

Business & Enterprise Systems



**Ms. Denise Baylor
Small Business Director
ESC/SB
9 November 2011**



ESC/HSI Small Business Program

U.S. AIR FORCE

- **BES Mission**: *Acquiring, operating, sustaining, and enabling enterprise IT capabilities while accelerating the modernization of infrastructure to support the warfighter across the spectrum of combat and mission support...*

Driving IT Acquisition Reform...

Enabling Every Airman to Aim High...Fly – Fight – Win!

- **Mission**: *The mission of Air Force Small Business is to create and deliver strategies that bring innovative, agile and efficient Small Business solutions to the Air Force to fly, fight and win in air, space and cyberspace.*
- **Vision**: *Champions of small business solutions for the warfighter*

Small Business Act – It's the Law

Integrity - Service - Excellence



Agenda

- **Statutory Small Business Goals**
- **Small Business Set-Aside Program**
- **Political Climate/Changing Environment**
- **Top NAICS Codes**
- **Contracting Potential Customers**
- **Finding Opportunities**
- **Checklist for Success**
- **Small Business Awards**



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POTUS



“**Small businesses** create two out of every three jobs in this country. So our recovery depends on them. And if we want to keep America moving forward, we need to keep investing in our small businesses. This is, by the way, more important than just our economy. It’s also about who we are a people. Because America has always been a place where if you’ve had a good idea and you’re willing to really work hard for it, you can see it through and you can succeed.” “Small businesses are **the backbone of our economy**. They are **central to our identity as a nation**.”

Remarks by the President on the Small Business

Jobs Initiatives

28 July 2010



Statutory SB Goals

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• Prime Contracts to Small Businesses

Category	Statutory Goal
Small Business	22.28%
Small Disadvantaged Business	5%
Woman Owned SB	5%
Service-Disabled Veteran Owned SB	3%
Hubzone	3%

**SB as of 25 Aug
(source: FPDS-NG):**

- Federal - 19.05% (\$64B)
- DoD - 17.18%
- AF - 12.42%
- AFMC- 9.23%

• Subcontracting

Category	Statutory Goal
Small Business	See Note 1
Small Disadvantaged Business	5%
Woman Owned SB	5%
Service-Disabled Veteran Owned SB	3%

Note: 1) No Statutory DOD SB Goal; however, DOD-assigned SB Goal is 31.7% based on historical results
 2) SB Jobs Act established a subcontracting goal for Hubzone-3%



Small Business Set-Aside Programs

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	Goal	Competition	Threshold
SB	23%	No Sole Source Authority	\$150K (SAT)
SDB*	5%	Required if two+ sources	\$4M / \$6.5M mfg
Hubzone	3%	Required if two+ sources	\$4M / \$6.5M mfg
SDVOSB	3%	Required if two+ sources	\$3.5M / \$6M mfg
WOSB **	5%	Required if two+ sources	\$4M / \$6.5M mfg

* 8(a) falls under SDB goal– competition under threshold not required for 8(a)
 -- must request SBA acceptance / release from program (FAR 19.203)

** Must fall within applicable NAICS codes to meet criteria for consideration under the Economically Disadvantaged WOSB and WOSB Set-Aside Programs

	Lim Subk ***	Non-Manufacturer Rule***	Certification
SB	Yes	Yes	Self
SDB*	Yes	Yes	SBA (8(a))
Hubzone	Yes	Yes	SBA
SDVOSB	Yes	Yes	Self
WOSB **	Yes	Yes	Self * or 3 rd Party **

•8(a) falls under SDB goal– SBA must certify 8(a)'s

** WOSB must submit documentation to SBA repository– contracting officers must verify; 3rd party certifiers pending approval by SBA

*** There are Limitations of SubK for Hubzone & SDVOSB; there are exceptions to the Non-Manufacturers rule



Political Climate

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- **High-visibility interest in Small Business**
 - **Meeting SB Goals--FY11 and beyond**
 - **High-level sponsorship & engagement in National Outreach**
 - **DoD Better Buying Power (greater efficiency & productivity)**
 - **Increase dynamic small business role in defense competitions**
 - **Small Business Jobs Act (Oct 2010)**
 - **Awaiting FAR and regulatory implementation guidance-- overlaps with issues/actions identified via POTUS Interagency Task Force (Apr 2010 Exec Order)**



Changing Environment

Task Force , SB Jobs Act, Better Buying Power, Prompt Payment Act

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- **27 September 2010, Small Business Jobs Act**
 - **Public Law 111-240; Sections 1312 through 1341**
 - **Law Strengthens Small Businesses' ability to compete for contracts**
- **Task Force – 13 Recommendations, 3 Key Areas**
 - **Stronger Regulations and guidance**
 - **A better-equipped and more informed acquisition workforce**
 - **Improved outreach and better use of technology and data**
- **The Prompt Payment Act (PPA) requires agencies to pay small business contractors accelerated payments for goods and services, with the goal of making payments within 15 days after receiving proper documentation**
- **New On-line Government Forum for Small Businesses**
 - **“Small Biz Open Mic” small business owners speak directly to Congress**
 - **Blog-type comments and testimonials from small business owners**
 - **Comments from participants about legislation and policies will be used to help the Committee conduct its official business**
 - **Small business owners can upload video and leave comments at <http://smallbusiness.house.gov/OpenMic/SubmitFeedback.aspx>**



Top NAICS Focus Areas- Max Small Business Spend

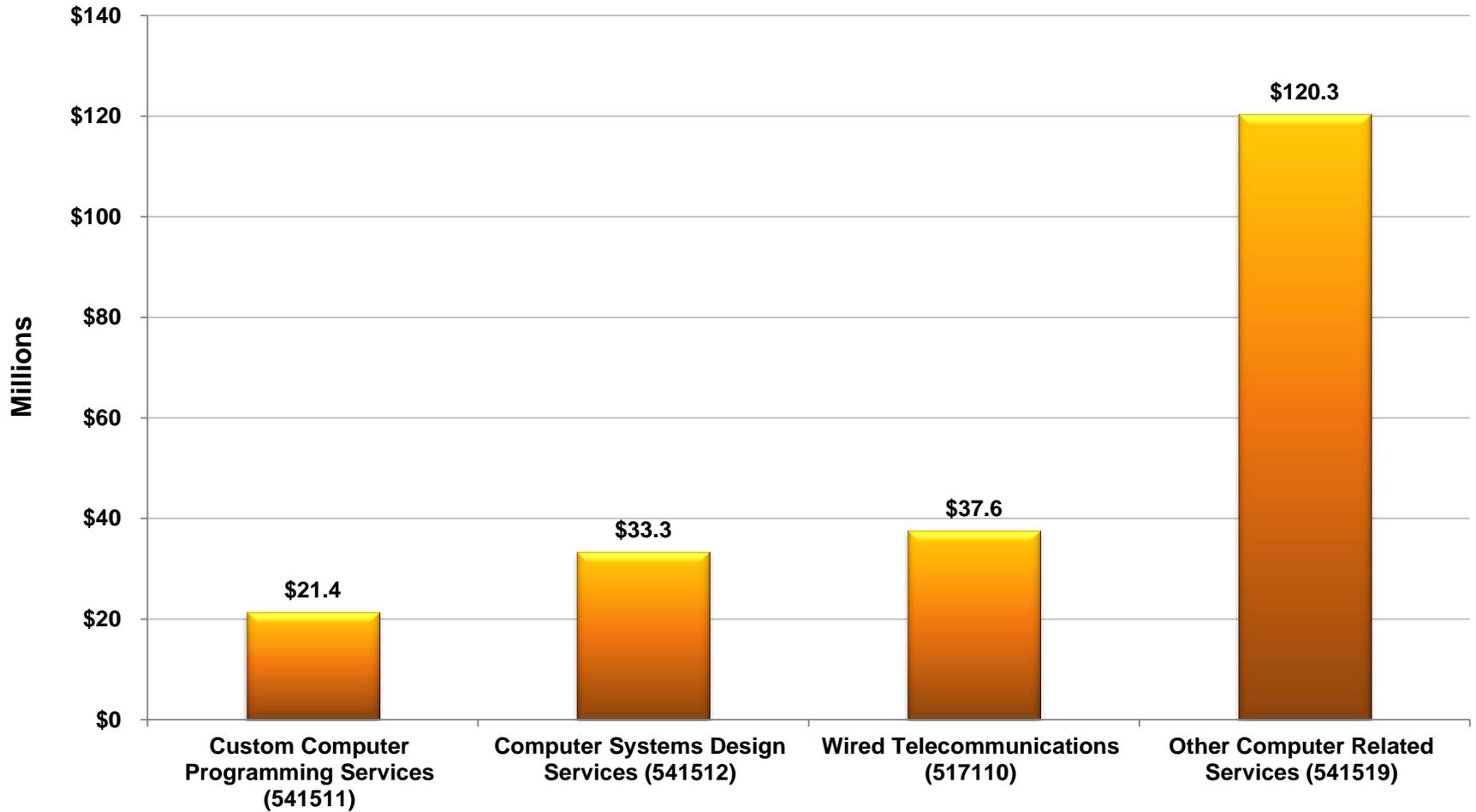
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NAICS Code	Description	AFMC SB Total Obligated \$s	AFMC Large Business Total Oblig \$s	AF SB \$s	AF LB \$s
541712	R & D IN THE PHYSICAL, ENGINEERING, AND LIFE SCIENCES	\$ 825,890,587	\$ 1,088,498,384	\$ 927,845,639	\$1,486,151,317
541710	RESEARCH AND DEVELOPMENT IN THE PHYSICAL, ENGINEERING, AND LIFE SCIENCES	\$ 564,371,683	\$ 1,960,362,204	\$ 660,081,296	\$4,245,607,688
336413	OTHER AIRCRAFT PARTS AND AUXILIARY EQUIPMENT MANUFACTURING	\$ 758,619,533	\$ 3,497,228,598	\$ 763,790,865	\$3,505,553,303
336411	AIRCRAFT MANUFACTURING	\$ 240,509,810	\$ 11,557,502,480	\$ 241,207,661	\$11,557,623,785
236220	COMMERCIAL AND INSTITUTIONAL BUILDING CONSTRUCTION	\$ 213,009,127	\$ 184,828,042	\$ 802,124,981	\$454,750,788
561210	FACILITIES SUPPORT SERVICES	\$ 197,747,100	\$ 163,580,988	\$ 505,189,446	\$565,487,608
541519	OTHER COMPUTER RELATED SERVICES	\$ 196,502,830	\$ 209,676,637	\$ 379,087,726	\$314,100,532
541330	ENGINEERING SERVICES	\$ 196,372,383	\$ 3,479,809,457	\$ 324,249,009	\$4,874,741,224
334111	ELECTRONIC COMPUTER MANUFACTURING	\$ 93,304,085	\$ 158,002,617	\$ 120,980,877	\$195,897,177
517110	WIRED TELECOMMUNICATIONS CARRIERS	\$ 68,458,909	\$ 498,365,315	\$ 221,419,861	\$737,913,724
334511	SEARCH, DET, NAV, GUIDANCE, AERO/NAUTICAL SYS/INSTR MFG	\$ 62,324,910	\$ 1,594,143,697	\$ 80,558,203	\$1,858,223,316
541511	CUSTOM COMPUTER PROGRAMMING SERVICES	\$ 62,301,789	\$ 309,797,375	\$ 93,240,810	\$346,051,649
541990	ALL OTHER PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES	\$ 59,959,488	\$ 1,094,367,742	\$ 121,041,211	\$1,167,617,930
562910	REMEDATION SERVICES	\$ 58,615,668	\$ 50,070,327	\$ 65,813,785	\$51,493,415
541512	COMPUTER SYSTEMS DESIGN SERVICES	\$ 42,853,598	\$ 463,391,608	\$ 124,093,389	\$741,370,944
333999	ALL OTHER MISCELLANEOUS GENERAL PURPOSE MACHINERY MANUFACTURING	\$ 42,675,822	\$ 18,079,627	\$ 45,661,778	\$34,238,211
423990	OTHER MISC DURABLE GOODS MERCHANT WHOLESALERS	\$ 40,851,758	\$ 52,696,538	\$ 171,941,333	\$178,764,589
517910	OTHER TELECOMMUNICATIONS	\$ 35,375,351	\$ 159,596	\$ 57,808,370	\$43,304,802
	NAICS ~80% Total Spend	\$ 3,640,841,500	\$ 26,380,561,231	\$ 5,706,136,238	\$32,358,892,002
	Other NAICS	1,059,912,244	\$ 8,739,499,846	\$ 3,385,505,808	15,518,527,871
	NAICS Total	4,700,753,744	\$ 35,120,061,078	\$ 9,091,642,047	47,877,419,873
	FY10 Base Obligated \$s	39,820,814,822	\$ 39,820,814,822	\$56,969,061,919	56,969,061,919



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In the 4 primary IT NAICS codes used by the AF, \$212.6M was obligated to SB in September of FY10



Source: FPDS-NG August 2011



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AirForceSmallBiz.Org SB Specialist Locator & LRAE

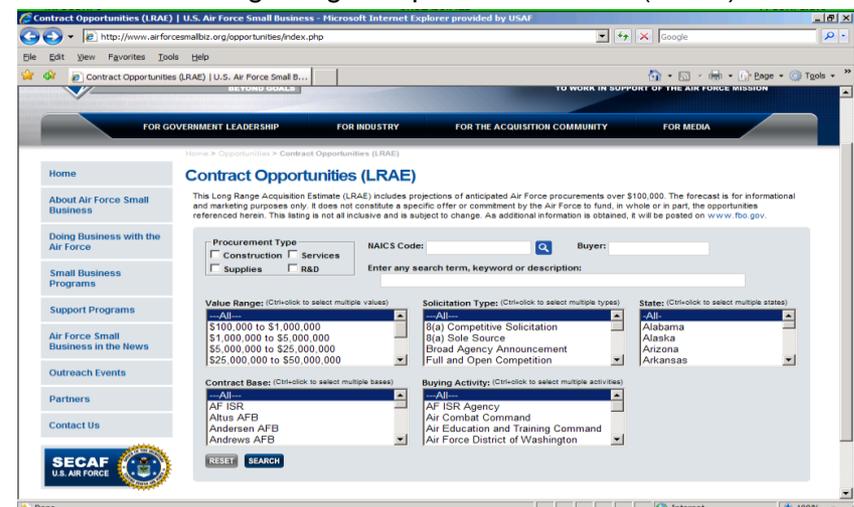


Small Business Specialist Locator

Long Range Acquisition Estimate

Small Business Specialist Locator

Long Range Acquisition Estimate (LRAE)





www.AirForceSmallBiz.org – Doing Business with the Air Force

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PUTTING
INNOVATION, EFFICIENCY & AGILITY
TO WORK IN SUPPORT OF THE AIR FORCE MISSION

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Doing Business with the Air Force

If you are a small business and have the products or services the Air Force needs for mission success, we may have a great business opportunity for you. Our small business specialists around the country are working daily with their customers to create strategies that support our Airmen. We invite you to learn more about the opportunities that exist for your small business by utilizing the resources available within this website.

The Air Force Long Range Acquisition Estimate (LRAE) enables you to search opportunities by a variety of variables, including type of procurement, contract value, purchasing organization and solicitation type. Additionally, the Locate a Small Business Specialist tool allows you to find contact information for small business specialists and contracting officers at Air Force Bases nationwide.

Our goal is to make it easy for you to do business with the Air Force. Please explore this website for the resources you need to make contact and connect with the Air Force for business opportunities. In addition to features such as the LRAE and the Locate a Small Business Specialist tool, we offer your business the capability to connect with the Air Force through these tools:

- ▶ **Register Your Small Business** – you can register for an account and provide information about your capabilities and other company data.
- ▶ **Ask a Question** – you can ask a question that will be automatically forwarded to the appropriate subject matter expert.
- ▶ **Request a Speaker** – you can request a Small Business specialist to speak at your event.



Locate a Small Business
Specialist

Use the Air Force Office of Small Business Programs Locator to find the right Small Business Specialist for your opportunity.

[CLICK TO START SEARCH ▶](#)



Contract Opportunities

Search the Long Range Acquisition Estimate (LRAE) database to identify upcoming procurements from the U.S. Air Force.

[CLICK TO START SEARCH ▶](#)



Outreach Events

January 2011

Integrity - Service - Excellence



Finding Opportunities

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- **Opportunities on Hanscom AFB Electronic
Rquest for Proposals Bulletin Board (HERBB)
<http://herbb.hanscom.af.mil>**
- **Contact Your Local Small Business Director**
- **Acquisition Forecast - Long Range Acquisition
Estimate (LRAE)
<http://airforcesmallbiz.org/opportunities/index.php>**



Contacting Potential Customers

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- Target the right customer
 - Develop a Business Plan and Marketing Plan
 - Who are your potential customers? Which agencies/activities?
 - What are their needs? Challenges? Review websites!
 - Know your limits!
 - Know your customers regulations/procedures
- Remember Government is decentralized. Most agencies consist of numerous buying activities
- Learn what each targeted agency bureau does and how they spend their money
- Focus on 3-5 agencies and allow 18-24 months for relationship building
- Publications: Professional, Government Executive, Contract Management
- Participate in:
 - Local Conferences/Trade Shows/Expos
 - Targeted Outreach Activities: Chambers of Commerce/Symposiums
 - Matchmakers: Government/LB One-on-One Counseling Sessions



Pre-Solicitation Tips

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- Research your customer's needs
- Help your customer with “market research”
 - Federal Acquisition Regulation Part 10
 - Federal Acquisition Regulation Part 7
- If a draft RFP is used--read it immediately and offer assistance/suggestions
- Attend pre-solicitation conferences or get results from contracting officer



Checklist For Success

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- Know your company and know your partner firms
- Do your homework –marketing, capabilities briefs, pre-solicitation and at solicitation issuance
- Ask the “worry question”
- Provide solutions that will leave customers feeling less worried
- Always include information that is:
 - Relevant
 - Compelling
 - Solutions based
 - Supported with facts/details
- Review the proposal
- Prove that you leave satisfied customers wherever you go
- If unsuccessful, always request debrief



Small Business Awards in 2011

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- ❑ **Enterprise Resource Planning International LLC. (eRP), 8(a)**
- ❑ **Milvet, 8(a)**
- ❑ **Datum Software, 8(a)**
- ❑ **Indrasoft, Inc., 8(a)**
- ❑ **Wealth Management Partners, LLC, 8(a)**
- ❑ **Transcendence, Inc., HUBZONE**
- ❑ **eSolution Architects (ESA), 8(a)**
- ❑ **Concentric Methods, LLC., 8(a)**
- ❑ **Evanhoe & Associates, Inc., 8(a)**
- ❑ **TRIUNITY Engineering & Management, 8(a)**
- ❑ **Ross Technologies, Inc., 8(a)**
- ❑ **Regency Consulting Inc., 8(a)**
- ❑ **Alliance Technology Group, LLC., 8(a)**
- ❑ **Digital Management, Inc., 8(a)**
- ❑ **Eagle Logistics & Technology Inc., 8(a)**
- ❑ **P3S Corporation , 8(a)**



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Small Business Awards in 2011

- Logistics & Technology Services, Inc., 8(a)**
- BTL Technologies, Inc., 8(a)**
- TKC Global Solutions, LLC., 8(a)**
- Communications Professionals, Inc., 8(a)**
- Cape Fox 8(a)**
- M2 Technology, Inc., 8(a)**
- Possible Missions, 8(a)**
- Precision Task Group (PTG), 8(a)**
- Censeo Consulting Group, Inc., 8(a)**
- Betis Group, Inc., 8(a)**
- ZIBIZ Corp., 8(a)**
- Intech USA, Inc., 8(a)**
- Copper River Information Technology, LLC., 8(a)**
- Teracore, Inc., 8(a)**



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Contact Us

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References

U.S. AIR FORCE

- **Procurement Technical Assistance Centers (PTAC) -**
<http://www.dla.mil/db/procurem.htm>
- **DefenseLink \geq \$5M award notices -** <http://www.defenselink.mil/contracts>
- **Electronic Subcontracting Reporting System - (eSRS)** <http://www.esrs.gov/>
- **SBA Subnet -** <http://web.sba.gov/subnet>
- **Companies Participating in DoD Subcontracting Program Report (P14) -**
http://siadapp.dmdc.osd.mil/procurement/historical_reports/statistics/procstat.html
- **DAU Small Business Community of Practice (SB COP) -**
<https://acc.dau.mil/smallbusiness>
- **FEDBIZOPPS -** <http://www.fedbizopps.gov/>
- **SBA Subcontracting Opportunities Directory -**
<http://www.sba.gov/aboutsba/sbaprograms/gc/contacts/index.html>
- **Federal Procurement Data Systems-Next Generation (FPDS-NG) -**
https://www.fpds.gov/fpdsng_cms/