



**DEPARTMENT OF THE ARMY**  
**OFFICE OF THE SECRETARY OF THE ARMY**  
**OFFICE OF SMALL AND DISADVANTAGED BUSINESS UTILIZATION**  
**106 ARMY PENTAGON**  
**WASHINGTON DC 20310-0106**

January 30, 2004

SADBU

**SUBJECT:** SADBU Information Letter 04-1, U. S. Army Small and Disadvantaged Business Utilization Awards Program

1. Purpose. This Information Letter:
  - a. Establishes criteria for the Army Small Business Program Awards.
  - b. Sets forth procedures for preparing and submitting nominations.
  - c. Assigns responsibility for administering the program to the Office of Small and Disadvantaged Business Utilization (OSADBU).
2. Objective of Program: Recognize superior performance for individual Small Business Programs Areas, as designated by the OSADBU, through a formal recognition program that encourages innovation and initiative at the MACOM level.
3. Eligibility:
  - a. US Army Materiel Command (AMC)
  - b. US Army Corps of Engineers (ACE)
  - c. Defense Contracting Command-Washington (DCCW)
  - d. US Army Intelligence and Security Command (INSCOM)
  - e. US Army Medical Command (MEDCOM)
  - f. US Army Medical Research and Materiel Command (MRMC)
  - g. Surface Deployment and Distribution Command (SDDC)
  - h. Space and Missile Defense Command (SMDC)
  - i. US Army Test and Evaluation Command (ATEC)
  - j. US Army Contracting Agency (ACA)
  - k. National Guard Bureau (NGB)
4. Award Categories:
  - a. Small Business
  - b. Subcontracting
  - c. Mentor-Protégé
  - d. Women-Owned

- e. 8(a)/Small Disadvantaged Business (SDB)
  - f. Veteran-Owned
  - g. HUBZone
  - h. Historically Black Colleges and Universities and Minority Institutions (HBCU/MI)
5. Award Criteria: MACOMs will be competitively evaluated against one another based on the following criteria. (The order of listing does not imply the order of importance).
- a. Percentage of assigned target achieved by the MACOM during the identified FY. Mentor-Protégé will not be evaluated in this area.
  - b. Outreach initiatives undertaken by the MACOM that contributed to success of the evaluated program area and resulted in the continued improvement of the program area. (e.g., activity trade fairs, open houses, special outreach events or programs).
  - c. Initiatives undertaken with Government Procurement Personnel to include Contracting, Program Management, and Small Business within the MACOM that increased effectiveness of the Small Business Program (e.g. training, recognition/incentive awards, acquisition planning). These initiatives should directly influence success of program area identified.
  - d. Command involvement in supporting the program area that resulted in positive results for the Small Business Program.
  - e. Public relations efforts made by the MACOM to promote the program area (e.g. print, radio and television). Type of the medium, date and a very brief description of the content will be detailed.
6. Preparing nominations:
- a. Army agencies will submit nominations through the OSADBU website [www.sellingtoarmy.com](http://www.sellingtoarmy.com). Each AD will be issued a login and password for their MACOM. The website will possess the capability to save, print and submit nominations electronically. MACOM ADs or their designated representative(s) will be responsible to enter data for their respective Command's SB Program through the OSADBU website.
  - b. Each evaluated area will be limited to eight lines or approximately 50 words. Given these parameters, it is encouraged to efficiently list facts and relevant information. Nominations will only be judged based on content.
  - c. Nominations must be submitted not later than 15 April of each year and should primarily focus on accomplishments during the year for which nominated (e.g., 2003 nominations should primarily address accomplishments during FY 2003). All MACOMs are encouraged to submit a nomination for each program area.
7. Evaluation of Nominations:
- a. Nominations will be evaluated by a panel chaired by the Director of the Office of Small and Disadvantaged Business Utilization, or designated representative, and will consist of representatives from Headquarters, Department of the Army.

- b. One MACOM will be selected for each category.
8. Award presentation: The Director, OSADBU will:
- a. Announce the award winners NLT 1 Jun.
  - b. Present a personalized plaque to the MACOM Representative during the banquet portion of the Army Small Business Training Conference, or other appropriate event.
9. Point of Contact is MAJ Jim Blanco, (703) 693-6115.

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Director