

"Army and Small Business: Success Thru Partnership"

Tysons Corner, VA

7-8 November 2007

AGENDA

Wednesday,7 November 2007

Welcome

Lieutenant General Lawrence P. Farrell, Jr., USAF (Ret), President & CEO, National Defense Industrial Association

"Continuing Opportunities for Small Businesses", Mr. Dean G. Popps, Principal Deputy, Assistant Secretary of the Army (Acquisition, Logistics and Technology)

"Update on the State of the Army Small Business Program", Ms. Tracey L. Pinson, Director, Small and Disadvantaged Business Utilization, Office of the Secretary of the Army

"The Outlook for Small Business", Mr. Joel Szabat, Chief of Staff, U.S. Small Business Administration

Thursday, 8 November 2007

Recognition of AMC Small Business Person of the Year *General Benjamin S. Griffin*, USA, Commanding General, AMC

"Keys to Small Business Success", Dr. Marvin Carroll, CEO, Tec-Masters, Inc

Panel: "Assistance and Opportunities"

- "MRAP Business Opportunities", Mr. Scott A. Crosson, Acquisition Manager, Joint MRAP Vehicle Program, U.S. Marine Corps Systems Command
- "Business Opportunities with FCS", Mr. John Kelley, Director, Supplier Management and Procurement, FCS, The Boeing Company
- "Industry Partnership Opportunities with AMC", Mr. Ronald Davis, Deputy Chief of Staff for Business Transformation, G-7, HQs AMC
- "Available Resources to Businesses for State-of-the-Art Manufacturing", Mr. John S. VanKirk, President and Executive Director, National Center for Defense Manufacturing & Machining

"Resources and Opportunities for Wounded Warriors", Mr. Steven R. Clark, Director, OSD, Heroes to Hometowns Program

Breakout Sessions: Special Interest Topics

- "Success Strategies for Women-Owned Small Businesses in the DoD World", Ms. Madhu Beriwal, President and CEO, Innovative Emergency Management, Inc.
- "Tips and Opportunities Available for Small Businesses", Mr. Wallace Johnson, Deputy Director, Procurement Technical Assistance Program, George Mason University
- "What You Need to Know Before You Team/Partner", Ms. January Dennison, President, Technology Research Consultants, Inc.

During conference registration and check-in, each participant will be issued an identification badge. Please be prepared to present a picture ID. Badges must be worn at all conference functions.

Appropriate dress for this conference is business attire for civilians and Class A Uniform for military.

11th Annual Small Business Conference

Theme: "Army and Small Business: Success Thru Partnership"

Objective & Scope

Providing for the Nation's security requires an effective partnership between the Army and the small business community. Small business is "big business" in the Army. Last year the Army awarded \$19.3 billion in direct contracts. Small businesses received an even greater amount in contracts with major defense firms. Despite having the smallest budget of the three military departments, the Army has awarded the highest dollar amount of prime contracts to small businesses for each of the last seven years.

This conference brings together leaders of the industry small business community and the government (Small Business Administration and Army) to discuss timely topics, including recent changes affecting small businesses. Participants will include key Government decision makers from Washington to field commanders who conduct acquisitions. The conference provides a forum for open exchange of information and ideas between senior government officials and small business leaders.

The Business Opportunities Fair is an important part of the conference. Representatives from the Army's major buying commands will be present to discuss future opportunities for small businesses in their respective commands. In addition, representatives from among the top 50 large business defense contractors will be in attendance to discuss small business opportunities with their firms. Army personnel will be available to address individual contractors' questions and concerns.

Breakout sessions will be presented on timely subjects of special interest. The agenda offers a variety of topics designed to meet the varying needs of contractors present.

Wednesday, November 7, 2007

1:00 p.m.	Registration	Open

3:00 p.m. Administrative Remarks

3:05 p.m. Welcome

Lieutenant General Lawrence P. Farrell, Jr., USAF (Ret), President & CEO, National Defense Industrial Association

3:10 p.m. Opening Remarks

General Benjamin S. Griffin, USA, Commanding General,

AMC

3:40 p.m. Continuing Opportunities for Small Businesses

Mr. Dean G. Popps, Principal Deputy, Assistant Secretary of

the Army (Acquisition, Logistics and Technology)

4:15 p.m. Break

4:30 p.m. Update on the State of the Army Small Business Program

Ms. Tracey L. Pinson, Director, Small and Disadvantaged Business Utilization, Office of the Secretary of the Army

5:00 p.m. The Outlook for Small Business

Mr. Joel Szabat, Chief of Staff, U.S. Small Business

Administration

5:45 - 7:45 p.m. Reception



Hilton McLean at Tysons Corner

Thursday, November 8, 2007

7:00 a.m. Continental Breakfast & Registration Open

7:50 a.m. Administrative Remarks

7:55 a.m. Recognition of AMC Small Business Person of the Year *General Benjamin S. Griffin, USA, Commanding General, AMC*

8:05 a.m. "Keys to Small Business Success"

Dr. Marvin Carroll, CEO, Tec-Masters, Inc.

8:40 a.m. Panel: "Assistance and Opportunities"

► "MRAP Business Opportunities"
Mr. Scott A. Crosson, Acquisition Manager, Joint MRAP
Vehicle Program, U.S. Marine Corps Systems Command

- ► "Business Opportunities with FCS"

 Mr. John Kelley, Director, Supplier Management and Procurement, FCS, The Boeing Company
- "Industry Partnership Opportunities with AMC" Mr. Ronald Davis, Deputy Chief of Staff for Business Transformation, G-7, HQs AMC
- "Available Resources to Businesses for State-of-the-Art Manufacturing"
 Mr. John S. VanKirk, President and Executive Director, National Center for Defense Manufacturing & Machining

10:20 a.m. Break

10:35 a.m. Panel: "Open Question Period" *Moderator: Mr. Jeffrey Parsons, Director, Command Contracting, U.S. Army Materiel Command*

- Mr. Bruce Berinato, PARC, Joint Munitions & Logistics Command
- Ms. Marlene Cruze, Executive Director, Acquisition Center, U.S. Army Aviation and Missile Command
- Mr. Edward Elgart, PARC, U.S. Army Communications-Electronics Command
- Mr. Martin Green, Associate Director for Contracting, U.S. Army Tank-Automotive and Armaments Command
- Mr. James Loehrl, PARC, U.S. Army Field Support Command
- Mr. Michael Patterson, Chief, Contracting Center, Surface Deployment and Distribution Command
- Mr. James Warrington, Director of Contracting, U.S. Army Research, Development and Engineering Command Acquisition Center

11:35 a.m. "Resources and Opportunities for Wounded Warriors" *Mr. Steven R. Clark, Director, OSD, Heroes to Hometowns Program*

12:00 p.m. Luncheon

Proceedings will be available on the internet through the Defense Technical Information Center (DTIC), and will be available one to two weeks after the conference. Attendees will receive notification via e-mail that proceedings are posted and available on the web.

CONFERENCE AGENDA

The Business Opportunities Fair is

conference. Representatives from

the Army's major buying commands

will be present to discuss future opportunities for small businesses

in their respective commands. In

among the top 50 large business

defense contractors will be here to

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discuss small business

an important part of the

Thursday, November 8, 2007 cont.

1:00 - 4:10 p.m. Concurrent Activities

1:00 p.m. Business Opportunities Fair

Representatives of each AMC major subordinate command, the National Guard, Army Contracting Agency, Corps of Engineers, Medical Command, and the Defense Contracting Command-Washington, will be present to discuss future business opportunities, and to address individual contractor concerns.

1:00 p.m. Breakout Sessions: Special Interest Topics

The following topics will be presented during the afternoon. Presentations will begin at 1:00 p.m., with multiple topics running concurrently, each in a separate room, and repeated. Each session will take about 40 minutes with the time evenly divided for presentation and comments/questions.

- "Success Strategies for Women-Owned Small Businesses in the DoD World"
 Ms. Madhu Beriwal, President and CEO, Innovative Emergency Management, Inc.
- "Available Resources to Businesses for State-of-the-Art Manufacturing"
 Mr. John S. VanKirk, President and CEO, National Center for Defense Manufacturing & Machining
- "Industry Partnership Opportunities with AMC"
 Mr. Luis E. Garcia-Baco, Director, Industrial Base
 Capabilities, Office of the Deputy Chief of Staff for Business
 Transformation, G-7, HQs AMC
- ► "IT Business Opportunities"

 Ms. Giselle Whitfield, Acting Associate Director, Office of Small Business Programs, U.S. Army Contracting Agency

 Information Technology, E-Commerce, and Commercial Contracting Center
- "Preparing Your Proposals to Win More Contracts" Mr. Robert Spitzbarth, Procurement Analyst, Acquisition Center, U.S. Army Tank-Automotive and Armaments Life Cycle Management Command
- "Future Combat Systems Business Opportunities and Supplier Management"
 Mr. Chris Van Gels, Senior Manager Supplier Diversity, Future Combat Systems, The Boeing Company
- "Small Business Innovative Research (SBIR) Opportunities" Ms. Susan Nichols, Program Manager, SBIR, U.S. Army Research, Development and Engineering Command
- "Tips and Opportunities Available for Small Businesses" Mr. Wallace Johnson, Deputy Director, Procurement Technical Assistance Program, George Mason University
- "What You Need to Know Before You Team/Partner" Ms. January Dennison, President, Technology Research Consultants, Inc.





MISSION



Provide superior technology, acquisition support and logistics to ensure dominant land force capability for Soldiers, the United States and our Allies.



"If a Soldier shoots it, drives it, flies it, wears it, or eats it, Army Materiel Command provides it."



"Need to be faster, more agile, less bureaucratic... Need to fight this every day"

UNCLASSIFIED



AMC Commanders and Deputies



Tank-automotive & Armaments Command LCMC

MG Mike Lenaers Mr. Jack Dugan



Civilian 13,089 | Military 94

Presence:

Locations – 149

States - 43

Countries - 55

Personnel: 53,181

Contractors: 38.000+

Total AMC in SWA - 57.279

Army Materiel Command LTG William E. Ms. Kathryn A. Condon J. Mellinger Civilian 1,168| Military 84

Communications-Electronics LCMC

MG Dennis Via

Mr. Ed Thomas





Civilian 7,192 | Military 85

Joint Munitions & Lethality LCMC

BG William Phillips BG James Rogers



Civilian 5,351| Military 17

Research, Development & Engineering Command



Civilian 11,815 | Military 244

Army Sustainment Command



Civilian 1,183 | Military 696

Aviation and Missile LCMC



Civilian 8,623 | Military 107

Military Surface Deployment & Distribution Command



Civilian 1,726 | Military 169

Chemical Materials Agency LCMC* Mr. Dale A. Ormond (Action) Mr. Conrad Whyne



Civilian 1,483 | Military 16

US Army Security Assistance Command

BG Michael J. Terry Mr. Rick Alpaugh



Civilian 560 | Military 49



Life Cycle Management Commands... Soldier Focused



Depots, Arsenals, Ammunition Plants TACOM, AMCOM, CECOM, CMA*, JM&L

- Unity of effort between Acquisition, Research and Logistics
- Acquisition decision authority between Army Acquisition Executive and Program Executive Officers not affected

 Resolution

 Acquisition decision authority between Army Acquisition Executive and Program Executive Officers not affected

 Acquisition decision authority between Army Acquisition Executive and Program

 Executive Officers not affected

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 Executive Officers not affected

 Acquisition decision authority between Army Acquisition Executive Army Acquisition Executive Officers not affected

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Research,
Development &
Engineering
Command

Training and Doctrine Command, Defense Advance Research Projects Agency, National Labs, Industry, Academia

More Reliable Systems, Reduced Cost

Logistic & Customers

Maintenance
Lessons Learned

Customers

• DOD and Dept of Army

Solutions

Combatant CommandsAllies

- Coalition
- Other Services, NASA
- Dept Homeland Security

Army Sustainment Command:

AMC's Face to the Field

Suggestions

Acquisition

Production

Decision

Technology/System Improvements

*proposed



"Providing Support to the Joint Warfighter" " July 2007

Avenues of Change

(b)

Transforming Army Materiel Command from an organization that is "Production-based, commodity-focused, and platform-centric" to one that is "Service-based, capabilities-focused, and unit-centric" for Persistent Conflict

ORGANIZATIONAL CHANGE

- Life-Cycle Management Commands
- Army Field Support Brigades and Brigade Logistic Support Teams
- Base Realignment and Closure (BRAC)
- Surface Deployment and Distribution
- Army Watercraft
- Central Issue Facilities
- Contingency Contracting
- Installation Maintenance and Ammunition
- Security Assistance

CULTURE OF INNOVATION

- Safety
- Lean Six Sigma
- Reset Parts Management
- Outreach to Industry
- Partnerships
- Performance Based Logistics
- Rapid Review Teams
- Research & Development/Technology to the Warfighter
- Informing the Requirements Process
- Army Greatest Inventions
- Human Capital Strategy

COMPLEX SERVICES

- Support to ARFORGEN
- MRAP Fielding/Sustainment
- Soldier as a System
- Ammunition Enterprise
- Forward Repair Activities
- Unit-focused RESET
- Small Arms Repair
- Left-Behind &Theater Provided Equipment
- TRADOC Fleet Management
- LOGCAP IV Transition
- Industrial Capabilities Modernization
- Low Density Training Equipment
- Chemical Storage & Demil

KNOWLEDGE MANAGEMENT

- Condition Based Maintenance
- Central Technical Support Facility (CTSF)
- Global Help Desk
- Logistic Automation Test Bed - Sierra Depot
- Sample Data Collection
- Factory-to-Foxhole Visibility
- Single Army Logistics Enterprise
- Lessons Learned
- Quantitative Metrics and Analysis

End State

"Cradle-to-Grave Capabilities Support"

End State

"Efficient Production Processes"

End Sta

"Customer Focused Solutions"

End \$

State

"Data Driven Decisions"

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Mission

Ensure that a fair portion of contract awards is placed with small business enterprises

Achieving optimum small business participation by seeking small business solutions first

AMC contracts for:

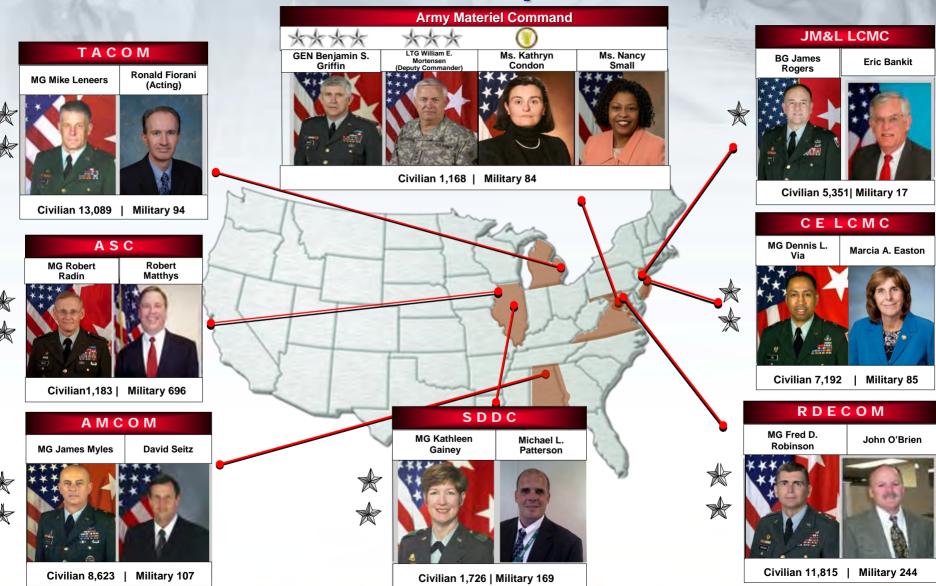
- Weapon systems and equipment
- R&D
- Spare parts
- Maintenance
- Other services (eg. IT, Engineering Support, Logistics, etc.

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AMC Commanders & Small Business Representatives

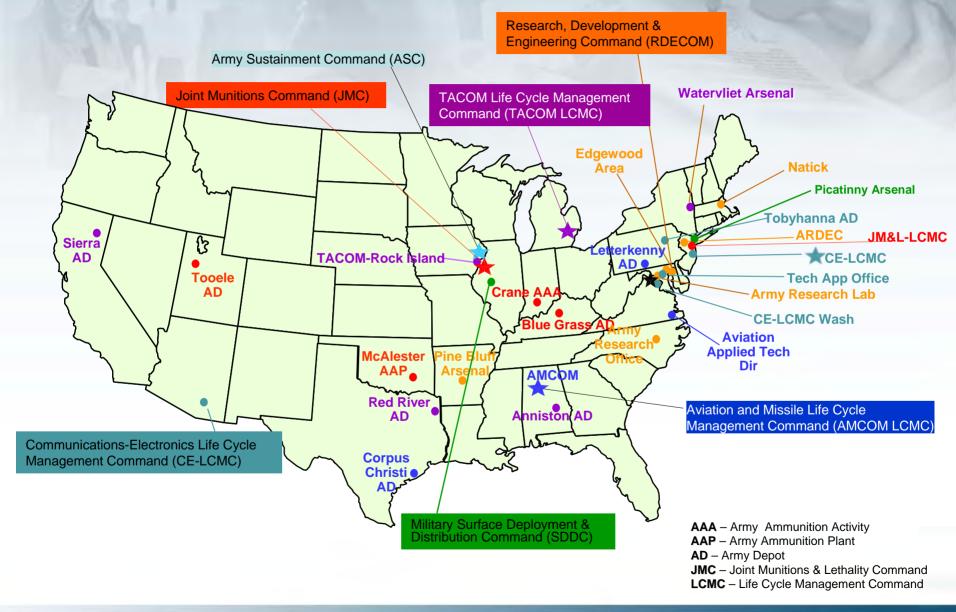






AMC Small Business Offices





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Small Business is Big Business At AMC

Total Contracts \$ 56 Billion Small Business \$ 8.1 Billion

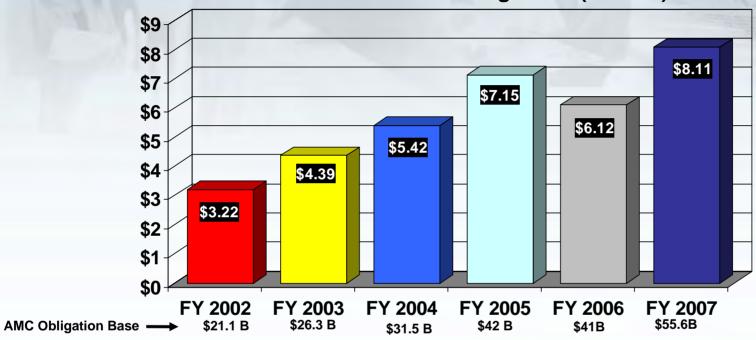
Total 2007 as of 29 Oct



AMC Small Business Program Performance







AMC obligates approximately 61% of the Army's total U.S. business contract dollars!



FY 02-06 PRMIS; FY 07 FPDS-NG Preliminary – as of 29 Oct 07



Small Business is...



Big Business in AMC!

- More than 27 Million American small businesses
- Highly Innovative 13 more patents per employee than large firms
- Employ about half of all private sector employees
- Generate more than 50% of U.S. gross domestic product
- Principal source of new jobs in the U.S. economy (60-80% over past decade)

Smart Business!

Innovation

Responsiveness

Flexibility

Savings/Value

11



Supporting America's Warfighters ... in Army Transformation

Small Business Innovative Research

and on the battlefield today

- Unmanned systems, mine detectors
- Uniforms, body armor, ballistic blankets, munitions
- Air beam maintenance shelters and lightweight tactical tents
- Batteries, antennas, night vision components, hand-held signal devices













CAPABILITY, CAPABILITY!

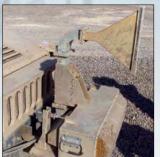
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2006 Army's Greatest Inventions

As of 21 Feb 07

Culture of Innovation



Blow Torch Counter Improvised Explosive Device System



M1114 HMMWV Interim Fragment Kit 5



BuckEye System



Remote Urban Monitoring System



OmniSense Unattended Ground Sensors



Constant Hawk



Shaped Charge Assembly for Remote Destruction of Buried IEDs



EM113A2 Rapid Entry Vehicle



Integrated Robotic Explosive Detection System



HMMWV Crew Extraction D-ring



Army Focus Areas Potential Business Opportunities



- FCS technologies
- MRAP Vehicles
- Force Protection
- Weight/cube reductions
- Power management
- Advanced sensor development
- Thermal imaging & optics
- Miniaturization & nanotechnology
- Unmanned/autonomous systems/robotics
- Wireless network technologies
- IT Support
- Logistics & supply chain management



How You Can Help



15

- Provide effective responses to sources sought notices
- Ensure current information is reflected in the Central Contractor Registration (CCR)
- On time delivery on all contracts
- Feedback on how to work smarter together
- Small Business Innovation Research- Maintain situational awareness of current and emerging needs and respond
- Identify alternative technology solutions to those currently being pursued
- Continue to become more effective and efficient Lean your processes



Large Business Participants



16

- AAI Corporation
- Agility Defense & Government Service
- ATK
- Battelle
- BAE Systems
- Boeing
- Computer Sciences Corporation
- EDS
- FedEX
- General Dynamics

- Harris Corporation
- ITT
- Aerospace/Communications
- Kellogg Brown & Root (KBR)
- Kira, Inc.
- Lockheed Martin
- Northrop Grumman
- Oshkosh Truck Corporation
- SAIC
- VSA Corporation





America's leading Defense Industry association promoting National Security



Mission

- ✓ ADVOCATE: cutting-edge technology and superior weapons, equipment, training, and support for the War-Fighter and First Responder
- ✓ PROMOTE: a vigorous, responsive, Government-Industry National Security team
- ✓ PROVIDE: a forum for exchange of information between Industry and Government on National Security issues

"If I were inviting a colleague to join, I'd say the most compelling reason is the prestige of NDIA membership." -- NDIA member



About Us.....

- ✓ Non-profit, educational association
- ✓ Represents industry, government and all military Services
- ✓ 1,375 corporate members
- ✓ 42,500 individual members more than 12,500 government
- ✓ 52 Chapters provide local participation / networking opportunities
- ✓ 33 Divisions provide "area of interest" opportunities

"NDIA is one of the professional organizations that I get the most use and benefit from."
-- NDIA member



Activities

- ✓ Symposia @ 70-80 per year Policy, Warfighting, Logistics, Technical, Systems Acquisition, International Cooperation, Small Business, Homeland Security, etc. focus areas
- ✓ Exhibitions @ 30 per year the latest technology and defense related capabilities on display
- ✓ Advocacy in Washington on broad industrial base issues
- ✓ News timely views from the Pentagon, the Administration, Congress and Industry via *National DEFENSE* magazine
- ✓ Studies, reports, assessments, reviews for government entities

"NDIA is the best organization on the block. NDIA has been able to get outside the hardware aspects of DoD." -- NDIA member



Member Benefits

- ✓ The latest technical and policy information at symposia with discounted registration fee
- **✓** Monthly issues of National DEFENSE magazine
- ✓ Annual Mega Directory a handy reference of corporate capabilities and the defense acquisition community
- ✓ Local and National networking through Chapters, Divisions, Symposia
- ✓ An advocate in Washington to promote the need for a strong defense industrial base

"Great source of information plus networking opportunities all wrapped up in a quality organization at great value!" -- NDIA member



Publications

- ✓ National DEFENSE Magazine monthly coverage of defense developments, trends, and issues
- ✓ "Top Issues" -- published annually to outline key focus areas for NDIA efforts
- ✓ Mega Directory -- published annually in August issue of *National DEFENSE* provides key information and POC's for corporate member companies and the DoD Acquisition community.





"I skim or read articles (in National DEFENSE Magazine)... because when dealing with clients,
I like to be even or have a leg up on the (defense) industry in general." -- NDIA member



Affiliates

Precision Strike Association (PSA)



National Training Systems Association (NTSA)



Women In Defense (WID)



Association For Enterprise Integration (AFEI)





NATIONAL DEFENSE INDUSTRIAL ASSOCIATION AND STREET AND STREET ASSOCIATION AND STREET AND STREET ASSOCIATION AND STREET ASSO

"Your Premier Defense Association!"







Tips & Opportunities Available for Small Business

11th Annual Small Business Conference McLean, Virginia

George Mason University
Procurement Technical Assistance Program
November 8, 2007



Procurement Technical Assistance Program

PTAP

Increase contracting between small businesses, prime contractors, and government...

- Help small businesses obtain contracts with federal, state, and local governments
- Apply APTAC's member resources to improve business and economic climate in Local Communities

Defense Logistics Agency & APTAC



PTAP Background

PTAP

- Defense Logistics Agency SCAA
- •Began mid 80's PTAP early 90's
- Originally DoD oriented
- •Mid 90's extended to other Federal
- Now includes State and Local
- One stop shop pre and post award



Association of Procurement Technical Assistance Centers

DoD Defense Logistics Agency Procurement Technical Assistance Centers (PTACs)

There are currently, 92 Cooperative Agreements – or PTACs operating nationwide: statewide (40), regional (46), and native american tribal (6) programs in over 250 local offices in 46 states and Puerto Rico.

Last year, PTAC clients were awarded contracts totaling \$13.328 billion, creating or retaining 417,425 jobs



THE MASON ENTERPRISE CENTER

GEORGE MASON
UNIVERSITY

SCHOOL OF
PUBLIC POLICY

MASON ENTERPRISE
CENTER

MENTOR-PROTÉGÉ PROGRAM OFFICE

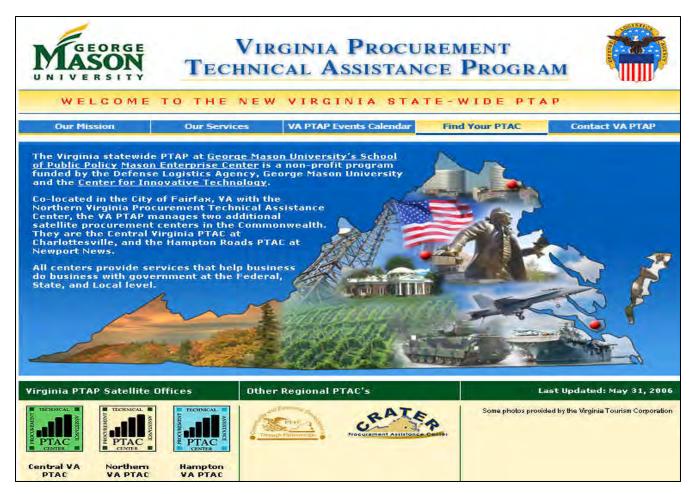
SMALL BUSINESS DEVELOPMENT CENTERS PROCUREMENT TECHNICAL ASSISTANCE PROGRAM

INTERNATIONAL BUSINESS DEVELOPMENT PROGRAMS TELEWORK AND TRAINING CENTER

FAIRFAX INNOVATION CENTER

Procurement Technical Assistance Program

http://www.VAPTAP.org

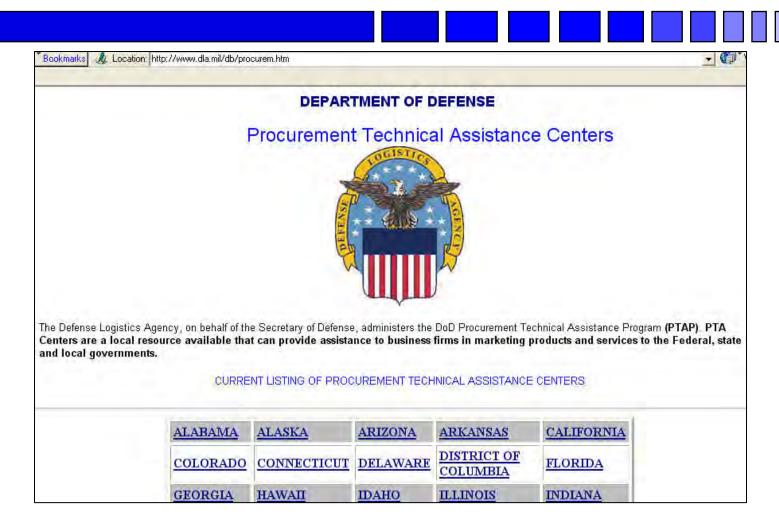


Commonwealth of Virginia PTAC's

- State-wide Program- George Mason University
 - Northern Virginia City of Fairfax
 - Central Virginia Charlottesville
 - Hampton Roads Newport News
- Other Virginia Regional PTAC's
 - Southwest VA Comm. College Richlands
 - Crater Procurement Assistance Center Petersburg

Other PTAC's

http://www.dla.mil/db/procurem.htm



PTAC Services

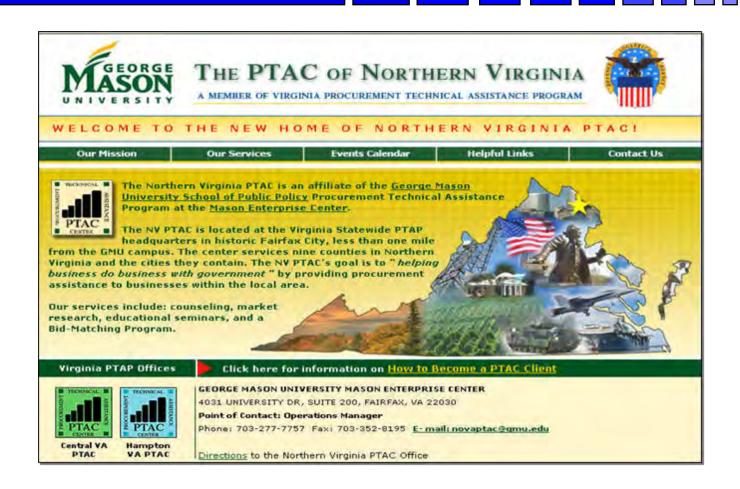
- Outreach
 - Seminars & Conferences (sponsor and participant)
 - Associations (networking and participation)
- Education
- Counseling

PTAC Services (Cont'd)

- Marketing
 - Research
 - Strategic partnering
 - Mentor-Protégé
- Teaming & Joint Venture Networking
- Proposal Development Assistance
- Bid Matching System
- Reference Library

Northern Virginia PTA Center

http://www.novaptac.org



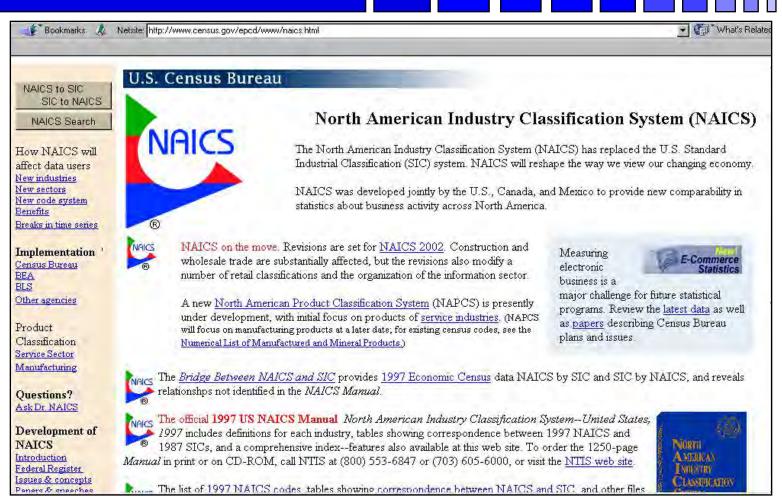


How To Get Started?

- ✓ Identify your product or service (NAICS/FSC)
- Register
- □ Determine who buys your goods or services
- □ Familiarize yourself with government contracting procedures.
- □ Seek additional assistance as needed.
- Explore subcontracting/teaming opportunities
- □ *Focus* and Market your firm

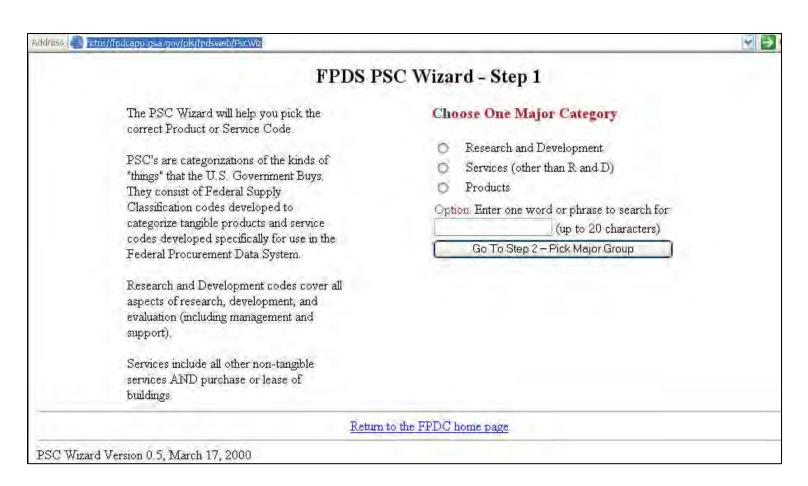
North American Industry Classification System

http://www.census.gov/epcd/www/naics.html



Federal Supply Classification

http://fpdcapp.gsa.gov/pls/fpdsweb/PscWiz



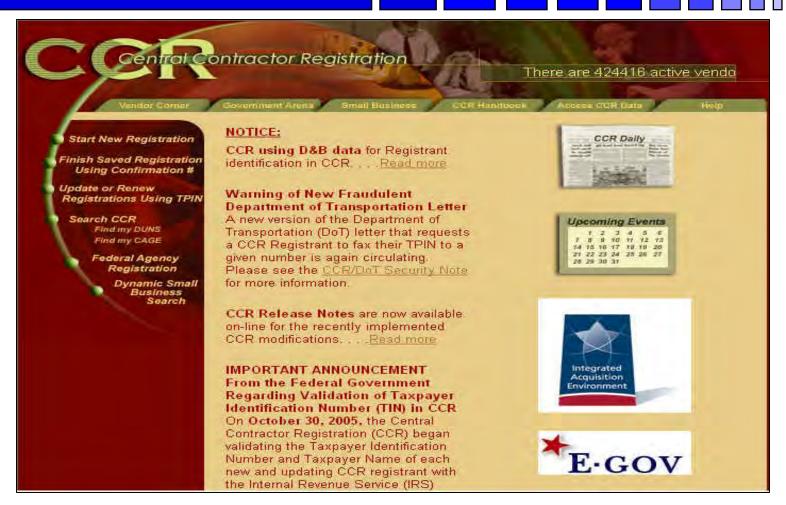


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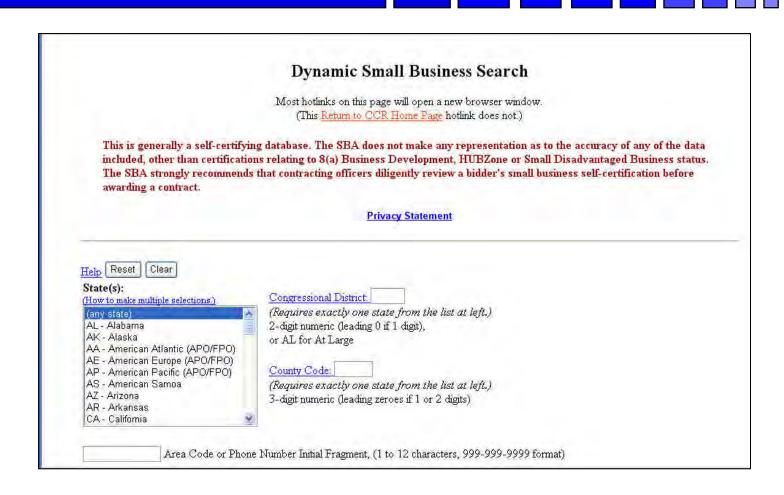
Central Contractor Registration

http://www.ccr.gov/

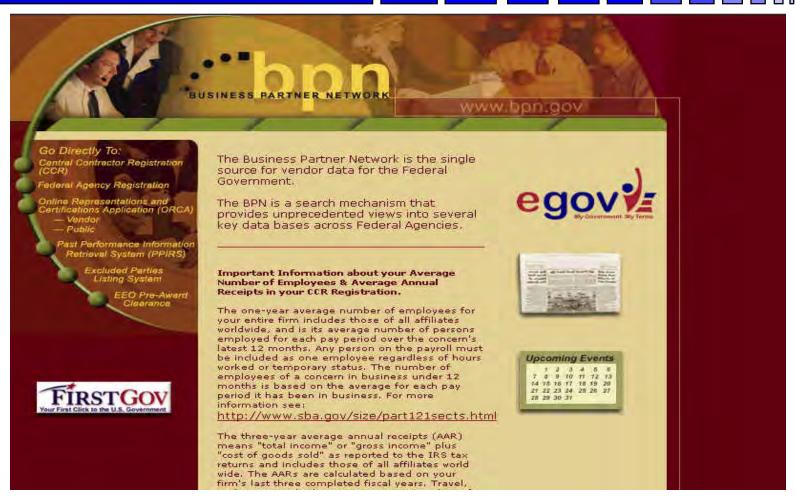


Dynamic Small Business Search

http://dsbs.sba.gov/dsbs/dsp_dsbs.cfm



On-line Reps and Certs Application – ORCA - http://www.bpn.gov/





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FedBizOpps

http://www.fedbizopps.gov/



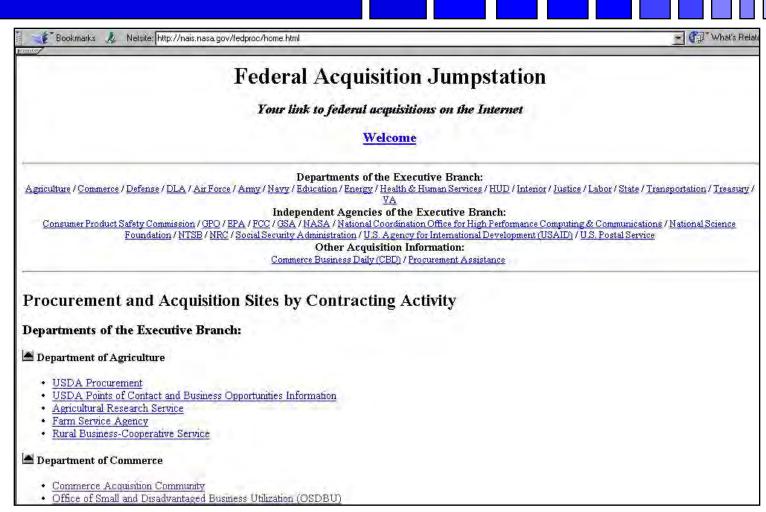
Federal Procurement Data System*

http://www.fpds.gov



Federal Acquisition Jumpstation

http://prod.nais.nasa.gov/pub/fedproc/home.html





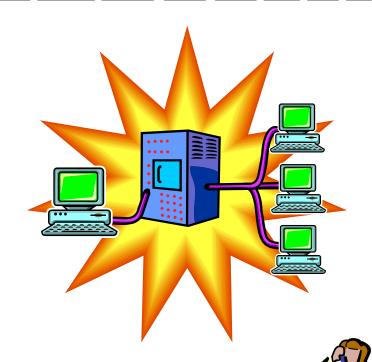
How To Get Started?

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- Explore subcontracting/teaming opportunities
- □ *Focus* and Market your firm

Federal Purchase Thresholds

- Greater than \$100,000
- Simplified Acquisition Threshold \$100,000
- Small Purchase Threshold < \$25,000





Micro-purchase\$2500

Federal Acquisition Regulations

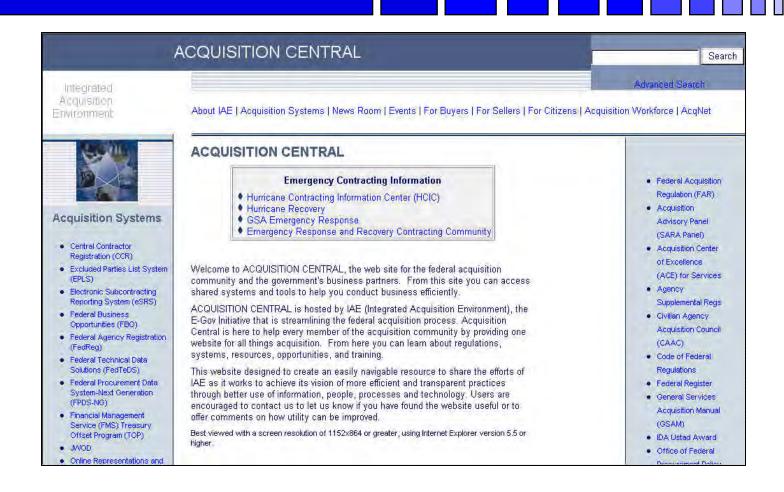


Some Important FAR Parts

- -Part 12 Acquisition of Commercial Items
- -Part 13 Simplified Acquisition Procedures
- -Part 14 Sealed Bidding
- -Part 15 Contracting by Negotiation
- -Part 16 Types of Contracts
- -Part 19 Small Business Programs

Acquisition Central

http://www.arnet.gov/



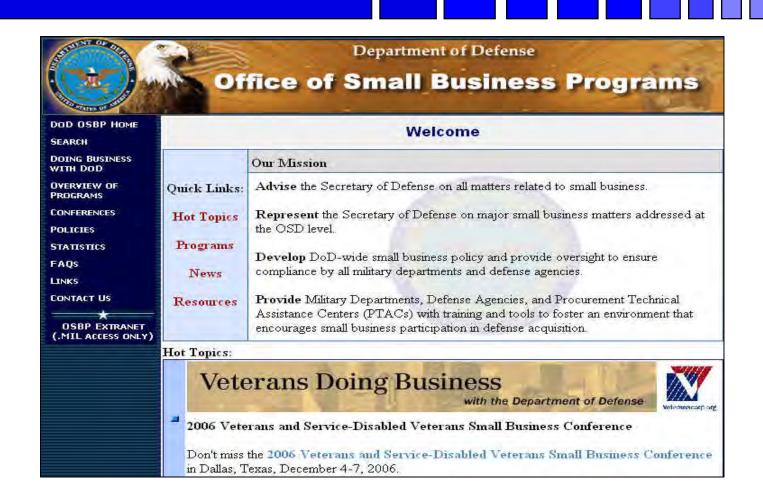
Acquisition Knowledge Sharing System

http://akss.dau.mil/



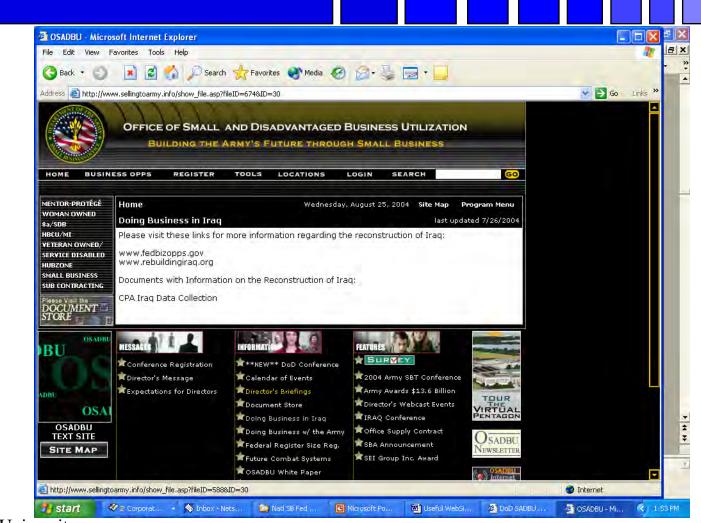
DOD OSBP

http://www.acq.osd.mil/osbp/



Army SADBU

http://www.sellingtoarmy.info



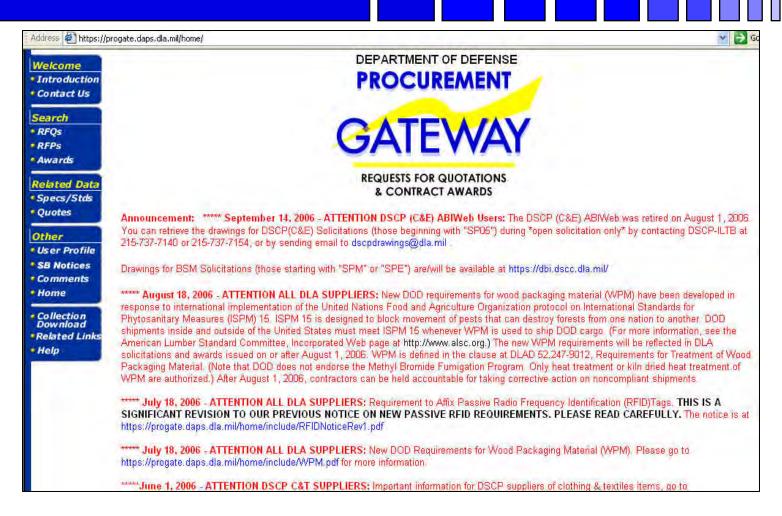
Defense Logistics Agency

www.dla.mil



DoD Procurement Gateway

https://progate.daps.dla.mil/home/



e-Tools...

- www.gsa.gov
- www.gsa.gov/
 - -schedules
 - -elibrary
 - -gsaadvantage
 - -VSC
- fsstraining.gsa.gov



GSA Vendor Support Center
GSA Federal Supply Service

General Services Administration E-library

http://www.gsaelibrary.gsa.gov/elib/eLibrary.jsp





How To Get Started?

- ✓ Identify your product or service (NAICS/FSC)
- ✓ Register
- Determine who buys your goods or services
- ✓ Familiarize yourself with government contracting procedures.
- Seek additional assistance as needed.
- Explore subcontracting opportunities
- □ *Focus* and Market your firm

OSDBU Interagency Council

http://www.osdbu.gov/



SBA Government Contracting Assistance Directory

http://www.sba.gov/gc/asstdir.html



Business.Gov

http://www.business.gov/



SBA SBDC Listings

http://www.sba.gov/sbdc



Veteran's Administration VETBIZ

http://www.vetbiz.gov/





How To Get Started?

- ✓ Identify your product or service (NAICS/FSC)
- ✓ Register
- Determine who buys your goods or services
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- □ *Focus* and Market your firm

SBA SUB-Net

http://web.sba.gov/subnet/





How To Get Started?

- ✓ Identify your product or service (NAICS/FSC)
- ✓ Register
- Determine who buys your goods or services
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- Seek additional assistance as needed.
- Explore subcontracting/teaming opportunities
- ✓ **Focus** and Market your firm

Market Your Business

Associations

Market Research



AFCEA



NCMA

Networking





Targeted Sales Calls







Market Your Business

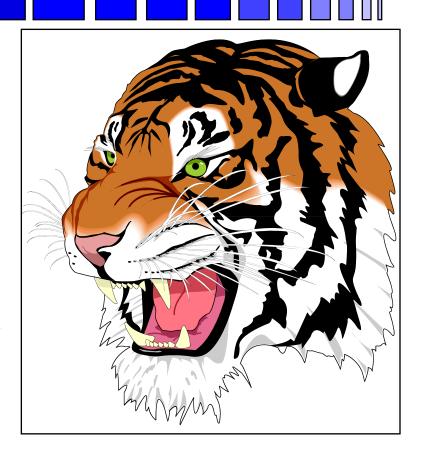


Focus!!!



Remember!!!

There are only two kinds of Companies.... the quick and the dead!





George Mason University PTAP 4031 University Drive, Suite 200 Fairfax, VA 22030

Phone: 703-277-7700

Fax: 703-352-8195

www.vaptap.org

"bringing business and government closer together"







Continuing Opportunities For Small Business

11th Annual Small Business Conference



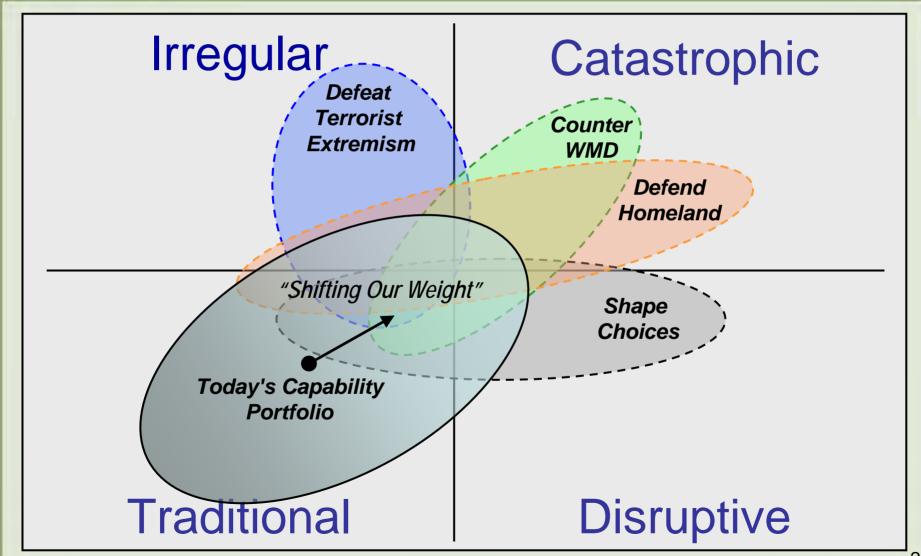




Mr. Dean G. Popps
Principal Deputy to the
Assistant Secretary of the Army
(Acquisition, Logistics and Technology)
November 7, 2007



Re-Balancing Future Force Capabilities





CSA's Imperatives

- Sustain
- Prepare
- Reset
- Transform



Army Campaign Plan – The Way Ahead

Sustain – Prepare – Reset – Transform

- OPERATIONALOEF / OIF
 - ARFORGEN & the Role of the RC
- DOCTRINE
 - Full-Spectrum Operations:
 Linking Operational & Training Doctrine
- ORGANIZATION
 - Army Modular Force
 - AC-RC Rebalance
 - Grow the Army (+74k End-strength)
- TRAINING
 - Warrior Tasks & Battle Drills
 - Readiness for Full-Spectrum (C-METL / D-METL)
- MATERIAL
 - Reset and Modernization (FCS)
- LEADERSHIP
 - Warrior Ethos, Army Leader 21
- PERSONNEL
 - Recruit & Retain the All-Volunteer Force
- FACILITIES
 - BRAC, Global Defense Posture Realignment

<u>05</u> <u>06</u> <u>07</u> <u>08</u> <u>09</u> <u>10</u> <u>11</u>

Resources

Campaign-quality, expeditionary Army capable across the spectrum of conflict.



Your Small Business Environment From A Political Stand Point













Small Business Contracting Opportunities



11th Annual Small Business Conference

November 8, 2007

Scott A. Crosson Acquisition Manager Joint MRAP Vehicle Program Marine Corps Systems Command



Program Objective

Provide Warfighters multi-mission platforms capable of mitigating IED, underbody mine and small arms fire threats





From

To



Vehicle Program













MRAP Vehicle Categories



Urban Combat Operations

4X4 & 6X6 6 passenger (pax)

• Curb Wt: 14,000 lbs

 Combat Wt: 16,000 lbs Payload: 10,000 lbs



MRAP CAT II

- Multi-mission (convoy escort, troop transport, ambulance, EOD, combat engineer)
- 6x6 10 pax
- Curb Wt: 30,000 lbs (4x4) 38,000 lbs (6x6)
- Combat Wt: 38,000 lbs (4x4) 52,000 lbs (6x6)
- Payload: 6,000 lbs (4x4) 14,000 lbs (6x6)



MRAP CAT III

- FPI Buffalo
- Mine/IED Clearance **Operations**
- 6x6 12 pax
- Curb Wt: 45,000 lbs
- Combat Wt: 80,000 lbs
- Payload: 38,000 lbs



MRAP Vehicle Requirements

- Joint Requirements Oversight Council memorandum of 5 Sep 07
 - Raised total requirements to 15,374
 - Increased Army interim requirement from 2,500 to 10,000 vehicles
 - Added 100 vehicles for ballistic testing

	CATI	CAT II*	CAT III	Total
USMC	3,039	599	62	3,700
Army	4,894	5,106		10,000
Navy	421	123		544
Air Force	631	66		697
US SOCOM	333			333
Ballistic Testing	50	50		100
Total	9,368	5,944	62	15,374

^{*} CAT II total includes 416 Ambulance configured vehicles



Vehicles on Order

as of 31 Oct 07

Manufacturer	Variant	Test	USMC	Army	Navy	Air Force	SOCOM	Totals	Total By Manufacturer
BAE	Cat I	6		25			259	290	1
	Cat II	6		707				713	1131
	HAGA		5	123				128	J
BAE TVS	Cat I	6		1148				1154	1470
(Armor Holdings)	Cat II	6		10				16	} 1170
FPII	Cat I	6	1560		250	25		1841	1
	Cat II	6	418	300	95	41		860	2759
	Cat III		58					58	J
IMG	Cat I	6	100	2449		400		2955	2074
	Cat II	6		10				16	} 2971
GDLS-C	Cat I	6		604				610	610
	Total	54	2141	5376	345	466	259	8641*	

^{*} Excludes 174 vehicles not counted toward requirements.

Program Highlights

- Rapid Deployment Capability to ACAT ID in 8 months
- Highest priority DoD acquisition program
- Multiple awards to meet urgent production requirements (Jan 07)
- First vehicles in theater 4 months after contract awards
 - 8641* on order (as of 31 Oct 07)
 - 578 in theater (as of 31 Oct 07)
- Production from 10/mo (Feb 07) to over 1200/mo (Dec 07)
- Obligated \$7.5B (as of 31 Oct)
- Estimated program value thru FY 09 \$24.5B (based on 15,374 vehicles)

^{*} Excludes 174 vehicles not counted toward requirements.



Contracting Realities

Challenges

- Fast moving & well underway
- Established supplier bases
- MRAP II solicitation closed 1 Oct 07
- Potential impact of system level tests (survivability)

Opportunities

- Five primes with substantial production orders
- Best point of entry is via primes
 - Company representatives at conference
- Small businesses should explore
 - Second source plans
 - Performance improvements (ECPs & MRAP II)
 - Support services
 - Logistics support



Technology Insertion Efforts

- Survivability
 - Underbody, ballistic glass, seats, fire suppression
- Payload & power improvements
- Emerging threats
 - Explosively Formed Penetrators (EFPs)
 - Rocket Propelled Grenades (RPGs)
- Other
 - Mobility & safety enhancements
 - Lighting for threat identification



Potential Future Business Areas

 Small businesses offer unique solutions and insights. Areas of future program involvement may include:

Spare & repair parts

Computer systems Logistics support

Specialty consulting Training systems/services

Electronic systems Product support

Engineering services Risk management

Hardware systems development Shop safety equipment

Parts processing services IT & networking support

- Other opportunities may include:
 - Prototyping, re-design
 - Research and development
 - Weight, space, power management
 - Maintenance services

Vehicle Program









Prime Contractor Points of Contact

	Company	Contact Phone		Email	
0-60-	BAE Systems	Eric Wentz (717) 225-8733		eric.wentz @baesystems.com	
	BAE-Tactical Vehicle Systems	Ross Deherrera	(713) 867-1861	Ross.deherrera @baesystems.com	
	Force Protection	http://www.force net/contacts/sup		Info @forceprotection.net	
	GDLS-Canada	Dale Glitiz	(519) 964-5643	gilletd @gdls.com	
	International Military & Government	InternationalSupplier.com		IntlSupplier @Nav-International.com	



Government Points of Contact

Organization	Function	Name	Phone	Email
Marine Corps Systems Command	Small Business	Jeraline Artis	(703) 432-3946	jeraline.artis @usmc.mil
TACOM Life Cycle Mgmt Command	Small Business	Ron Fiorani	(586) 574-6625	ronald.fiorani @us.army.mil
Army Research Lab Liaison - ASA(ALT)	Tech Dev	Dr. Reed Skaggs*	(703) 601-1516	reynolds.reed.skaggs @us.army.mil
EG&G Technical Services**	Acq/Prog Mgmt	Donald Brown	(703) 441-7004	dabrown @egginc.com
MKI Systems**	Proposal Mgmt	Rock Saluja	(703) 884-9922	rsaluja @mkisystems.com
MRAP Vehicle JPO	Acq Mgmt	Scott Crosson	(540) 288-5701	scott.crosson @usmc.mil

^{*} Reference Andy Rodgers, MRAP Vehicle Spiral Development APM

^{**} Joint program office support contractor









Seeking Innovative Small Businesses to Help

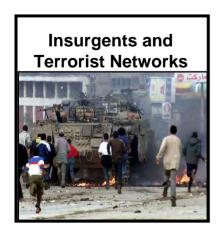




Why Future Combat Systems



- Gaining control of the ground dimension is the greatest military challenge of the 21st century
- FCS is the most affordable, rapidly deployable, effective AND survivable solution for 4-6% of Army annual budget
- Overwhelming land dominance from pre-insurgency through full scale combat
- FCS has twice as many soldiers under armor, closer to the enemy, longer
- Networks Battle Command to all BCT Soldiers and Systems
- Double the infantryman with half the logistical footprint









Army Leadership's View of FCS



"We never want a fair fight, and with FCS, our Soldiers will have the ability to see first, understand first, and act first. FCS serves the present through spin-outs, but it is the future. We must keep it on track."

> The Honorable Pete Geren - Secretary of the Army AUSA Institute of Land Warfare Breakfast - May 10, 2007



The Honorable Pete Geren Secretary of the Army

"FCS technologies will be vital to the Army's ability to fight a nontraditional war such as the combat in Iraq. We're up against an adaptive, asymmetric enemy who is changing his tactics every day. We need to give our soldiers every advantage."

General George Casey, Jr. – Chief of Staff, U.S. Army DefenseNews.com 25 April 2007



Gen. George W. Casey, Jr. Chief of Staff, U.S. Army

"We are taking the "F" in the Future Combat System and making it reality."

The Honorable Claude Bolton - Assistant Secretary of the Army AUSA Institute of Land Warfare Breakfast - May 10, 2007

"The cost in modernizing is first of all a cost in dollars, but failing to modernize is a cost that is sometimes registered in lives."

Lt. General Stephen Speakes – Deputy Chief of Staff, G-8 Pentagon Roundtable May 15, 2007



The Honorable Claude Bolton Assistant Secretary of the Army

2007 Highlights



- Successful experiment 1.1 soldier exercise
- Delivered FCS Build 1 software (~5M SLOCs)
- Completed Spin Out 1 CDR; Delivered B-Kits
- Testing of cannon and mortar firing platforms
- Defense Acquisition Board IPR
- FCS mobile demo trailer
- Discovery Channel "Future Weapons"
- Army Evaluation Task Force (AETF)
- Prototype Deliveries & Testing
- Engineering Maturity 1 Milestone
- Moving into FCS Initial Production Phase











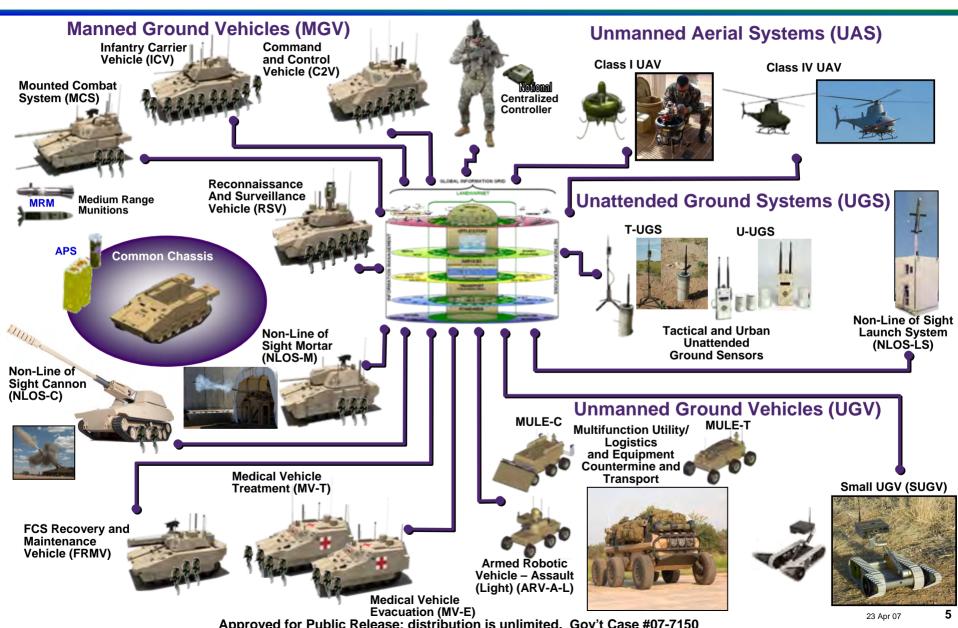




Strong Momentum...

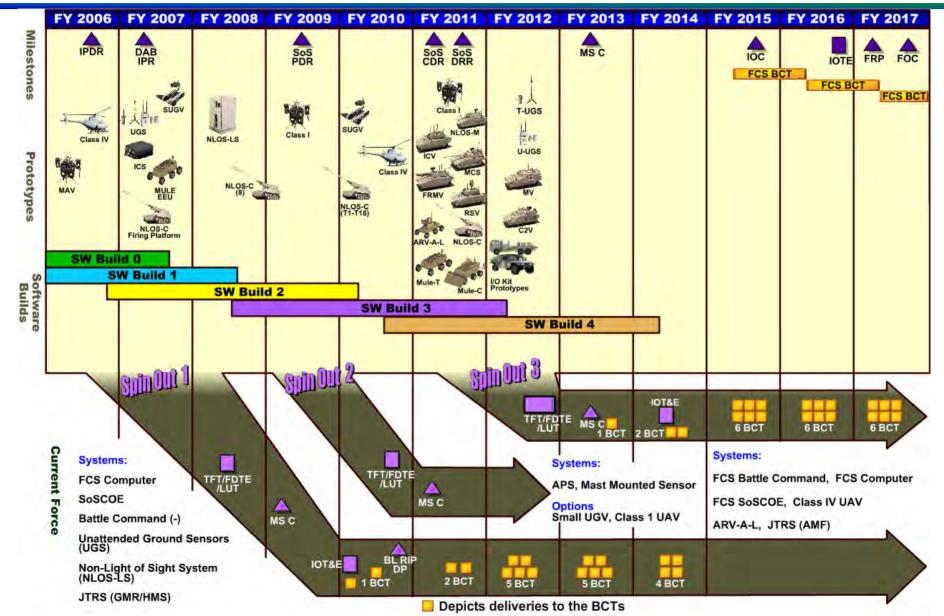
FCS Brigade Combat Team...





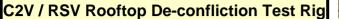
FCS (BCT) System-of-Systems Schedule





Manned Ground Vehicles











NLOS-C 9-Round







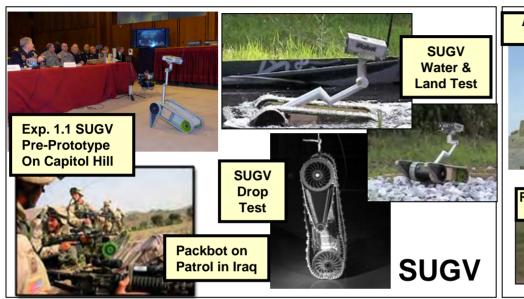




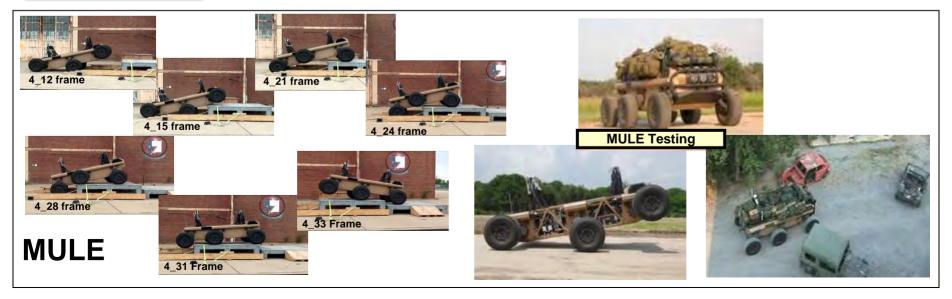


Unmanned Ground Vehicles



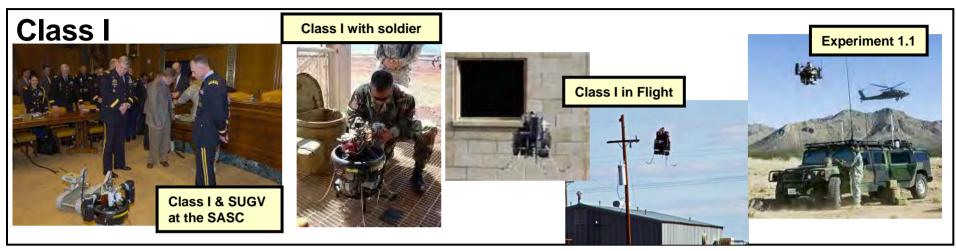


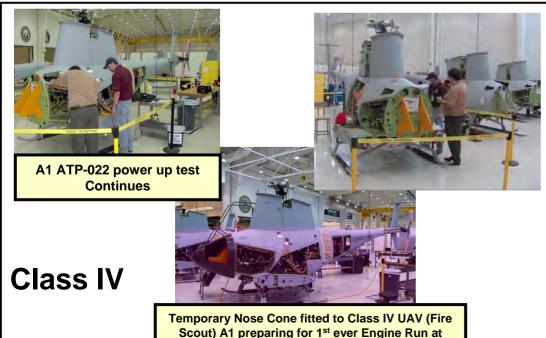




Unmanned Aerial Vehicles (UAV)







Moss Point Facility (May 07)

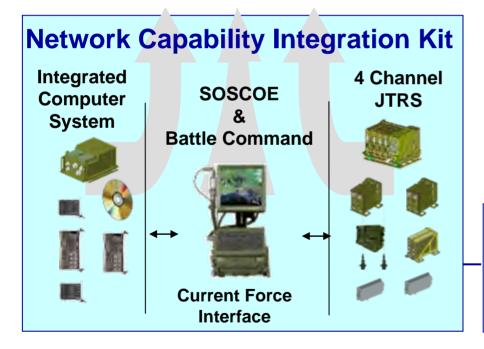


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"Spin Out 1" to the Current Force







Capability Improvements:

- Force protection
- Precision networked fires
- Interoperability

Milestones:

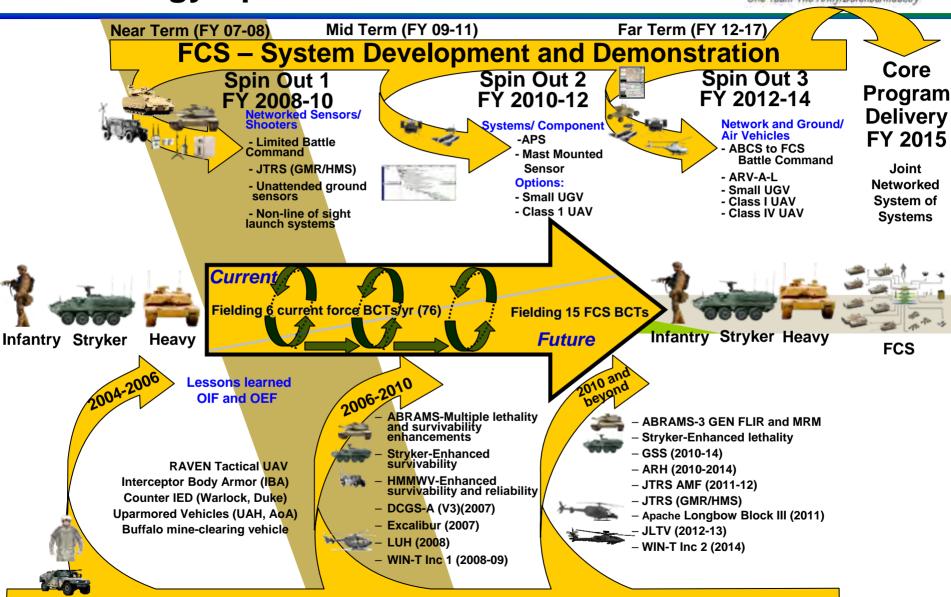
- ✓ Critical Design Review Q2 FY07
- ✓ First Network Kit Delivery Q2 FY07
- ✓ Software Qualification Q4 FY07
 - Limited User Test Q4 FY08
 - Milestone C Q2 FY09



Relevant to Today's Force

Current To Future Force Through Technology Spin Outs

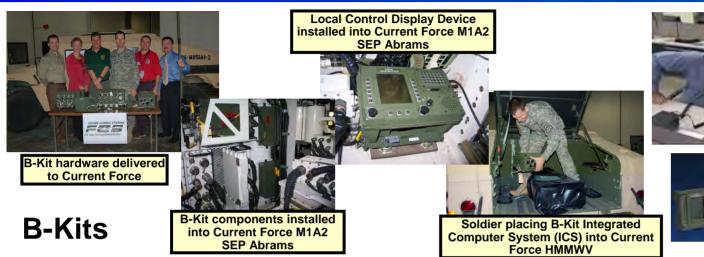




Additional Developments

Spin Out 1





Engineers working at the HB SoSIL







SEP Abrams













One Team





Best of Industry Approach

Future Combat Systems Small Business Supply Base Period 7 data as of 3/31/07





How to Get Involved with FCS



- Regularly check the FCS Website Home Page at: www.boeing.com/fcs
- Located on this website:
 - FCS Business Opportunities of the LSI and its Partners (contacts with websites)
 - Partners' Requests for Quotations / Information
 - Supplier Diversity information (specific LSI / Partner Small Business contacts)
 - FCS calendar with upcoming conferences and events
 - On-line registration form
 - Information on submitting questions
- Reach out to the LSI and Partners to express your interest and capability
- Focus on areas of technology and express interest across the One Team

FCS External Web Site



Website for program information to engage all segments of Industry

- Business opportunities across the team including RFI's/RFP's and Industry Day Announcements
 - Notification of opportunities sent to suppliers
 - 1002 registered suppliers
- LSI/Partner contact information
- Small business event calendar



Quick Links:

- Partners
- Request for Information/Proposal
- FCS Business Opportunities

Business Opportunities



- Opportunities for both the LSI and partners are listed on or linked to the FCS website
- Opportunities exist for 2nd and 3rd tier support to recent, pending, and future selections
- Examples are as follows:

Manned Ground Vehicles	
ICV, MV & FRMV	C2V, MCS & RSV
 Hand and Foot Controls, Intercom Controller and Adaptor Energy Storage System Electrical and Hydraulic Components Machined Parts Wiring Harnesses Long-term Opportunities Medium Caliber Gun System External Power Supply 	 Electrical Components Carbon Monoxide Detection System Circuit Card Assemblies Mechanical Cable Assemblies Fuel Systems Machined Parts Flex Harnesses Power Supplies
Unmanned Air Vehicle	
Class IV UAV	
Nose ConesBottom Farings (Composite Parts)	
FCS related procurements for Micro Air	Vehicle kits
 Cable Assemblies (several configuration Antenna Assembly, L-band, GDT Antenna, GPS Transmitter, L-band Battery Assembly, Air Vehicle Battery Charger Assembly Connector, 7-pin and dust cover 	ons)

Intelligence, Surveillance, and Reconnaissance

Ground Sensor Integration

- Software Products
- · Technical Writing
- · Electronic Box Build and Assembly
- · Engineering Services
- Connectors
- Cables (RF and Digital)
- Optical Components and Assemblies
- · Circuit Card Assemblies

C4ISR - Network Systems

Integrated Computer System

- Fixed and Removable Storage Media
- Storage Controllers
- · Network Switches and Routers
- Firewalls

Supportability

Platform Soldier - Mission Readiness

Long-term Opportunities

- Secure Wireless Communications Technology
- Advanced Ruggedized Display Technology
- Advanced Robotic Controls

Looking Ahead







- ✓ Delivered ~5 Million Lines of Software
- **✓ First Network on Abrams, Bradley, HMMWV**











Prototype Deliveries & Testing







- Engineering Maturity 1- Milestone
- Moving into FCS Initial Production Phase

Equipping our Joint Warfighters with the World's Best Capabilities

Summary



- Program keeping pace with Army needs...Maintain Velocity
- More than 60 test activities underway...All Platforms in Testing
- 2008 is a critical execution year...Systems in Build Phase
- FY08 PB at \$3.6B...RDTE & Production...
- Focused on Our Soldiers....

...The Future is Here Now.

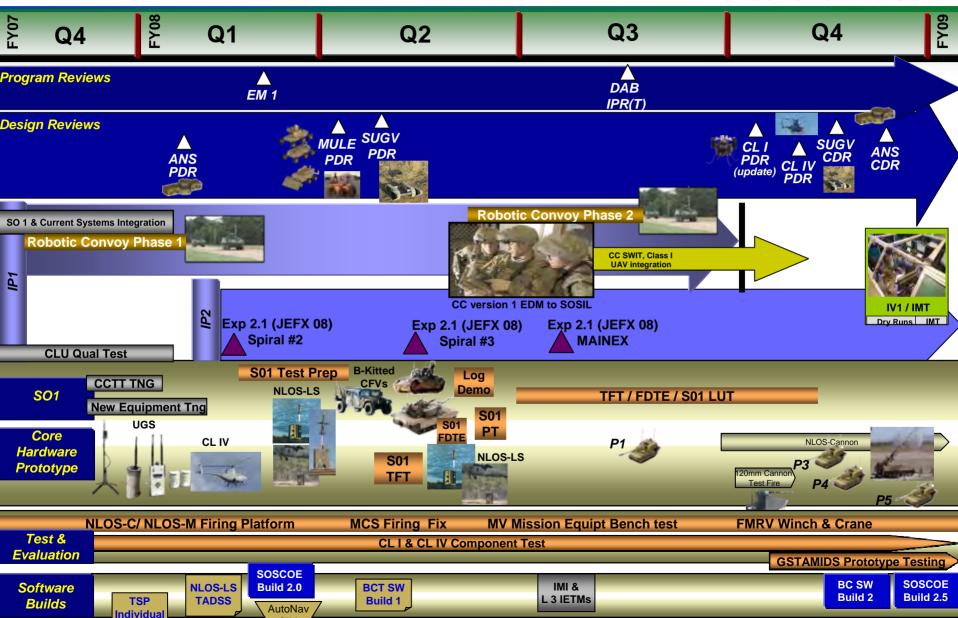


Equipping our joint warfighters with the world's best capability

FY08 Objectives



28 Sep 07 20



proved for Public Release: distribution is unlimited. Gov't Case #07-7150



PROGRAM BRIEFING

AMC 11th Annual SB Conference

MS. TRACEY PINSON

OFFICE OF THE SECRETARY OF THE ARMY

7-8 Nov 2007

McLean, VA







VISION

To Be The Premier Advocacy Organization Committed To Maximizing Small Business Opportunities In Support Of The Warfighter And The Transformation Of The Army.







MISSION

- Advise the Secretary of the Army and the Army Leadership on Small Business Related Matters
- Spearhead Innovative Initiatives that Contribute to expanding the Small Business Industrial Base Relevant to the Army Mission and Priorities
- Leverage the Use of Minority Serving Educational Institutions in Support of Army Science and Technology Programs







ARMY PRIME CONTRACT AWARDS – FY 07

	Total Dollars	Achieved	Army Target	Nat'l Goal
US Business	\$85,869			
Small Business	\$21,147	24.6%	25.0%	23.0%
Small Disadvantaged Business	\$ 7,329	8.5%	8.0%	5.0%
Women-Owned SB	\$ 3,073	3.6%	3.5%	5.0%
HUBZone Small Business	\$ 3,284	3.8%	3.0%	3.0%
Veteran-Owned SB	\$ 2,415	2.8%		AYS
Service Disabled Veteran-Owned SB	\$ 839	1.0%	0.8%	3.0%

FPDS-NG Data as of 10/5/07



Dollars shown in millions



ARMY PRIME CONTRACT AWARDS - FY 07

	TOTAL DOLLARS	ACHIEVED	ARMY TARGET
US Business	\$85,869		
Small Business	\$21,147	24.6%	25.0%
SDB Business	\$ 7,329	8.5%	8.0%
8(A) Awards	\$ 4,234	4.9% (US Bus) 20.1% (SB) 57.8% (SDB)	
Women-Owned SB	\$ 3,073	3.6%	3.5%

FPDS-NG Data as of 10/5/07

Dollars shown in millions







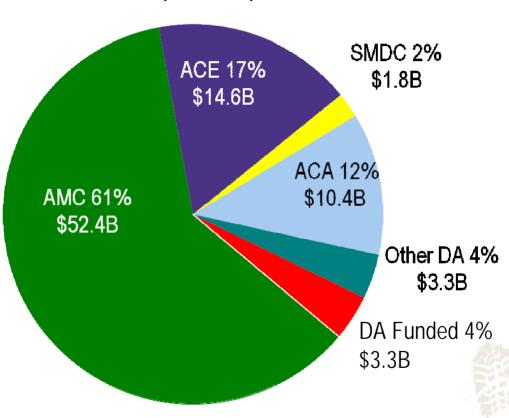
INSIDE THE NUMBERS

- Small Business: \$21B (exceeded Nat'l Goal)
- Small Disadvantaged Business: \$7.3B (exceeded Nat'l Goal)
- Women Owned SB: \$3B (up \$1B since FY04)
- HUBZone: \$3.3B (exceeded Nat'l Goal)
- SDVOSB (FY05 FY07):
 - Increased dollars from \$501M to \$839M
 - Increased percentage of dollars by almost 67.5%



ARMY US BUSINESS PRIME CONTRACT AWARDS - FY 07



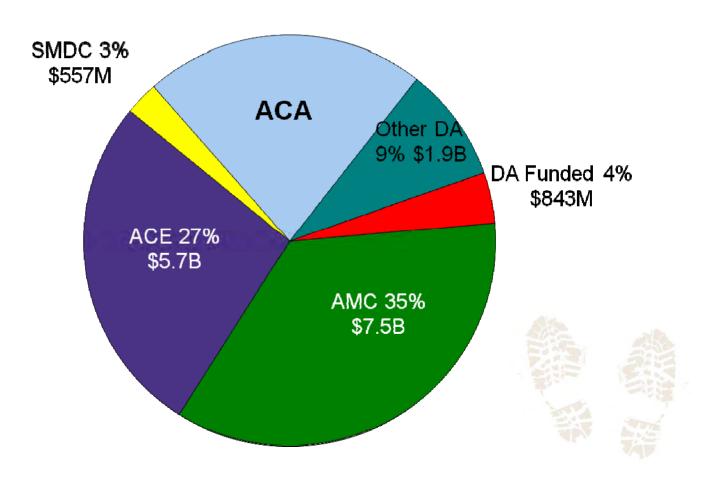






ARMY SMALL BUSINESS PRIME CONTRACT AWARDS - FY 07

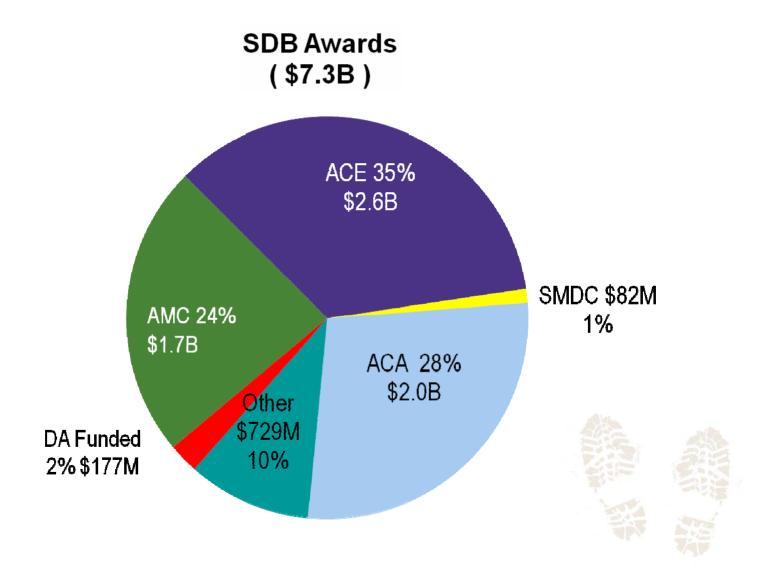
Small Business Awards (\$21.1B)







ARMY SDB PRIME CONTRACT AWARDS - FY 07

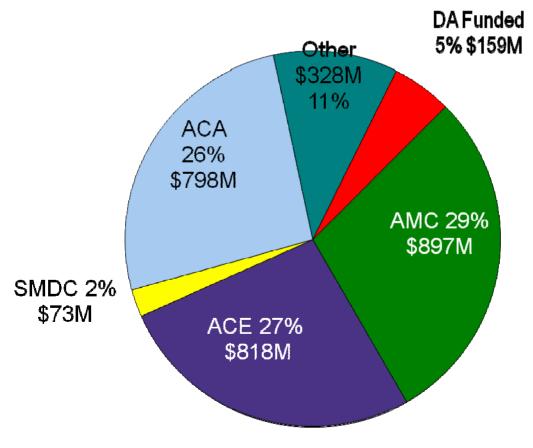






ARMY WOSB PRIME CONTRACT AWARDS - FY 07







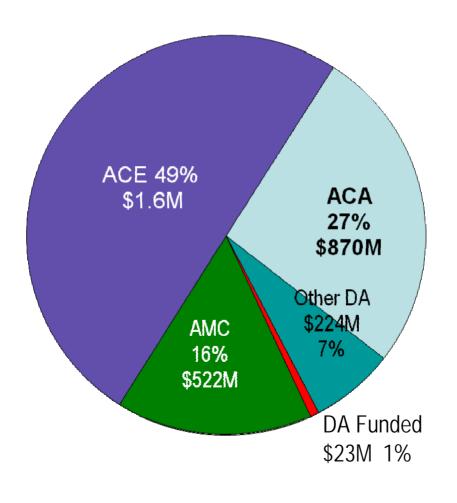






ARMY HUBZone PRIME CONTRACT AWARDS - FY 07

HUBZone Awards (\$3.3B)



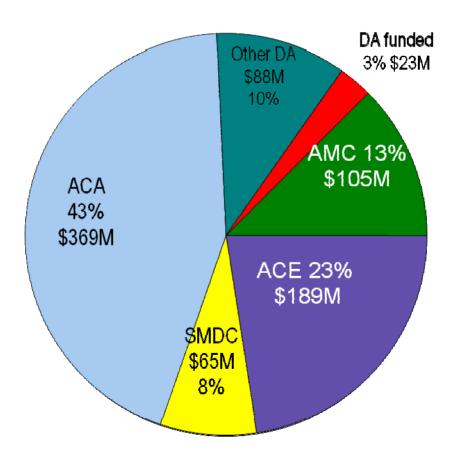






ARMY SDVOSB PRIME CONTRACT AWARDS - FY 07

SDVOSB Awards (\$839M)









ARMY SADBU FOCUS FY 07/08

- Small Business Participation in FCS and Major Army Programs
- Promote Greater Involvement of SBs in Army Contracts for Services
- Support of BRAC through HUBZone Initiatives
- Service-Disabled Veteran-Owned Small Business Opportunities
- Contract Bundling and Consolidation
- Increased role of HBCUs & MIs in the Acquisition Process
- Strategic Sourcing
- Subcontracting Policy and Enforcement



ARMY FCS PROGRAM

Subcontract Goals Based Upon Boeing Comprehensive Goals

FCS SDD Goals	(% of Boeing Subcontract Dollars)
Small Business	17.5%
Small Disadvantaged Business	3.5%
Woman Owned Small Business	2.5%
Historically Underutilized Busines	ss Zone 0.3%
Veteran Owned Small Business	1.5%
Service Disabled Veteran Owned	0.2%

Note: These goals are based on dollars going to small business through and including the third tier of subcontracts





SUBCONTRACT AWARDS FY06

	TOTAL DOLLARS	ACHIEVED	TARGET
US Business	\$7,953		
Small Business	\$3,434	43.2%	50.0%
Small Disadvantaged Business	\$ 568	7.1%	7.7%
Women-Owned SB	\$ 569	7.2%	7.0%
HUBZone SB	\$ 287	3.6%	3.0%
Veteran-Owned SB	\$ 287	3.6%	
Service-Disabled Veteran-Owned SB	\$ 75	0.9%	0.5%

Dollars Shown in millions





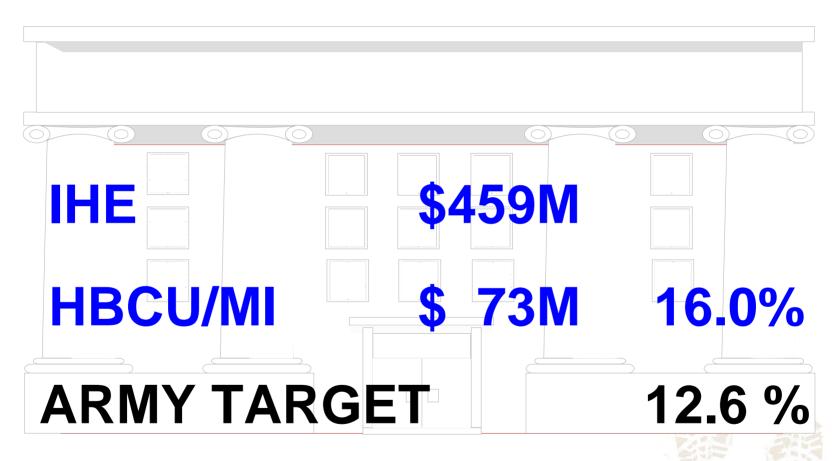
MENTOR-PROTÉGÉ PROGRAM

- US Army Space & Missile Defense Command is new M/P Contracting Center and will issue stand-alone contracts for Army MPP agreements
- Army goal is to engage industries to shape and expand the industrial base to support the Warfighter
- Seeking agreements with strong technical component, or focus on innovative transfer of state of the art technology
- Army Agreements Should Focus on High-Tech Solutions for the Warfighter
- 36 Active Agreements:
 - 19 Mentors
 - 36 Protégés (Can Have Only 1 Active Agreement)
 - 3 Mentors are Graduated 8(a) Firms





HBCU/MI PROGRAM FY 07







CHALLENGES

- Consolidation / Bundling
- Subcontracting plan enforcement
- Staffing of SADBU offices







WEBSITES

Army SADBU

http://www.sellingtoarmy.info

DOD SADBU

http://www.acq.osd.mil/sadbu

Centralized Contractor Registration (CCR)

http://www.ccr.gov

Federal Business Opportunities (Fed Biz Opps)

http://www.fedbizopps.gov

Small Business Administration (SBA)

http://www.sba.gov







Questions







Warrior Ethos

I will always place the mission first.

I will never accept defeat.

I will never quit.

I will never leave a fallen comrade.

www.sellingtoarmy.info

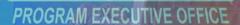
Amy Small Business

RADITION OF EXCENTION OF

Conference

November 7 ~ 8, 2007

MISSILE







MISSILES



U.S. Army

Space and Missile Defense Command



KEYS TO SMALL BUSINESS SUCCESS



Definition of Successful

- Having a favorable outcome
- Having obtained something desired or intended
- Having achieved wealth or eminence



Success Requires...

ATTITUDE

8

APTITUDE



With Major Influence

ATTIUDE

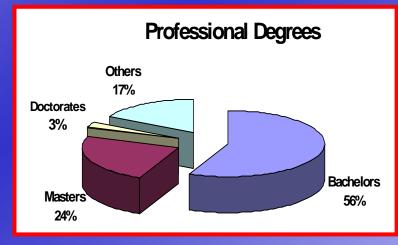


TEC-MASTERS, INC. Fluntsville, Alabama





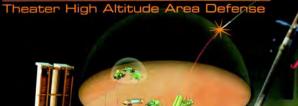














SUBSA

(Solidification Using a Baffle in Sealed Ampoules)

SUBSA is a microgravity experiment that will be operated on the International Space Station in the Microgravity Science Glovebox. SUBSA will investigate Indium Antimonide (InSb) crystals grown in a microgravity environment using an automatically moving baffle to determine if it will significantly reduce thermal convection during sample processing. The goal of this investigation is to improve the production of semiconductor material used in computer chips.

As the Prime Contractor for Hardware development, TMI designed and built the experimental hardware.

(Pore Formation and Mobility Investigation)

PFM1

PFMI is a microgravity experiment that will be operated on the International Space Station in the Material Science Glovebox. PFMI will investigate crystal growth in a

growth in a microgravity environment that will hopefully improve the production of uniform composites.









- · COMPETENCE
 RELATIONSHIPS
- FINANCING



COMPETANCE

- Have Something to Sell (Product / Service)
- Understand Requirements of Marketplace success

COMPETANCE

- Have Something to Sell (Product / Service / Yourself)
- Understand Requirements of Marketplace success



U.S. Small Business Administration 8(a) Business Development



RELATIONSHIPS

- Services

 Services
- Partnering to Achieve Shared Long-Term Objective



RELATIONSHIPS

- Services
- Partnering to Achieve Shared Long-Term Objective
 - Sub-Contractor to Large Business
 - Team Members with Small Business
 - With Financial Institutions
 - With People



Relationships with People

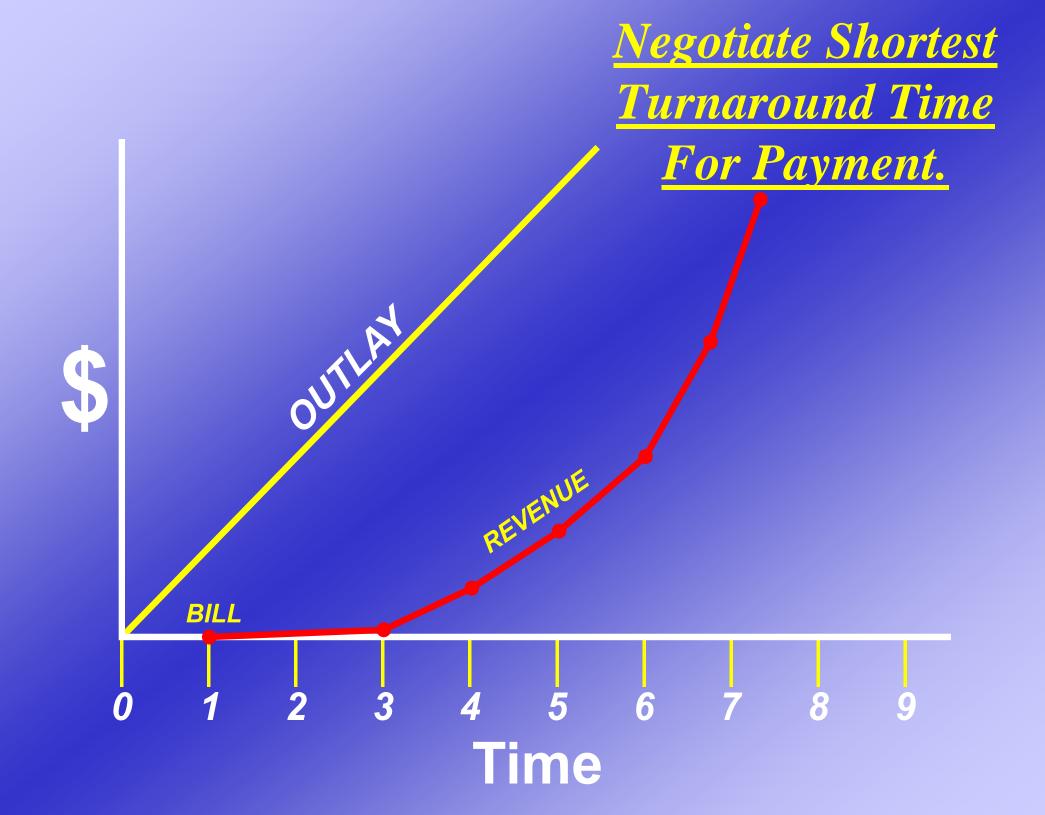
• Who Know Someone

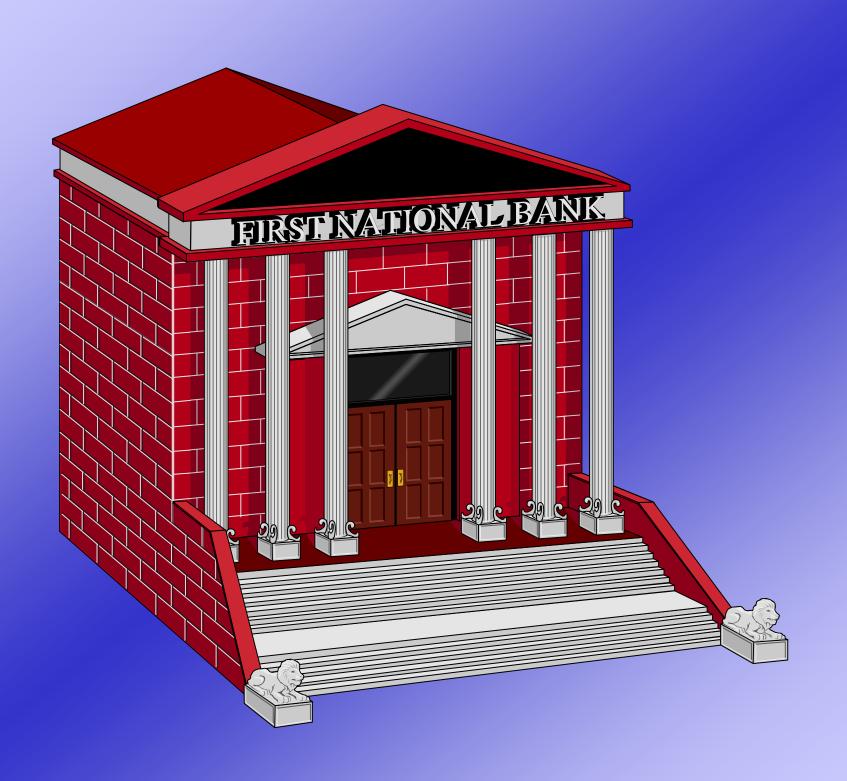
Who Know Something

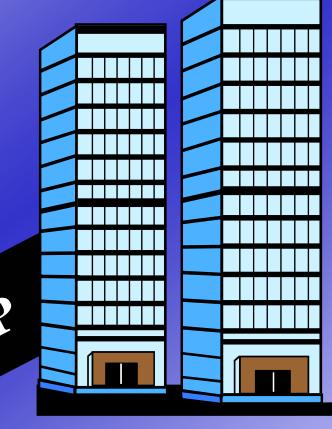
Relationship with People Relationship with People Republic People Republic Republic People Rep











RELATIONSHIP









- No One Owes You An Opportunity To Be In Business
- People Do Business With People They Like
- Cash Flow & Bottom Line DO Matter



- Make your company the best value for small and large business: ISO Certification 6
 Sigma Earned Value Model Capabilities
 Maturity
- Understand what is important to large business at the end of the day, it's stockholder equity
- Bring value to the team
- Focus your capabilities presentation

- Prepare a capabilities presentation that prompts the listener to talk and the presenter to listen
- Use Marketing Planning Tools
 - -- Prime Contractor List
 - -- Support Contract List
 - -- Acquisition Forecast

- Staying in business is not a right
- Business is not easy
- Think out of the box
- You must make your own opportunities
- Team where you have a sponsor
- Look and listen for requirements that you can fill
- If you did not show up the work would be performed

- Understand the customers' requirements
- Win the effort before the requirement documents are official
- There are no guarantees
- Seek advise from winning partners
- Know where you stand with present and past customers

- Understand the contract terms and conditions thoroughly and be responsive to all terms and conditions
- Performance measurement tools will always make your business attractive for teaming
- Show how you minimize technical, schedule, and cost risk
- At the end of the day, it is not about building our business, but delivering quality products to the Warfighter that work EVERY TIME.



U.S. Army Materiel Command

Partnership Opportunities with Industry

8 November 07

Deputy Chief of Staff for Business Transformation, G-4/7/9 Headquarters, U.S. Army Materiel Command



Partnership Opportunities with Industry





Mission

Provide superior technology, acquisition support and logistics to ensure dominant land force capability for Soldiers, the United States and our Allies.





"If a Soldier shoots it, drives it, flies it, wears it, or eats it, Army Materiel Command provides it."





Enterprise Capabilities

- Overhaul/repair/remanufacture
 - ✓ Ground vehicles & helicopters (including components)
 - ✓ Radios, radars & other electronic items
- Product design, development, engineering & fabrication
- Heavy and light machining





- Heat treatment, plating & finishes
- Wood pallet manufacturing
- Explosive and propellant production
- Chemical/Biological protective equipment repair/rebuild





"Need to be faster, more agile, less bureaucratic - Need to fight this every day"



AMC's Industrial Facilities



[&]quot;Need to be faster, more agile, less bureaucratic - Need to fight this every day"



What is a Partnership?

- Agreement between an Army facility and one or more private industry entities to perform work or utilize the Army's facilities and equipment.
- Includes one or more of the following:
 - ✓ Use of public sector facilities, equipment and employees to perform work for public or private sector.
 - ✓ Work sharing arrangements.



Partnership Examples

Tobyhanna Army Depot	Pine Bluff Arsenal	McAlester Army Ammunition Plant	Anniston Army Depot
Raytheon	General Dynamics Armaments &	Raytheon	Honeywell
Firefinder Radar	Technical Products 2.75" WP	Multiple Munitions Programs	AGT 1500 Engine
	Rocket		



Non-Traditional Partnership Examples

Pine Bluff Arsenal	McAlester Army Ammunition Plant	Milan Army Ammunition Plant	Bluegrass Army Depot
Lindsey & Osborne	William Woods EXPLO Systems	Greenway Nursery	Various Partners
Railcar Storage	Wood Pallet Manufacturing	Commercial Plant Nursery	Logging, Forestry and Cattle Grazing

[&]quot;Need to be faster, more agile, less bureaucratic - Need to fight this every day"



AMC's Partnership Program

How can we enhance partnership opportunities to leverage the strengths of industry and AMC's capabilities?

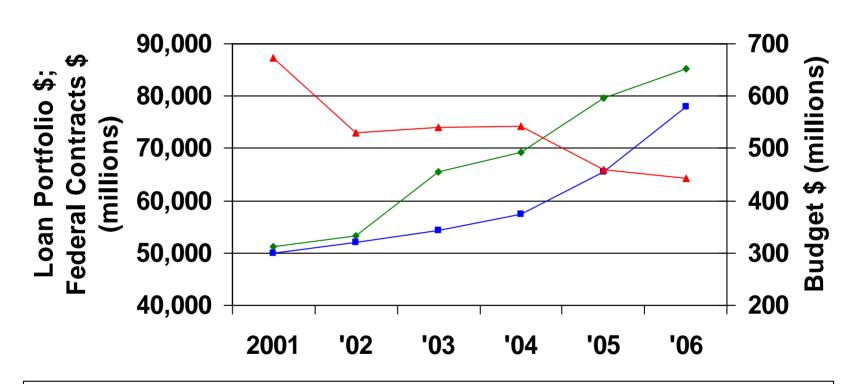
11th Annual Small Business Conference

November 7, 2007





Agency's Effectiveness



→ \$Loan Portfolio

- \$Federal Contracts
- \$Salaries & Expenses Budget



Patriot Express

- Launched in June
- Approved more than 500 loans for \$51 million
- Offered at 2.25% to 4.75% over prime
- Guaranty of up to 85% on loans of \$150,000 or less;
 75% for loans of \$150,000 to \$500,000.
- 2% guaranty fee for loans up to \$150,000; 3% guaranty fee for loans over \$150,000.
- In addition to PX, SBA can provide loans of up to \$1.5 million under the Military Reserve Economic Injury Disaster Loan program (MREIDL).



Veterans Business Development Outreach

- 5 Veterans Business Outreach Program Centers provided counseling and training to 13,689 veterans, reservists, and service members.
- 30,043 veterans, reservists and family members were assisted through special community collaborative outreach events



Resource Partner Outreach

- Number of veterans, reservists and service members that received counseling or training (through 3rd quarter 2007):
- 37,798 at Small Business Development Centers.
- 23,126 through SCORE
- 3,702 through Women's Business Centers.

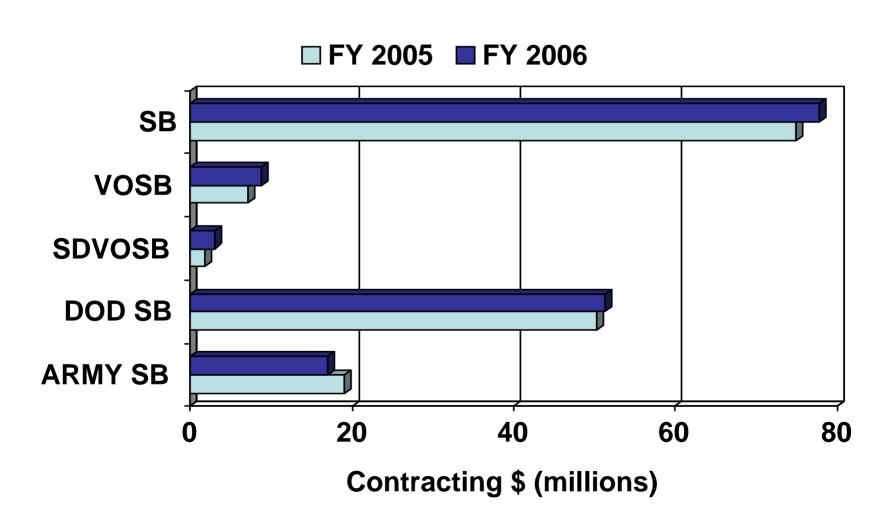


Small Business Procurement Goals

- SBA establishes small business goals with each agency prior to the beginning of the Fiscal Year
- Goals are government-wide
- SBA monitors agencies' accomplishments and reports results to the President and Congress
- SBA issues Small Business Procurement Scorecard for each of the 24 CFO agencies



Federal Procurement





Contracting <u>Improvements</u>

- Increasing opportunities for America's small businesses
- Change rules to scrub out large firms
- Clean up database
- Small Business Procurement Scorecard



Increasing Opportunities

- Areas in which the Federal government has not historically met socio-economic contracting goals
- Enhanced online search tool
- Increase and re-orient Procurement Center Representatives (PCRs)



Size Recertification

- New regulation published Nov. 2006 went into effect June 30
- Long-term contracts: recertification at the end of five years
- Short-term contracts: notification in event of merger or acquisition
- Does not require termination of contracts if size status changes



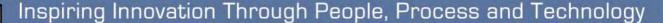
Clean Database

- Reviewed 11 million contract actions from the last two years to cleanse the database of miscoded contracts
- Cleaner data caused the drop in overall percentage of prime contracts to small businesses in FY 2006
- Agencies must establish procedures by Dec.
 15, making FY 2007 data even more reliable



Small Business Procurement Scorecard

- Released Aug. 17
- Track and monitor the status of 24 Federal agency's small business goal achievement
- Agencies are rated green, yellow or red, based on:
 - whether they reached their annual small business contracting goals, and
 - their progress on efforts to make contracting opportunities available to small businesses







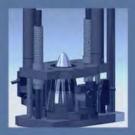












Available Resources to Business for State-of-the-Art Manufacturing

Army Small Business Conference November 8, 2007

John S. VanKirk

President and Executive Director

john.vankirk@ncdmm.org

1600 Technology Way • Latrobe, PA 15650 Phone: (724) 539-8811 • Fax: (724) 539-5094

www.ncdmm.org



About the NCDMM

- A 501C(3) organization
- Collaborate to deliver optimized manufacturing solutions that enhance the quality, affordability, maintainability, and rapid deployment of defense systems.
- Fifth year of operation



NCDMM is a resource to support your organization in today's competitive manufacturing environment.



Issues Facing Small Business

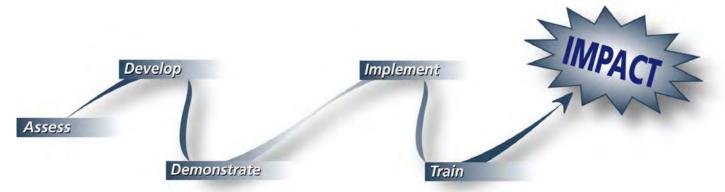
- 1. Finding qualified skilled employees
- 2. Globalization
- 3. Increased usage of advanced materials
- 4. Certified Quality Management System
- 5. Threat/Opportunity of new technology

<u>INNOVATIVE</u> technology will mitigate or eliminate the impact of these issues. We must invest in our manufacturing future by <u>IMPLEMENTING</u> new technology!



NCDMM Small Business Support

- Review and assess manufacturing capability
- Provide manufacturing expertise develop and implement
- Assist in implementing advanced technology
- Provide technology awareness and training programs
- Assist in identifying business opportunities





Examples/Savings

Chinook - Bulkhead Optimization

Objective:

Reduce weight and improve reliability of floor frame bulkheads

IMPACT/COST AVOIDANCE

\$3.5M



Black Hawk Ti Rotor Component

Objective:

Improve manufacturability from 60 to 95 pieces/week

IMPACT/COST AVOIDANCE

\$2.2M

Picatinny Arsenal XM982 Excalibur

Objective:

Eliminate a production bottleneck from 40 hours/part to 1.5 hours/part

IMPACT/COST AVOIDANCE

\$75M



Edge-of-Part Composite

Objective:

Reduce cost of trimming composite wing skins

IMPACT/COST AVOIDANCE

\$225M

- To-date: 1) Over 75 projects have been completed
 - 2) Partnered with 62 leading technology enablers
 - 3) Engaged with over 80 shops



NCDMM Results

NCDMM has delivered:

- \$478M in cost saving/avoidance in DoD efforts
- Assisted in \$75M of defense work to small businesses













Engaging with NCDMM

How to engage with NCDMM

- Commercial and Non-Federal Agencies
 - Purchase order / Contract
- Annual Project Call
- Training program participation
- Make NCDMM aware of your capabilities

For our military to be the best they need innovative tools and weapons that require advanced manufacturing solutions.



Department of Defense Military One Source



Presented by: Steve Clark
Program Analyst, Office of the
Under Secretary of Defense, Personnel & Readiness

Briefing for the National Defense Industrial Association 11th Annual Small Business Conference November 8, 2007



Military One Source 1-800-342-9647



The Severely Injured component at Military One Source was officially opened on February 1, 2005. The new center ties together military and other government programs such as the Department of Labor and Veterans Affairs with representatives in house.

Mission:

To prepare severely injured Service members to return to duty or to reintegrate successfully into their home towns.

Objectives:

- •To ensure that all severely injured Service members and their families receive the necessary support. A grateful nation will honor our heroes' service and stand with them.
- •To provide personalized assistance, tailored to meet an individual's unique needs during recovery and rehabilitation, in include:
- Medical care & rehabilitation
- Education, training and job placement
- Personal mobility and functioning
- •Home, transportation and workplace accommodations
- Personal, couple and family issues counseling
- Financial resources

Military One Source 1-800-342-9647



Services:

- Available 24/7, worldwide at no cost to severely injured Service members and their families
- Regional ombudsmen/advocates to interface with and support severely injured Service members and their families



Employ the War Fighter Goodwill & Good Business



- 1. Accelerated Learning Curve Veteran's of America's armed forces have the skills, training, and character to meet the toughest challenges.
- 2. Leadership The military trains people to lead by example as well as direction, delegation and motivation.
- 3. Diversity Veterans have learned to work side by side regardless of race, gender, religion, ethnicity and economic status.
- 4. Efficient performance under pressure Veterans can accomplish priorities on time in spite of tremendous stress.



5. Respect for procedures - Veterans value accountability. They understand and flow organizational framework.

Employ the War Fighter Goodwill & Good Business



- 6. Technology and globalization Veteran's are aware of international and technical trends pertinent to business.
- 7. Integrity Veteran's understand "an honest days work." Sincerity, trustworthiness and previous security clearance
- 8. Conscious of safety and health protocols.
- 9. Triumph over adversity Military missions demand endurance, stamina and flexibility.
- 10. Veterans who've been injured or wounded while in service and who are transitioning into civilian careers can bring a diverse set of skills to your organization.

The Process



- Get involved with the Hire Heroes USA at: http://www.hireheroesusa.org/getinvolved.php.
- 2. For more information about programs and services, including the "Employers Guide to Hiring Veterans," http://www.military.com.
- 3. Visit our website: www.militaryhomefront.dod.mil for more information.
- 4. My contact information: steve.clark@osd.mil, 703-908-6353.





What You Need to Know Before You Team/Partner

Presented to

11th Annual

Army Small Business Conference

Presented By

Technology Research Consultants, Inc.

dennison@trc-hq.com

November 8, 2007

DOD Prime Contractor

A Veteran Woman Owned Small Disadvantaged Manufacturing & Integration Business

- Veteran, Disadvantaged, Woman Owned Small Business
- Established in June 2002
- 8(a) Certification Granted: October 2002
- 2006 Sales: \$13.6M Orders: \$46.2M
- 2007 Launching Commercial Business Segments

NAICS Codes: 334511, 541511, 514210, 514191, 541513, 541330, 541210, 541330, 336411, 541710

Locations

- **★**Corporate Headquarters 2801 US Hwy 17/92 West Haines City, Florida 33844
- **★** Bushnell, Florida
- ★ Opening 3 Sites 2007



TO PRIME DOD CONTRACTS SMALL BUSINESSES MUST: **USE TIME TO** MANAGE THE FORM ALLIANCES/ **COMPETE** SUPPLY CHAIN **PARTNERSHIPS** Quick Logistics Marketing Activity Eliminate Response Non-Value Based VMI Adding Costing **Activities ECR** Separate **Synchronous** Product Manufacturing Info. From Manufacturing Development **Product** JIT R & D Flow **Single Source Solutions TQM Business Reengineering**

TIE ALLIANCE STRATEGIES TO THE CORPORATE BUSINESS PLAN

ENTRY	SUSTAINING	EXIT
 Diversification 	• New Discriminator	• Alternative for Customer
• Leveraging	Current Cost Reduction	• Buyer/Seller Transition
- Customer Base	• Pushes Innovation	 Novations
- Infrastructure	• Turn Key Solutions	• Reduces Exit Cost
• Acquisition Trial	• Lower Risk Exposure	• Stepping Stone
• DOD PRIME vs. SUB	• Reduces Transition Cost	

Customer Service

- Responsiveness
- On-Time
 Performance
- Time Based
 Competition
- OutsideExpertise
 - Infrastructure
 - Transportation
 - Combine Technologies

Teaming/Alliance Considerations

Economics/ Costs

- Productivity Gains
- Improved Cost Controls
- Economies of Scale
 - Labor, Insurance
 - Overhead
 - Purchasing Power
 - Asset Utilization

Business Reengineering

- Refocus on Core
- Rationalization
- Integrated Supply
 Chain
- Rightsizing
- Downsizing
- Cost Reductions

Quality

- Variability
- Damage
- Information
- Customer Interfaces

IDENTIFY GOALS

Customer Service

Channel Network

Labor Issues

Investment Alternatives

Operating Costs

Capacity Constraint

Product/Process

Technologies

Marketing Access

Functional Expertise

Internal Organization

Vendor Base

PARTNERSHIP SELECTION PROCESS

IDENTIFY REQUIRED SERVICES

Inbound Transportation

JIT Pickup / Delivery

Information Systems

Ordering Admin

Import/Export
Activities

Production / Assembly

IDENTIFY SPECIFIC OBJECTIVES

Improve Financial Performance

Reduce Investment

Improve Productivity

Improve Customer Service

Improve System Flexibility

Gain Distinctive Competencies

Improve Work Environment

Improve Control Over Operations

DETERMINE SELECTION CRITERIA

Size of Firm

Financial Performance and Stability

Efficiency of Operations

Capacity

Experience / Past Performance Record

IT & Quality Organizations

Compatibility of Corporate Cultures

Managing Long Term Partnerships

Key Factors

- Sense of Trust
- Mutually Beneficial Written Agreement
- Mitigate Affiliation Issues First
- Pricing Strategies
- Management Commitment
- Shared Risk
- Clearly Defined Goals
- Teamwork/Task Force P&L Center
- On-Going Performance Measurement
- Two-Way Feedback/Communication
- Incentives That Reinforce Goal Structure

Identify Partner's Major Expectations

Identify Barriers to a Successful Long Term Partnership

Mutually Identify and Set Performance Standards

Monitor and Measure Performance

Evaluate Variances/Gaps

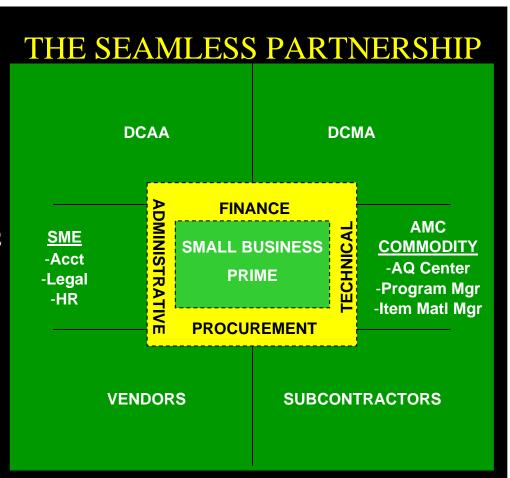
Communicate Problems and Performance Levels

Create Environment Based on Mutual Trust

SB PRIMES FACE:

- •LARGER CONTRACTS
- •PREAWARD SURVEYS
 - PAST PERFORMANCE
 - FINANCING AGTS
 - QUALITY INFRASTRUCTURE
- •DFAR/FAR ALLOWS:
 - LG/SB TEAMING
 - SMALL BUSINESS JV
 - MENTOR INVESTMENT

AMC – AN ACQUISITON ENVIRONMENT ENCOURAGING SMALL BUSINESS TEAMING



3 7 3 3

Small Business Benefits

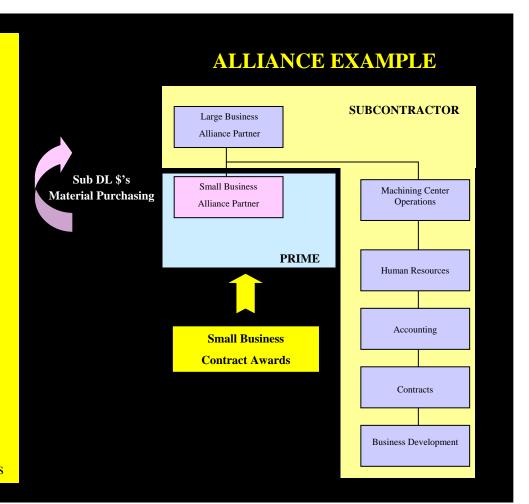
- Infrastructure Support
- Larger Contract Award \$'s
- Lower Cost of Capital
- Increase Facility Capacities
- Subsidized Marketing Costs

Large Business Benefits

- Increased Market Share
- Participate in Small Business Segment
- Lowers Material Handling Factor

Alliance Benefits

- Innovative Cost Pool
- Leverages Core Competency Synergies



Question and Answer Session

Sample SBA Approved Alliance Business Teaming Agreement at

www.trc-hq.com

Special Recognition and Thanks Given To:



University of Alabama

dmiller@proctr.cba.ua.edu



Success Strategies for Women-Owned Small Businesses in the DoD World



November 8, 2007



IEM Corporate Overview



- Woman- and minority-owned
- Over 20 years in operation
- ~300 defense/CBRNE experts, homeland security and emergency management professionals, scientists, engineers, software developers, and more
- Applied solutions contractor and technology consultant for DoD, DHS, FEMA, state and local governments, industry, and international entities



Awards and Recognition

- · 2006 American Red Cross Humanitarian Award
- 2004 Profiles in Innovation Award for Emergency Preparedness & Response Excellence (QEM[®])
- · 2004 Business Leader of the Year
- · 2003 Louisiana Technology Leader of the Year
- 2003 Lantern Award (LA Economic Development)
- 2001 DCI Portal Excellence Award Finalist
- 2001 Louisiana Technology Company of the Year
- · 2000 Cogswell Industrial Security Award
- · 2000 National Reinventing Government Hammer Award
- · Member, Army Science Board
- · Member, Defense Science Board for Intelligence on Terrorism
- Moderator, DTRA Chemical and Biological Modeling and Simulation Futures Panel



Necessary Foundation for Success

Passion

Vision

Quality



Keys to Succeeding





- Get involved and be visible
 - Join local industry groups
 - Form your own groups
- Focus on the customer—not your product or service
 - What do your customers really need?
- Seek feedback on your work
 - Internal feedback
 - Customer feedback

Growing Your Business



- Take advantage of small business opportunities
 - 8(a) set-asides
 - General Services
 Administration (GSA)
 contracts
- Develop a bidding strategy



Growing Your Business

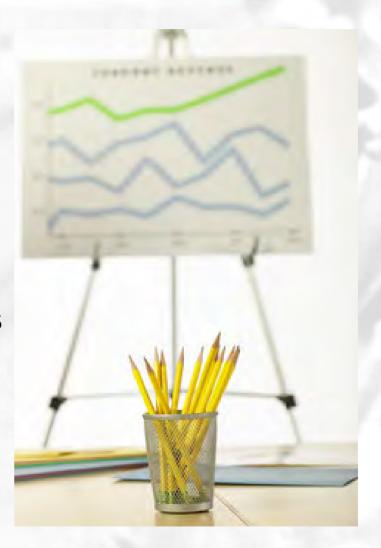


Prime whenever possible

Large companies often willing to be subcontractors

Sub to large companies for large contracts

- Provide high-quality, visible service
- Put your best foot forward with the prime



Marketing to Government and Large Businesses



- Identify strategic targets
- Build relationships
- Market benefits not capabilities
- Leverage 8(a) status





Madhu Beriwal

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Managing Risk in a Complex World