Department of the Navy
Office of Small Business Programs
Presents the:

Gold Coast Symposium
August 23-24, 2011 - San Diego, CA
San Diego Convention Center

Small Business
Innovation, Agility & Commitment:
The Warfighters Advantage

Celebrating 100 Years Naval Aviation.

HOSTED BY: SPAWAR IN CONJUCTION WITH NDIA

For more Information & Registration, please go to:
http://www.navygoldcoast.org/

Seán F. Crean
Director
Department of the Navy
Office of Small Business Programs
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The Small Business Program promotes acquisition opportunities where small business can best support the needs of our Sailors and Marines. Through policy, advocacy and training we foster industry innovation, technology development and the acquisition of quality products, services and solutions from small business providers.
The Conference

- Lot’s of Action
  - Speakers
  - Matchmaking –
    - Construction, R&D, Manufacturing, Services
  - Networking
  - Informational Breakouts

- Choose that which
  - Appeals the most
  - Has most potential benefit for your business

- Give us - Feedback
Navigating the Waters

Day 1

- Big Picture presentations
- Presentations center on
  - Where we are going
  - Changes that impact how we do business
  - Fundamental Workshops
- Government Matchmaking

Day 2

- Small Business Success
- Government Accounting
- Prime Contractor insight
- Prime Contractor Matchmaking
DON Small Business Performance FY2010

DON FY10 Targets were SB 14.61%; SDB 4.35%; HZ 1.45%; WOSB 2.05%; SDV 3%

Total Don $77 B

$14.1 B

SB, 17.75%

LB, 82.25%

SDB, 6.06%

HUBZone, 1.69%

WOSB, 3.03%

SDVOSB, 1.33%
DON PROCUREMENT
(less ships/subs/planes)
National Impact of DON Small Business Awards ($14.6B)

Navy Awards support Small Business Jobs!
MEMORANDUM FOR DISTRIBUTION

SPECIAL: Increased Use of Small Business Concerns

19 July 2011

DEPARTMENT OF THE NAVY
Office of the Navy Secretary
Washington, D.C. 20350-0000

MEMORANDUM FOR DISTRIBUTION

SUBJECT: Increased Use of Small Business Concerns

The Department of Defense (DoD) has placed special emphasis on increasing the use of small businesses in Fiscal Year 2011, consistent with the Better Buying Power Initiative, and as support to the White House's 23% small business goal. In FY 2010, DoD met only 22.7% of this goal.

In light of strides made by the following milestones, achievement of the FY 11 goal will require significant effort, because a significant percentage of the small businesses DoD awards are made to small businesses that are subcontractors to prime contractors. By not using small businesses, DoD has missed an opportunity to create new small business opportunities in the defense industry.

To meet this challenge, the following initiatives have been developed to increase the use of small businesses in all DoD contracts:

1. Increase use of small businesses by identifying and implementing opportunities to increase small business participation in all DoD contracts.
2. Increase use of small businesses by increasing the use of small business contracts.
3. Increase use of small businesses by increasing the use of small business subcontracting opportunities.

These initiatives are designed to increase the use of small businesses in all DoD contracts. By implementing these initiatives, DoD will achieve its goal of increasing the use of small businesses by at least 2% in FY 2011.

Sincerely,

[Signature]
Three Areas

- **Prime Contracting**
  - Address the SB “Sweet Spot” & FSS ($1B potential)
  - Use SB Set-asides within IDIQ/MACS
  - Increase Seaport-e use in DON
  - Promote 8 (a) contracts
  - Discourage unnecessary consolidation and/or bundling
  - Improve Forecasting
  - Deploy MAXPRAC tool developed by DoD
  - Engage OSBP in acquisition strategy/planning

- **Subcontracting**

- **Accountability**
Immediate steps to increase performance #1

• Supplies and Services of all acquisition that has an estimated dollar value exceeding $3,000 (*Micro Purchase Threshold*) …but not over $150,000 (*Simplified Acquisition Threshold- SAT*)…

is automatically reserved exclusively for small business concerns and shall be set aside for small business

• Under GSA/FSS - 3 Quotes from Qualified SBs and/or socio-economic categories to meet goals
• Target - $1 Billion opportunity
• Success Measurement Objective – 80%
Immediate steps
#2 & #3

Multiply Award Contracts (MAC)

- When 2 or more SBs are on a MAC
- Set-aside task and delivery orders for competition by SB.
- If Only one SB; structure task to enable SB competition.
- Encourage the use of SEAPORT-e. 86% of vendors are SB.

Increase use of 8(a) Contracts

- Annual 8(a) spend averages $2.6B.
Emphasize sound Business Principles

Forecasting
- Small Business needs more time to prepare.
- NAVAIR/NAVFAC – best practice
- HCAs reported forecasting implementation to ASN/RD&A.

Acquisition Strategy & Planning
- OSBP provide First Option look from the start of strategy development
- “Maxprac” tool compares SB engagement across DoD

Consolidation and Bundling
- 2010 Jobs Act -Senior Procurement Executive approval in excess of $2M.
- Discourages consolidation and/or bundling unless mission essential and documented.
Long term strategies

Subcontracting

- ACAT I & II must address (SBIR)/(STTR) engagement through milestones.
- Technology insertion plans must identify SBIR transitions
- Program Managers should use SB incentive fee process.

Accountability

- Senior leadership at the Flag, General Officer and SES level that influence acquisitions will have performance standards established to demonstrate support for the DON small business mission.
Naval Supply Systems Command Small Business Program
2010 Secretary’s Cup

START HERE FIRST!
DOING BUSINESS
WITH THE NAVY

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USMC
MCSC
MSC
NAVAIR
NAVACC
NAVCP

Naval Supply Systems Command

Centennial of Naval Aviation
100 Years of Achievement 1911-2011
100 Years of Progress
– in the final analysis they are what matter most.