

UNITED STATES DEPARTMENT OF AGRICULTURE
OFFICE OF THE SECRETARY
WASHINGTON, D.C. 20250

July 12, 2005

SECRETARY'S MEMORANDUM **5090-001**

USDA Service Disabled Veteran-Owned Small Business Strategic Initiative

1 BACKGROUND AND PURPOSE

President Bush signed Executive Order 13360 on October 21, 2004, to demonstrate the Nation's appreciation for the services rendered by Service Disabled Veteran-Owned Small Business owners, whose disabilities were incurred while serving in the Armed Forces. We are indebted to these men and women for their service to our country. One tangible method for expressing our gratitude to these small business owners for their sacrifices is to expand their ability to grow their enterprises utilizing Federal contracting opportunities. The Order requires that Heads of Agencies significantly increase the number of prime and subcontracts awarded to service disabled veteran-owned small businesses; and, directs Federal agencies to develop strategies for implementing the policies set forth in the Order.

It is USDA's goal to fully implement the intent of this Executive Order, by attaining or exceeding the mandated 3 percent goal for contracts awarded to service disabled veteran-owned small businesses. These men and women have earned and deserve consideration within the USDA contracting arena, and it is our responsibility to assist the President in achieving his objective. This department-wide effort requires the collective involvement and support of all agencies.

2 ACTIONS ORDERED

It is ordered that the USDA Service Disabled Veteran-Owned Small Business Strategic Initiative be established as a Secretarial Initiative and that the Assistant Secretary for Administration be authorized to exercise all the responsibilities, authorities, and functions assigned to this effort.

3 ASSIGNMENT OF RESPONSIBILITIES

I designate the Assistant Secretary for Administration to serve as Executive Lead. In compliance with the Order, the Assistant Secretary has developed a "Service Disabled Veteran-Owned Small Business Strategy," that provides the formal direction and aggressive activities essential for implementing the provisions of the Order and for this Initiative.

The Assistant Secretary for Administration will collaborate with each Under and Assistant Secretary to communicate the importance of this Initiative, obtain the support of agency program and contracting officials, and increase efforts and activities designed to locate and direct contracts to service disabled veteran-owned small businesses.

The responsibilities for management of the USDA Service Disabled Veteran-Owned Small Business Strategic Initiative are assigned to the Office of Small and Disadvantaged Business Utilization and include:

- a. Coordinating the Initiative with the Assistant Secretary for Administration and USDA agencies; and
- b. Implementing, managing and monitoring the Initiative with USDA agencies.

The responsibilities assigned to USDA agencies include:

Carrying out the requirements of Executive Order 13360 and those outlined in "The USDA Service Disabled Veteran-Owned Small Business Strategy" as follows:

- a. Taking actions necessary to increase the participation of service disabled veteran-owned small businesses in USDA acquisitions for attaining or exceeding the mandated 3 percent goal for contracts awarded to these concerns.
- b. Additionally, for all applicable Information Technology planned contract requirements, establishing a goal of an aggregate of 5 percent of the dollar value of these contracts toward the participation of service disabled veteran-owned small businesses to be included in meeting overall small business program goals.

The Chief Information Officer, as a key partner for expanding USDA's ability to maximize Information Technology contracting opportunities for service disabled veteran-owned small businesses, will provide expertise and consultation for developing strategies to achieve this goal.

4 EXISTING DIRECTIVES

Prior delegations of authority, administrative regulations, and other directives not inconsistent with the provisions of this memorandum remain in full force and effect.

5 EFFECTIVE DATE

The actions ordered by this memorandum shall be effective on the date of signature.

6 TERMINATION

This memorandum will remain in effect for one year, or until such earlier time as the Department's published delegations of authority have been revised to incorporate the provisions of this memorandum.

/s/

Secretary of Agriculture