Overview of Doing Business with SPAWAR Systems Command (SPAWAR)

Faye Esaias
Director, SPAWAR Office of Small Business Programs

Navy Gold Coast Small Business Conference
22 August 2011
## Overview of Doing Business with SPAWAR Systems Command (SPAWAR)

Space and Naval Warfare Systems Command, Office of Small Business Programs, San Diego, CA, 92152

Agenda

▼ Who is SPAWAR?
   § Where we are and what we buy
   § Office of Small Business (SB) Programs
      — Vision/Mission – How we can help SB’s
      — OSBP initiatives/focus areas
   § FY11 Small business targets and accomplishments to date – next steps to increase opportunities for SB’s

▼ Doing Business with SPAWAR
   § e-Commerce Central website
   § Market research, procurement methodologies and contract types
   § Future procurement opportunities

▼ Resources and POC’s
Who We Are

▼ Navy’s Information Dominance Systems Command
▼ Navy’s Technical Authority and acquisition command for C4ISR,* business IT, and space systems
▼ Provide advanced communications and information capabilities to Navy, joint and coalition forces
▼ More than 8,000 employees deployed globally and near the fleet

*Command, Control, Communications, Computers, Intelligence, Surveillance & Reconnaissance
SPAWAR Locations in CONUS

- SPAWAR HQ
- SPAWAR Space Field Activity Washington, D.C.
- PEO Space Systems
- PEO EIS
- PEO C4I
- JPEO - JTRS
- Systems Center Pacific (FY 09)
- Systems Center Atlantic (FY 09)
- San Diego CA
- Guam
- Japan
- Norfolk VA
- Charleston SC
- New Orleans LA
How Does SPAWAR Fit into the Navy's Structure?

Chief of Naval Operations

Assistant Secretary of the Navy, Research, Development and Acquisition

Assistant Secretary of the Army, Acquisition, Logistics and Technology

NAVSEA

NAVSEA Systems Center ATLANTIC

NAVSEA Systems Center PACIFIC

NAVSEAS

NAVSEAS

NAVSEAS

NAVSEAS
Sources: N-ERP, SPAWAR HQ Labor Analysts, PMW 740 (FMS)
*Inflow Includes Prior Year Carry-Over from All Sources
** SSC LANT includes Norfolk and NOLA; SSC PAC includes PAC General Fund (formerly NCTSI)
Team SPAWAR supports the entire acquisition lifecycle of C4ISR products and services.
Meeting Current and Future Needs of the Fleet

Consolidating Networks

Research, Engineering & Development

C4ISR Technology

Cyber Operations

Internet Cafes

Unmanned Vehicle Systems
Lines of Business / Core Processes
Our Partnerships

Our partnerships enable us to provide integrated, best-value and innovative Information Dominance and C4ISR technology

- Global presence for direct support to fleet
- Hundreds of partnerships with industry, including small businesses
- Systems Centers partner with academia to conduct research, share best practices, and develop future workforce
Educational & Community Outreach

St Mary’s Academy Middle School Girls Day Out

High School and College Interns

Material World Modules

FY07 – 1 school
FY08 – 34 schools
FY09 – 35 schools
FY10 – 47 schools

International Autonomous Underwater and Surface Vehicle Competitions

12-17 JUL 2011, 10th Annual AUVSI underwater competition at SSC Pacific
Held at SSC Pacific's one-of-a-kind TRANSDEC pool
Collegiate and high school teams from U.S., Canada, Japan and India
Open to the public

Gompers Charter Middle School Science Night

SMART Scholarship Program

UCSD "ENSPIRE"
OSBP Organizational Overview

RADM Patrick Brady
Commander, SPAWAR

Mr. Rod Smith
Deputy Commander
SPAWAR

CAPT Joseph Beel
Commanding Officer
SPAWAR Systems Center Pacific

CAPT Mark Glover
Commanding Officer
SPAWAR Systems Center Atlantic

Ms. Faye Esaias
Director, SPAWAR / PEO
Office of Small Business Programs (OSBP)

Mr. Robert “Zack” Zaccaria
Small Business Deputy

Mark McLain
Small Business Deputy

Mr. Aubrey Lavitoria
Small Business Advisor

Ms. Michelle Nolen
Deputy OSBP
SSC Pacific

Ms. Paialani Lene
Assistant

Mr. Robert Meddick
Deputy OSBP
SSC Atlantic

Vacant
Deputy, OSBP
SSC Atlantic
Mission
We are a dynamic advocacy that provides training, advice, guidance and innovative strategies ensuring quality solutions for TEAM SPAWAR acquisition teams while maximizing opportunities for small businesses, as required by the Small Business Act and Federal Acquisition Regulation (FAR).

Vision
Code 8.8 will embrace a culture of shared responsibility that recognizes the critical role of small businesses in advancing our naval capability and the strength of the nation’s economy by seeking utilization of qualified small businesses at the earliest stage of acquisition planning.
OSBP Top Initiatives

- Improving forecasting tool for future contract opportunities – posted to the OSBP website
- Increase opportunities for SB participation on SPAWAR acquisitions at both the prime and subcontractor levels
- Strategic communications on OSBP matters and building strong internal and external partnerships
- Working group to improve market research techniques and responses
- Working group to implement WOSB Contracting Prog.
- Regular reports of progress in addressing areas identified for improvement and status on meeting mandated command targets.
Small Business Achievements as of July 22, 2011

<table>
<thead>
<tr>
<th></th>
<th>Small Business Overall</th>
<th>Small / Disadvantaged</th>
<th>Women-Owned</th>
<th>HUBZone</th>
<th>Service - Disabled Veteran Owned</th>
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</thead>
<tbody>
<tr>
<td><strong>Targets</strong></td>
<td>20.00%</td>
<td>5.50%</td>
<td>3.00%</td>
<td>1.10%</td>
<td>1.60%</td>
</tr>
<tr>
<td><strong>Actual</strong></td>
<td>18.35%</td>
<td>6.61%</td>
<td>3.27%</td>
<td>0.80%</td>
<td>1.63%</td>
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</table>
### Top 10 NAICS Awarded by Dollars - FY10

<table>
<thead>
<tr>
<th>NAICS Code</th>
<th>Description</th>
<th>Awarded Dollars</th>
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</thead>
<tbody>
<tr>
<td>541 330</td>
<td>Engineering Services</td>
<td>$4,170,989,628.00</td>
</tr>
<tr>
<td>334 220</td>
<td>Radio and Television Broadcasting and Wireless Communications Equipment Manufacturing</td>
<td>$1,122,910,453.00</td>
</tr>
<tr>
<td>541 512</td>
<td>Computer Systems Design Services</td>
<td>$364,420,974.00</td>
</tr>
<tr>
<td>334 511</td>
<td>Search, Detection, Navigation, Guidance, Aeronautical, and Nautical System and Instrument Manufacturing</td>
<td>$354,678,239.00</td>
</tr>
<tr>
<td>541 519</td>
<td>Other Computer Related Services</td>
<td>$237,442,353.00</td>
</tr>
<tr>
<td>517 110</td>
<td>Wired Telecommunications Carriers</td>
<td>$208,258,715.00</td>
</tr>
<tr>
<td>541 511</td>
<td>Custom Computer Programming Services</td>
<td>$193,507,429.00</td>
</tr>
<tr>
<td>541 712</td>
<td>Research and Development in the Physical, Engineering, and Life Sciences (except Biotechnology)</td>
<td>$171,347,097.00</td>
</tr>
<tr>
<td>334 290</td>
<td>Other Communications Equipment Manufacturing</td>
<td>$144,727,507.00</td>
</tr>
</tbody>
</table>
Dollar driven based upon estimated costs

- Micro Purchase threshold $3,000*
  - Purchase Card
- Simplified Acquisition up to $150K
  - COTS up to $6.5M
  - Contingency -13.500 up to $12M
- Large Contracts up to unlimited authority as delegated
How To Identify Opportunities Within DOD

Posting of contract actions:

Federal Business Opportunities (FedBizOpps) is a web-based system for posting solicitations and other procurement-related documents to the Internet. FedBizOpps was designated by the Federal Acquisition Regulation as the mandatory "government wide point of entry for the posting government business opportunities greater than $25,000."

For more information visit:

www.fbo.gov
On the SPAWAR website (www.spawar.navy.mil) click on “For Industry Partners” which will direct you to our e-commerce site. A list of our future opportunities, open solicitations, and contract awards is available for the SPAWAR Headquarters, as well as for SSC Atlantic and SSC Pacific.
Welcome

A Message from our Commander

"As the Navy's C4I experts, we listen to our customers and find the right solutions for their C4I challenges. In response, we emphasize providing information solutions versus just information systems." [Read more]

Self-Service Password Reset now available

We have implemented a new feature on the e-Commerce Central website to allow users who have lost their password to reset it via an automated function without having to contact the SPAWAR Paperless Helpdesk. This feature is available under the i-Services section of the left navigation section of the site, and also from the following link: e-CC Self-Service

News

- The 23rd Annual Navy Gold Coast Small Business Opportunity Conference
- Information on Submitting your Electronic Proposal, Market Survey Response and Electronic Unsolicited Proposals...
- Other News...

Recently Issued

- N65236-11-Q-4268: Atola Insight Data Recovery Suite
- N65236-11-Q-0114: Altadat 7810
- N65236-11-Q-0121: JDSU 8116

Closing Soon

- N65236-11-Q-0113: ADSI TACOPS Maintenance Training
- N65236-11-Q-0606: RFDU Boards
- N65236-11-Q-0114: Altadat 7810

https://e-commerce.sscno.nmci.navy.mil
How to Locate a Specific Business Opportunity

▼ On the left side of the Main Menu – there is an option “Read Me First.” SPAWAR has a secure website, you can register, identify opportunities and submit proposals.

▼ Once you subscribe for a specific solicitation you will be sent a notification when there is a change.

▼ Follow the instructions in the solicitation and contact the Contract Specialist if you have any questions!

▼ Refer to the detailed step-by-step instructions in the Vendors Users Guide.
How To Locate a Specific Contract Opportunity cont.

Submitting an Electronic Proposal

Ensure you are a registered SPAWAR E-CC User and are familiar with the proper procedures for submitting proposals prior to the proposal due date. If you are not a registered user, click here to request an account.

Please make sure you reserve ample time to submit your proposal over the Internet to the SPAWAR E-Commerce Central website. It is your responsibility to post your proposal to the SPAWAR E-CC in time for submission to COMPLETE prior to the Government's posted solicitation receipt deadline. Do not wait until the last minute to attempt to submit your proposal.

The amount of time necessary for the submission to complete will vary with the speed of your network connection, the size of the files being submitted, and the load on the e-CC server at the time of your submission. It is not uncommon for this process to take several minutes during which it may appear that the browser is not doing anything. Please DO NOT click any other links or buttons in during this process, as doing so is likely to terminate your submission with the resultant loss of all submitted data.

When the submission process has successfully completed, a confirmation receipt page will be displayed. This page is your receipt and it contains the recorded time stamps and a REFERENCE KEY associated with the submission of your e-proposal. The timeliness of your eProposal submission will be based on the same information as contained in the E-Proposal Receipt so you are encouraged to print and keep a copy of this page for your records.

If you DO NOT receive this page, please contact the e-CC Help Desk IMMEDIATELY, as there may have been a problem with your submission. The e-CC Help Desk is staffed from 06:30 AM to 4:30 PM Pacific, Monday through Friday, except Federal holidays. Outside of normal hours or if you are unable to contact the e-CC Help Desk, we recommend that you contact the responsible Contract Specialist by phone or email (this information can be found in the Contact Information section of the solicitation) as soon as possible as this may be used as proof of a good-faith effort on your part. We also recommend that you send an email with details of the problem to business.spawar@navy.mil. While this email account is monitored by e-CC Help Desk personnel, immediate response is not guaranteed.

Access to your Electronic Proposal is restricted to the Authorized Contract Specialist, Contracting Officer and the Author of the proposal (the person who posted it) only.

For more information, refer to Section 9 of the e-CC Vendor Users Guide.
ABOUT SBIR AND STTR PROGRAMS

The U.S. Small Business Administration (SBA) Office of Technology administers the Small Business Innovation Research (SBIR) Program and the Small Business Technology Transfer (STTR) Program. Through these two competitive programs, SBA ensures that the nation's small, high-tech, innovative businesses are a significant part of the federal government's research and development efforts. Eleven federal departments participate in the SBIR program; five departments participate in the STTR program awarding $2 billion to small high-tech businesses. The U.S. National Science Foundation administers the SBIR.GOV site on behalf of the federal government.

GRANTS.gov

GRANTS.gov is your source to FIND and APPLY for federal government grants. Before completing an application, please contact the Agency you are applying to to make sure they use GRANTS.gov
■ NAVSEA Multiple Award Contract (MAC) IDIQ vehicle with CPFF and FFP pricing
■ SeaPort-e – The Navy’s electronic platform for acquiring support services in 22 functional areas
■ Individual task orders competed in one of seven geographic zones
  § No sole source orders
■ 2,792 prime contractors (rolling admissions currently closed)
  § nearly 85% of its contract–holders are small businesses
  § Competitive 8(a) Set-asides
■ **SPAWAR vehicle of choice for services**
  § Caps on pass-through costs, labor escalation, and fee/profit
  § Streamlined evaluation process
  § Web portal for electronic commerce: [www.seaport.navy.mil/](http://www.seaport.navy.mil/)

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Marketing to the Government: The Basics

Are You Ready to Market to the Government?

- Know how to identify your Product/Service
- Federal Supply Classification Code (FSC);
- Product Service Code (PSC):
  - EX: D302 ADP systems development services
- Identify your North American Industry Classification Codes (NAICS)
  - EX: 541512 Computer Systems Design Services
  - http://www.census.gov/eos/www/naics/
- Determining Size Standard
  - EX: 541512 $25M average annual receipts preceding 3 yrs
- NOTE: There is a separate size standard for each NAICS
Have a Marketing Strategy!

- Develop a **strategy** and a **plan**:
  - Determine who procures the services and/or commodities you provide
  - Find out as much as you can about their programs/needs (e.g. public websites, networking, etc.)
  - Determine your role and limits (prime, subcontractor, capabilities, etc.)
  - **Respond to RFI’s & Sources Sought!**
  - Identify contract requirements & potential team members
  - Develop strategy for responding to a solicitation
**Future Procurement Opportunities**

<table>
<thead>
<tr>
<th>Requirements Office: Joint Program Manager - Information Systems (JPMIS)</th>
<th>New TO on Seaport</th>
<th>Est. RFP release, 01/2012.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joint Effects Model (JEM) Increment 1 Sustainment</td>
<td>Solicitation # TBD</td>
<td>Est. proposal receipt, 02/2012.</td>
</tr>
<tr>
<td>Unrestricted</td>
<td>Est. value: &gt;$5M-$10M</td>
<td>Est. award, 02/01/2012.</td>
</tr>
<tr>
<td>CPFF</td>
<td></td>
<td></td>
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</tbody>
</table>

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<thead>
<tr>
<th>Requirements office: PEO C4I</th>
<th>New TO on Seaport</th>
<th>Est. RFP release, TBD.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software Development/Modernization, C4I Advanced Planning Suite</td>
<td>Solicitation # TBD</td>
<td>Est. proposal receipt, TBD.</td>
</tr>
<tr>
<td>Procurement methodology</td>
<td>Est. value: &gt;$25M-$50M</td>
<td>Est. award, TBD.</td>
</tr>
<tr>
<td>CPFF</td>
<td></td>
<td>Status: Preparing RFI for Small Business Determination.</td>
</tr>
</tbody>
</table>

**DISCLAIMER** This forecast is informational only and does not constitute an offer or commitment by the Navy to fund, in whole or part, the opportunities referenced herein. This listing is not all inclusive and is subject to change. Vendors shall not contact any contracting or technical personnel regarding this information and all inquiries shall be submitted to SBO@navy.mil.
## Future Procurement Opportunities

<table>
<thead>
<tr>
<th>Req. Office: PMW 150</th>
<th>New Contact</th>
<th>Est. RFP release, TBD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maritime Tactical Command and Control (MC2P) - Software Development</td>
<td>Solicitation # TBD</td>
<td>Est. award TBD</td>
</tr>
<tr>
<td>Procurement methodology TBD</td>
<td>&gt;$1M-$5M</td>
<td>Status: Procurement Planning</td>
</tr>
<tr>
<td>Pricing structure TBD</td>
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</tbody>
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<thead>
<tr>
<th>Req. Office: PMW 150</th>
<th>New Contract</th>
<th>Est. RFP release TBD</th>
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<tbody>
<tr>
<td>Maritime Link 16 Production</td>
<td>Solicitation # TBD</td>
<td>Est. award, 08/15/2012</td>
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<tr>
<td>Procurement methodology TBD</td>
<td>&gt;$50M-$100M</td>
<td>Status: Procurement Planning</td>
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<tr>
<td>Pricing structure TBD</td>
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<thead>
<tr>
<th>Req. Office: PMW 150</th>
<th>New IDIQ Contract</th>
<th>Est. RFP release, 04/30/2012</th>
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<tbody>
<tr>
<td>Next Generation Command and Control Processor (NGC2P)</td>
<td>Solicitation # TBD</td>
<td>Est. award, 12/31/2012</td>
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<tr>
<td>Procurement methodology TBD</td>
<td>&gt;$1M-$5M</td>
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## Future Procurement Opportunities

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<thead>
<tr>
<th>Req. Office</th>
<th>Environmental Satellite Receiver Processor</th>
<th>Environmental Satellite Receiver Processor</th>
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<tr>
<td></td>
<td>2. Environmental Satellite Receiver Processor</td>
<td>2. Environmental Satellite Receiver Processor</td>
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<td>3. Unrestricted</td>
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<td>4. CPFF/FFP</td>
<td>4. CPFF/FFP</td>
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<td>3. Unrestricted</td>
<td>3. Unrestricted</td>
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<td>4. CPFF/FFP</td>
<td>4. CPFF/FFP</td>
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<td>3. Unrestricted</td>
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<td>4. CPFF/FFP</td>
<td>4. CPFF/FFP</td>
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<tr>
<td></td>
<td>1. Est. RFP release TBD</td>
<td>1. Est. RFP release TBD</td>
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<tr>
<td></td>
<td>2. Est. award 01/2012,</td>
<td>2. Est. award 01/2012,</td>
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<td></td>
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<tr>
<td></td>
<td>1. PEO SUB/PMW 485</td>
<td>1. PEO SUB/PMW 485</td>
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<tr>
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<td>2. Logistics Support Facility</td>
<td>2. Logistics Support Facility</td>
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<tr>
<td></td>
<td>3. Full and Open Competition</td>
<td>3. Full and Open Competition</td>
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<td>1. CPFF</td>
<td>1. CPFF</td>
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<td>1. New Contract</td>
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<td>2. CPFF</td>
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<td>3. Est. award, 01/2012.</td>
<td>3. Est. award, 01/2012.</td>
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<tr>
<td></td>
<td>1. PEO JPEO JTRS/NED</td>
<td>1. PEO JPEO JTRS/NED</td>
</tr>
<tr>
<td></td>
<td>2. MUOS Software In-Service Support (SWISS) Contract</td>
<td>2. MUOS Software In-Service Support (SWISS) Contract</td>
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<td>3. Full &amp; Open</td>
<td>3. Full &amp; Open</td>
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<td>2. CPFF</td>
<td>2. CPFF</td>
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<tr>
<td></td>
<td>2. Est. Award, 06/2012.</td>
<td>2. Est. Award, 06/2012.</td>
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## Future Procurement Opportunities

<table>
<thead>
<tr>
<th>1. PEO C4I/PMW 770</th>
<th>1. New contract</th>
<th>1. Est. RFP release 1st QTR, FY12</th>
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<tr>
<td>2. Competitive TO/DO (SeaPort- e), set-aside TBD</td>
<td>3. &gt;$5M - $10M</td>
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<td>3. CPFF</td>
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<thead>
<tr>
<th>1. PEO C4I/PMW 170</th>
<th>1. New Contract</th>
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<tr>
<td>2. Portable Radios</td>
<td>2. N00039-10-R-0040</td>
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<td>3. Unrestricted</td>
<td>3. &gt;$100M</td>
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<tr>
<td>4. FFP</td>
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<tbody>
<tr>
<td>4. FFP</td>
<td></td>
<td>3. Est. award, 03/01/2012</td>
</tr>
</tbody>
</table>
SSC LANT Command Contract Strategy – Pillar Contracts

▼ Why new strategy?
- Legacy Bottom-up Strategy Unsustainable
- Current # of contracts Un-executable with Current Contract Staffing Levels
- Confusing to Industry
- Previous Strategy based on old organizational model

▼ What is new strategy?
- Command wide contracts
- Decrease # of niche contracts
- Increase use Other Navy and DoD contracts

▼ Build “Capability Focused Contracts”
- 6 Portfolios - 4 Contracts Per Portfolio
- Term 5 years with “pause” after 2-1/2

▼ Creates Optimal Competition Environment
- Large Number of Opportunities for Large and Small Businesses
- Target Awards to Industry Leaders in Portfolio Related Technologies
- Advantages of Multiple Award Contracts
- Supports Acquisition Efficiency & Strategic Sourcing Initiatives

▼ Projected award dates: 2nd-3rd Qtr of FY12

4 MACs Per Portfolio (24 Total)

- Unrestricted: $900M
- Select (SBSA): $250M
- Advantage 8(a): $99M
- Preferred (HubZ, WO, SDV): $99M

3-5 Awards For Each Capability Area and Competition Type

Available Resources

• Procurement Technical Assistance Centers (PTACs) are located in most states and are partially funded by DoD to provide small business concerns with information on how to do business with the DoD. They provide training and counseling on marketing, financial, and contracting issues at minimal or no cost.

• San Diego Contracting Opportunities Center-PTAC
  4007 Camino del Rio South, Suite 210, San Diego, CA 92108
  (619) 285-7020
Helpful Sources of Information

You should familiarize yourself with contracting procedures
http://farsite.hill.af.mil/
Defense Procurement and Acquisition Policy
Defense Acquisition University
The Department of the Navy
Office of Small Business Programs

NAVY'S ELEVEN MAJOR SMALL BUSINESS OFFICES
- Headquarters, U.S. Marine Corps
- Marine Corps Systems Command
- Military Sealift Command
- Naval Air Systems Command
- Naval Facilities Engineering Command
- Naval Inventory Control Point
- Naval Sea Systems Command
- Naval Supply Systems Command
- Office of Naval Research
- Space and Naval Warfare Systems Command

MARINE CORPS I&L RECEIVES
Navy Small Business Programs
FY 2009 Secretary's Cup

START HERE FIRST!
DOING BUSINESS WITH THE NAVY

Find your Specialist
Click below to find your specialist
USMC  NAVSEA
MCSC  NAVSUP

Small Business Programs Newsletters
SPAWAR OSB Resources and Contact Information

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