

Missile Defense Agency Office of Small Business Programs

UPDATE



Small Business Quarterly Newsletter ● FY10, Volume Q4, Issue 4

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Message From the Director

Lee Rosenberg

Marketing! What a frightening yet fruitful word! For those who have been in business a day or two, you realize how important marketing is to the success of your business. Strangely, however, many small businesses take a "one size fits all" approach to their marketing efforts. It's a safe bet that marketing to the commercial marketplace is very different from marketing to the Government. For that matter, marketing to one Government organization can be very different than marketing to another, even within the same larger organization. For example, selling IT services to the local bank is very different than selling IT services to the Missile Defense Agency. For one thing, a really good business development person, with a good company can walk into the bank with a marketing pitch and walk out with a contract. While we know this doesn't necessarily occur all the time, it is well within the realm of the possible in the commercial marketplace. Marketing to the Government is radically different. With very limited exceptions, you will almost never walk in with a marketing pitch and walk out with a contract in hand. There are good reasons behind this, and most of them are a result of the rules the Government must follow to let a contract, including a preference for competition in all acquisitions unless limiting competition is justified. Marketing in the Government setting becomes more of what I liken to a farming experience. You plant the "seeds" of the realm of the possible, which includes both your ideas for solving problems as well as your capabilities to do a particular job, and you nurture them as they eventually grow into requirements that are solicited. So let's talk a little about what I mean about planting "seeds" and "nurturing" them.

I'll speak about marketing to MDA, because that's what I know best. My experience as both a contractor in the past and a Government person today tells me that what I'm writing about is fairly universal across all of the Department of Defense. Let's focus on MDA; specifically on services, since that's mostly what we buy aside from major weapons systems. You believe you have a capability to provide some service to MDA, but how do you go about getting MDA to buy it? Your first stop is market research, specifically around our Missile Defense Engineering and Support Services (MiDAESS) Program since this is where we obtain the majority of our services. I can't tell you how many times people have come into my office opening the conversation with, "I do such and such, "when are you buying it next?" Of course, no one has thought to check to see if we need the service or how we go about acquiring it if we do need it. Worse yet, I've had some businesses come in and tell me they are a (fill in the blank) type of small business and that they can do anything for us in a given area, just tell them what we need. Some even ask where we are with our small business goals, implying that we award contracts based on what block someone checks on a small business form. Don't get me wrong, goals are important to us in MDA and we do track our performance, but we don't award contracts simply because of the size standard or type of small business a business is. Unless we're sure the business can perform the service they are proposing to within the exacting requirements we have, we won't award a contract, competitive or otherwise. So what's the message here? Do your homework! Find out what our mission is all about, what types of products and services we buy, and how we go about buying them and then focus on your capabilities and past performance.

Message From the Director

(Continued from page 1)

Once you find this out, tailor your marketing efforts to what part of MDA you're targeting. Let's say you're marketing support services that include modeling and simulation capability as well as program management support capability. Marketing the former to engineers might be quite different than marketing the latter to acquisition managers. Tailoring your marketing pitch to the audience is critical. Any small business office, if they're doing their job, can help you identify the specific markets within their organization where you might best fit and give you some tips on marketing to that audience. I know my office tries very hard to provide this type of information to those who take the time to meet with us.

Here are some general rules to follow when marketing to MDA. I think they are sound. They won't guarantee that, down the road, you'll get a contract, but I think they are solid tips to think about and will enhance your chances to do business with us.

It's all about land reclamation; that is, draining swamps and fighting alligators:

1. Know the swamp your prospective customer is trying to drain and what alligators are standing in their way. Do your market research to identify the swamps and alligators first. Your best first stop is always the MDA Small Business Office, where we can help you define some of the swamps and alligators. Before you come to visit, insure you check out the MDA website (www.mda.mil) to understand our mission, what we're all about and current events for what's happening in the missile defense world.

2. Tailor your pitch around the swamp you want to help drain and the alligators you can wrestle. Most technical folks will not give a hoot what block you check in the small business column or even if you're necessarily a large or small business. They're interested in your capabilities to help them drain the swamp and deal with the alligators. There's a time and a place to let them know your small business status, but it should never be the first words out of your mouth. Focus first on your capabilities and past performance.

3. Especially in the service arena, differentiators count! In MDA, most incumbents who have been around a while have been doing a pretty good job. Just going in and saying, "I'm better than them." won't cut it. The incumbent is a known entity and you're not. What will get the attention of your prospective customer is when you explain to them the realm of the possible; how much better they could have it, recognizing that what they have now may be pretty good. This is where you highlight the differentiators that make you a better choice. They know what they have now, which may be pretty good. You're going to plant the seeds about how much better they could have it.

4. "Blah, blah blah." That's what the prospective customer hears when you begin to talk. Remember, you're another "snake oil" salesman or saleswoman coming through the door. Unless you've somehow grabbed their attention, they view you initially with a large "R" on your forehead and that "R" stands for risk. They know what they have in an incumbent. Unless what you are saying has credibility, that is, that you can actually deliver on the great performance you are pitching, you'll lose them soon after you begin. What gives you credibility is past performance.

Here's a real important tip: Never let your prospective customer be the translator of the relevancy of your past performance to their needs! Why? Because in most instances that prospective customer will do one of two things:

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DoD Proposes New Conflict of Interest Rules Proposed Definitions Adds New Types of Conflicts

By Matthew Weigelt, www.fcw.com, Apr 22, 2010

The Defense Department is revising its rules on organizational conflicts of interest so it can standardize and expand them because companies can work on both ends of the acquisition process, according to a new proposal.

Defense officials have proposed definitions and explained new types of conflicts, in order to update and address issues that have arisen since the rules last underwent a major overhaul. DoD's new proposal seeks to clarify terms such as "contractor" to note that it means the entire company. It also adds new terms such as "marketing consultant," because conflicts now stretch beyond contracts, according to a notice in the April 22nd Federal Register.

The proposal lays out various types of conflicts, such as impaired objectivity and unfair access to information no one else has. Current rules in the Federal Acquisition Regulation (FAR) describe the conflict types by task, a point that has caused criticism of how conflicts are identified.

In the notice, DoD officials said the new explanation will improve contracting officer's understanding of organizational conflicts of interest and their ability to address them. The new approach would also address criticisms that contracting officers believe no conflicts exist when they don't match the specific instances noted in the FAR, the notices states.

MDA Office of Small Business Programs (OSBP) Outreach Program

Jerrold Sullivan, Outreach Manager

The proposed policy notes that contracting officers must “identify and evaluate [potential conflicts] prior to contract award, using common sense and good judgment, and the DoD preference for mitigation.” These overarching principles are based on the FAR, the notice states.

DoD officials began to review the conflict of interest rules because of the Weapons System Acquisition Reform Act, which became law in 2009. It required officials to create uniform guidance and tighten existing requirements on organizational conflicts of interest. Defense officials reviewed rules both in its Defense Federal Acquisition Regulation Supplement as well as in the FAR, because the FAR is basically unchanged from the days when the conflict regulations were in the appendix of the Defense Acquisition Regulation, the notice states.

Government and industry have awaited this review for a long time, and the proposal will impact a wide range of defense contractors, and beyond if some of the reforms are added to the FAR in the future. Officials in the Office of Management and Budget have to review the policy first because of the wide-ranging effects.

At a meeting in December about the proposal, DoD noted that many people wanted the government to emphasize in the regulations the importance of mitigating the conflicts along with a more consistent approach among agencies on resolving the conflicts, the notice states.

One industry group said the proposal is a good start, but only that. The proposals' core principles are good, but it may confuse rather than aid contracting officers and contractors, said Stan Soloway, president and chief executive officer of the Professional Services Council and Washington Technology columnist. DoD's proposal also treats various industry sectors the same.

“Unchanged, the proposed rule has the potential to negatively affect the national security industrial base,” he said.

DoD also noted that many people at the December meeting were concerned about not being able to comment on the proposed organizational conflict of interest rules before they go into effect. As a result, DoD will take comments through June 21.

The MDA OSBP continues its aggressive campaign targeting SDB, HUBZone and SDVOBs capable of providing products, services and technology applicable to MDA procurements. All business types, especially SDB, HUBZones and SDVOBs meeting these criteria, if you have not already, consider visiting our website www.mdasmallbusiness.com to add your business profile, or contact the OSBP office so we can keep you informed of MDA procurement opportunities, like those found on our website in the Marketplace section, and our outreach activities throughout the year.

We have updated our outreach calendar of events for fiscal year (FY) 2010, so go to our website, www.mda.mil and click on “Calendar of Events” located under Small Business Resources to see the events we plan to attend in fiscal year 2010.

We are in the process of streamlining our web presence and will soon transition most of the online information found at www.mdasmallbusiness.com to www.mda.mil. We hope our redesigned web pages at www.mda.mil will help you locate the information you need to better understand our OSBP activities and how to do business with MDA. For example, the new web pages will explain the four major markets at MDA: 1) Support for the development, production, fielding and sustainment of the Ballistic Missile Defense System (BMDS) and its elements; 2) Advisory and Assistance Services (A&AS); 3) Infrastructure Support; and 4) Small Business Innovation Research (SBIR)/Small Business Technology Transfer (STTR) Programs.

Support for development, production, fielding and sustainment of (BMDS) and its elements

For those interested in participating in this market, you should become familiar with The Missile Defense Agency Small Business Advocacy Council (MDASBAC). By attending our annual conferences, you'll have the opportunity meet one-on-one with the council members. To learn more about the MDASBAC visit www.mda.mil and click on MDASBAC.

Advisory and Assistance Services (A&AS)

This market includes an array of support services. These requirements are contained under our Missile Defense Agency Engineering and Support Services (MiDAESS) Program. To locate and review the MiDAESS solicitation at FedBizOpps use the following search criteria: MiDAESS, Missile Defense Agency, and 365 Days. MiDAESS contract awards may be announced on www.fbo.gov and DoD announces contracts valued at \$5 million or more: www.defense.gov/contracts/.

Infrastructure Support

This market includes all the non-A&AS support to provide facilities and Information Technology (IT) support. MDA commodities are mostly purchased from GSA schedules and via MDA contacts.

SBIR/STTR

The Missile Defense Agency (MDA) Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs issue solicitations once per year. For those interested in participating in this market, please visit www.winmda.com to learn more.

Finally, we value your opinion and would appreciate you taking a 10 question survey to let us know how we are doing. The survey is completely anonymous and helps us understand and serve you, our customer better. You can access the survey at: www.surveymk.com/s/mdasmallbusiness.

Featured Small Business

Davidson
Technologies Inc.

Dr. Julian Davidson founded Davidson Technologies Incorporated in 1996, dedicating the company to providing aerospace and missile defense technology support to government and industry customers. Dr. Davidson's extensive experience in government and industry helped mold his business philosophy into one that has made Davidson Technologies a premier company in terms of growth and reputation for excellence in the aerospace and missile defense industries.

In 2009, Davidson Technologies achieved the Service Disabled Veteran Owned Small Business (SDVOSB) status. The company has been recognized for excellence providing Technical and Administrative Solutions with the following commendations:

*Twice awarded "Best Software V&V team"
by GMD Program Software Engineering Directorate.*

*Over 50 personnel recognized
with customer excellence awards.*

*Selected over larger firms
in the successful design and development
of mission critical NPR RITE unit
used in GMD testing.*

*Pioneered, for MDA's Technical Director,
the "Launch Area Denied (LAD)" approach
now in extensive use across
missile defense programs.*

*Awarded – Boeing "Gold" Supplier,
SAIC Technical and Administrative Excellence Award,
and Northrop Grumman Outstanding Supplier Award,
just to name a few.*

*Routinely receives
Excellent/Outstanding Award Fee evaluations.*

*Huntsville-Madison County
Chamber of Commerce 2009
Small Business of the Year.*

*Huntsville-Madison County Chamber of Commerce
Best Places to Work.*



Julian Davidson

Dr. Davidson envisioned a company that would be customer focused and solution oriented, all within an atmosphere that attracts and retains quality professionals with extensive technical knowledge. Davidson Technologies, headquartered in Huntsville, Alabama, employs 170 experienced engineers and administrative personnel, and over 50 active senior level consultants, all who offer a wide range of proven capabilities.

Davidson's core competencies include systems engineering and analysis, information assurance, BM/C4ISR, test and evaluation, modeling and simulation, and software IV&V. Davidson also provides program management support and executive level consulting services.

Davidson Technologies' flexible and responsive work ethic and ability to tailor and build teams to address specific requirements provides a commitment to the customer that is second to none. Davidson Technologies has earned the reputation for excellence because of our guiding principle: Customer first, excellence always, integrity above all.

For more information, contact Angie McCarter at 256-327-3161, angiemccarter@davidson-tech.com.

2010 Mentor-Protégé Conference

Christopher Evans, Specialty Programs Manager

The 2010 U.S. Department of Defense Mentor Protégé Conference was held on March 8-10 at the scenic Gaylord National Hotel and Conference Center in National Harbor, Maryland. Hosted by Linda B. Oliver, Acting Director, Department of Defense Office of Small Business Programs (Acquisition, Technology & Logistics) (DoD OSBP (AT&L)), and Mr. Paul Simpkins, Program Manager, Mentor Protégé Program Manager, DoD OSBP (AT&L), the 14th Mentor-Protégé conference invited large prime contractors, small business participants and prospective participants in the DoD Mentor-Protégé Program to join with representatives from the DoD to learn more about the various aspects and benefits of the Mentor-Protégé Program.

This year's conference theme, "Developing Small Businesses: the Cornerstone of America's Strength," was both a proclamation of success and intent. The Mentor-Protégé Program, now in its twentieth year, has provided over 1000 protégé firms with the opportunity to learn and grow together with their mentors. More importantly, the program has resulted in thousands of new jobs, contributing to our economic recovery. The program has become a model for the transition of disadvantaged business firms into qualified organizations that contribute significantly to our National Defense. Presently, there are 124 firms participating in the program that represent all facets of our industrial base.

The conference featured distinguished guest speakers and sessions focusing on building the company infrastructure, small business opportunities, company growth, strategic partnerships and the importance of return on investment, just to name a few. On Wednesday, March 10, the prestigious Nunn-Perry Awards were presented at an awards ceremony named in honor of former Senator Sam Nunn and former Secretary of Defense William Perry. These awards honored the outstanding Mentor-Protégé teams that work tirelessly toward becoming successful contributors in the defense of this great Nation. This year's winners include:

Mentor	Protégé
Lockheed Martin Aeronautics (Fort Worth, TX)	Aegisound (Blacksburg, VA)
Booz Allen Hamilton (Annapolis Junction, MD)	PROTEUS Technologies (Annapolis Junction, MD)
IBM Corporation (Bethesda, MD)	HMS TECHNOLOGIES, INC. (Martinsburg, WV)
SpecPro, Inc. (San Antonio, TX)	Mystikal Solutions, LLC (San Antonio, TX)
Applied Research Associates, Inc. (Albuquerque, NM)	ICI – Integrated Consultants, Incorporated (San Diego, CA)
CSC – Computer Sciences Corporation (Falls Church, VA)	Occam Solutions, Inc. (McLean, VA)
BAE Systems – U.S. Combat Systems (York, PA)	BMI Defense Systems, Inc. (College Station, TX)
LaSalle General Contractors (Canton, MI)	Trillacorpe Construction (Bingham Farms, MI)
L-3 Integrated Systems (Greenville, TX)	KIHOMAC, Inc. (Alexandria, VA)

For information regarding the Missile Defense Agency's Mentor-Protégé Program, contact Christopher Evans, Mentor-Protégé Program Manager, in the Office of Small Business Programs.

Committee Passes Contracting Legislation to Boost Small Business Sales

WASHINGTON – The U.S. Senate Committee on Small Business and Entrepreneurship unanimously passed S.2989, The Small Business Contracting Revitalization Act of 2010. This bill will modernize and strengthen the Small Business Administration's government contracting programs to help increase small business sales and create American jobs.

"Granting small businesses government contracts is one of the easiest, most inexpensive, and most immediate ways we can help increase sales for small businesses and boost job creation on Main Street," Sen. Landrieu said. "When large businesses get government contracts they can potentially absorb that new work into their workforce. When small businesses get government work they must staff up to meet the increased demand – and that is exactly what we need to put Americans back to work. By updating vital small business contracting programs, this bill ensures that more contracts will go to small businesses to create jobs."

"With 2.6 million jobs having disappeared over the past year, Americans are fighting tooth and nail just to keep their businesses alive," said Senator Snowe. "It is all-the-more paramount that these firms have the opportunity to contract with Federal Agencies, because the Federal government is the largest buyer of goods and services in the world, spending over \$500 billion in Fiscal Year 2009 alone. The bill our Committee approved will help the federal government satisfy – and exceed – its small business contracting goals and enable small firms to fairly compete for Federal contracts, which, in turn, will help stimulate both economic development and job creation."

The Small Business Contracting Revitalization Act of 2010 will:

Require agencies to consider small businesses when placing orders on large contracts;

Close many loopholes that give big businesses an unfair advantage;

Add protections for small firms and sub-contractors;

Reduce bundled contracts by reserving more contracts for small business concerns; and

Shine light on which agencies bundle and why.

Message From the Director

(Continued from page 2)

1. They won't even try to translate the relevancy and will just blow you off as not relevant.
or
2. They'll try to translate your past performance around what they need and get it wrong. They'll miss all the subtle positives you bring to the table because they may not understand anything about the environment from which your past performance comes.

When you do the translation, you make sure that they can see how you have drained similar swamps in the past and fought off similar alligators and then they can "connect the dots" between those other swamps and alligators and their swamps and alligators. More importantly, if you do a real good job of this, I think it sends a more subliminal message as well which says, "I know what keeps you awake at night and I can help." Again, emphasize differentials. Show them what you've done under similar circumstances to improve the lot of your previous customers.

By the way, this is just as true for putting your proposal together as it is for pitching your marketing briefing. In the Government marketplace, your ultimate marketing tool is your proposal. It must stand alone and be your voice to the customer. For MDA, past performance is always an important evaluation factor. Your voice of credibility in our source selections is your proposal. Put some effort into getting it right.

5. Get a seat at the table. There is no better marketing approach in the services marketplace than for a customer to witness your great performance first hand in draining their swamp and fighting their alligators. I often counsel businesses who are trying to break into the MDA services market that their number one priority should be to get on an existing contract and start performing in a sterling manner. Most of MDA's service support is performed onsite with the Government customers. Being observed day in and day out by those customers instills confidence in them that you can truly perform to the levels they expect. Most of the time getting this initial "seat at the table" means coming on board as a subcontractor to an incumbent. In my opinion, you have to take a long term, strategic view of business development within MDA. By getting this "seat at the table" you gain not only the opportunity to demonstrate your great performance, but also, you gain valuable market intelligence as well. You will have an opportunity to interact directly with your customer. Many businesses have built their businesses by performing for customers and identifying markets niches that they can fill as a result of being in the arena.

There are obviously no "one size fits all" formulas for successful marketing to any organization, including MDA. Each has their own culture, quirks and landmines. I hope these tips will be useful to you, but, again, tailoring your marketing approach to the specific situation is critical. That means doing your homework. Remember too that, ultimately, your continued success in the MDA services market place will be based on the capabilities you bring to the Agency and the outstanding performance you provide.



SBA Launches
New Online Training Course:

"How to Win Federal Contracts"

WASHINGTON — The U.S. Small Business Administration today launched a new online training course to help strengthen access to contracting opportunities for small businesses, including those owned by women, minorities, disadvantaged individuals and veterans.

The training course, "Recovery Act Opportunities: How to Win Federal Contracts," is part of a federal government-wide initiative announced last month by President Obama and being led by SBA and the Department of Commerce.

"Government contracts can play a key role in helping small businesses turn the corner in terms of expansion and job creation," SBA Administrator Karen G. Mills said. "But make no mistake, the benefits the government receives are equally as impressive – working with small businesses allows the federal government to work with some of the most innovative companies in America, often with direct contact with the CEO."

"The SBA online training course can help businesses access the federal purchasing system and position themselves to compete for the commercial opportunities offered by government contracting," Mills continued.

In announcing the government-wide initiative, President Obama reiterated his Administration's commitment to providing "our Nation's small

Contracting Program "Parity" Recent Court Decision, and Proposed Next Steps

businesses with maximum practicable opportunity to participate in federal government contracting.” As part of the initiative, federal agency procurement officers are participating in more than 200 events over the next several weeks to help connect small businesses with contracting opportunities. Additionally, SBA and Commerce are expanding their outreach to contracting officials across the federal government to ensure they have the tools to meet their annual contracting goals and increase opportunities to small businesses, including those owned by veterans, women and minorities, as well as those in designated HUBZones.

As part of the outreach to small businesses, the comprehensive online course uses both audio and script to provide information about the federal marketplace, contract rules and, most importantly, how to sell to the government and where to find contract and Recovery Act opportunities. The new training portal is a free online training course designed to assist entrepreneurs during this period of economic recovery. This self-paced, instructional guide provides an overview of the federal procurement process.

The Recovery Act Opportunities course is available on SBA’s Web site at www.sba.gov or directly at www.sba.gov/fedcontractingtraining. The course is indexed by subject matter to allow ease of use, and it includes multiple direct links to additional contracting resources.

The Recovery Act Opportunities course includes direct links that highlight the best contracting resources and engages small business owners in the contracting process. The course also includes practical and fundamental steps to engage business owners in the federal contracting arena.

It is one of more than 24 online tutorials offered by the SBA, and is available 24/7.

For more information please visit

www.sba.gov

Background:

Under SBA’s Parity policy and regulations, before setting aside a contract for small businesses, federal agency contracting officers may choose among SBA’s procurement and business development programs [8(a), HUBZone, Service Disabled Veteran-owned small businesses (SDVOSBs) and Women-owned small businesses (WOSBs)], without giving one preference over the others.

In *Mission Critical v. U.S.*, (09-864 C, Ct. of Fed Claims, Feb. 26, 2010), the Court of Federal Claims held that the Small Business Act requires contract opportunities to be set aside for HUBZone firms whenever two HUBZone firms are available to perform the contract at a fair price.² SBA strongly supports legislation to clarify and reiterate Congress’s original intent not to prioritize one small business development program over another.

Potential Impact of the Mission Critical Court Decision:

Potentially undermines program opportunities for socially and economically disadvantaged, SDVOSBs and WOSBs. Substantial federal contracting dollars potentially will NOT go to non-HUBZone 8(a) (socially and economically disadvantaged small businesses), SDVOSBs, or WOSBs. Based on contracting data for FY2008, \$29.3 BILLION went to SDBs (of which \$16.2 BILLION went to 8(a) firms); \$14.7 BILLION to WOSBs; and \$6.5 BILLION to SDVOSBs. The Court’s reading of the Act, if applied to other procurements, could re-direct to HUBZone firms tens of BILLIONS in federal procurement dollars currently spread across small businesses, including HUBZone, 8(a), SDVOSBs, and WOSBs. An absolute HUBZone preference could have a devastating economic impact upon thousands of non-HUBZone 8(a), SDVOSB and WOSB firms that currently participate in government contracting, and the hundreds of thousands of jobs they provide. This could cause a flood of protests in any non-HUBZone procurement, paralyzing the procurement process and making litigation-avoidance a primary contracting objective.

SBA's Position on Next Actions:

1. SBA supports substituting “shall” with “may” in Section 31(b)(2)(B) of the Small Business Act to clarify and confirm contracting officers’ discretion to treat SBA’s programs equally

2. Message to the contracting community that Mission Critical controls only the contract at issue in the Mission Critical procurement and the SBA’s regulations remain in force. The Administration maintains a firm commitment to the principle of Parity while Congress considers potential statutory clarifications.

1. SBA’s proposed Women-owned small business contracting rule is out for public comment, and is expected to be promulgated in final form during 2010.

2. Although the holding is limited to the facts and parties involved in that particular case, the concern is that contracting officers, fearing protests, litigation and related uncertainty, will feel bound by the decision in any event.

2010

Calendar of Events

Small Business Legislative Updates



MDA OSBP Will Attend:

July 19 – 22, 2010

6th Annual National Veteran Small Business Conference and Expo
Las Vegas, NV

July 28 – 29, 2010

6th Annual NDIA SBIR/STTR Industry Day
Huntsville, AL

August 9 – 10, 2010

Congressman Lincoln Davis's 2010 Small Business & Federal Funding Seminar
Manchester, TN

August 16 – 19, 2010

13th Annual Space and Missile Defense Conference & Exhibition
Huntsville, AL

September 13 – 17, 2010

2010 DoD SBIR Beyond Phase II Conference
San Antonio, TX

September 15 – 17, 2010

HUBZone National Council Conference
Washington, DC

H.R.4220

Title: To amend title 38, United States Code, to make certain improvements in the laws administered by the Secretary of Veterans Affairs relating to small business concerns and employment assistance, and for other purposes.

Sponsor: Rep Buyer, Steve [IN-4] (introduced 12/8/2009)

Cosponsors: (15)

Committees: House Veterans' Affairs; House Education and Labor; House Small Business

Latest Major Action: 1/4/2010 Referred to House subcommittee.

Status: Referred to the Subcommittee on Higher Education, Lifelong Learning, and Competitiveness.

H.R.4420

Title: To amend the Small Business Act with respect to misrepresentation through the use of a pass-through business, and for other purposes.

Sponsor: Rep Sestak, Joe [PA-7] (introduced 1/12/2010)

Cosponsors: (4)

Committees: House Small Business

Latest Major Action: 1/12/2010 Referred to House committee.

Status: Referred to the House Committee on Small Business.

H.R.4929

Title: To amend the Small Business Act to ensure that certain Federal contracts are set aside for small businesses, to enhance services to small businesses that are disadvantaged, and for other purposes.

Sponsor: Rep Rush, Bobby L. [IL-1] (introduced 3/24/2010)

Cosponsors: (3)

Committees: House Small Business; House Financial Services; House Oversight and Government Reform; House Ways and Means

Latest Major Action: 3/24/2010 Referred to House subcommittee.

Status: Referred to the Subcommittee on Contracting and Technology .

H.R.4938

Title: To permit the use of previously appropriated funds to extend the Small Business Loan Guarantee Program, and for other purposes.

Sponsor: Rep Serrano, Jose E. [NY-16] (introduced 3/25/2010)

Cosponsors: (None)

Committees: House Small Business

Latest Major Action: Became Public Law No: 111-150 [GPO: Text, PDF]

This section of our newsletter is dedicated to current and upcoming legislation affecting the small business community.

H.R.5007

Title: To authorize the Administrator of the Small Business Administration to make grants to assist small business concerns located in areas affected by a major disaster and high unemployment, and for other purposes.

Sponsor: Rep Langevin, James R. [RI-2] (introduced 4/13/2010)

Cosponsors: (1)

Committees: House Small Business

Latest Major Action: 4/13/2010 Referred to House committee.
Status: Referred to the House Committee on Small

H.R.5274

Title: To amend title 38, United States Code, to clarify the requirements for verifying a small business concern owned and controlled by a veteran.

Sponsor: Rep Roskam, Peter J. [IL-6] (introduced 5/11/2010)

Cosponsors: (None)

Committees: House Veterans' Affairs

Latest Major Action: 5/11/2010 Referred to House committee.
Status: Referred to the House Committee on Veterans' Affairs.

S.3020

Title: A bill to direct the Administrator of the Small Business Administration to reform and improve the HUBZone program for small business concerns, and for other purposes.

Sponsor: Sen Snowe, Olympia J. [ME] (introduced 2/23/2010)

Cosponsors: (4)

Committees: Senate Small Business and Entrepreneurship

Latest Major Action: 2/23/2010 Referred to Senate committee.
Status: Read twice and referred to the Committee on Small Business and Entrepreneurship.

S.3190

Title: A bill to reaffirm that the Small Business Reauthorization Act of 1997 does not limit a contracting officer's discretion regarding whether to make a contract available for award pursuant to any of the restricted competition programs authorized by the Small Business Act.

Sponsor: Sen Landrieu, Mary L. [LA] (introduced 3/26/2010)

Cosponsors: (5)

Committees: Senate Small Business and Entrepreneurship

Latest Major Action: 3/26/2010 Referred to Senate committee.
Status: Read twice and referred to the Committee on Small Business and Entrepreneurship.

S.3228

Title: A bill to authorize the Administrator of the Small Business Administration to make grants to small business concerns to assist the commercialization of research developed with funds received under the second phase of the Small Business Innovation Research Program.

Sponsor: Sen Schumer, Charles E. [NY] (introduced 4/20/2010)

Cosponsors: (None)

Committees: Senate Small Business and Entrepreneurship

Latest Major Action: 4/20/2010 Referred to Senate committee.
Status: Read twice and referred to the Committee on Small Business and Entrepreneurship.

S.3253

Title: A bill to provide for an additional temporary extension of programs under the Small Business Act and the Small Business Investment Act of 1958, and for other purposes.

Sponsor: Sen Landrieu, Mary L. [LA] (introduced 4/22/2010)

Cosponsors: (None)

Latest Major Action: Became Public Law No: 111-162 [GPO: Text, PDF]

S.AMDT.3883 to S.3217

Title: To ensure small business fairness and regulatory transparency.

Sponsor: Sen Snowe, Olympia J. [ME] (introduced 5/6/2010)

Cosponsors: (6)

Latest Major Action: 5/19/2010 Senate amendment agreed to.
Status: Amendment SA 3883 agreed to in Senate by Unanimous Consent.

Google and SBA Launch "Tools for Online Success" Partnership to Boost Small Businesses



WASHINGTON, DC – The U.S. Small Business Administration (SBA) and Google announced a new partnership and unveiled “Tools for Online Success,” an array of online resources and training designed to help small business owners harness technology to grow their businesses. The “Tools for Online Success” site (www.google.com/help/sba) features tutorials, video testimonials, and tips from savvy small business people who have leveraged the web to become more efficient, more cost-effective, and more successful.

“The SBA is pleased to partner with Google to put these important tools in the hands of small businesses across the country,” said SBA Administrator Karen Mills. “As the web evolves and consumers adapt accordingly, we know that more customers are finding traditional ‘Main Street’ businesses online. With these tools for online success, we can ensure these small businesses reach new markets and customers so they can continue to create jobs.”

“One fifth of searches on Google are related to location, which shows that people are looking to the Internet to make decisions about where to go and what to do in their daily lives,” said John Hanke, Vice President of Product Management, Google. “We want to connect our users with the businesses that provide the goods and services they need, but the first step is for those businesses to have an online presence. We're excited to team up with the SBA to make that process easier for business owners across the country.”

Continued success stories like these are the goal of the Google/SBA partnership. Visit the “Tools for Online Success” (www.google.com/help/sba) website for a full run-down of tips.



Stay Connected... MDA OSBP Website and Survey

The Missile Defense Agency (MDA) Office of Small Business Programs (OSBP) is changing the way that we interact with you, the small business community. We invite you to take a look at our new website located at www.mda.mil. This site contains links to downloadable resources designed to help the small business community understand how to do business with MDA. Our MDA OSBP Directory System (MODS) maintains profiles of small businesses. Businesses in this directory have the option of sharing profiles publicly or limiting access only to the MDA staff. The Marketplace is a searchable repository of firms that have expressed interest in participating in an MDA program acquisition. The purpose of the Marketplace is to create a public online environment where businesses can market their capabilities and/or search for other businesses to partner with in reference to MDA requirements. Currently, there are 3 active but separate Marketplaces on our site:

1. Ground-Based Midcourse Defense (GMD) Development and Sustainment Contract (DSC) Marketplace
2. Intermediate Range Ballistic Missiles (IRBM) Marketplace where you will find small businesses interested in working on the IRBM acquisition
3. The Objective Simulation Framework (OSF) Marketplace

If you feel your company has a capability in any of the above mentioned procurements, please make sure you register separately in each database.

Finally, the MDA OSBP values your opinion and would like you to help us understand your needs. We have created a survey to help us better understand how we can best serve you. This survey will help us better understand what we can improve upon and what we are doing well. The link to the survey is located on the MDA OSBP page of www.mda.mil.

Websites of Interest

**Missile Defense Agency (MDA) and
MDA Office of Small Business Programs**
www.mda.mil

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

MDA Marketplaces and Directory
www.mdasmallbusiness.com

MDA SBIR and STTR Programs
www.mdasbir.com

MDA OSBP Survey
www.surveymk.com/s/mdasmallbusiness

Fed Biz Opps – (MiDAESS)
www.fbo.gov

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

U.S. Senate Committee on Small Business & Entrepreneurship
www.sbc.senate.gov

Presidential Memorandum

on the Interagency Task Force on
Federal Contracting Opportunities for Small Businesses



The White House - Office of the Press Secretary, April 26, 2010

SUBJECT: Establishing an Interagency Task Force on Federal Contracting Opportunities for Small Businesses

The Federal Government is the world's largest purchaser of goods and services, with purchases totaling over \$500 billion per year. The American Recovery and Reinvestment Act of 2009 (Recovery Act) and other national investments are providing new opportunities for small businesses to compete for Federal contracts, and it is critical that these investments tap into the talents and skills of a broad cross-section of American business and industry. Small businesses must be able to participate in the Nation's economic recovery, including businesses owned by women, minorities, socially and economically disadvantaged individuals, and service-disabled veterans of our Armed Forces. These businesses should be able to compete and participate effectively in Federal contracts.

The Congress has established a number of statutory goals designed to help small businesses compete for Federal contracts. In addition to the goal of awarding at least 23 percent of all Federal prime contracting dollars to small businesses, the Congress also established Government-wide contracting goals for participation by small businesses that are located in Historically Underutilized Business Zones (at least 3 percent) or that are owned by women (at least 5 percent), socially and economically disadvantaged individuals (at least 5 percent), and service-disabled veterans (at least 3 percent). These aspirational goals help ensure that all Americans share in the jobs and opportunities created by Federal procurement.

In recent years, the Federal Government has not consistently reached its small business contracting goals. Although we have made some progress -- particularly with respect to Recovery Act contracts -- more work can and should be done. I am committed to ensuring that small businesses, including firms owned by women, minorities, socially and economically disadvantaged individuals, and service-disabled veterans, have fair access to Federal Government contracting. Indeed, where small businesses have the capacity to do more, we should strive to exceed the statutory goals. While Chief Acquisition Officers and Senior Procurement Executives have many priorities, small business contracting should always be a high priority in the procurement process.

Obtaining tangible results will require an honest and accurate accounting of our progress so that we can have transparency and accountability through Federal small business procurement data. Additionally, we must

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expand outreach strategies to alert small firms to Federal contracting opportunities.

By no later than July 26th 2010 the Assistant to the President and Chief Technology Officer and the Federal Chief Information Officer, in coordination with the Task Force, shall develop a website that illustrates the participation of small businesses, including those owned by women, minorities, socially and economically disadvantaged individuals, and service-disabled veterans of our Armed Forces, in Federal contracting. To foster greater accountability and transparency in, and allow oversight of, the Federal Government's progress, this website shall be designed to encourage improved collection, verification, and availability of Federal procurement data and provide accurate data on the Federal Government's progress in ensuring that all small businesses have a fair chance to participate in Federal contracting opportunities.

