Missile Defense Agency
Office of Small Business Programs
Quarterly Newsletter | Jan. 2012

NEXT ISSUE

April 2012

Message from the Director,
Lee Rosenberg

I hope everyone is returning to work from a wonderful holiday season and ready to get back into the swing of things. The Missile Defense Agency (MDA) Office of Small Business Programs (OSBP) is looking forward to another great year ahead serving the interests of both the Agency and the small business community towards our common goal of expanding the small business industrial base supporting the Agency. In this edition, I'd like to focus on how small businesses in the manufacturing world can participate in the Ballistic Missile Defense System (BMDS).

As you may be aware, unlike the Military Services or Defense Logistics Agency, MDA does not maintain large warehouses full of spare parts or depots and arsenals (the support of which can result in many prime contracts to small businesses with manufacturing capabilities being awarded). Most of the support to our major systems comes from contractor logistics support provided by our major weapon systems integrators and original equipment manufacturers (OEMs). Therefore, the market place for most small business manufacturing firms within MDA lies in subcontracting to the aforementioned folks. Often times, these large prime contractors have a stable of vetted subcontractors they go to for the parts and components that comprise our major systems, causing small businesses to have a tough time trying to break into that market place. We, in the MDA OSBP, recognize this and have tried to incentivize our large prime contractors to expand the capabilities of the supporting small business industrial base through contract performance

requirements that deal with small business utilization in subcontracting. Specifically, these requirements are oriented to: (1) foster more competition throughout the supply chain to drive down costs and improve quality; (2) where cost effective, to qualify more small business sources to reduce single point failures in the supply chain where critical parts or components are obtained via sole sources; (3) and , finally, to increase the transition of technologies developed under the Agency's Small Business Innovation Research and Small Business Technology Transfer (SBIR/STTR) Programs. We already attempt to incentivize these efforts by placing small business utilization criteria on every award fee contract and are in the process of developing an incentive fee structure that will incentivize the above behavior for use on future major systems contracts.

This still doesn't assist you directly in breaking into the market place and that's where our Small Business Advocacy Council (SBAC) members can help. The SBAC is comprised of Small Business Liaison Officers (SBLO) from our major large business prime contractors. These members all speak "Missile Defense" and know what their companies are doing to support the Agency and the BMDS. They are a good entry points into their respective companies and can advise you on how best to market your capabilities within their organizations. They can often hook you up with the appropriate buyer or manager and save you time and effort in marketing to all the wrong people. They often share data and refer to themselves as "competimates." My feelings in regards to the SBAC are that all the members are passionate about small businesses and want their companies to succeed in this area.

Message from the Director

You can access the SBAC through the official MDA Small Business Web site by going to **www.mda.mil/business/bus_mdasbac.html** and then selecting the appropriate SBLO by clicking on their name. This will set up an automatic e-mail to them where you can explain your capabilities. Also contained on the list of companies is a list of the NAICS codes where they are actively seeking subcontractor capability. This list is updated by them periodically, so you will want to check the Web site on a regular basis. You'll find two basic types of businesses on the Web site: those primarily involved in manufacturing the systems that make up the BMDS and those that are primarily providers of advisory & assistance services (A&AS). Please be selective in who you contact as A&AS providers are unlikely to be interested in cable harness manufacturers or machine shop services. On the other hand, for those small businesses that do provide A&AS capabilities, you may find a market with some of the major weapon systems integrators. One caution here: always consider the organizational conflict of interest issues that may arise if you are already providing those types of service in some capacity to the Agency.

I hope this gives those of you in the manufacturing industrial base an idea about how you can participate in the very important and critical mission of defending the U.S., our deployed forces, and friends & allies against ballistic missiles of all ranges and types. We need your skills and capabilities to expand our supporting small business industrial base which is so critical to MDA being able to accomplish its mission.

Help Us Help You!

By Genna Wooten

Some of you may know the role that the Office of Small Business Programs plays of being your advocate in procurements inside the Missile Defense Agency (MDA). You and the company that you represent bring not only speed, agility and innovation to the table, but you also help control cost.

Lee Rosenberg, Director of the Office of Small Business Programs, sits as a voting member on all Acquisition Strategy Panels (ASP's) and Acquisition Strategy Boards (ASB's) and presents the case for small businesses working hard to ensure that you are represented in each procurement. When he stands before each panel, or board, arguing the case for a SB set-a-side, he must ensure that the information that he is conveying is a true and accurate representation of the small business industrial base. Mr. Rosenberg must know that there are companies out there (like yours) qualified and ready to perform the task at hand and have a full understanding of the Ballistic Missile Defense System (BMDS) mission. How does he do this? How can he stand in front of his peers and say, with certainty, that there are enough small businesses (like yours) that not only are qualified to do the work, but are willing to actually bid on the contract? It's called Market Research. Market Research is done at the very beginning stages of a procurement to decide the acquisition strategy and to see if it could have the potential to be set-a-side for small businesses to bid on. There are several ways Market Research can be done, however, we always (at least in this office) start with our in-house directory at **www.mdasmallbusiness.com**.

As Deputy Director, I get the opportunity and pleasure of talking to small businesses to discuss upcoming opportunities within MDA and how they could potentially play a vital role in the BMDS and ultimately the defense of the Nation. In these meetings we discuss the steps of registering with our Agency and I inevitably see the looks on their face when I ask them to register in our directory. I get the "oh no, not another black hole where I put in my information and never hear anything again" look. This could not be farther from the truth. This directory is where we start any Market Research that comes through our office. We ask that you include your company information, DUNS number, Socio-Economic status, NAICS code, Web address, links to your capability briefings, past performance and security clearances. When the acquisition process begins, we dig into this repository to see how many companies are there that perform under the specified NAICS code. We look at their capability statement to determine their strengths in specific areas and sometimes will even call if we have any questions. This is your starting point for marketing to our Agency and your "Calling Card" when we need it.

One very important final thought: the one pitfall we see the most is outdated information that is listed in your company profile. We often send out emails with important information relevant to the NAICS codes you list, only to have the email bounce back with undeliverable information. Keep your profiles fresh, your past performance relevant and contact info updated to maximize your opportunities.

What's All the Fuss About Numbers & Codes?

By Laura Anderson

Prior to doing business with the Government, make sure you know your company's numbers & codes – more specifically, NAICS, DUNS and CAGE codes. They are essential for your company to have in place before it pursues Government contract work. These ID codes are what make your company unique. They are to Government contractors what fingerprints are to individuals and you should use these numbers and codes anytime you are promoting and marketing your products or services.

Let's begin with NAICS Codes -- The North American Industry Classification System (NAICS) identifies business establishments by category. It is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. NAICS was developed jointly by the U.S., Canada, and Mexico to provide new comparability in statistics about business activity across North America.

Second on the list, Dun & Bradstreet's nine-digit DUNS code has become a standard business identifier worldwide. Short for Data Universal Numbering System, DUNS numbers are required for government contractors of Federal Government agencies. It is important to note that you will need your DUNS number to register with the CCR and receive a CAGE code as described below. For additional information, visit the D&B website at **www.dnb.com**.

Lastly, the Commercial and Government Entity, or CAGE, code is a five-character ID number that identifies contractors. To obtain a CAGE code, you must first complete the Department of Defense's Central Contractor Registration (CCR), which is a requirement for doing business with the Federal Government. CCR applications are available at **www.ccr.gov/Start.aspx**. You will be assigned your CAGE code as part of the CCR validation process. Once your CCR registration is active, you can view your CAGE code online when you log into your CCR account.

The CCR was created to simplify the Department of Defense's Government contractor registration process by allowing contractors to fill out one form online rather than completing a separate paper form at every procurement office. Similarly, CAGE codes streamline the process of communicating and doing business with government agencies. Make sure to complete the necessary legwork upfront, so you can concentrate on winning Federal Government contracts!

Subcontracting Program Update

By Jerrol Sullivan

"Working with Comprehensive Small Business Subcontracting Plan (Test Program) Participants"

In an August 5, 2011, memo to the Defense Contract Management Agency (DCMA) - Comprehensive Small Business Subcontracting Plan (Test Program) (CSP) Office of Small Business, the Department of Defense (DoD) Director of Small Business Programs authorized the DCMA-CSP Division to negotiate FY12 plans with CSP program participants and approve the plans by October 1, 2011. This interim approval authorizes the FY12 plans to remain in effect for one year pending the authorization of the National Defense Authorization Act (NDAA) for FY12. Because the CSPs are required to be negotiated annually, and do not correspond with the authorization date (December 31, 2011) contained in the present legislation (Section 863, Public Law 111-383 (National Defense Authorization Act (NDAA) for FY11, this approval precludes a lapse of coverage beginning October 1, 2011.

All CSP participants performing on MDA contracts have successfully negotiated FY12 Comprehensive Small Business Subcontracting Plans with DCMA. Some small businesses may be reluctant pursue subcontracting opportunities with prime contractor CSP participants –mistakenly believing these primes are allowed to circumvent the requirement to provide subcontracting opportunities for small businesses. The MDA Office of Small Business Programs continues to monitor these CSP participants' small business utilization and ,when possible, ensure they are contractually obligated and/or incentivized to maximize small business participation as subcontractors on MDA acquisitions. With this oversight assurance in place, we encourage small businesses to know what our large prime contractors do for MDA, what they buy, and to bring business ready solutions to the primes before the final RFP is posted.

MiDAESS Awards

Full and Open

Acquisition Support (Capability Group 2)
IDIQ Contract Award Date: 9/8/2010

Booz Allen Hamilton	HQ0147-10-D-0018			
Computer Sciences Corporation	HQ0147-10-D-0019	DOB-01-10	1/20/2011	Integration Synchronization
		DOB-03-10	1/21/2011	Budget Execution/Funds Control
Paradigm Technologies, Inc.	HQ0147-10-D-0020	DOB-02-10	2/28/2011	Strategic Financial Planning
Odyssey Systems Consulting Group	HQ0147-10-D-0021			

Engineering Support (Capability Group 3)
IDIQ Contract Award Date: 8/30/2010

ERC, Inc.	HQ0147-10-D-0006			
Madison Research Corporation	HQ0147-10-D-0007			
Computer Sciences Corporation	HQ0147-10-D-0008	DE-01-10	7/8/2011	System Engineering Integration
		DE-05-10	3/22/2011	Sensor Engineering
		DT-04-11	11/4/2011	General Test Support
General Dynamics IT	HQ0147-10-D-0009	DT-02-10	2/14/2011	Ground Test Support
Sparta, Inc.	HQ0147-10-D-0010	DE-03-10	6/8/2011	Weapons and Missile Systems
		DE-07-10	2/8/2011	Space Portfolio Engineering
		DE-08-10	5/24/2011	C3BM
		DE-10-10	5/26/2011	M&S Engineering
		DE-11-10	3/24/2011	Laser (Directed Energy) System Engineering
		DT-01-10	5/20/2011	Flight Test Support
		DT-03-10	5/5/2011	Component Test Support

Infrastructure and Deployment Support (Capability Group 4)
IDIQ Contract Award Date: 6/23/2010

Computer Sciences Corporation	HQ0147-10-D-0022	DDW-01-10	1/25/2011	Warfighter Interface
		DXF-01-10	3/10/2011	Facility, Logistics, and Space Management
		DXF-03-10	3/3/2011	Environment & Management
		DT-08-10	8/11/2011	Warfighter Operational Support
General Dynamics IT	HQ0147-10-D-0023			
Sparta, Inc.	HQ0147-10-D-0024	DDW-02-10	5/26/2011	Operations Support
		DXF-02-10	4/21/2011	Facilities Life-Cycle Management Site Activation Planning, Deployment, and Integration

Agency Operations Support (Capability Group 5)
IDIQ Contract Award Date: 6/17/2010

ALATEC, Inc.	HQ0147-10-D-0002	DS-01-10	9/27/2010	Functional Management and Non-Matrix Admin. Support
Computer Sciences Corporation	HQ0147-10-D-0003			
EMC, Inc.	HQ0147-10-D-0004			

Security and Intelligence Support (Capability Group 6)
IDIQ Contract Award Date: 8/30/2010

Booz Allen Hamilton, Inc.	HQ0147-10-D-0011	DXS-02-10	4/18/2011	Declassification
		DXS-05-10	4/18/2011	Counter Intelligence
		DXC-03-10	7/22/2011	BMDS Information Assurance/Computer Network Defense
Lockheed Martin, Inc.	HQ0147-10-D-0012	DXS-03-10	5/27/2011	Intelligence
QinetiQ North America, Inc.	HQ0147-10-D-0013	DXS-01-10	5/23/2011	Security and Program Protection
		DE-15-10		Cyber

Agency Advisory Analytical Support (Capability Group 7)
IDIQ Contract Award Date: 2/14/2011

Booz Allen Hamilton, Inc.	HQ0147-11-D-0001			
MacAulay-Brown, Inc.	HQ0147-11-D-0002	A3-02-11	9/30/2011	Test
SAIC	HQ0147-11-D-0003			
TASC	HQ0147-11-D-0004			

MiDAESS Awards

Small Business Set-Aside

Quality, Safety, and Mission Assurance (Capability Group 1)

IDIQ Contract Award Date: 1/21/2010

a.i. Solutions	HQ0147-10-D-0027	QS-03-10	9/24/2010	Quality Assurance
A-P-T Research, Inc.	HQ0147-10-D-0028	QS-01-10	12/10/2010	System Safety & Safety Occupational Health
		QS-02-10	9/30/2010	Mission assurance
Bastion Technologies, Inc.	HQ0147-10-D-0029			

Acquisition Support (Capability Group 2)

IDIQ Contract Award Date: 7/21/2010

Acquisition Services Corporation	HQ0147-10-D-0035			
BCF Solutions, Inc.	HQ0147-10-D-0036	DOB-04-10	11/30/2010	Cost Estimating
		DOB-06-10	12/12/2010	EVMS
		DA-01-10	12/10/2010	Acquisition & Program Management Support
Quantech Services, Inc.	HQ0147-10-D-0037	DXL-01-10	9/30/2010	Readiness Management
		DA-02-10	10/25/2010	Acquisition Executive Support
		DI-01-10	3/23/2011	International Affairs

Engineering Support (Capability Group 3)

IDIQ Contract Award Date: 3/10/2011

COLSA Corporation	HQ0147-11-D-0005	DXC-01-11	9/29/2011	Information Technology Management and Analysis
ERC, Inc.	HQ0147-11-D-0006			
MEI Corporation	HQ0147-11-D-0007	DE-12-11	9/23/2011	Specialty Engineering / International Engineering
		DE-13-11	8/18/2011	Risk and Lethality Engineering
		DT-06-11	9/2/2011	Ground Test Provisioning Support
		DT-07-11	9/12/2011	Test Infrastructure Support
Torch Technologies, Inc.	HQ0147-11-D-0008	DXC-02-11	6/14/2011	Information Assurance/Computer Network Defense
		DE-02-10	9/30/2011	Test Analysis & Reporting
		DE-04-11	9/15/2011	Threat Engineering
		DE-09-11	8/23/2011	Speciality C3BM
		DT-05-10	9/30/2011	Flight Test Provisioning Support
DCS Corporation	HQ0147-11-D-0009			

Agency Operations Support (Capability Group 5)

IDIQ Contract Award Date: 8/20/2010

Harlan Lee & Asssociates	HQ0147-10-D-0030	DS-02-10	11/19/2010	Executive Admin. & Executive Support
		DS-04-10	11/19/2010	Strategic Planning & Communication
		DS-05-10	11/10/2010	VIPC
		PA-01-10	12/10/2010	Public Information Support
PeopleTec, Inc.	HQ0147-10-D-0031	DS-03-10	11/10/2010	Protocol & Event Management
		DXH-01-10	11/30/2010	Human Resources
		DXH-02-10	12/1/2010	Training and Development
Total Solutions, Inc.	HQ0147-10-D-0032			

THAAD Initial Operational Test and Evaluation Conducted

MDA News Release

The BMDS Operational Test Agency (OTA) conducted, with support of the Missile Defense Agency, an operational test of the Terminal High Altitude Area Defense (THAAD) Element of the Ballistic Missile Defense System (BMDS) on Oct. 5, 2011, 1:56 a.m. Eastern Daylight Time at the Pacific Missile Range Facility on Kauai, Hawaii. Soldiers from Alpha Battery, 4th Air Defense Artillery Regiment, 11th Air Defense Artillery Brigade, under the operational control of the 94th Army Air and Missile Defense Command operated the THAAD system.

Today's event was THAAD's first Operational Test and Evaluation (IOT&E). This was an operational test, with the Army and Department of Defense test and evaluation organizations fully engaged to ensure the execution and results are representative of the fielded system.

During the test, THAAD system engaged and simultaneously intercepted two short-range ballistic missiles. The U.S. Army Test and Evaluation Command and the BMDS Operational Test Agency will review data collected from this event to make an operational assessment of the THAAD system.   The Director, Operational Test and Evaluation, will also independently evaluate the operational effectiveness of the system.

The Agency Goes Social

by Becky Martin

By now, almost everyone is familiar with the Social Media leader, Facebook. In fact, Facebook had over 800,000,000 active users as of July 2011. With such a large user base it is not difficult to understand why so many organizations and businesses are getting involved with the Social Media movement—especially the small businesses that the Missile Defense Agency's (MDA) Office of Small Business Programs (OSBP) seeks.

In early 2010, the Department of Defense (DoD) released its first ever set of guidelines for Social Media (DTM 09-026 - Responsible and Effective Use of Internet-based Capabilities). The policy "recognizes that Internet-based capabilities are integral to operations across the Department of Defense" and helps provide individuals under the DoD "umbrella" with proper use and security measures. With the creation of DTM 09-026, MDA was given the opportunity to pursue an active presence in the Social Media world.

In October 2011, MDA announced its first official Facebook page and welcomed MDA employees, support contractors, and other individuals to "follow" the Agency; however, with the Social Media playing field being so a large, MDA has also expanded its presence to include YouTube and Flickr. For those that may not know, YouTube is the hit streaming video Web site now owned and operated by Google. Flickr, the lesser known of the three aforementioned Social Media networks, provides users the ability to upload and share photographs.

So, what does all of this MDA activity on Social Media networks provide a small business wanting to do business with the Agency? Well, by actively monitoring MDA Social Media presence, small businesses will have access to outreach program events, Agency milestones, and a wealth of potential customer knowledge.

To find MDA's various Social Media outlets, either navigate to the MDA OSBP's Web site (www.mdasmallbusiness.com) on your mobile device—which has a new mobile landing site with direct links to MDA Social Media—or navigate to the following links on your favorite Internet browser:

Facebook – www.facebook.com/MissileDefenseAgency
YouTube – www.youtube.com/MDAbmds
Flickr – www.flickr.com/MDAbmds

Missile Agency Guards Against Counterfeit Parts

Donna Miles, American Forces Press Service

The Missile Defense Agency is working to detect and prevent the use of unauthorized or defective parts that could undermine the effectiveness of the nation's ballistic missile defense system, Army Lt. Gen. Patrick J. O'Reilly, the agency's director, told Congress today.

The ballistic missile defense system is one of the most complex systems being developed by the Defense Department, O'Reilly told the Senate Armed Services Committee. The agency integrates advanced sensor, fire control, battle management and interceptor systems, with parts, materials, assembles and subassemblies provided by more than 3,000 suppliers.

But this system -- designed to provide a reliable, continuously available defense to the U.S. homeland, deployed forces, allies and friends against a variety of regional ballistic missiles -- is only as good as its least reliable component, O'Reilly said.

"The predominant threat of counterfeit parts in missile defense systems is reduced reliability of a major DOD weapon system," the general said in his written testimony. "We do not want to be in a position where the reliability of a $12 million [Terminal High-Altitude Area Defense] interceptor is destroyed by a $2 part."

Counterfeit parts, whether defective or simply unauthorized, can have a significant operational impact, O'Reilly warned. Some parts may be used and resold as new. Others might be labeled as military-compliant when they're really just commercial versions of the part that don't meet rigorous DOD standards. And because counterfeiters are becoming

increasingly sophisticated, counterfeit electronic parts might even disable or steal critical information from the systems in which they're embedded.

"A simple change in material, an improper technique in material application or a lack of cleanliness during manufacturing can result in a loss of quality and, hence, a loss of system reliability," O'Reilly told the panel.

Since 2006, the Missile Defense Agency has identified seven incidents of counterfeit parts involving six assemblies, O'Reilly reported. These cases, which involved about 1,300 parts procured from unauthorized distributors, were identified through the agency's rigorous quality assurance process.

Tremendous attention to detail goes into this process to ensure all piece parts of missile defense assemblies are able to "perform flawlessly when needed," O'Reilly said.

To prevent counterfeit parts from being introduced into the system, the agency uses a multi-pronged monitoring, inspecting and testing program while also working with other DOD and interagency offices to address the problem, the general said.

One of the most significant steps taken, he said, has been a new requirement in MDA contracts to provide the pedigree of every single mission-critical part used in the ballistic missile defense system.

"To date, MDA has no indication that any mission-critical hardware in the fielded [ballistic missile defense system] contains counterfeit parts," O'Reilly reported.

In the event that such parts were to be identified, the cost of disassembling the systems to recover them could run into the hundreds of millions of dollars, he said. But the true cost, he said, actually would run much higher.

"Aside from the financial impacts, the greatest potential impact of counterfeit parts is the operational cost of an interceptor that does not perform as designed when it is needed," he said.

O'Reilly called this "a cost that could be measured in lives lost or the negative impacts on foreign policy and national security strategy."

OSBP Update: *Going Mobile!*

In an effort to better serve the small business community, the MDA OSBP has developed a mobile-friendly "landing site" for our Web site. This site will provide information at-a-glance for visitors that may be at a conference, on the go, or just wasting time between flights. Not only are there links to the full version of the MDA OSBP Web site, but there are also links to all the various Official MDA Social Media outlets!

2012
Calendar of Events

Jan 26 - Huntsville, AL
Federal Business Council

Feb 7-8 - Orlando, FL
National 8(a) Association Meeting

Feb 27-Mar 1 - Las Vegas, NV
Reservation Economic Summit

Mar 5-8 - VA Beach, VA
Mentor Protégé Conference

Mar 19 - Ashville, NC
Opportunities 2012

Mar 26-28 - Washington, D.C.
10th Missile Defense Conference

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Websites of Interest

MDA Office of Small Business Programs
www.mda.mil

MDA Marketplaces and Directory
www.mdasmallbusiness.com

MDA Business Acquisition Center
www.mda.mil/business/acquisition_center.html

MDA SBIR/STTR Programs
www.mdasbir.com

Fed Biz Opps
www.fbo.gov

Electronic Subcontracting Reporting System (eSRS)
www.esrs.gov

MDA Small Business Advocacy Council
www.mda.mil/business/bus_mdasbac.html