team be 100% formed within one month (assuming a November 2013 Final RFP Release)</strong></td>
<td>No, less than 50% formed; Not sure or only 50%; About 75%; All but 1 or 2 companies; Yes</td>
</tr>
<tr>
<td><strong>Do you have a strong relationship with the PEoEIS program or ERP program offices?</strong></td>
<td>No relationship; Spoken on the phone only; Average relationship; Strong relationship due to this opportunity; Very strong – prior to this opportunity</td>
</tr>
<tr>
<td><strong>What is your track record within Rock Island Arsenal contracting?</strong></td>
<td>Only losses or never bid; First opportunity pursued; Mixed; One major win; Multiple wins</td>
</tr>
<tr>
<td><strong>What is your track record winning within Army PEoEIS?</strong></td>
<td>Only losses or never bid; First opportunity pursued; Mixed; One major win; Multiple wins</td>
</tr>
<tr>
<td><strong>Do you have experience in GCSS, GFEBS, LMP, DIMHRS, or AESIP?</strong></td>
<td>None; Limited in 1 to 2 programs; Very strong in 1 to 2; Very strong in 2 to 3 or some exp in 4 to 5; Very strong exp in 4 to 5 programs</td>
</tr>
<tr>
<td><strong>How many prime contracts do you have with ERP implementations?</strong></td>
<td>None; One; Two; Three; Lots to choose from</td>
</tr>
<tr>
<td><strong>Have you performed IV&amp;V on many of your contracts?</strong></td>
<td>No; Only 1 to 2 contracts; We have a few IV&amp;V projects; Half of our projects have IV&amp;V; Most of our projects have IV&amp;V</td>
</tr>
<tr>
<td><strong>Is your company well versed in performance based contracting?</strong></td>
<td>No; Very seldom; Well versed in some aspects; Have won PBC contracts; Experts in all facets of PBC</td>
</tr>
<tr>
<td><strong>How confident are you that your company can be price competitive or even lowest price?</strong></td>
<td>Not confident; Unsure; Somewhat confident; Confident; Very confident</td>
</tr>
<tr>
<td><strong>How many companies are pursuing this opportunity? (Single Award)</strong></td>
<td>17+; 14-16; 10-13; 5-9; 1-4</td>
</tr>
</tbody>
</table>
**Option 1: Bid/No-Bid Capture Form**

<table>
<thead>
<tr>
<th>Totals</th>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>51-60</td>
<td>Definitely bid</td>
</tr>
<tr>
<td>40-50</td>
<td>Bid, but look at ways to strengthen weak areas</td>
</tr>
<tr>
<td>26-39</td>
<td>Consider, but with additional capture work</td>
</tr>
<tr>
<td>15-25</td>
<td>Probably no bid</td>
</tr>
<tr>
<td>12-24</td>
<td>Do not bid</td>
</tr>
</tbody>
</table>
Option 2: Bid/No-Bid Score Sheet

Creating the Scoresheet

• Develop questions for important aspects of a pursuit
• Question 1 of 5:

<table>
<thead>
<tr>
<th>Rating</th>
<th>Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>No agency experience and no relevant projects</td>
</tr>
<tr>
<td>2</td>
<td>No agency experience and 1 relevant prior project</td>
</tr>
<tr>
<td>3</td>
<td>No agency experience and 2-3 similar projects at other agencies</td>
</tr>
<tr>
<td>4</td>
<td>Yes and 1 similar project at agency with other past performance</td>
</tr>
<tr>
<td>5</td>
<td>Yes and 2-3 similar projects at this agency</td>
</tr>
</tbody>
</table>
### Option 2: Bid/No-Bid Score Sheet

#### Creating the Scoresheet

- Develop questions for important aspects of a pursuit
- Question 2 of 5:

<table>
<thead>
<tr>
<th>Rating</th>
<th>Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>No prior knowledge</td>
</tr>
<tr>
<td>2</td>
<td>Limited and we hope to bring this knowledge with teaming partners</td>
</tr>
<tr>
<td>3</td>
<td>Not internally but our teaming partners bring this knowledge</td>
</tr>
<tr>
<td>4</td>
<td>We have key personnel with intimate knowledge of the program</td>
</tr>
<tr>
<td>5</td>
<td>We have worked with this customer on this program before</td>
</tr>
</tbody>
</table>
Option 2: Bid/No-Bid Score Sheet

Creating the Scoresheet

- Develop questions for important aspects of a pursuit
- Question 3 of 5:

<table>
<thead>
<tr>
<th>Rating</th>
<th>Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Unsure of what the customer is really looking for.</td>
</tr>
<tr>
<td>2</td>
<td>Only know what customer is looking for through public research.</td>
</tr>
<tr>
<td>3</td>
<td>Know some of what the customer is really looking for through industry discussion. May bring a portion of the solution.</td>
</tr>
<tr>
<td>4</td>
<td>We know what the customer is really looking for and can bring most of that solution.</td>
</tr>
<tr>
<td>5</td>
<td>We have confirmed that our solution meets the customer’s primary objectives.</td>
</tr>
</tbody>
</table>
Option 2: Bid/No-Bid Score Sheet

Creating the Scoresheet

- Develop questions for important aspects of a pursuit
- Question 4 of 5:

<table>
<thead>
<tr>
<th>Rating</th>
<th>Criteria</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>We do not know the decision makers.</td>
</tr>
<tr>
<td>2</td>
<td>We know who they are but have not marketed to them.</td>
</tr>
<tr>
<td>3</td>
<td>We have had some limited discussion with some of the decision makers</td>
</tr>
<tr>
<td>4</td>
<td>We have met with all of the key decision makers</td>
</tr>
<tr>
<td>5</td>
<td>We have had regular communication with all of the key decision makers and they have expressed interest in our experience.</td>
</tr>
</tbody>
</table>
Option 2: Bid/No-Bid Score Sheet

Creating the Scoresheet

- Develop questions for important aspects of a pursuit
- Question 5 of 5:

<table>
<thead>
<tr>
<th>Rating</th>
<th>Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>This may be a stretch – new agency, new target, new capability</td>
</tr>
<tr>
<td>2</td>
<td>We provide these services, but unsure of whether opportunity aligns with our agency experience or strategic plan.</td>
</tr>
<tr>
<td>3</td>
<td>We provide these services and have some experience. Unsure of whether it fits our strategic plan.</td>
</tr>
<tr>
<td>4</td>
<td>Fits our strategic plan and core competency.</td>
</tr>
<tr>
<td>5</td>
<td>Fits our strategic plan, core competency, and revenue goals.</td>
</tr>
</tbody>
</table>
Option 2: Bid/No-Bid Score Sheet

Calculating the Final Score

• Scoring chart is up to your discretion but should act as a guide for prioritizing capture action items:
  – 20+: Bid but work to improve all scores to 5 if possible.
  – 15+: Bid with considerations. Minimally work all criteria to be at least 4.
  – 10+: No-Bid unless you are able to improve capture to at least 15.
Option 3: Gut Check Analysis

When All Else Fails...

- Do a gut check bid analysis.
  - Can we unequivocally meet the RFP’s requirements?
  - Does it fit within our strategic plan?
  - Do we know details outside of what is publicly posted? (environment, key decision makers, internal politics, preferences, what’s really important to them, etc)
  - Do we have the secret sauce (incumbent teaming partner, key personnel, key solution)
  - Do the customers know us and like us?
Would You Bid This?

Sample Questions for Consideration

Scenario 1:
You are a $25M/year small business pursuing a $100M single award contract. You have limited program knowledge but know the federal agency and some of the decision makers. You bring the right capabilities and have past performance but not within the agency. You know the incumbent and your intel says they have performed well — you do not know other interested vendors that may compete. You have been directed to win an unrestricted contract valued at $100M but have three months left for capture before the Final RFP is released. Do you pursue?
Would You Bid This?

Sample Questions for Consideration

Scenario 2:
For a $100M single award re-compete contract, your intelligence tells you that the program office has expressed interest in keeping the key personnel performing the work and expects no delays during the transition. The incumbent has performed adequately, however the government wants the lowest risk solution and wants a company that already understands the program and will not disrupt the performance. You have experience working inside this agency, understand the program, and bring relevant past performance. However, no existing incumbent personnel are returning your calls. Do you pursue?
Would You Bid This?

Sample Questions for Consideration

Scenario 3:
For a $100M single award re-compete contract that was previously competed as a best value trade-off is now being competed as lowest price technically acceptable. You feel strongly in your ability to submit a technically compliant proposal. You know the program office and have confirmed their interest in your company. Your current wrap rate is 1.8 and your “Price to Win” intelligence tells you that the incumbent contractor and another competitor sit between 1.5 to 1.6. Do you pursue?
So What’s Our Bid/No-Bid Process?

Follow these steps:

1. Review any and all available current or prior solicitation criteria
2. Assess win probability based on internal assessment, evaluation of contracting options, and customer knowledge
   - Assess validity, viability, and value
   - Walk through bid/no-bid criteria
3. Evaluate cost and time to pursue relative to ROI
4. Document any obstacles and determine means to overcome obstacles through additional capture activities
5. Make final pursuit decision
**Recommendations**

**Key Takeaways**

- Make decisions early. Don’t wait until the agency is already preparing requirements for the re-compete contract.
- You should determine a list of items that MUST happen in order for you to pursue. Otherwise you should decline from pursuing.
- There must be an opportunity champion who is honest with their company’s chances in relation to the opportunity. This might not be the individual in charge of the account.
  - Capture and program risks are presented with potential mitigation strategies
  - Once decision is made to pursue, resources should be established
Other Tips To Consider

• Having your contracts team prepare a risk assessment of the RFP that will identify any factors that would impact the pricing or execution of the work.

• Evaluating your business systems and what is required per the RFP.
  – Adequate accounting system. SF1408
  – CPSR (Contractors Purchasing System Review)
  – Billing System
  – Estimating System

• Decide what you team or partners should will look like?
  – Do you prime or sub on this effort
  – Does this merit creating a Joint Venture
  – Who can I team with that has the past performance or skills that will compliment our team

• Have you budgeted indirect rates prepared timely

• Know when to impact your budgeted indirect rates vs. offering discounts or self-imposing indirect rate ceilings.
Jeffrey Shen – Red Team Consulting

Vice President & General Manager

• Vice President and General Manager of Red Team
• Over 20 years of federal contracting and program management experience
• Involved in the award of over $30B of contracts
• Delivered business strategy, technology solutions to the Federal Government and Fortune 500 companies worldwide
• Former V.P of Sales and Marketing for a $300 million integrator.
• Mentored/trained many successful sales executives, project managers, and technical staff
• Active leadership role in industry organizations
• Frequent speaker on federal contracting, business development, and government ethics

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Donna Dominguez is a director in Aronson LLC’s Government Contract Services Group, where she provides a wide range of financial compliance advisory services for government contractors. She is experienced in matters related to Federal Acquisition Regulations (FAR), cost accounting standards (CAS), incurred cost submissions, DCAA/cognizant audit support, provisional billing rates, establishing/revising indirect rate structures and cost proposal support.

Donna works with contractors to help them grow their business while keeping their accounting systems adequate in the eyes of the government and their billing systems current and relevant. She is also involved in supporting the government contracting community as a frequent guest speaker on a variety of compliance topics.

Donna earned her bachelor’s degree in accounting from the University Maryland and has completed additional coursework in contracts administration. She is a contributor to Aronson’s Fed Point blog and has co-authored articles for NCMA Contract Management Magazine.
Questions & Open Discussion

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Aronson Awards & Accolades

Accounting Today’s Top 100 & Capital Region Leader
Aronson has been recognized year after year as an industry leader of the country and mid-Atlantic by Accounting Today. Our firm was included in the Top 100 list and ranked as the #1 full-service CPA firm in the Capital Region. Accounting Today conducts an annual survey to identify and rank the best firms in the country throughout 10 major geographic regions.

INSIDE Public Accounting’s Top 100
Aronson has been continuously recognized by INSIDE Public Accounting as one of the best accounting firms in the country. The Top 100 list is the longest running, most comprehensive, and accurate analysis of America’s top firms.

Washington Business Journal’s Top 25
Aronson has been highlighted for another year in the Washington Business Journal’s 2017 Book of Lists. Our firm was ranked #13 by metro-area professional employees on the Washington Business Journal’s Top 25 list of accounting firms in the DC Metropolitan area.

The Washington Post’s Top Workplace
Aronson has been recognized as a Top Workplace by The Washington Post for a third year. In 2017, Aronson received a Top 10 ranking in the mid-size companies category and was the highest ranked accounting firm on the list.

Washington Business Journal’s Best Place To Work
2017 marks the seventh time Aronson has been recognized by the Washington Business Journal as a Best Place to Work. In 2017, Aronson received a Top 3 ranking in the extra-large companies category and was the highest ranked accounting firm on the list.

Northern Virginia Chamber of Commerce’s Outstanding Corporate Citizen
Aronson was recognized as an Outstanding Corporate Citizen by the Northern Virginia Chamber of Commerce. This award honors companies going above-and-beyond in their corporate social responsibility efforts. Along with giving more than $1.6M to worthy causes since 2004, Aronson also encourages community volunteerism and involvement.