Department of the Navy Gold Coast Symposium

DOING BUSINESS WITH THE MARINE CORPS

Stanley C. Daise
stanley.daise@usmc.mil
27 August 2011
**Report Documentation Page**

Public reporting burden for the collection of information is estimated to average 1 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to Washington Headquarters Services, Directorate for Information Operations and Reports, 1215 Jefferson Davis Highway, Suite 1204, Arlington VA 22202-4302. Respondents should be aware that notwithstanding any other provision of law, no person shall be subject to a penalty for failing to comply with a collection of information if it does not display a currently valid OMB control number.

<table>
<thead>
<tr>
<th>1. REPORT DATE</th>
<th>2. REPORT TYPE</th>
<th>3. DATES COVERED</th>
</tr>
</thead>
<tbody>
<tr>
<td>27 AUG 2011</td>
<td></td>
<td>00-00-2011 to 00-00-2011</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4. TITLE AND SUBTITLE</th>
<th>5a. CONTRACT NUMBER</th>
<th>5b. GRANT NUMBER</th>
<th>5c. PROGRAM ELEMENT NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doing Business with the Marine Corps</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>6. AUTHOR(S)</th>
<th>5d. PROJECT NUMBER</th>
<th>5e. TASK NUMBER</th>
<th>5f. WORK UNIT NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>7. PERFORMING ORGANIZATION NAME(S) AND ADDRESS(ES)</th>
<th>8. PERFORMING ORGANIZATION REPORT NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States Marine Corps Headquarters, Small Business Program, Washington, DC, 20301</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>9. SPONSORING/MONITORING AGENCY NAME(S) AND ADDRESS(ES)</th>
<th>10. SPONSOR/MONITOR’S ACRONYM(S)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>11. SPONSOR/MONITOR’S REPORT NUMBER(S)</th>
<th>12. DISTRIBUTION/AVAILABILITY STATEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Approved for public release; distribution unlimited</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>13. SUPPLEMENTARY NOTES</th>
<th>14. ABSTRACT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Presented at the 2011 Navy Gold Coast Small Business Conference, 22-24 Aug, San Diego, CA.**

<table>
<thead>
<tr>
<th>15. SUBJECT TERMS</th>
<th>16. SECURITY CLASSIFICATION OF:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a. REPORT</td>
</tr>
<tr>
<td></td>
<td>unclassified</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>17. LIMITATION OF ABSTRACT</th>
<th>18. NUMBER OF PAGES</th>
<th>19a. NAME OF RESPONSIBLE PERSON</th>
</tr>
</thead>
<tbody>
<tr>
<td>Same as Report (SAR)</td>
<td>24</td>
<td></td>
</tr>
</tbody>
</table>

*Standard Form 298 (Rev. 8-98)*

*Prescribed by ANSI Std Z39-18*
Agenda - 4 C’s

Culture – a. “Marine”
   b. The role of the Marine Corps

Construct- One Corps: Two Contracting Activities (HCAs)
   a. Installations & Logistics Department (I&L)
   b. Marine Corps Systems Command (MCSC)

Capture- Forecast, SBIR, e-business portals, Industry Days, APBI
   a. Long Range Acquisition Tool
   b. Upcoming opportunities

Counsel- Advice from your advocate
   a. Create a “win-win”
   b. SEMPER FI
"The spirit of our Corps, embodied in the eagle, globe and anchor, lives within the soul of every Marine. This spirit is born through arduous rites of passage at boot camp and officer training, after which a young man or woman is called a “United States Marine” for the first time.

Individual Marines are the bedrock upon which our Corps is built. What makes us Marines — it is the hardening of body and mind, the infusion of discipline and the casting of an indelible esprit de corps forged in the cauldron of “things endured and things accomplished, such as regiments hand down forever.” It is almost spiritual!

Small unit leadership, unit cohesion, an expeditionary mindset, education, the spirit of innovation and fidelity form the foundation of our Corps. These timeless qualities enable Marines to respond and adapt, and are fundamental to how we approach warfighting. Semper Fidelis — “Always Faithful” — to each other and to our Nation — the willingness to sacrifice ourselves for others and the mission is more than just our motto; it is in our DNA! Shared hardship and adversity create a unique bond between all Marines — past, present and future. We recognize that uncompromising standards, rigorous training and tough discipline are the foundation for our success in the most austere environments. We are all, regardless of rank or MOS, fiercely proud of the title “Marine.” Simply being a Marine is what we value most.”

2010 Commandant’s Planning Guidance
The Marine Corps is America’s Expeditionary Force in Readiness-a balanced air-ground-logistics team. We are forward deployed and forward engaged: shaping, training, deterring, and responding to all manner of crises and contingencies. We create options and decision space to our Nation’s leaders. Alert and ready, we respond to today’s crisis with today’s force…Today!

Responsive and scalable, we team with other Services, interagency partners, and allies. We enable and participate in joint and combined operations of any magnitude. A middleweight force, we are light enough to get there quickly, but heavy enough to carry the day upon arrival, and capable of operating independent of local infrastructure. We operate throughout the spectrum of threats – irregular, hybrid, conventional – or the shady areas where they overlap. Marines are ready to respond whenever the Nation calls…wherever the President may direct.

General James F. Amos, 35th Commandant of the Marine Corps
“Planning Guidance”
Construct: Two Contracting Activities

The Installations & Logistics Department

Mission:

Shape logistics plans and policies to sustain excellence in warfighting. The focus of effort is to increase Marine Air Ground Task Force (MAGTF) lethality through:

• Modernizing logistics processes
• Implementing proven technology and best practices
• Developing standards of performance
• Integrating bases and stations as the fifth element of the MAGTF
Construct: Two Contracting Activities

The Marine Corps Systems Command Mission:

- We’re the Commandant of the Marine Corps’ agents for acquisition and sustainment.
- We provide competency resources, policies and processes to PEOs and Program Offices.
- We field systems and equipment used by the Marine Corps and joint operating forces to accomplish their warfighting mission.
- We manage the life cycle of MCSC acquired systems and equipment.
Forecast

There are two types of forecasting techniques: qualitative and quantitative.

The qualitative method relies on subject matter experts and is used when historical data is not available.

Quantitative forecasting methods employ historical data. There are two types of quantitative techniques: time series on past data of the variable that is being forecasted and time series based on cause-and-effect relationships.

Source: http://www.referenceforbusiness.com/encyclopedia/Fa-For/Forecasting.html
[Anandi P. Sahu, Ph.D., Professor & Chair, Economics, Oakland University, Rochester, MI] Permission obtained from Dr. Sahu 7/25/2011
Headquarters Marine Corps, I &L developed a “Long Range Acquisition Tool” available at [www.marines.mil/unit/logistics/Pages/DivisionLKOrgInfo.aspx](http://www.marines.mil/unit/logistics/Pages/DivisionLKOrgInfo.aspx)
The data for building the projection tool is limited to FYs 2006, 2007, 2008, 2009, and 2010. The data is provided in the form of excel workbooks, one workbook per FY. In order to maintain simplicity and flexibility for use of the projection tool in future years, the data provided was used to establish visual for basic applications (VBA) modules. The VBA modules employ excel simple linear regression functions (LinEst) as the basis for predictions. The user defines number of out-years and the number of standard errors they wish to use to build the prediction interval.

LinEst is used for the premise of the prediction. The data has a single X and Y variable. X is defined as the year a certain NAIC was contracted for, while Y is the total value spent towards that NAIC during that year.

The user is responsible for providing the number of years they are interesting in predicting. The number of years is simply how many out years the user would like to advertise an estimate for future business volume. This number will be collected by the VBA code and a prediction will be made using the linear regression model of the data.

The NAICS worksheet is used to define the NAICS and their descriptions.
***DISCLAIMER*** United States Code Title 15, Section 637(A)(12) (C) requires the Department of the Navy (DoN) to prepare a forecast of expected contract opportunities for the next and succeeding fiscal years and make the forecast available to small business. The Long Range Acquisition Forecast (LRAF) contains HQMC, Installations and Logistics Department requirements forecasted for the upcoming and next two fiscal years. The forecast is for informational and marketing purposes only. Points of contact in the small business offices can be obtained by e-mailing stanley.daise@usmc.mil. This does not constitute a specific offer or commitment by the Navy or Marine Corps to fund, in whole or in part the opportunities referenced herein. The listing is not all inclusive and is subject to change.

This prediction uses the Microsoft Excel Forecast Function. 4 Outyears are forecasted. For each year forecasted, +/-2 standard errors are computed. The lowest and highest of these values are reported in the “Low” and “High” columns. If the “Low” is computed to be a negative value, zero is reported.
## Forecast-Long Range Acquisition Tool

<table>
<thead>
<tr>
<th>NAICS</th>
<th>NAICS DESCRIPTION</th>
<th>LOW</th>
<th>HIGH</th>
</tr>
</thead>
<tbody>
<tr>
<td>33351</td>
<td>Metalworking Machinery Manufacturing</td>
<td>$0.00</td>
<td>$20,606,128.44</td>
</tr>
<tr>
<td>71312</td>
<td>Amusement Arcades</td>
<td>$0.00</td>
<td>$2,089.40</td>
</tr>
<tr>
<td>56291</td>
<td>Waste &amp; Treatment Disposal</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>33392</td>
<td>Material Handling Eqpt Mfg.</td>
<td>$0.00</td>
<td>$1,116,281.56</td>
</tr>
<tr>
<td>33399</td>
<td>All Other General Purpose Machinery Mfg.</td>
<td>$0.00</td>
<td>$3,960,725.26</td>
</tr>
<tr>
<td>61143</td>
<td>Professional &amp; Mgt Development Trng</td>
<td>$5,183,564.22</td>
<td>$17,906,547.44</td>
</tr>
<tr>
<td>33421</td>
<td>Telephone Apparatus Manufacturing</td>
<td>$545,812.27</td>
<td>$4,225,677.81</td>
</tr>
<tr>
<td>33422</td>
<td>Radio &amp; TV Broadcasting &amp; Wireless Comm Eqpt Mfg.</td>
<td>$7,762,674.34</td>
<td>$26,730,385.56</td>
</tr>
<tr>
<td>33429</td>
<td>Other Communications Eqpt Mfg</td>
<td>$0.00</td>
<td>$9,625,703.61</td>
</tr>
<tr>
<td>56142</td>
<td>Telephone Call Centers</td>
<td>$0.00</td>
<td>$1,937.40</td>
</tr>
<tr>
<td>33451</td>
<td>Semiconductor &amp; Other Electr Comp Mfg</td>
<td>$37,967,068.00</td>
<td>$165,222,016.90</td>
</tr>
</tbody>
</table>
SBIR (Small Business Innovation Research) and /STTR (Small Business Technology Transfer) are congressionally mandated programs designed to:

- Stimulate Innovation
- Use Small business to meet Federal needs
- Encourage participation of socially & economically disadvantage businesses
- Encourage commercial use technology developed under this program

SBIR/STTR Process

- Up to 3 Calls for Solicitations per year
- MCSC and PEO funding for this program is about $16M per year
- Solicitations are posted on [http://www.dodsbir.net](http://www.dodsbir.net)
Capture

SBIR Program Manager

Mr. Paul Lambert

(703) 432-3033

paul.a.lambert@usmc.mil
Capture

✔ Visit Navy Electronic Commerce Online (NECO) website at www.neco.navy.mil

✔ Contact PEO and MCSC Program Managers and Product Group Directors through MCSC Corporate Communications (sanford.mclaurin@usmc.mil) or PEO Public Affairs (david.branham@usmc.mil)

✔ Participate in MCSC Small Business Opportunities Conference (15 Nov 11 – Fredericksburg, VA)

✔ Learn More about Acquisition Center for Support Services at www.marcorsyscom.usmc.mil/sites/acss

✔ Participate in MDM, Advanced Planning Briefing to Industry (APBI), Marine South (Camp Lejeune) and Marine West (Camp Pendleton), and Industry Days
Capture

- Propose New Technologies and Ideas by Contacting MCSC’s Contracting Business Operations (donald.myers@usmc.mil)
- Pursue Small Business Innovation Research Programs www.marcorsyscom.usmc.mil/sites/tto/sbit/
- Learn More About USMC Technology needs
  - Office of Naval Research www.onr.navy.mil
  - USMC Strategic Plan www.onr.navy.mil
  - MCSC and PEO Science and Technology Office www.marcorsyscom.usmc.mil
  - Contact Science & Technology Transition Office, Lou Carl (louis.carl@usmc.mil 703-432-3095)
Capture

Modern Day Marine Expo (MDM)

MCSC Small Business Pavilion

Event Dates

Lejeune Parade Field, Quantico, VA

Please contact Dave Dawson for more information

(703) 432-3946 or david.j.dawson@usmc.mil
MCSC PEO LS SMALL BUSINESS OPPORTUNITIES CONFERENCE

NDIA Event Number: TBA

Event Date
November 15, 2011

Event Location
Fredericksburg Expo Center
Capture

Advanced Planning Briefings to Industry (APBI)
NDIA Event Number: 2900
APBI Event Date
4/30/2012 - 5/2/2012
APBI Event Location
Marriott Norfolk Waterside
http://www.ndia.org/meetings/2900/Pages/default.aspx
Capture


2. CEOss / ACSS http://www.marcorsyscom.usmc.mil/sites/acss/

3. GSA Schedule Contracts

4. Other GWAC / DWAC Contract Vehicles that we can utilize
Capture-Upcoming Opportunities

Seaport-e: (All NAICS 541330)
Civilian Leadership Development: 100% SB Set-aside
Aviation Training System Support: 8(a) competitive
Combat Trauma/Live Tissue Training: NAICS 611699 (undetermined)
G-6 CIO Support Services: (undetermined)
Open Market:
Advertising Contract for MCRC - NAICS 541810; Open Market (unrestricted)
Promotional and Incentive Items for MCRC - Open Market; 100% SB Set-aside
Museum Restoration for M198 Howitzer Gun, NAICS 332995 (undetermined)
Museum Restoration for M60 Tank, NAICS 336992 (undetermined)
Museum Restoration for HUMMWV Humvee, NAICS 336992 (undetermined)
Museum Restoration for Mobile Amphibious Assault Vehicle (AAV7), NAICS 336992 (undetermined)
The Marine Corps wants to continue to do business with small business.

In order to create a “win-win”, small business needs to perform due diligence in terms of compliance with the regulations for size standards; status, and ensuring eligibility when evaluation preferences are used in acquisitions.

If there is a question regarding meeting size standards or any other issue, contact the U.S. Small Business Administration to avoid the risk of suspension, debarment, or being deemed ineligible for the award of Federal contracts.
Counsel- Advice From Your Advocate

Study your potential customers
Engage SBS as your allies, not your adversaries
Measure yourself against your peers; consider teaming
Perform, Perform, Perform = the key to success
Evaluate the market
Respond in a timely manner
Focus on your capabilities and solutions not your status
Invest in yourself; get professional certifications, training, etc.

Semper Fi!
Counsel-Know Your Customer

The Few, The Proud, The Marines
Stan Daise

stanley.daise@usmc.mil

(703)614-6810