Peggy Butler-Mason
Deputy Director, Office of Small Business Programs
Office of the Secretary of The Army

Stacy Watson
Assistant to the Director, Office of Small Business Programs
Office of the Secretary 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
<table>
<thead>
<tr>
<th>Program</th>
<th>FY11</th>
<th>FY12</th>
<th>FY13 thru 5-13-13</th>
</tr>
</thead>
<tbody>
<tr>
<td>US Business</td>
<td>$90.51B</td>
<td>$81.48B</td>
<td>$29.02B</td>
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<tr>
<td>Small Business</td>
<td>$23.67B</td>
<td>$22.16B</td>
<td>$6.63B</td>
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<tr>
<td></td>
<td>26.16%</td>
<td>27.20%</td>
<td>22.83%</td>
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<tr>
<td>Small Disadvantaged</td>
<td>$9.48B</td>
<td>$8.91B</td>
<td>$2.82B</td>
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<tr>
<td></td>
<td>10.47%</td>
<td>10.94%</td>
<td>9.72%</td>
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<tr>
<td>Women-owned</td>
<td>$4.11B</td>
<td>$3.73B</td>
<td>$1.23B</td>
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<tr>
<td></td>
<td>4.54%</td>
<td>4.58%</td>
<td>4.25%</td>
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<tr>
<td>HUBZone</td>
<td>$4.6B</td>
<td>$3.37B</td>
<td>$.77B</td>
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<tr>
<td></td>
<td>5.08%</td>
<td>4.13%</td>
<td>2.64%</td>
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<tr>
<td>Veteran-Owned</td>
<td>$4.11B</td>
<td>$3.73B</td>
<td>$1.43B</td>
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<td></td>
<td>4.54%</td>
<td>4.58%</td>
<td>4.93%</td>
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<tr>
<td>Service-Disabled Veteran-Owned</td>
<td>$3.21B</td>
<td>$3.24B</td>
<td>$1.01B</td>
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<tr>
<td></td>
<td>3.55%</td>
<td>3.98%</td>
<td>3.47%</td>
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</table>
Army Small Business Program Achievements FY08 - FY12

Percentage of total Army spending

Source: FPDS-NG Data as of 3/31/2013
Army Small Disadvantaged Business Program Achievements FY08 - FY12

<table>
<thead>
<tr>
<th>Year</th>
<th>Army SDB Spending</th>
<th>Percentage of total Army spending</th>
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<tbody>
<tr>
<td>FY08</td>
<td>$9.16B</td>
<td>6.81%</td>
</tr>
<tr>
<td>FY09</td>
<td>$10.99B</td>
<td>10.35%</td>
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<tr>
<td>FY10</td>
<td>$10.62B</td>
<td>9.99%</td>
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<tr>
<td>FY11</td>
<td>$9.47B</td>
<td>10.47%</td>
</tr>
<tr>
<td>FY12*</td>
<td>$8.91B</td>
<td>10.94%</td>
</tr>
</tbody>
</table>

Source: FPDS-NG Data as of 3/31/2013
FY12 DoD Small Business Program
Spend by Agency

Total Small Business Eligible Spend

<table>
<thead>
<tr>
<th>Agency</th>
<th>Spend</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Navy</td>
<td>$13.32B</td>
<td>24%</td>
</tr>
<tr>
<td>Air Force</td>
<td>$7.67B</td>
<td>14%</td>
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<tr>
<td>Navy</td>
<td>$22.29B</td>
<td>40%</td>
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<tr>
<td>ODA</td>
<td>$11.84B</td>
<td>22%</td>
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Source: FPDS-NG Data as of 3/31/2013
FY12 Army Small Business Program
Spend by Command

Total Spend

- AMC $54.09B
- USACE $16.44B
- SMDC $1.14B
- PEO STRI $1.83B
- NGB $3.22B
- MEDCOM $1.55B
- INSCOM $1.5B
- ATEC $.07B
- USAMRAA $1.75B

Source: FPDS-NG Data as of 3/31/2013
<table>
<thead>
<tr>
<th>Vendor Name</th>
<th>Dollars Obligated</th>
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</thead>
<tbody>
<tr>
<td>Lockheed Martin Corporation</td>
<td>$5,097,781,023.54</td>
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<tr>
<td>General Dynamics Corporation</td>
<td>$5,033,097,496.21</td>
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<tr>
<td>Raytheon Company</td>
<td>$4,809,566,474.64</td>
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<tr>
<td>United Technologies Corporation</td>
<td>$3,954,740,778.21</td>
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<tr>
<td>The Boeing Company</td>
<td>$2,387,825,306.05</td>
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<tr>
<td>Veritas Capital Fund Ii L.P. The</td>
<td>$2,134,601,285.26</td>
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<tr>
<td>SAIC Inc.</td>
<td>$2,088,372,208.37</td>
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<tr>
<td>BAESystems Plc</td>
<td>$2,044,812,516.00</td>
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<tr>
<td>Fluor Corporation</td>
<td>$1,794,227,490.08</td>
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<tr>
<td>L-3 Communications Holdings Inc.</td>
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<tr>
<td>Textron Inc.</td>
<td>$1,457,858,337.78</td>
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<tr>
<td>Northrop Grumman Corporation</td>
<td>$1,429,435,431.88</td>
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<tr>
<td>Mantech International Corporation</td>
<td>$1,400,573,933.30</td>
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<tr>
<td>URS Corporation</td>
<td>$1,308,060,461.97</td>
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<tr>
<td>CACI International Inc</td>
<td>$1,185,325,904.65</td>
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<tr>
<td>General Atomic Technologies Corporation</td>
<td>$1,154,743,302.93</td>
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<tr>
<td>Oshkosh Corporation</td>
<td>$1,102,994,068.36</td>
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<tr>
<td>ITT Corporation</td>
<td>$1,092,925,971.07</td>
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<tr>
<td>Alliant Techsystems Inc.</td>
<td>$1,003,107,207.15</td>
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<tr>
<td>McDonnell Douglas Helicopter Company</td>
<td>$888,494,479.13</td>
</tr>
<tr>
<td>6 digit NAICS Code (Description)</td>
<td>FY12 Small Business Dollars</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>-----------------------------</td>
</tr>
<tr>
<td>236220 (COMMERCIAL AND INSTITUTIONAL BUILDING CONSTRUCTION)</td>
<td>$4,094,004,601.77</td>
</tr>
<tr>
<td>541712 (RESEARCH AND DEVELOPMENT IN THE PHYSICAL, ENGINEERING, AND LIFE SCIENCES (EXCEPT BIOTECHNOLOGY))</td>
<td>$1,930,587,021.60</td>
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<tr>
<td>237990 (OTHER HEAVY AND CIVIL ENGINEERING CONSTRUCTION)</td>
<td>$1,472,619,087.34</td>
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<tr>
<td>541330 (ENGINEERING SERVICES)</td>
<td>$1,150,354,810.40</td>
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<tr>
<td>561210 (FACILITIES SUPPORT SERVICES)</td>
<td>$954,890,584.67</td>
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<tr>
<td>562910 (REMEDIATION SERVICES)</td>
<td>$681,545,292.46</td>
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<tr>
<td>541930 (TRANSLATION AND INTERPRETATION SERVICES)</td>
<td>$601,664,805.70</td>
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<tr>
<td>236210 (INDUSTRIAL BUILDING CONSTRUCTION)</td>
<td>$429,779,724.44</td>
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<tr>
<td>541512 (COMPUTER SYSTEMS DESIGN SERVICES)</td>
<td>$419,746,987.58</td>
</tr>
<tr>
<td>517110 (WIRED TELECOMMUNICATIONS CARRIERS)</td>
<td>$375,799,835.55</td>
</tr>
</tbody>
</table>
What the Army Buys

Army Materiel Command (AMC)
Buys:
• Combat systems
• Information systems
Website: http://www.amc.army.mil/

Army Contracting Command (ACC)
Buys:
• Installation level services and supplies
• Common use information technology, hardware, software, and services
• Mission support
Website: http://www.acc.army.mil/

Mission Installation Contracting Command (MICC)
Buys: Installation Supplies & Services
Website: http://www.acc.army.mil/micc/
What the Army Buys

Military Surface Deployment & Distribution Command (SDDC)
Buys:
• Travel Services
• Transportation and Storage of Personal Property
Website: http://www.sddc.army.mil/

US Army Program Executive Office for Simulation, Training, & Instrumentation (PEO STRI)
Buys:
• Simulation, Training, and Testing Solutions
• Acquisition Services for the Warfighters and the Nation
Website: http://www.peostri.army.mil/
What the Army Buys

US Army Corps of Engineers (USACE)
Buys:
• Military/civil works construction projects
• Environmental projects
Website: http://www.usace.army.mil

National Guard Bureau (NGB)
Buys:
• Base operations
• Construction/environmental projects
Websites: http://www.arng.army.mil

Army Medical Command (MEDCOM)
Buys:
• Medical supplies and health care equipment
• Professional services
Website: http://www.armymedicine.army.mil/
What the Army Buys

Space & Missile Defense Command (SMDC)
Buys:
• Research and Development
• Engineering Support Services
Website: http://www.smdc.army.mil/

Army Medical Research & Materiel Command (MRMC)
Buys:
• Medical Research
Website: http://www.mrmc.smallbusopps.army.mil/

Army Intelligence & Security Command (INSCOM)
Buys:
• Intelligence security information systems
Website: http://www.inscom.army.mil
## Army Mentor Protégé Program Teams

<table>
<thead>
<tr>
<th>Mentor</th>
<th>Protégé</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANSER Corp.</td>
<td>Halfaker &amp; Associates, LLC</td>
</tr>
<tr>
<td>BAE Corp.</td>
<td>Cristek Interconnects, Inc.</td>
</tr>
<tr>
<td>BAE Corp.</td>
<td>Clear Align</td>
</tr>
<tr>
<td>Binary Group</td>
<td>Credence Management, Inc.</td>
</tr>
<tr>
<td>Booz Allen Hamilton</td>
<td>Millennium Corp.</td>
</tr>
<tr>
<td>DynCorp International</td>
<td>CenterScope Technologies, Inc.</td>
</tr>
<tr>
<td>Jacobs Engineering Group</td>
<td>TANTARA Corp.</td>
</tr>
<tr>
<td>Jacobs Engineering Group</td>
<td>Northwind Engineering</td>
</tr>
<tr>
<td>Jacobs Engineering Group</td>
<td>Windamir Construction</td>
</tr>
<tr>
<td>MVM, Inc.</td>
<td>SBG Technology, Inc.</td>
</tr>
<tr>
<td>SAIC</td>
<td>Minerva Engineering</td>
</tr>
<tr>
<td>SAIC</td>
<td>Cybernet Systems</td>
</tr>
<tr>
<td>SpecPro, Inc.</td>
<td>Environmental Decisions, Inc.</td>
</tr>
<tr>
<td>Tetra Tech EC, Inc.</td>
<td>Green Seal Environmental, Inc.</td>
</tr>
</tbody>
</table>
Army Mentor Protégé: Who is Eligible?

• Mentors
  • Have at least one active approved subcontracting plan negotiated with DoD
  • Be eligible for award of Federal contract
  • May be an 8(a) Graduate
  • Committed to small business & protégé
  • Can mentor more than 1 protégé under separate agreements
Army Mentor Protégé: Who is Eligible?

- Proteges
  - Certified and Self Certified Small Disadvantaged Business
  - Qualified organizations employing the severely disabled
  - Women-Owned Small Business
  - Indian-Owned Small Business
  - Native Hawaiian Organization-Owned Small business
  - Qualified HUBZone Small Business
  - Service-Disabled Veteran-Owned Small Business
  - Be eligible for award of Federal contracts
Army Mentor Protégé Program
How to Apply

• Review Army Mentor-Protégé Policies & Procedures and Proposal Instructions, website www.sellingtoarmy.info, for submittal of Hybrid and Reimbursable proposals

• Proposals submitted electronically via website
  ✓ Reimbursable Proposals due: 15 Feb and 15 Jun
  ✓ Hybrid Proposals: Open Year Round
  ✓ Credit Proposals: Open Year Round

• Proposal evaluation/award time frame is approximately 5 months from submittal.
Army

- Application Process using specific evaluation criteria.
- Stand alone contract issued by US Army Redstone Arsenal Contracting Agency.
- Non-Manufacturing Agreements <$750,000, Manufacturing may be higher but cannot exceed $1 Million a year.
Army Mentor Protégé: How to Apply

Army

• Visit our website www.sellingtoarmy.info & click the link for the Mentor-Protégé Program

• Clink the “Legislative & Policy Information” box to view Army Mentor-Protégé Policies & Procedures and Army FY13 Proposal Instructions

• Clink the “Business Development Center” box to retrieve required templates for proposal submission
Impediments to success

• Subcontracting expectations unrealized
• Poor communication and weak commitment between Mentor and Protégé
• Remote geographic location
• Conflicting goals, lack of program integration
• Inordinate expense to Protégé
• There are unreimbursed costs for both the mentor and the protégé
Contributors to Success

- Communication, Communication, Communication
- Compatibility of Mentor and Protégé
- Strong Management Focus
- Periodic reviews/modifications of agreement, as needed
- Assistance aligned with Protégé’s strategic vision
- Commitment by both parties to the agreement
- Technology transfer provides potential subcontracting opportunities for the protégé
Women-Owned Small Business Federal Contracting Program

• Authorizes contracting officers to set-aside certain federal contracts for Women-Owned Small Businesses (WOSB) or Economically-Disadvantaged Women-Owned Small Businesses (EDWOSB)

• Levels the playing field for WOSBs when competing for federal contracts

• Provides agencies with tools to meet WOSB goals of 5% (5% prime contracting dollars to WOSBs government-wide; goals vary by agency)

• Also known as the “8(m) Program” after authorizing section of the Small Business Act
WOSB Program: Set-asides

- 83 NAICS Codes:
  - 38 NAICS Codes = WOSB “substantially under-represented”: Competition may be restricted to all certified WOSBs
  - 45 NAICS Codes = WOSB “under-represented”: Competition may be restricted to certified EDWOSBs (women business owners who can also demonstrate economic disadvantage)

- Award threshold of $4 million ($6.5 million for manufacturing) was removed by NDAA FY13

- “Reasonable expectation” of two or more WOSBs/EDWOSBs bidding

- “Fair and reasonable” price

- Sole-source contracts not part of program

- Contracts currently performed by 8(a) firm not eligible
WOSB Program: Who is eligible?

**Size:** Must be small according to SBA size standards

**Ownership:** Must be at least 51% directly and unconditionally owned by a woman or women

**Citizenship:** Majority owner or owners must be U.S. citizens

**Management:** Control and day-to-day management must be in hands of a woman or women
An **Economically-Disadvantaged Woman-Owned Small Business** (EDWOSB) is a WOSB which is owned by a woman or women whose:

- Personal Net Worth < $750,000
- Average Annual Income < $350,000
- Total Assets < $6,000,000 (including primary residence and business)
WOSB Joint Ventures

- Size: Combined annual receipts or employees of joint venture must meet NAICS code assigned to contract
- EDWOSB/WOSB must be managing venturer
- EDWOSB/WOSB employee must be project manager responsible for performance of the contract
- EDWOSB/WOSB must receive at least 51% of net profits
- The joint venture agreement must be in writing
- Joint venture must meet subcontracting limitations

*Note*: Joint venture agreement does not have to be approved by SBA
Participating in the WOSB program

• Compliance Guide may be downloaded at www.sba.gov/wosb

• Firms may elect to self-certify or to be certified by an authorized 3rd party.

• WOSB status must be registered and represented at www.sam.gov (previously CCR and ORCA)

• Supporting documents must be uploaded to WOSB Program Repository, a component of SBA’s

• General Login System (GLS)
WOSB Program Repository

• Secure online document repository maintained by SBA

• Houses WOSB/EDWOSB supporting documentation and Third-Party Certifications

• Documents must be in Adobe PDF format

• Contracting Officers may only access documents when granted access by WOSB for purposes of confirming eligibility for contract award
Websites

- Army Office of Small Business Programs
  http://www.sellingtoarmy.info

- DOD Office of Small Business Programs
  http://www.acq.osd.mil/osbp

- Small Business Administration (SBA)
  http://www.sba.gov

- Federal OSDBU Directors Listing
  http://osdbu.gov/members.html
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.

Questions?

www.sellingtoarmy.info