
MyFedAccessSM

Relevant Biographical Information
For
Michael J. Young, Founder



Cultivating Relationships



Engaging Decision-Makers



**Staging the MAP
(Marketing Approach Plan)**

My Federal Access, LLC

*Serving Constituents of the
U.S. Small Business Administration*

Michael J. Young, Managing Director

Mr. Young’s Relevant Biographical Information Summary

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<i>Serving Constituents of the U.S. Small Business Administration</i>	Michael J. Young Managing Director
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Relevant Biographical Information

For

Michael J. Young, Managing Director of MyFedAccessSM

1.0 Introduction to My Federal Access, LLC and the Founder

My Federal Access, LLC (MyFedAccessSM), was founded by Michael J. Young to provide *qualified Small Businesses* with access to Federal government contract decision-makers located in the Washington, DC, area. In 1992, prior to forming **MyFedAccessSM**, Mr. Young conceptualized and co-founded **Professional Resource Group International, Inc. (PRGI)**, to provide management-consulting services to the Federal government. However, Mr. Young first started his government contracting career in 1977 while working in the Support Services Division of a large government contractor located **in the Washington, DC, area**. From the start of his career until 1992 Mr. Young remained gainfully employed, progressively moving up to supervisory and managerial positions in the Support Services, Management Information Systems, and Human Resource Development sectors.

These positions exposed Mr. Young to the processes involved in obtaining and successfully fulfilling the requirements of a Federal government contract—identifying a **Request for Proposals/Quotations**, writing a winning response, and retaining the requisite professional and support staff to perform the Scope of Work. Prior to the founding of **PRGI**, Mr. Young amassed a wealth of experience in the Federal government contracting arena while working for large and small businesses. However, the vast majority of his experience was gained while working for **Small Business Enterprises**. In 1996 **PRGI** became 8(a) Certified by the **U.S. Small Business Administration** and was subsequently awarded numerous **Sole-Source** and **Set-Aside** contracts. Having direct access to contract decision-makers located in the Washington, DC, area, helped facilitate the award of such contracts.

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1.1 MyFedAccessSM Represents a Transition

Although **PRGI** was a small business based in Arlington, VA, between 1992 to 2007, it was still able to successfully deliver its *Professional Resources*—on a continuous basis—to over 75 countries throughout Africa, Asia, Central & Eastern Europe (including EurAsia), Latin America (including the Caribbean Basin), and the Middle East (see, www.myfedaccess.com/FedAccess_International.html). **PRGI's** measure of success was achieved by using the proven **Results-Oriented Marketing Approach—Staging, Engaging, and Cultivating**—developed by Mr. Young (see, www.myfedaccess.com/Case_Studies.html).



PRGI/MyFedAccessSM

Now, after spending more than 35 years providing services to the Federal government, **MyFedAccessSM** represents Mr. Young's *transition* from being a provider of **Technical, Logistical, Analytical, Managerial, and/or Administrative Support Services** to government agencies to become a provider of services to *qualified Small Businesses* seeking to do the same. It also represents a culmination and amalgamation of expertise in the Federal government contracting market; specifically, as it pertains to small businesses with special designations given to them by the **U.S. Small Business Administration**.

1.2 Affirmative Action and Federal Procurement Expertise

Despite mandates put in place by the Federal government as early as 1961 to ensure that **socially and economically disadvantaged businesses** have an opportunity to participate in government procurement processes, at certain government agencies there were still only a negligible number of contracts being awarded to such firms up through the early 1980's. Due to these findings one of those government agencies awarded **PRGI** a contract to analyze the effectiveness of their efforts to fulfill the **Affirmative Action** mandates through the mid 1990's. The study identified who the contract decision-makers were within that agency, and which kinds of business entities were actually being awarded contracts.

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The results also determined whether the agency was in **compliance** with its published **Set-Aside** goals. Mr. Young **co-authored the subsequent study** and, as a result of compiling the data for the study, **PRGI** gained unparalleled access to **procurement personnel** responsible for administering various Federal government **Set-Aside programs**.

1.2.1 The 8(a) Business Development Program & Training: Even though the Federal government as a whole currently provides contracting support to small businesses in several designated groups (based on size, certifications, ownership, and location), the most perennial among these **Affirmative Action Programs** is widely known as the **8(a) Business Development Program**, which began in 1968. Virtually all the **Affirmative Action** taken by the government henceforth to assist specific designated groups was modeled after the **8(a) Certification Program**. *Qualified Small Businesses* participate in this nine (9) year two-phase program—a four-year developmental stage, followed by a five-year transitional stage. (Between 1982 and 1992 Mr. Young worked for one of the most successful companies to ever participate in the **8(a) Business Development Program**.)

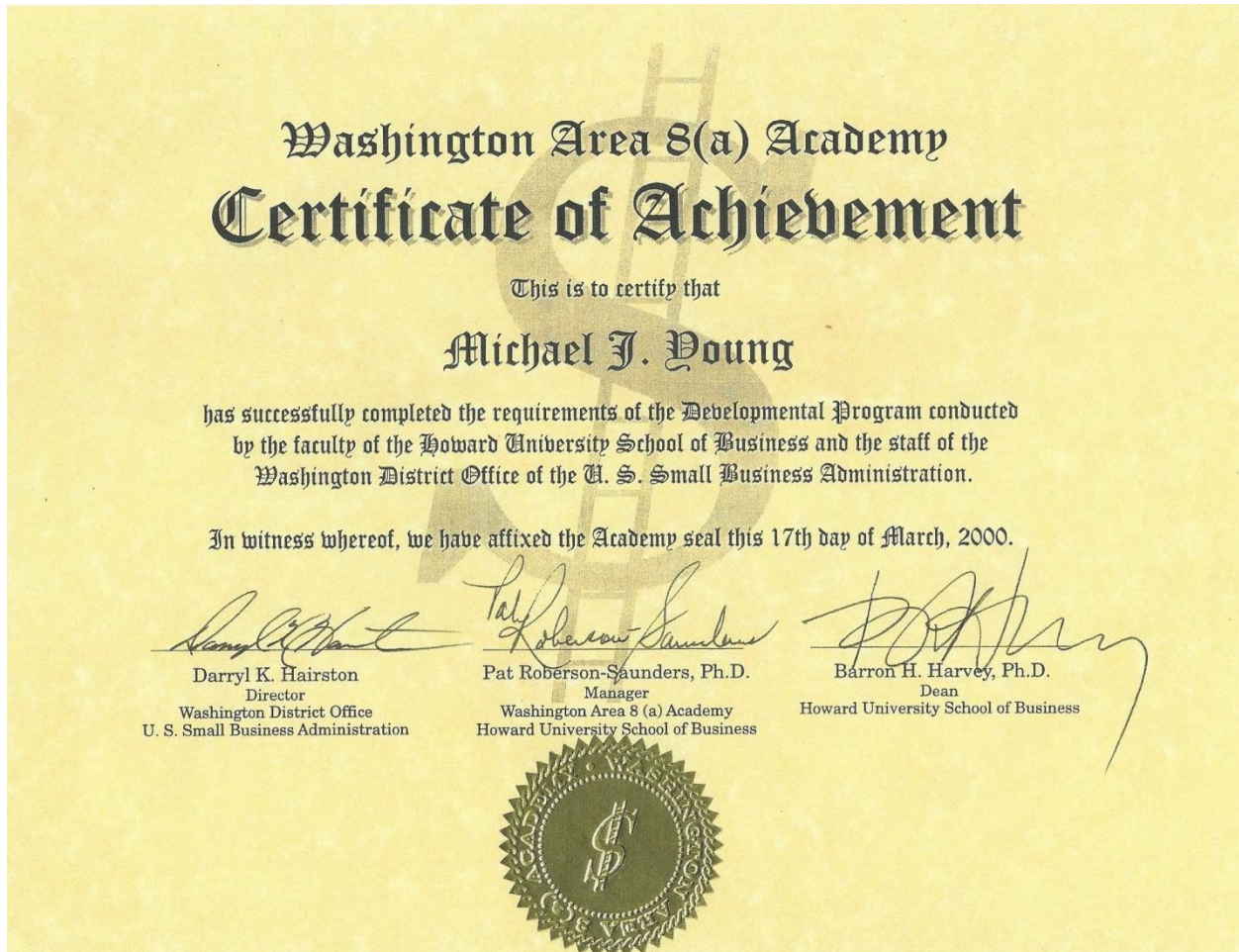
In 2000 the *Washington Area 8(a) Academy* was created to help ensure the requisite knowledge and expertise to successfully participate in such **Affirmative Action Programs** was present within the **socially and economically disadvantaged business** community. This training program was administered by the faculty of the *Howard University School of Business* and the staff of the *Washington District Office of the U.S. Small Business Administration* to a select group of invitees. Mr. Young was selected to be a participant, and he successfully completed the requirements of the **8(a) Academy Developmental Program—Class of March, 2000** (see **Exhibit I**, *Certificate of Achievement*, pg. 4).

1.2.2 Acquisition & Assistance Certification Contract: Under another contract secured by Mr. Young and in force from 2000 to 2007, **PRGI** was tasked to design and administer an **Acquisition & Assistance (A&A) Certification Program** for Federal government Procurement Personnel stationed in Washington, DC, and overseas, including Contract Officers, Cognizant Technical Officers (a.k.a., the Contract Officer's Technical Representatives—COTRs), and Sr. Analysts. This course was ultimately administered by **PRGI** personnel in upwards of forty (40) countries throughout Africa, Asia, Central & Eastern Europe (including EurAsia), Latin America (including the Caribbean Basin), and the Middle East—ultimately training participants from over 70 countries that traveled to regional training sites.

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Exhibit I

Certificate of Achievement
8(a) Academy Developmental Program



The course covered *Best Practices* in Federal Procurement Regulations and taught participants how to: prepare a **Request for Proposals/Quotations**; write a **Scope of Work**; and, how to **evaluate responses** to the same—including responses received from special designated groups for whom the government's **Affirmative Action** is designed to include and assist with contract awards. The insight and experience gained through the **A&A** contract activity; specifically, how to write a (winning) proposal that gets noticed by an evaluation team, is now made

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available to our clients through the **Proposal/Quotation and Other Media Preparation Services** offered by **MyFedAccessSM**.

2.0 Summary of MyFedAccessSM and the Biographical Data

The idea behind **MyFedAccessSM** is to give designated *qualified* **Small Businesses** the access and representation they need to have **in the Washington, DC, area**, to succeed as a contractor seeking to provide services to Federal government agencies that can offer them (domestic & international) contract opportunities. Experience has shown that having a marketing team based in the capitol area that uses a **Marketing Approach Plan (MAP)** to navigate the government contracting maze while implementing a **Results-Oriented Marketing Approach** can help pave the way to such success.

By making this **transition**, Mr. Young is facilitating that process and carrying forward all the knowledge and expertise he gained in Federal government contracting and about its **Affirmative Action Programs** while:

- 1) working for successful large government contractors;
- 2) working for a very successful *qualified* **Small Business**;
- 3) owning and operating an **8(a) Certified business (PRGI)** that received numerous **Sole-Source** and **Set-Aside** (domestic & international) contracts;
- 4) co-authoring a study to gauge the effectiveness of mandates designed to increase the participation of **socially and economically disadvantaged businesses** in Federal government procurement processes;
- 5) successfully completing the *8(a) Academy Developmental Program*; and,
- 6) designing and administering the **Acquisition & Assistance Certification Program** for Contract Officers and their Technical Representatives stationed in Washington, DC, and overseas.

Mr. Young's continuous and comprehensive experience in the Federal government contracting sector forms the basis for making **MyFedAccessSM** qualified to advise and assist participant enterprises in various **Affirmative Action Programs** to effectively market their services to the Federal government, and submit proposals/quotations that are responsive to the requirements of the government.

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NOTE: Even though **Affirmative Action Programs** are usually thought of as programs to provide or extend procurement opportunities to 8(a), Small Disadvantaged, and HUBZone Certified businesses and Woman-, Service-Disabled Veteran-, and Veteran-Owned businesses; the fact is that such action is taken by the government to include ALL small businesses. **MyFedAccessSM** seeks to represent ALL businesses that are eligible to receive **Sole-Source** and **Set-Aside** contracts based on their ownership and/or size.

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