



- VOL. 7
- ISSUE 20
- SPRING 2012

OFFICE OF SMALL BUSINESS PROGRAMS

VISION STATEMENT

The vision of the Office of Small Business Programs at NASA Headquarters is to promote and integrate all small businesses into the competitive base of contractors that pioneer the future of space exploration, scientific discovery, and aeronautics research.

SMALL BUSINESS SUCCESS STORY STENNIS SPACE CENTER'S 2011 INDUSTRY DAY

BY MICHELLE STRACENER,

SMALL BUSINESS SPECIALIST
NASA STENNIS SPACE CENTER

Stennis Space Center's (SSC's) Industry Day was held at the Northshore Harbor Center in Slidell, LA, on November 16–17, 2011. SSC's Industry Day gave businesses the opportunity to meet with procurement and technical representatives from Federal agencies, SSC contractors, and commercial companies to discuss contract opportunities, network, and establish new business relationships.

Over 250 attendees from 17 states participated in the event, which began on November 16, 2011, with training and matchmaking opportunities. Ms. Jo Ann Lawrence, with the U.S. Small Business Administration's (SBA's) Louisiana Regional Office, conducted training sessions on the SBA small business program, including Women-Owned Small Businesses, Historically Underutilized Business Zone (HUBZone), and 8(a) businesses. Government agencies and prime contractors located at SSC hosted informal matchmaking sessions during the afternoon. Other organizations, including the MS Enterprise for Technology (MSET) and the Mississippi and Louisiana Procurement Technical Assistance Centers, were available to assist small company representatives in



Mr. Ken Human, Associate Director, NASA SSC

their efforts to identify business opportunities at SSC and the surrounding region. Wednesday's events concluded with a networking reception hosted by the Gulf Coast Government Contractors' Association.

Thursday's events began with a welcome and introduction of special guests by Charlie Beasley, president of MSET and host of Stennis Industry Day. Brief remarks were made by special guests: City of Slidell, Louisiana, Mayor Freddie Drennan; Louisiana State Senator A.G. Crowe; and Mississippi State Representative Mark Formby. As quoted by Representative Formby, "The world knows that Stennis Space Center is the premier site for testing rocket engines, yet folks a few miles from the gate are often not aware of the industrial and environmental diversity of the Center." Following the remarks,

the Louisiana SBA District Director, Michael Ricks, presented new rule changes resulting from the Jobs Bill and New Contracting Programs. Following Michael Ricks's presentation, Rear Admiral Jonathan W. White, Commander of the Naval Meteorology and Oceanography Command, updated the audience on the Navy's role and mission at SSC. Other resident agencies and guest speakers also made presentations, including Richard Mann, NASA Headquarters Program Manager at the Office of Small Business Programs. Mr. Ken Human, Associate Director, NASA Stennis Space Center, spoke on the 50th anniversary of SSC and on plans for the future, including the uniqueness of SSC's Federal City, and stated that "we look forward to years of growth in partnership with contractors, resident agencies, and stakeholders that help to make Stennis such a great place to work."

The Stennis Industry Day was a collaborative effort between the MSET and members of the Stennis Business Consortium (SBC). The mission of the SBC is to provide a mechanism for Federal agencies, local institutions, and businesses located at Stennis to exchange information on small business goals, needed and emerging technologies, upcoming procurement requirements and opportunities, and issues dealing with existing procurement regulations. This is accomplished

(continued on page 2)

IN THIS ISSUE:

- PAGE TWO:** SBS Spotlight
- PAGE TWO:** AA's Corner
- PAGE THREE:** NASA Procurement
- PAGE FOUR:** Mission Directorate Update
- PAGE FOUR:** NASA Office of the Chief Technologist
- PAGE FIVE:** Small Business and MSL
- PAGE FIVE:** No Greater Sacrifice
- PAGE SIX:** Message from the NASA Chief Technologist's Office

- PAGE SIX:** OSBP Program Manager Highlight
- PAGE SEVEN:** SSC and JSC Industry Day Photos
- PAGE EIGHT:** New to OSBP
- PAGE EIGHT:** Metrics Update
- PAGE EIGHT:** Important Dates To Remember
- PAGE EIGHT:** OSBP Newsletter Article Submission Schedule
- PAGE EIGHT:** OSBP Staff
- PAGE EIGHT:** OSBP Web Site

MISSION STATEMENT

- To advise the Administrator on all matters related to small business,
- To promote the development and management of NASA programs that assist all categories of small business,
- To develop small businesses in high-tech areas that include technology transfer and commercialization of technology, and
- To provide small businesses maximum practicable opportunities to participate in NASA prime contracts and subcontracts.

NATIONAL AERONAUTICS AND SPACE ADMINISTRATION

HQ Office of Small Business Programs

300 E Street SW, Suite 2K39

Washington, DC 20546-0001

Phone: 202-358-2088; Fax: 202-358-3261

E-mail: smallbusiness@nasa.gov

Web site: <http://www.osbp.nasa.gov>

OFFICE OF SMALL BUSINESS PROGRAMS

SBS SPOTLIGHT



JENNIFER PEREZ,

SMALL BUSINESS
SPECIALIST

NASA GODDARD SPACE
FLIGHT CENTER

I was born in New York City and moved to Maryland in 1987 in my sophomore year of high school. I graduated from Duval High School in 1988. I started my

civil servant career 24 years ago with the Internal Revenue Service as a clerk-typist. Two years later, I accepted a position at the Goddard Space Flight Center as clerk-typist for the Flight Programs and Projects Directorate, Code 400. During this time I married my prince charming and started a family. Although married life and motherhood were most fulfilling, I yearned for something else in my career. To further my career, I enrolled in college to pursue a degree in business administration in 1990. While I was attending college, raising a family, and working in the clerical field, an opportunity presented itself in the Procurement Directorate in 1997. I officially began my acquisition career as a procurement technician in the Headquarters Procurement Office that year. Since then, I earned my degree; served as Team Leader for Simplified Acquisitions; and worked as a contract specialist, in which role I negotiated and administered several contracts. After working in the contracts world for 12 years, I felt I was called to do something else where my customer service skills could be best utilized. I was approached in 2009 by the Small Business Office to detail into their organization, and the rest is history. I have found my calling professionally. I love this position and find it to be very fulfilling.

What made you want to become a small business specialist (SBS)?

Although I was sought after and afforded the opportunity to work in the Small Business Office, I found my experience and knowledge of small businesses, along with procurement policies and processes within NASA, made me a well-suited candidate for the position. During my tenure, I have gained experience by helping to develop and influence procurement policies while working on a team that is dedicated to preserving competitive opportunities that will help grow our Nation's small and disadvantaged business community.

What is your favorite part of being an SBS?

I truly believe I am a people person. I enjoy and take a special interest in maintaining relationships and becoming the first line of contact for new and established vendors to find contract work within NASA. Also, I genuinely enjoy assisting with the education of our procurement community on small business policies and processes. It is a fulfilling and rewarding experience when I am able to assist a small business with acquiring its first NASA contract.

In your opinion, what is the biggest issue facing small businesses this year or in the future?

In my opinion, the ultimate goal of a small business specialist is to ensure that a percentage of the Government's work is set aside for small business and to help the Nation's economy. With many Federal agencies facing budget cuts, it will be a challenge for agencies to create new opportunities. As a result, the potential lack of opportunities will adversely impact set-asides for small business. I recognize that the success of small business is critical to our economic recovery and strength, and every effort must be made in order to achieve Agency small business goals, especially in these difficult economic times.



AA's CORNER

As the second quarter of fiscal year 2012 comes to a close, NASA's Office of Small Business Programs (OSBP) continues to work hard to ensure that we find every opportunity for small businesses to win prime or subcontracting contracts.

In January, OSBP held the first of three Industry Day outreach events aimed at reaching out to the Agency's underachieving small business categories, Service-Disabled Veteran-Owned Small Businesses (SDVOSBs), Historically Underutilized Business Zone (HUBZone) Small Business Concerns, and Woman-Owned Small Businesses (WOSBs). The Johnson Space Center (JSC) successfully hosted the SDVOSB Industry Day on January 31. JSC's Industry Day implemented the newly formed partnership between the OSBP and the Center's technical coordinators. The newly assigned technical coordinators roamed the exhibit floor absorbing the various technological products displayed by over 100 companies in attendance, 56 of which were SDVOSBs. In addition, the technical coordinators were readily available to answer attendees' questions relating to NASA-specific technology requirements. The collaborative effort of the Agency's small business specialist and technical coordinators had conducted approximately 200 one-on-one matchmaking sessions by the end of the Industry Day event. The event allowed the Center technical coordinators to visit company booths to explore various available technologies, which proved a great benefit to companies that normally would have had to expend additional time and resources in scheduling meetings with each of the coordinators.

(continued on page 3)

Stennis Space Center's 2011 Industry Day (continued from page 1)

through quarterly meetings where specific information is exchanged based on funding cycles and forecasts of small business needs, as well as inquiries from small businesses. The SBC's inaugural year culminated in the highly successful Stennis Industry Day event.

SMALL BUSINESS PROGRAMS



AA's Corner (continued from page 2)

By all accounts, this event was considered a great success. I would like to thank the JSC senior management for their support of this important event and recognize the hard work of the JSC small business specialists, Mr. Charles Williams, Ms. Kelly Rubio, and the many others who helped make the event such a success.

The last two Industry Day outreach events are scheduled for March 29, 2012, at the Marshall Space Flight Center, with a focus on WOSBs, and June 19, 2012, at the Glenn Research Center, with a focus on HUBZone Small Business Concerns. I am sure that these events will be a success as we continuously look for opportunities to enhance the Agency's small business procurements.

I just received the judges' scorecards from the various Federal agencies that graded each of the NASA Centers to see who will be the recipient of the FY 2011 Administrator's Cup. The announcement will be made in the mid-May timeframe. I can tell you the voting was very close, and Administrator Charles Bolden and I will be very excited to present the 4th Annual Administrator's Cup to the Center with the Best Overall Small Business Program.

The FY 2011 White House–assigned initiatives are still in full force, and NASA is well on track for meeting the various requirements placed on us by the administration. There are still monthly meetings among the working groups and the deputies of all major Federal agencies meet on a quarterly basis.

As most of you are aware, NASA was one of three of the top seven agencies that exceeded the Small Business Administration/Office of Management and Budget–assigned goals for FY 2011. We intend to ensure a repeat in exceeding our small business goal while showing significant improvement in the three underachieved categories. I know this is possible because NASA is the best organization to work for because of the people: you give them a challenge, and they will meet it.

Enjoy your spring!

GLENN A. DELGADO
ASSOCIATE ADMINISTRATOR
NASA OFFICE OF SMALL BUSINESS PROGRAMS

NASA PROCUREMENT BELONGING TO A PROFESSIONAL ORGANIZATION

BY BILL MCNALLY, ASSISTANT ADMINISTRATOR
NASA OFFICE OF PROCUREMENT

How do you take responsibility for your career and improve yourself and your work skills? One way is through the many training opportunities available in a workplace or outside. Another way is developing yourself on the job. Both of these are important. A third way, and one I recommend, is joining a professional association.

For procurement personnel, there are a number of professional associations out there from general contracting associations to specialized ones for education contracting, information technology (IT) contracting, energy contracting, and more.

For me, the one I belong to and get a great deal of value from is the National Contract Management Association (NCMA). In the spirit of full disclosure, I have to tell you that I am on the NCMA board of directors. Long before that happened, I was an ardent supporter of the NCMA.

I believe the NCMA, through its many different forums, is a vital knowledge management (KM) tool for the contracting professional. In my view, the NCMA is critical to improving individual, team, and organizational performance. It does this through a consistent and disciplined process for capturing and reusing what its members know and share. Through its various forums, the NCMA has the ability to extend to its members effective practices that can be understood and repeated. Throughout my 35 years of acquisition experience, I have applied this critical practice of capturing, sharing, and reusing the knowledge that I have gained.

Even if you aren't involved in contracting, I'm sure there are professional associations out there for you. I think everyone benefits by joining a professional association. Check out the ones in your field. I'm sure you will find one that is a good fit for you.

NASA Office of Procurement: <http://www.hq.nasa.gov/office/procurement/>

SOCIAL MEDIA



The NASA Office of Small Business Programs (OSBP) has a new Facebook page! Why? NASA OSBP would like the public to have instant access to small business information. Whether it is news that impacts the small business community, outreach and matchmaking events, or procurement opportunities—we want to simplify the process.



So please take a moment to like us on Facebook (<http://www.facebook.com/NASASmallBusiness>) or follow us on Twitter (https://twitter.com/NASA_OSBP). It will only take a few minutes of your time, and it will be well worth the effort! Besides, we would love to hear from you!



MISSION DIRECTORATE UPDATE

NASA HUMAN EXPLORATION AND OPERATIONS MISSION DIRECTORATE

**BY JENNIFER WILES, COMMUNICATIONS SPECIALIST
FREEDOM INFORMATION SYSTEMS
SUPPORT CONTRACTOR TO HUMAN EXPLORATION AND
OPERATIONS MISSION DIRECTORATE**

In 2011, the final Shuttle mission brought to a close a remarkable chapter in America's history in space. International Space Station (ISS) construction was also completed, ushering in the next extraordinary chapter in the Nation's proud exploration story in which humans will explore a range of destinations, including asteroids, the Moon, Lagrange points, and, ultimately, Mars.

To reach these new heights in human space exploration, NASA unified the Space Operations and Exploration Systems Mission Directorates to form the Human

Exploration and Operations Mission Directorate (HEOMD). The goal of unification is to connect all human space operations capabilities, streamline planning and decision making, and improve integration of processes and procedures. The newly formed directorate provides the Agency with leadership and management of space operations related to human exploration in and beyond low-Earth orbit.

The complementary work performed by each HEOMD division enables NASA to implement a capability-driven human space exploration framework. This framework focuses on building, testing, and refining core exploration capabilities that can be leveraged for multiple missions, rather than building destination-specific systems.

The International Space Station is the centerpiece of human space flight. A full-time, six-person crew conducts research and technology development activities that will improve life on Earth and prepare humans for deep space missions. Congress has designated the U.S. segment of the Space Station as a national laboratory so that its unique, extreme conditions for basic and applied research are available to communities outside of NASA, including other Government entities, academia, and the private sector.

A vibrant U.S. commercial space flight industry is a vital component of the future of human space exploration. NASA is stimulating efforts by commercial partners to develop safe, reliable, and cost-effective ways to transport cargo and crews to the Space Station and other destinations in

low-Earth orbit. Not only will this new approach allow NASA to focus its efforts on sending humans to destinations beyond low-Earth orbit, but it will create jobs and expand opportunities for the American economy.

In parallel to supporting the ISS and facilitating commercial crew and cargo transportation, HEOMD is developing the Orion Multi-Purpose Crew Vehicle and the Space Launch System and is supporting ground operations. Significant progress has already been made—with much more to come—setting a solid foundation for America's future exploration architecture.

NASA is making the investments required to begin the era of deep space exploration today. Next-generation space flight technology development is underway, as is continued research in the areas of space life sciences, physical sciences, and human health. These capabilities and knowledge will allow humans to sustainably explore and safely live away from Earth for long durations.

The directorate will continue to maintain Agency leadership and management of space operations related to launch services, space transportation, and space communications in support of both human and robotic exploration programs. Additionally, HEOMD recognizes that upgrades to existing infrastructure and retention of knowledge are critical to the success of NASA; the directorate is taking the necessary steps to ensure that the right facilities and workforce competencies are available when NASA needs them.

(continued on page 6)

NASA CHIEF INFORMATION SECURITY OFFICERS MEET FACE TO FACE

FEDERAL INFORMATION SECURITY MANAGEMENT ACT/COMPLIANCE/INFORMATION TECHNOLOGY

BY EVELYN DAVIS, IT SPECIALIST

The IT Security Division of the Office of the Chief Information Officer held a two-and-a-half-day workshop February 21–22 at the Marshall Space Flight Center in Huntsville, AL. This year's theme was "Meeting IT Security Challenges in the 21st Century."

The face-to-face (F2F) gathering brought together Center Chief Information Security Officers (CISOs), cybersecurity subject-matter experts, Office of Inspector General (OIG) staff, National Institute of Standards and Technology (NIST) employees, and cyber-counterintelligence representatives to discuss the strategic direction for cybersecurity at NASA.

The F2F opened with welcome remarks by Valarie Burks, Deputy Chief Information Officer (CIO) for IT Security and NASA CISO. The group watched a special video address from NASA CIO Linda Cureton. Cureton called the meeting an important collaboration across the NASA security community. Both the CIO and Deputy CIO for IT Security stressed the need for continued cybersecurity vigilance

and integration of security at all levels of NASA.

Burks provided the group with a "Security State of Affairs" update that focused on mission- and business-enabling cybersecurity solutions. The dialogue continued with a call for greater teamwork and collaboration, as well as the leveraging of skills and capabilities across the NASA enterprise, as methods to improve the overall NASA cybersecurity posture.

It also highlighted NASA's need to move from reactive to proactive in addressing the threat environment.

Here are a few of the agenda topics:

- Risk Management Framework—Dr. Ron Ross, NIST Fellow (WebEx)
- New Technology and Innovation—Dr. Sasi Pillay, Chief Technology Officer, NASA
- NASA Cyber Crimes—John Garris, Special Agent-in-Charge, OIG



- Counterintelligence—George Scott Crawford, Glenn Research Center
- NASA Audits—Wen T. Song, Director, OIG, Headquarters
- IT Security Assessments—Kanitra Tyler, Deputy CISO, Goddard Space Flight Center
- DAR Project Status—Carleton Foster

In addition, various cybersecurity working sessions tackled subjects such as policy existence versus policy enforcement, the securing of applications, the balancing of business needs and cybersecurity, the penetration of cybersecurity into NASA missions, and the protection of mobile devices noninclusively. Each cross-Center team delivered cybersecurity solutions for followup across the enterprise and agreed to drive each series of solutions to fruition.

The IT Security Advisory Board will now proceed on these topics for the future.

SMALL BUSINESS AND MSL

BUSINESS OPPORTUNITIES OFFICE, NASA JET PROPULSION LABORATORY

The NASA Mars Science Laboratory (MSL) mission will serve as the cornerstone for Mars exploration over the next decade. On November 26, 2011, a rover named Curiosity entered into its 9-month journey to Mars carrying the most scientifically advanced payload to further science and exploration capabilities. Since the inception of the Mars program, small businesses have played an important role in contributing to the Jet Propulsion Laboratory's (JPL's) success. The MSL is the latest mission to benefit from contributions by small businesses as the high-tech small business community brings technical expertise, knowledge, and innovation to the forefront.

The Laboratory's small business partners—namely, ATA Engineering, Columbus Technologies and Services, Santa Barbara Applied Research (SBAR), and the Terraza Design Group—have mutually contributed to the success of MSL in various capacities, in addition to providing high-quality technical support and services during the design, development, integration, and test phases of MSL.

These exemplary small businesses are winners of a NASA Small Business Industry Award and the Thomas H. May Legacy of Excellence Award, a JPL small business award. In recognition of their contributions to MSL, NASA Administrator Charles Bolden invited these firms to view the launch at NASA's Kennedy Space Center the day after Thanksgiving.

Several highlights of ATA's contributions include the rover Scarecrow used in the early design phase to study and demonstrate the feasibility of landing the rover using its wheels as the landing gear, design and analysis of the remote sensing mast and robotic arm turret assembly, computer simulations of the MSL Skycrane and touchdown events

and full-motion drop test, and activities on the MSL powered descent vehicle. For more about ATA, please visit <http://www.ata-e.com/>.

Columbus provided technical support personnel to the MSL rover. The company's contributions include structural subsystem trade studies to optimize configuration design, timely generation and release of rover structural element piece-part assembly and interface drawings, analysis for the hydrazine monoprop system, electronic packaging engineering, and design input into the development of the electronics. For more about Columbus, please visit <http://www.columbususa.com/>.

Like Columbus, SBAR provided personnel support including design engineers and mechanical designers. These individuals participated on teams in a collaborative environment to design, develop, and test spacecraft flight hardware and support equipment for JPL flight projects. Software quality-assurance support to flight, instrument, and ground data systems for MSL was provided by SBAR software engineers. Additional support included subsystem fabrication and testing, assembly work, and MSL education and outreach efforts for the public. For more about SBAR, please visit <http://www.sbar.com/>.

The Terraza Design Group provided or collaborated on ground support hardware including entry vehicle work stand handrails to safely allow JPL personnel to work under a large structure suspended by an overhead crane, a robotic arm test stand to allow the MSL team to test the robotic arm of the MSL rover in both the clean room and the space simulation lab, and spin table support stands for proof load testing, along with a mass model tool used to test the spin tables to ensure that they accurately represent both the center of gravity and the mass of the flight article. For more about Terraza, please visit <http://www.terrazadesign.com/>.

In total, small businesses received over 7,000 subcontract actions on MSL valued over \$163 million (approximately 46 percent of the subcontracting dollars).

NO GREATER SACRIFICE: NASA HOSTS SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESSES AT THE LYNDON B. JOHNSON SPACE CENTER

BY KELLY RUBIO, SMALL BUSINESS SPECIALIST
NASA JOHNSON SPACE CENTER

That small businesses fuel our Nation's economy is underscored by the fact that our Nation's service-disabled veterans further drive America's ingenuity with a spirit of entrepreneurialism, vision, and the audacity to sacrifice even now. On January 31, 2012, NASA welcomed and hosted a Service-Disabled Veteran-Owned Small Business Industry Day at the Lyndon B. Johnson Space Center (JSC) in Houston, TX. A total of 103 companies, including 56 Service-Disabled Veteran-Owned Small Businesses (SDVOSBs), and over 200 attendees composed the audience at what was considered one of the most successful small business events at JSC. The purpose was to highlight NASA's strategy to partner with SDVOSBs for business opportunities in order to achieve the Office of Small Business Programs' (OSBP's) objective for increasing SDVOSB participation throughout the Agency for fiscal year 2012 and beyond.

The SDVOSB Industry Day started with a welcome by Debra Johnson, Director of Procurement, and opening remarks by Dr. Ellen Ochoa, JSC Deputy Center Director. Then

Glenn Delgado, Associate Administrator of the OSBP, discussed how this event is a part of NASA's attempt to increase spending with SDVOSBs. Special guest speaker Andy Allen, a retired lieutenant colonel of the United States Marine Corps, as well as former Space Shuttle Commander and chief executive officer (CEO) of Aerodyne Industries LLC, an SDVOSB, discussed how his experiences helped him to get to where he is now. Lieutenant Colonel Andy Allen spoke about the challenges and risks of being a small business owner compared to his former positions as a senior executive with Honeywell and United Space Alliance. Allen connected to the audience by describing humble beginnings as a small business owner and having the desire to achieve greater things. In addition, a training session called "Responding to Market Research and Sources Sought Synopses" was presented by Charles Williams, JSC's Lead Small Business Specialist, and Valerie Coleman, the Small Business Administration's Procurement Center Representative.

Twenty-four exhibitor booths on themes that included large businesses, SDVOSBs, JSC small business technical coordinators, contracting officers, NASA small business specialists, and the Small Business Administration were available for attendees to learn more about working with NASA and NASA contractors. An open-concept arrangement made the exhibits a further attraction to all attendees and led to the movement and flow of the crowd. In addition, more than 240 one-on-one business matchmaking sessions were held; these allowed smaller companies to showcase their capabilities and afforded them the opportunity to meet people from large businesses, JSC's Directorate and Program Office representatives, and the NASA Center small business specialists. JSC technical small business coordinators were in attendance and led to the success of several potential matches to future requirements and continuing communications.

SDVOSBs will continue to be on the forefront of NASA's quest for SDVOSB partnership and participation in future business opportunities. We want to thank all service-disabled veterans for their sacrifice for our country and NASA's SDVOSBs for their service to the Agency.

Mission Directorate Update (continued from page 4)

HEOMD has accepted the challenge of extending and sustaining human activities across the solar system and will do its part to ensure that the United States maintains its leadership in space. NASA will fully utilize the International Space Station, foster partnerships with the commercial industry, and develop new flexible capabilities for human space exploration.

To be successful, NASA must leverage the knowledge and innovation of American industry. In the coming years, opportunities to partner in development and discovery will become available... we ask you to join us.

To learn more about the Human Exploration and Operations Mission Directorate, visit <http://www.nasa.gov/directorates/heo/home/index.html>.

To keep up with the latest news and updates on NASA's efforts in human space exploration, visit <http://www.nasa.gov/exploration>.

MESSAGE FROM THE NASA CHIEF TECHNOLOGIST'S OFFICE NASA SBIR AND STTR PROGRAMS HELP DRIVE ECONOMIC GROWTH

**BY ANNA CORDREY, SBIR/STTR PROGRAM OUTREACH SPECIALIST
AND RYSZARD PISARSKI, PH.D., TECHNOLOGY INFUSION
MANAGER AT THE PROGRAM MANAGEMENT OFFICE**

As the Federal Government rolls out changes to win the future in the global economy, technological innovation remains vital to strengthening the Nation's competitiveness and job growth as well as performing NASA's mission. Through the Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Programs, small business concerns and research institutions develop pioneering technologies that transition not only into NASA missions, but also into commercially available products and services for the Nation.

Under the direction of NASA's Office of the Chief Technologist, the NASA SBIR and STTR programs collaborate with U.S. industry to address specific technology gaps in mission programs. The results have benefited numerous NASA efforts, including modern air traffic control systems, Earth-observing spacecraft, the Space Shuttle, the International Space Station, and various planetary exploration missions. A company whose work exemplifies successfully bringing concept to commercialization, including insertion into a mission, is InXitu, Inc.

InXitu developed a technology through the SBIR program that is part of an instrument on board the Mars Science Laboratory rover scheduled to land on Mars this August. From 2002 to 2008, building on its initial SBIR technologies, InXitu has successfully transitioned this technology to the commercial marketplace. The technology used in the portable rock and mineral analyzer instrument on the Mars Science Laboratory rover received a prestigious R&D 100 Award.

Another recent example of an SBIR success story comes from the Physical Sciences Corporation's development of economical manufacturing processes and joining procedures for radiation shielding composites. The composites will enable human exploration of the Moon, Mars, and the interplanetary regions of our solar system while protecting astronauts from the effects of the omnipresent radiation threat to their health. This effort has helped the United States maintain its leadership in ceramic composite materials development and next-generation space exploration.

NASA considers every technology development investment dollar critical to the ultimate success of the Agency's mission. NASA strives to ensure that the research topic areas described in its annual SBIR and STTR solicitation are in alignment with its Mission Directorate priorities and technology needs.

The 2011 solicitation brought significant changes to the SBIR and STTR programs, including new initiatives that stimulated collaboration and increased award amounts. These changes also helped companies further develop technologies for infusion into NASA missions and the marketplace, while the Agency's Technology Area Roadmaps provided clear guidance about NASA's technology development priorities.

The 2011 solicitation also introduced the NASA SBIR "Technology Available" subtopics. Subtopics with the Technology Available designation enable small business proposers to use NASA intellectual property. Technology Available subtopics address the objective of increasing the commercial application of innovations derived from Federal research and development (R&D).

In addition, 2011 and future solicitations separate SBIR and STTR into two documents. The new 2012 solicitation will bring new opportunities for companies to leverage Government resources and tools to maximize efficiency and effectiveness and accelerate technology transfer.

The SBIR and STTR programs have three phases that reflect the innovation and commercialization processes:

- Phase I is the opportunity to establish the scientific, technical, and commercial merit, as well as feasibility, of the proposed innovation.
- Phase II is the development, demonstration, and delivery of the innovation. To further encourage the transition of Phase II contracts into Phase III awards, there is also a Phase II Enhancement Option that extends existing Phase II contracts, allowing for additional research and development by matching non-SBIR/STTR investments up to a set amount.
- Phase III is the commercialization of innovative technologies through contracts being awarded with non-SBIR/STTR funds for work performed under prior SBIR/STTR funding agreements. Key features of Phase III awards include a noncompetitive award process; an absence of limits on the number, duration, type, or dollar value of Phase III awards; and the ability of any Federal agency to enter into a Phase III agreement at any time with a Phase I or Phase II Awardee. Award amounts are subject to Federal funding, and the 2012 solicitation will include new amounts.

As the SBIR and STTR programs evolve in alignment and support of NASA's strategic vision, they continue to assist and enable small businesses to use the assets in place as well as provide the mechanisms to aid in infusing innovative technologies into NASA and the Nation. These programs spur entrepreneurship while providing opportunities for Americans to contribute to the Nation's effort to innovate and thrive in the global economy—just as President Obama stated, "making America the best place on Earth to do business."

WHERE SMALL BUSINESS DRIVES INNOVATION

OSBP PROGRAM MANAGER THE NASA OFFICE OF SMALL BUSINESS PROGRAMS (OSBP) IS CHANGING ROLES AND RESPONSIBILITIES FOR ITS

**BY DAVID B. GROVE, PROGRAM MANAGER
NASA OFFICE OF SMALL BUSINESS**

The NASA Office of Small Business Programs (OSBP) is changing the roles and responsibilities for its program managers. The OSBP is made up of the Associate Administrator, his executive assistant, three program managers, and contractor support. NASA is usually in the top five agencies for obligating the most Federal dollars each year. The reason OSBP can perform the mission of an agency-level small business office with a limited staff is through automation and the rotation of functions.

OSBP and NASA have fully embraced automation in carrying out our functions. The team uses smartphones, laptop computers, social media, Web applications, virtual private networks, encryption, and security to form a virtual team that is always connected to each other and the public. The team changes its roles and responsibilities to keep everyone fresh and up to date on the latest changes in small businesses. It also creates automatic backups for the program. If the person responsible for a program hands it off to a new program manager, that person automatically becomes the backup for the program.

One of the ways OSBP communicates with the Centers is by assigning a program manager to each Center. This program manager is dedicated to answering questions, explaining policy, reviewing procurements, and following the Center metrics. The chart below lists the Centers and their program managers.

David Grove	Richard Mann	Tabisa Tepfer
GSFC	NSSC	ARC
NMO/JPL	SSC	DFRC
JSC		GRC
MSFC		KSC
		LaRC

SMALL BUSINESS MAKES A BIG DIFFERENCE



MANAGER HIGHLIGHT SMALL BUSINESS CHANGING THE ROLES AND PROGRAM MANAGERS

The other way OSBP interacts with the public is assigning subject-matter experts to small business topics. This way, the small businesses that call in with questions can be assured that the response has been vetted by the person responsible for the subject. The chart below lists the program manager and some of major topics.

David Grove	Richard Mann	Tabisa Tepfer
Policy	Veteran Programs	Mentor-Protégé Program
Liaison with Legal and Procurement	Strategic Sourcing	Woman-Owned Small Business
Baseline Performance Review	Goaling	Small Disadvantaged Business
NASA Vendor Database	Prime Metrics	HUBZone Concerns
Strategic Planning	Subcontracting eSRS	HBCU/MI
Acquisition Statistics (ACQSTATS)	Procurement Oversight	OSBP Budget

The OSBP office, as do the Center small business or industry assistance offices, continually strives to respond to your questions, support NASA programs, develop high-tech small businesses, and provide small businesses with the maximum practicable opportunity to participate in NASA prime contracts and subcontracts.

STENNIS SPACE CENTER AND JOHNSON SPACE CENTER INDUSTRY DAY PHOTOS



SSC Industry Day, November 16–17, 2011: 1. SSC Industry Day Exhibit Hall; 2. Michelle Stracener, Small Business Specialist, SSC; 3. Mark Formby, Mississippi State Representative; 4. Rear Admiral Jonathan W. White, Commander, Naval Meteorology and Oceanography Command; 5. Richard Mann, Program Manager, NASA OSBP.

JSC SDVOSB Industry Day, January 31, 2012: 6. Dr. Ellen Ochoa, JSC Deputy Center Director and former astronaut; 7. Debra Johnson, JSC Director of Procurement; 8. Charles Williams, Lead JSC Small Business Specialist (SBS); 9. JSC Technical Coordinators; 10. NASA Small Business Outreach; 11. Glenn A. Delgado, Associate Administrator, NASA Office of Small Business Programs.

IMPORTANT DATES TO REMEMBER

NEW TO OSBP

RAYMOND P. MOORE, PROGRAM ANALYST (CONTRACTOR)
NASA OFFICE OF SMALL BUSINESS PROGRAMS

I would like to begin by saying that I am completely overjoyed to join the Office of Small Business Programs. With this new position placed before me, I am looking to transition my well-acquired skills that I developed while holding the position of fundraising assistant at the Washington, DC Martin Luther King, Jr.

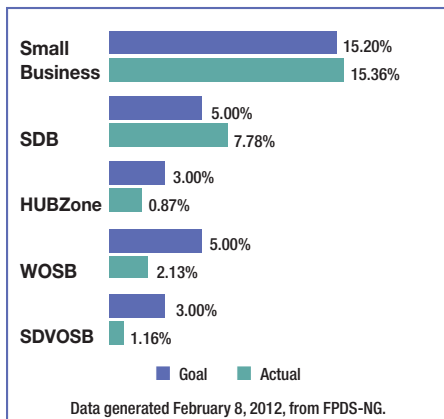


Raymond P. Moore

National Memorial Project Foundation, Inc., where I assisted in raising \$120 million to build the memorial on the National Mall. Prior to what is now known as the most progressive 5 years of my life thus far, I received my bachelor of science degree in computer information systems from Shaw University. In my spare time, I enjoy mentoring, working with disadvantaged youth, and motivational speaking.

METRICS UPDATE

FY 2012 NASA Agency Prime Goals vs. Actual Percentages AS OF FEBRUARY 8, 2012	
CATEGORY	DOLLARS
Total Dollars	\$ 4,390,783,160
Small Business	\$ 674,273,613
SDB	\$ 341,605,185
8(a)	\$ 138,872,634
HUBZone	\$ 38,319,793
WOSB	\$ 93,705,924
SDVOSB	\$ 51,039,940



NASA Marshall Space Flight Center Women-Owned Small Business Industry Day
March 29, 2012 | Huntsville, AL | Contact: David Brock, 256-544-0267 | Web site: <http://msfc-wbcna.eventbrite.com>

Annual SEWP (Solutions for Enterprise-Wide Procurement) Users Symposium
April 3-5, 2012 | Philadelphia, PA | Web site: <http://www.sewp.nasa.gov/conferences/philly12/index.shtml>

11th Annual South Pacific Division Small Business and Outreach Veterans Conference
April 10-12, 2012 | Sparks, NV | Web site: <http://www.implanners.com/veterans/>

OSDBU Procurement Conference
April 19, 2012 | Washington, DC | Web site: <http://www.fbcinc.com/e/osdbu/>

National Small Business Week
May 20-26, 2012 | Washington, DC | Web site: <http://www.nationalsmallbusinessweek.com/>

Veteran Entrepreneur Training Symposium (VETS)
June 11-13, 2012 | Reno, NV | Web site: <http://www.veterantrainingsymposium.com/>

NASA Glenn Research Center HUBZone Industry Day
June 19, 2012 | Cleveland, OH | Contact: Sandra Gerlach, sandra.l.gerlach@nasa.gov, 216-433-3764 | Web site: <http://nasahubzoneindustryday.eventbrite.com/>

National Veterans Conference
June 26-29, 2012 | Detroit, MI | Web site: <http://www.nationalveteransconference.com/>

For more OSBP calendar dates, visit our Web site at <http://www.osbp.nasa.gov/>.

OSBP NEWSLETTER ARTICLE SUBMISSION SCHEDULE:

DEADLINE	PUBLISHED
January 31	March
April 30	June
July 31	September
October 31	December

U.S. SBA PROCUREMENT CENTER REPRESENTATIVE (PCRs)

Procurement Center Representative (PCRs) increase the small business share of Federal procurement awards by initiating small business set-asides, reserving procurements for competition among small business firms, providing small business sources to Federal buying activities, and counseling small firms. In addition, PCRs advocate for the breakout of items for full and open competition to affect savings to the Federal Government.

For additional information, visit <http://www.sba.gov/content/government-contracting-field-staff-directory>.



Follow NASA OSBP on the Web

OSBP STAFF:

THE OSBP OFFICE IS A TEAM COMMITTED TO PROVIDING EXCELLENCE IN SERVICE AND INFORMATION TO THE SMALL BUSINESS COMMUNITY.

GLENN A. DELGADO, Associate Administrator

DAVID B. GROVE, Program Manager

RICHARD L. MANN, Program Manager

TABISA T. TEPFER, Program Manager

NAEEMAH A. LEE, Executive Assistant

MELANIE A. CARR, Program Analyst (Contractor)

RAYMOND P. MOORE, Program Analyst (Contractor)

TRUPHELIA M. PARKER, Editor/Program Analyst (Contractor)

OSBP WEB SITE:

The NASA OSBP Web site helps individuals and companies to navigate small business policies, procedures, and best practices at NASA.

The purpose of the Web site, <http://www.osbp.nasa.gov>, is to share the vision of the Small Business Program at NASA, as well as provide pertinent information on how to do business with NASA.