

Business & Enterprise Systems

Integrity - Service - Excellence



Small Business Programs

Ms. Denise S. Baylor
Director of Small Business Programs
14 Feb 13



U.S. AIR FORCE

Overview



- **Small Business - Size Does Matter**
- **Mandates and Statutory Guidance**
- **Accomplishments and Challenges**
- **Leaning Forward**
- **Leadership Commitment**



U.S. AIR FORCE

Small Business - Size Does Matter



- **Size Does Matter – Certain government programs may apply to you**
 - **SBA has established "size standard"**
 - **Tool will help you determine if your business is truly “small”**
 - **Qualifies for government contracts**
 - **Define your business and products using a DUN number and NAICS code**
 - **Register your firm in the System for Awards Management (SAM)**
 - **Market directly to agencies**
 - **Use established procurement vehicles**
- **Find Subcontracting Opportunities and Teaming Arrangements**
 - **Profitable experience**
 - **Growth opportunity**
 - **Relevant past performance experience**



U.S. AIR FORCE

Mandates and Statutory Guidance



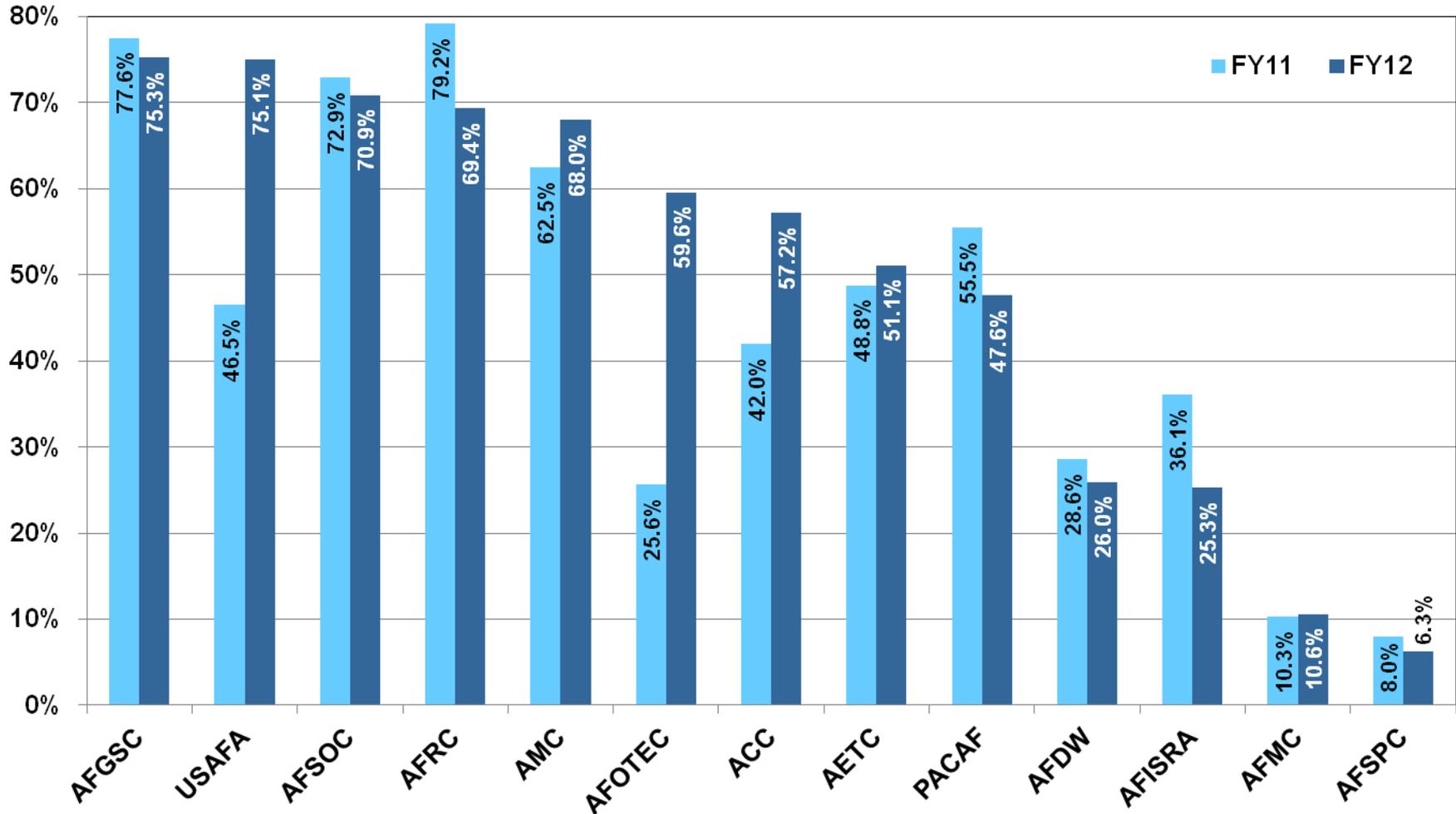
- **Statutory & Regulatory Mandates:**
 - **Goal**: 23% of all eligible dollars obligated by the Federal Government should be awarded to SBs
 - **Rule of Two**: If two or more SBs can perform the work, it should be set aside for SBs

- **Senior Leader Mandates to Meet SB Goals:**
 - **POTUS**: Quarterly WH meetings
 - **Congress**: Hearings, Reports, Engagements
 - **SECDEF**: SES Mandatory SB Performance Criteria & Qtrly AT&L-chaired SB Progress Meetings; AT&L Goals for Services
 - **SECAF**: SES Performance Evaluations & GO Emphasis Item



U.S. AIR FORCE

Mandates and Statutory Guidance





U.S. AIR FORCE

FY13 - *New Approach* to SB Program

Performance Methodology



- Accessible SB Markets:
 - Baseline - previous year SB performance used in establishing accessible market
 - Review contracts ending prior to FY14 in the accessible market and target 1% SB growth
 - Review contracts ending prior to FY14 & identify HOT Spots for 10% SB growth goal
 - Focus on achieving 10 point increases in Knowledge-based services, Facilities Related services, and Electronic & Comm services
- Increased Use of Small Business Concerns – Memo standardizes processes
- Senior Leader Accountability – SES and GO fully implemented in FY12
- Increasing SB/Services Contracts by 10% (FY13) - USAF Plan to AT&L



U.S. AIR FORCE

Small Business Accomplishments



- **NETCENTS II** - Air Force primary source of
 - Netcentric IT products Services and Solutions
 - \$960M ceiling, 7 year ordering period
 - Mandatory Use Policy
 - Two categories are 100% SB Set-Aside
 - Application Services
 - NETOPs and Infrastructure Solutions
 - NETOPs schedule recently moved ahead F&O
 - Existing 8(a) requirements shall remain in the 8(a) program



U.S. AIR FORCE

Small Business Challenges



- **Impacts to Small Businesses if Sequestration happens**
 - Small Businesses will likely to be disproportionately hit
 - Funding reductions are projected
 - Small Businesses in some of the most “friendly’ areas” will be affected
- **Plan of action**
 - Work with small businesses early to prevent unavoidable impacts
 - Try to minimize the impact that may disrupt their cash flow
 - Possible modification of period of performance/cancellation of work/contracts



U.S. AIR FORCE

AF Leaning Forward



- **AF Forward-Leaning -- Enterprise Approach**
 - Consistency in Services Contract Strategies – SB Set-Asides & Reserves
 - Consistency in SB Policies -- Prime Contracts (15 Jun 12 AF-wide Memo)
 - Early SB Engagement (i.e., Services Requirements Approval Documents)
 - Subcontracts – Strengthened SB Participation & Subcontracting Requirements
 - Data-driven tools – USAF Enhanced MAX PRAC tools deployed to focus investment



U.S. AIR FORCE

Leadership and Commitment



- *The AF is Committed to a Data-Driven, Targeted Approach to Improve our SB Program Performance*
- **Our Success will depend upon:**
 - *Continued* AF Senior Leader Commitment & Leadership
 - *Market Research* that Lets Business Leaders Take Prudent Risk to Accomplish our Mission
 - *Industry Engagement* – The AF will reach out to industry associations in FY13 to listen to industry concerns & suggestions



U.S. AIR FORCE

Value of Small Business



- **Jobs**
 - SBs represent 99.7% of all employer firms
 - Employ about 50% of all U.S. workers
 - Created 65% of new jobs in the past 15 years
- **Innovation**
 - SBs produce 13 to 14 times more patents per employee LBs
 - The smallest SBs (fewer than 25 employees) produce the greatest number of patents per employee
- **Proven cost savings**
- **Flexibility to respond to customer requirements**

Integrity - Service - Excellence



U.S. AIR FORCE

Key Web Sites for Small Businesses



- **Business Enterprise Systems Vendor Communication site -**
<http://www.gunter.af.mil/events/businessandenterprisesystems/index.asp>
- **SBA Women Owned Small Business -** <http://www.sba.gov/content/contracting-opportunities-women-owned-small-businesses>
- **NAICS code -** <http://www.census.gov/eos/www/naics/>
- **SAM -** <https://www.sam.gov/portal/public/SAM/>
- **Federal Business Opportunities -** www.fbo.gov/
- **General Services Administration -** www.gsa.gov
- **Dun & Bradstreet -** www.dnb.com



Questions?