

Marketing and Navigating a Major Commitment and Challenge for Small Businesses



Presented by:

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Five Recommended Strategies

- **Know our Mission and Organizational Structure**
- **Evaluate our Small Business Requirements and Protocol**

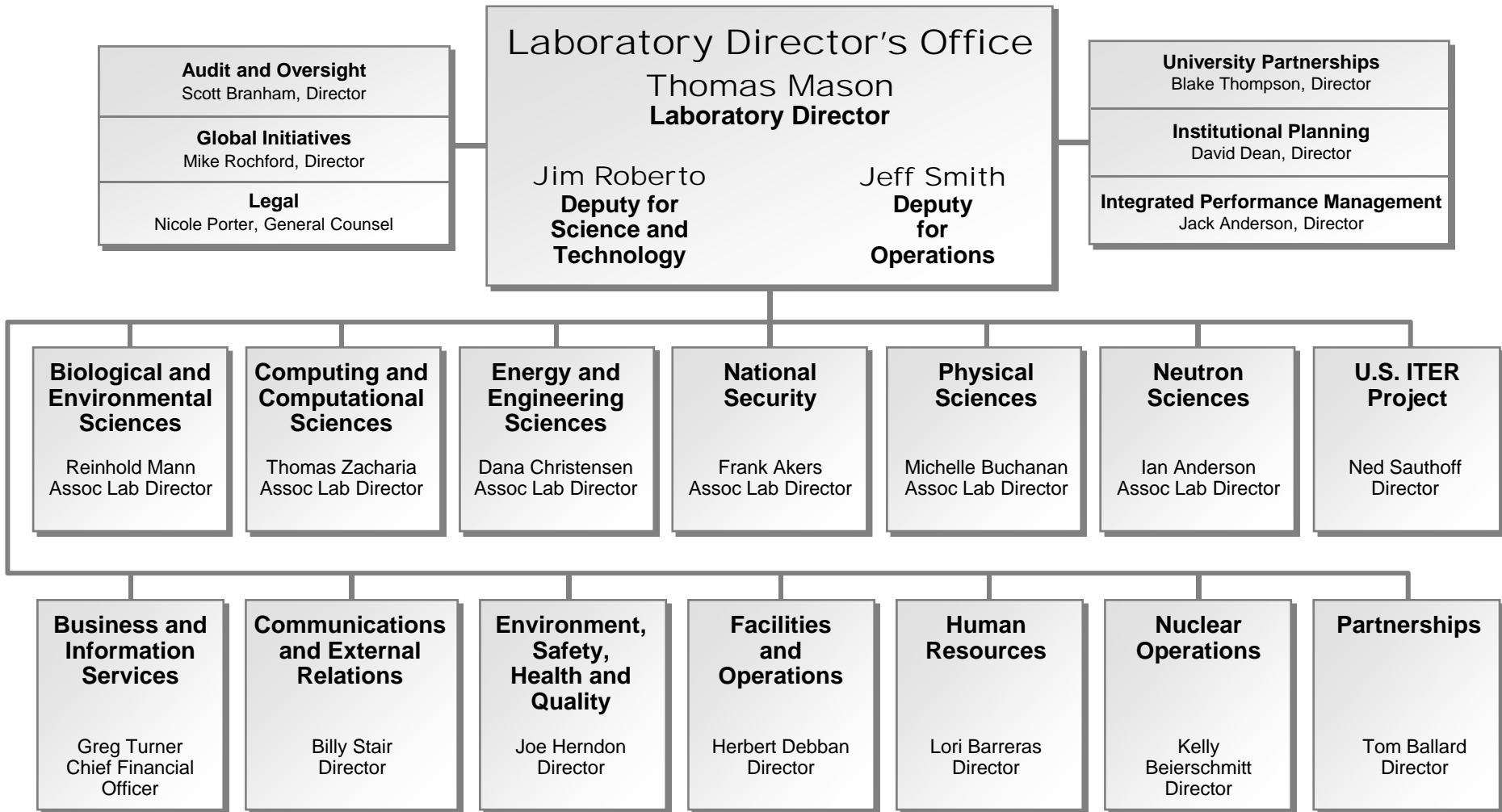


Five Recommended Strategies – Contd.



- **Know What we Buy and When**
- **Be Competitive**
- **Sale Quality, Good Pricing, and On Time Delivery**

ORNL Organization Structure



Divisions – Technical Organizations

- Biosciences
- Center for Nanophase Material Sciences
- Chemical Sciences
- Computational Sciences and Engineering
- Computer Science and Mathematics
- Department of Defense
- Energy and Transportation Science
- Environmental Sciences
- Fusion Energy
- Information Technology Service
- Materials Science and Technology
- Measurement Science and Systems Engineering
- Nuclear Science and Technology
- Neutron Facilities Development
- Neutron Scattering Science
- Physics
- Research Accelerator
- Research Reactors

Divisions – Support Organizations

- Accounting
- Asset Management and Small Business Programs
- Business Analysis
- Business Management
- Business Strategies and Assurance
- Campus Support and Instrument Services
- Human Resources Consulting Services
- Creative Media
- Environmental Protection and Waste Services
- Fabrication, Hoisting, and Rigging Division
- Contracts
- Facilities Development
- Facilities Management
- Facilities Strategic Planning
- Health Services
- Integrated Operations Support
- Logistical Services
- Laboratory Protection
- Nonreactor Nuclear Facilities
- Nuclear and Radiological Protection
- Research Library
- Safety Services
- Prime Contract Administration
- Quality Services
- Utilities Division

Small Business Protocol

- **Registered in CCR**
- **One Page Capability Statement**
- **Clearly Demonstrate your Past Performance**
- **Call on and meet with the Small Business Manager**
- **Review our Procurement Policies/FAIR**

Know What We Buy

Fiscal Year 2008 to Date

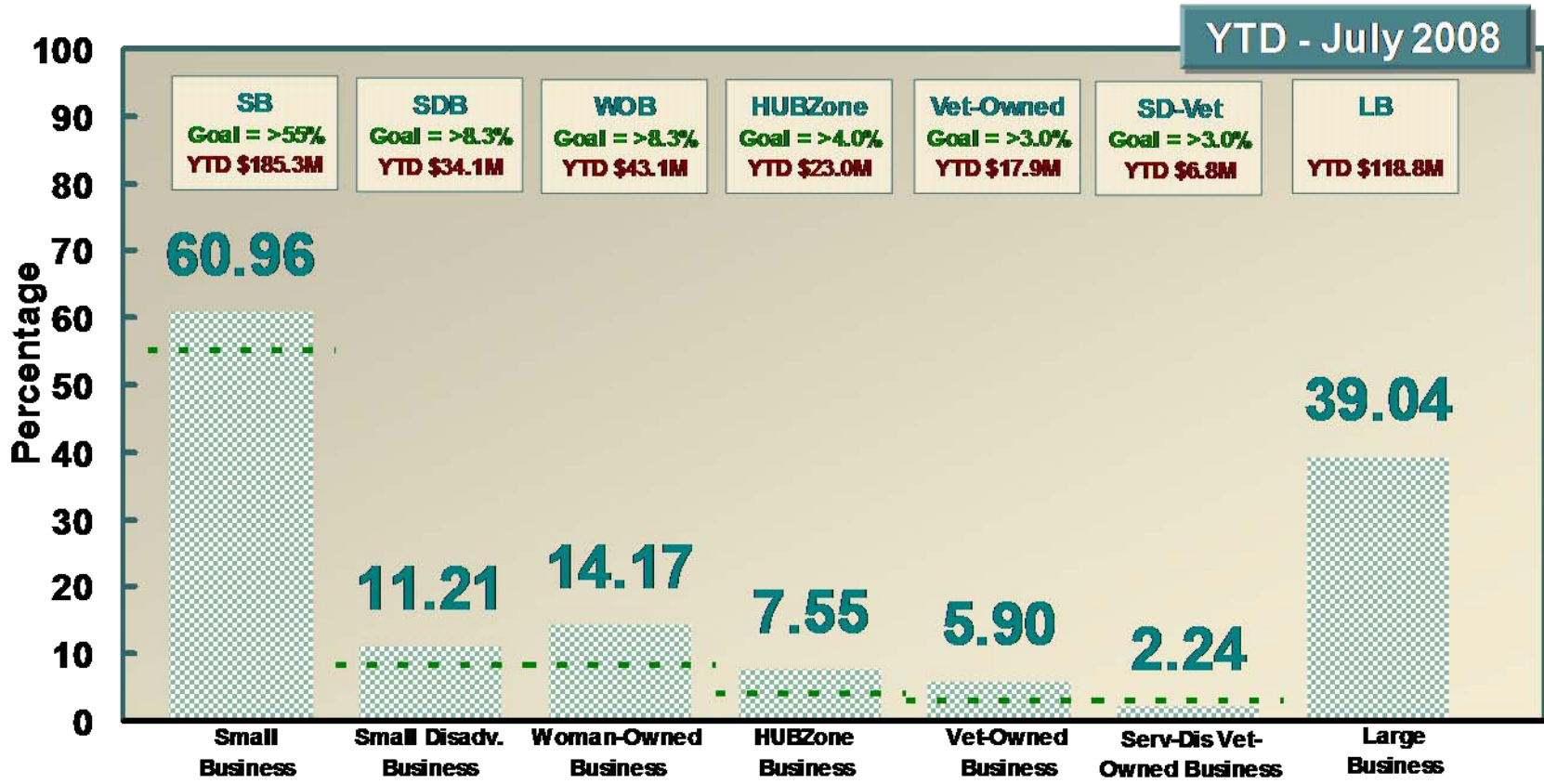
- Services \$456.8 Million
- Construction \$20.5 Million
- Materials (Commodities) \$85.8 Million
- Just in Time (AVID) \$16.1 Million
- P-Cards \$17.9 Million

Case Studies

- **A&W Office Supply (SDVOSB)**
- **Bentco Office Solutions (8(A) & HubZone)**
- **Cherokee Steel (SDVOSB)**



% Subcontract Dollars Placed with SB Firms FY 2008



FY 2008 YTD	Historical Data:	FY 00*	FY 01	FY 02	FY 03	FY 04	FY 05	FY 06	FY 07	FY 08	FY 09
SB Base \$303.9M	SB=Small Business	54.57	48.41	49.22	54.10	62.70	50.79	57.84	58.47		
Educ Base \$47.7M	SDB=Small Disadvantaged Business	9.77	7.55	6.42	6.24	9.23	7.09	10.54	9.26		
Total Proc \$560.5M	WOB=Small Woman-Owned Business	8.51	7.45	12.21	8.80	10.31	7.86	11.35	12.33		
	HUBZone=Historically Underutilized Business Zones	0.05	0.24	0.37	1.97	4.42	3.21	7.35	6.74		
	Vet-Owned=Veteran-Owned Small Business	N/R	0.32	0.82	1.19	3.00	1.49	4.07	3.52		
	SD-Vet=Service-Disabled Veteran-Owned Small Business	N/R	0.037	-0.001	0.028	0.140	0.115	1.652	1.023		

Base for SB, SDB, WOB & HUBZone %s Excludes Foreign, GOVT, INTG, IGT & Affiliates and Includes P-Cards.

2SELA/SE Combined.xls

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- **Visit our website:**
<http://www.ornl.gov/adm/smallbusiness/>