



Spring 2009 Newsletter

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Welcome

In this 2009 Quarterly and Spring Edition of the U.S. Army Medical Research and Materiel Command (USAMRMC) Office of Small Business Programs (OSBP) Newsletter, we are devoting our attention towards the increasing need to “cultivate” business relationships between government procurement officials and prospective/current contractors. During the past 3 months, we have noticed an increased number of telephonic, personal and email inquiries regarding current and future opportunities within the USAMRMC and Fort Detrick. Many businesses, large and small, are now considering the command and installation their first option, as current events highlight the government as one of the growth areas, despite the severe challenges confronting the national and global economy.

In order to maximize everyone’s time, we are strongly encouraging contractors to review the websites of the U S A M R M C O S B P (<http://www.mrmc.smallbusopps.army.mil>), along with that of the Fort Detrick Business Development Office (<http://www.fdbdo.com>) the U.S. Army Medical Research Acquisition Activity (<http://www.usamraa.army.mil>), and the Fort Detrick Contracting Community. All of these internet links are conveniently located on the bottom portion of the Fort Detrick homepage (<http://www.detrick.army.mil>). We emphasize the importance for business firms to review these website portals prior to calling or emailing a Program Manager, Contracting Officer or Specialist. Additionally, we are reminding Government Procurement Officials and their government customers (end-users) to also review the websites listed above in an effort to gain a better understanding of how we can assist them in their market research efforts. All four websites and the internet links are kept current and can be used as a valuable resource in terms of helping a business become better acquainted with an organization’s anticipated / projected procurements via the Advanced

Acquisition Forecast (AAF). Should anyone (government, industry or academia) have questions or concerns, they can certainly call or email the USAMRMC OSBP for assistance. With that being said, we kindly offer some tips in this Quarterly Newsletter on how to effectively market to USAMRMC and Fort Detrick.

Sincerely,

Jerome K. Maultsby
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USAMRMC

FISCAL YEAR 2009 Year to Date (YTD) USAMRMC Small Business Accomplishments

The FY 2009 USAMRMC YTD small business accomplishments and Department of Army targets are listed on the internet (<http://www.mrmc.smallbusopps.army.mil>). These metrics are current as of 4 March 2009 and represent data compiled from the Federal Procurement Data System – Next Generation (FPDS-NG). Additional emphasis is required to increase contract awards to Service Disabled Veteran–Owned Small Businesses (SDVOSB), Historically Underutilized Business Zones (HUBZone) and Historically Black Colleges and Universities and Minority Institutions (HBCU/MI).



What Exactly Does the Government Desire from Contractors?

Are you interested in understanding precisely what the government (Department of Defense) requires from contractors, once a contract award is consummated? The following are straight-forward reminders that have been articulated on many occasions from the USAMRMC OSBP and more recently during the National HBCU/MI Conference (February 2-4 in Atlanta, GA) by one of the guest speakers, Dr. Dorothy W. Huston. Yes, the following are applicable to industry and academia.

- Exceed the customer’s expectation in accordance with the Statement of Work/Performance Work Statement
- Perform under-budget and ahead of schedule
- Don’t make excuses; try not to request no-cost extensions
- When problems are anticipated, be proactive and communicate directly with the Contracting Officer, Contracting Specialist and Contracting Officer Representative.
- When “issues” surface, take action without delay and correspond directly to the government officials with facts and recommendations on how to resolve the problem.
- Consult with the USAMRMC OSBP at any time prior, during and after contract award; we will work with you and if required, will help facilitate communications with government procurement officials.

Upcoming Events:

19th Annual OSDBU Procurement Conference
Dulles Expo Center North Hall
Call 800-878-2940 for more details
April 22, 2009



U.S. Department of State Small Business Fair
Washington, DC
June 17, 2009



Fort Detrick Business Development Office (Vendor Database)

Did you realize that the FDBDO is a unique office within Department of Defense and is extremely vital to the mission of the USAMRMC Office of Small Business Programs? In fact, since the support contract was awarded by US Army Medical Research Acquisition Activity (USAMRAA) in year 2005, our vendor database has grown to more than 3,000. These entries include those businesses/vendors who have either met with us in person, called or emailed us regarding their capabilities. If you are a government employee conducting market research, please feel free to contact the FDBDO at 301- 620-7071 for assistance. On the other hand, if you are a prospective /current contractor (large or small), affiliated with academia (Institutes of Higher Education and HBCU/MI) and need to identify potential business partnership arrangements, the FDBDO is here to support your needs. For additional information, please visit their website at <http://www.fdbdo.com>.



Marketing Tips for Business Firms (Large and Small)

Are you a seasoned or novice business developer who has considered marketing to the government regarding your company's product, service or business solution in an effective manner? How can you capture the attention of government customers, considering the huge volume of daily emails, voice messages, coupled with limited time for face-to-face meetings? Our recommendations include clearly understanding the customer and their requirement prior to the solicitation being advertised via the Advanced Acquisition Forecast (AAF) postings from our web pages.

Next, invest some quality time crafting a succinct email with a 1 page attachment, which is your company's capability profile. Prior to forwarding your email or leaving a short voice message, really think about your mode of communication and if necessary, rehearse. Specifically, are you leaving message from your cell phone, while driving with your convertible top down or windows open? Is your message clear and to the point? Is the message hurried or distorted? Take some quiet time, pause and really focus on the fact that you are trying to convince the U.S. Army that it's worth

their time to listen and consider your company. What qualities distinguish your company from the other competitors? Are your products, services or business solutions innovative, relevant and the best value to the Department of Defense? Are you and your business colleagues professional and courteous in your communications and personal visits, even when you think you have all the right answers? I know – lot's of questions that appear simple to answer.

Often, in a fast-paced, extremely competitive government to business environment, we inadvertently forget about the fundamentals and subtle nuances that can help or hurt your ability to establish or retain business relationships. If you require guidance, the USAMRMC OSBP is here to assist you and your firm. Please call, email or schedule an appointment at your earliest convenience. We're here to help!



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