



Missile Defense Agency

Office of Small Business Programs

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Message from the Director, Lee Rosenberg

Thanks to all who participated in our conference in July. We had over 400 attendees and the feedback we've received indicates it was a very useful and productive conference for those who attended. The briefings from the conference are posted on our website and I encourage you to look at them if you missed the conference. Included in the briefings is one from the acquisition folks involved in developing the strategy for the Integrated Research and Development for Enterprise Solutions (IRES) effort to acquire the services currently under our existing Joint National Integration Center Research and Development Contract (JRDC). Additionally, a briefing from the program manager for the Missile Defense Engineering and Support Services (MiDAESS) Program on the upcoming follow-on contracting effort is also posted. As a reminder, if you are interested in our Security and Operations Center contract, an industry day was held recently and the RFP will be posted soon (probably by the time this newsletter is published). That contract will be a significant small business set-aside.

So, a professor of mine once told me, "When the horse is dead, it's time to dismount!" Well, beating dead horses is becoming a hobby of mine or so it seems. As I review the responses from recent Requests for Information (RFI), some have been excellent, but still too many are not. In so many articles before in this newsletter, I've harped on the importance of submitting responses to Requests for Information (RFI's) that "answer the mail." That is, responses that address the information we ask for. We really use this information

to determine small business capabilities to do the work we need done and often times the analysis of those RFI responses can lead to work being set-aside for small businesses. Instead, today, as in the past, we are still receiving some responses that are nothing more than marketing literature and line cards and do not address the information we seek despite my almost continual carping on this issue in these articles.

We pride ourselves within the Agency on doing extensive market research in support of our acquisitions which usually includes some form of RFI for the larger ones. The results of this market research are often acquisition strategies that are either set-aside for small businesses or contain significant small business utilization requirements for subcontracting. In a few instances where acquisitions have not been set-aside, the results can be traced, in part, back to the paucity and unresponsiveness of the RFI responses we received for those efforts. I'm aware that sometimes responding to an RFI is a laborious and time consuming effort and that many of you are already stretched thin. I think you should view the investment in time and effort to respond to these RFI's as investments that will have potentially great payoffs in the future when small business friendly solicitations are issued. Viewed in that light, it may better justify the time and effort you put into your responses. Marketing to the Government is a different proposition than marketing in the commercial world. As I've said so often, your best marketing tool to the Government ultimately is the proposals you submit in response to our solicitations.

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Message from the Deputy, Genna Wooten

Continued from Page 1...

However, having said that, a strong corollary effort is responding to RFI's. They give you the ability to lay out your capabilities around a specific set of Government needs. In essence, to plant the seeds that could ultimately bear the fruit of a small business set-aside in which you are capable of competing as a prime. When you fail to respond or provide inadequate responses not addressing the information requested, you run the risk that not enough capability will be made known to the Government decision makers forcing them to choose the full and open route instead. So, in closing, help me help you by giving me the ammunition I need to fight the acquisition strategy battle I often am faced with in justifying small business set-asides on Agency acquisitions. Respond to our RFI's with information we ask for, making sure to support your capability assertions with relevant past performance and... save the marketing brochures for the coffee table in the outer office!



As discussed in the last edition of the OSBP Newsletter, MDA OSBP is responsible for monitoring the Agency's implementation and execution of all Socio-economic programs. It is our duty to ensure that every small business that has the desire to do business with the MDA has the necessary information to successfully participate in all Agency procurement, either as a prime contractor or subcontractor. To aid in ensuring the necessary information is provided, I am offering additional insight into the Small Business Socio-Economic Programs. This edition of the newsletter will concentrate on the WOSB Federal Program.

The Women Owned Small Business Program is a Federal program designed to ensure that women owned small business concerns and economically disadvantaged business concerns have an equal opportunity to participate in Federal contracts. The legal requirements that apply to the Women Owned Small Business Program are governed by 13 C.F. R. part 127. This rule is available on the US Small Business Administration website at www.sba.gov/wosb.

Previous guidance allowed a Contracting Officer to set aside an acquisition for WOSB or EDWOSB eligible under the WOSB Program for requirements in NAICS Codes designated by SBA as substantially underrepresented if there is a reasonable expectation that 2 or more WOSB/EDWOSB concerns will submit offers based on market research and the procurement did not exceed the statutory dollar limitation.

On May 7, 2013, the enactment of the National Defense Authorization Act (NDAA) 2013 removed the statutory limitation on the dollar amount of a contract. As a result of this enactment, the contracting officers may now set aside acquisitions for WOSB and EDWOSB at any dollar level, as long as: (1) There is a reasonable expectation that, in industries in which WOSBs are underrepresented, two or more EDWOSBs will submit offers for the contract or, in industries where WOSBs are substantially underrepresented, two or more WOSBs will submit offers for the contract; and (2) in the estimation of the contracting officer, the contract can be awarded at a fair and reasonable price. The anticipated contract can be for any dollar amount.

For further information regarding the WOSB and EDWOSB eligible NAICS Code listings, see <http://www.sba.gov/content/women-owned-small-business-program>.



Encouraging Industry to help reduce Supply Chain costs

Jerrol Sullivan

Finding acquisition efficiencies and bringing down costs are important to the Agency and one of MDA's Office of Small Business Program (OSBP) small business objectives for prime contractors. This objective encourages MDA Program Offices, prime contractors, and subcontractors to work together to reduce the cost of MDA programs in the future so we can continue to afford the programs we already have in place. To that end, the MDA OSBP wants vendors to search for savings in their supply chain; there may be additional opportunities to find improvements in costs. MDA wants prime contractors to be sure they are truly getting the quality of work at the price we should be paying for that work from some of their suppliers. In many cases, primes are subcontracting a substantial amount of work on a contract, so managing supplier partnerships and costs is critical. The MDA would like primes to reconsider their most costly subcontracting arrangements, particularly for projects in production or sustainment phases, when costs should be more predictable. MDA OSBP is encouraging primes to find efficiencies and we are pressuring our primes to reduce costs. We need our primes and their subcontractors to look at their supply base in the same way.

Overall, MDA OSBP credits industry partners for taking action to reduce costs by addressing overhead, divesting unproductive business units, and rightsizing their management workforce. Gaining efficiencies in these areas, along with improving bid and proposal processes, can help us shrink our acquisition timelines as well as the cost of programs.

Growing Your Business

Becky Martin

At the MDA Office of Small Business Programs we are always looking for ways to assist small businesses in growing their business whether it is by offering information relating to upcoming requirements or changes/updates to laws and regulations. I realize that everyone is inundated with information overload but I was browsing the SBA website recently and discovered some very informative articles along with some excellent free training events.

I encourage you to take a few minutes (I realize those few minutes may come late at night or before day break) and peruse the SBA website (www.sba.gov). Several recent article such as "Freshening Up for Fall: 3 Ways to Tidy Your Small Business" and "How Running A Small Business is Like Coaching a Football Team" are very thought-provoking and enlightening.

Additionally, the SBA website offers a section on Upcoming Online Events such as 'Understanding RFPs (Request for Proposals)' workshop, 'Government Contracting Vehicles' workshop and Federal Fiscal Year-End Tips: Positioning Yourself for Procurement, along with many other workshops.

Sometimes we are reminded that "something old is new again" so take a look at the updated SBA website and take advantage of the information it contains.





MiDAESS Awards

Full and Open

Blue text indicates IDIQ Awards
Red text indicates Task Order Awards
Yellow box Recompeted/Recently Awarded

Acquisition Support (Capability Group 2)			IDIQ Contract Award Date: 9/8/2010
Booz Allen Hamilton	HQ0147-10-D-0018	DOB-02	10/23/2013 Strategic Planning and Financial Management Support
Computer Sciences Corporation	HQ0147-10-D-0019	DP-01	1/19/2013 Integration Synchronization
Paradigm Technologies, Inc.	HQ0147-10-D-0020	DOB-03	7/25/2013 Budget Execution/Funds Control
Odyssey Systems Consulting Group	HQ0147-10-D-0021	DOB-07	2/27/2013 Financial Systems Support & Integration

Engineering Support (Capability Group 3)			IDIQ Contract Award Date: 8/30/2010
ERC, Inc.	HQ0147-10-D-0006	DE-01	7/8/2011 System Engineering Integration
Madison Research Corporation	HQ0147-10-D-0007	DE-05	2/10/2014 Sensor Engineering
Computer Sciences Corporation	HQ0147-10-D-0008		
General Dynamics IT	HQ0147-10-D-0009	DT-02	9/26/2013 Ground Test Support
Parsons	HQ0147-10-D-0010	DE-03	6/8/2011 Weapons and Missile Systems
		DE-07	5/30/2013 Space Portfolio Engineering
		DE-08	3/20/2014 C3BM
		DE-10	9/24/2014 M&S Engineering
		DE-11	7/16/2013 Laser (Directed Energy) System Engineering
		DT-01	5/02/2014 Flight Component and General Test Support

Infrastructure and Deployment Support (Capability Group 4)			IDIQ Contract Award Date: 6/23/2010
Computer Sciences Corporation	HQ0147-10-D-0022	DPF-01	5/8/2014 Facility, Logistics, and Space Management
		DPF-03	6/3/2013 Environmental Management
		DT-08	5/8/2014 Warfighter Operational Support
General Dynamics IT	HQ0147-10-D-0023	DDW-01	2/15/2013 Warfighter Strategic Integration
Parsons	HQ0147-10-D-0024	DDW-02	10/23/2013 Operations Support
		DPF-02	2/20/2014 Facilities Life-Cycle Management Site Activation Planning, Deployment, and Integration

Agency Operations Support (Capability Group 5)			IDIQ Contract Award Date: 6/17/2010
ALATEC, Inc.	HQ0147-10-D-0002	DS-01	10/26/2012 Functional Management and Non-Matrix Admin. Support
Computer Sciences Corporation	HQ0147-10-D-0003		
EMC, Inc.	HQ0147-10-D-0004		

Security and Intelligence Support (Capability Group 6)			IDIQ Contract Award Date: 8/30/2010
Booz Allen Hamilton, Inc.	HQ0147-10-D-0011	DEI-02	6/18/2013 Declassification
		IC-03	6/26/2014 BMDS Information Assurance/Computer Network Defense
		DEI-03	5/1/2012 Intelligence
		DEI-06	3/7/2014 Cyber Security and Engineering
Lockheed Martin, Inc.	HQ0147-10-D-0012	DEI-01	3/7/2014 Security and Program Protection
ManTech International Corporation	HQ0147-10-D-0013	DEI-05	6/6/2013 Counterintelligence

Agency Advisory Analytical Support (Capability Group 7)			IDIQ Contract Award Date: 2/14/2011
Booz Allen Hamilton, Inc.	HQ0147-11-D-0001	A3-01	3/26/2013 Engineering & Technical Advisory & Analytical Support
MacAulay-Brown, Inc.	HQ0147-11-D-0002	A3-02	3/21/2014 Test
SAIC	HQ0147-11-D-0003	A3-03	3/26/2013 Executive Programmatic Advisory & Analytical Support
TASC	HQ0147-11-D-0004		



MiDAESS Awards

Small Business Set-Aside

Blue text indicates IDIQ Awards
Red text indicates Task Order Awards
Yellow background indicates Recompeted/Recently Awarded

Quality, Safety, and Mission Assurance (Capability Group 1)			IDIQ Contract Award Date: 1/21/2010	
a.i. Solutions HQ0147-10-D-0027	QS-03	5/24/2013	Quality Assurance	
A-P-T Research, Inc. HQ0147-10-D-0028	QS-01	12/01/2012	System Safety & Safety Occupational Health	
a.i. Solutions	QS-02	11/07/2013	Mission Assurance	
Bastion Technologies, Inc. HQ0147-10-D-0029				

Acquisition Support (Capability Group 2)			IDIQ Contract Award Date: 7/21/2010	
Acquisition Services Corporation HQ0147-10-D-0035				
BCF Solutions, Inc. HQ0147-10-D-0036	DO-04	5/01/2013	Cost Estimating and Analysis	
	DO-06	4/29/2013	EVMS	
Quantech Services, Inc. HQ0147-10-D-0037	DA-01	4/01/2014	Acquisition & Program Management Support	
	DPL-01	3/27/2013	Logistics Management	
	DA-02	3/27/2013	Acquisition Executive Support	
	DI-01	3/10/2014	International Affairs	
	DI-02	9/20/2013	Aegis BMD FMS and International Support	
	DOB-05	7/23/2012	Accounting	

Engineering Support (Capability Group 3)			IDIQ Contract Award Date: 3/10/2011	
COLSA Corporation HQ0147-11-D-0005	IC-01	9/12/2014	Information Technology Management and Analysis	
ERC, Inc. HQ0147-11-D-0006				
MEI Corporation HQ0147-11-D-0007	DE-12	6/12/2014	Specialty Engineering / International Engineering	
	DE-13	3/21/2014	Risk and Lethality Engineering	
	DT-06	6/24/2014	Ground Test Provisioning Support	
	DT-07	6/24/2014	Test Infrastructure Support	
	DE-04	3/27/2013	Threat Engineering	
Torch Technologies, Inc. HQ0147-11-D-0008	IC-02	9/24/2014	Cybersecurity & Risk Management	
	DE-02	6/06/2014	Test Analysis & Reporting	
	DE-09	5/05/2014	Speciality C3BM	
	DT-05	7/25/2014	Flight Test Provisioning Support	
DCS Corporation HQ0147-11-D-0009				

Agency Operations Support (Capability Group 5)			IDIQ Contract Award Date: 8/20/2010	
Harlan Lee & Associates HQ0147-10-D-0030	DS-04	3/18/2013	Strategic Planning & Communication	
	DS-05	4/17/2014	VIPIC	
	PA-01	1/28/2013	Public Information Support	
PeopleTec, Inc. HQ0147-10-D-0031	DS-02	5/17/2013	Executive Admin. & Action Officer Support	
	DS-03	4/17/2014	Protocol & Event Management	
	DOH-01	11/30/2012	Human Resources	
	DOH-02	1/04/2013	Training and Development	
Total Solutions, Inc. HQ0147-10-D-0032				

NEWS FLASH...2014 National Defense Industrial Association (NDIA) Annual Missile Defense Small Business Conference



How do you spell SUCCESS? At the Missile Defense Agency's Office of Small Business Programs we spell SUCCESS = T-E-A-M; I know it is not phonetically possible. However, it took a TEAM of diligent support to successfully achieve this

year's National Defense Industrial Association (NDIA) Annual Missile Defense Small Business Conference which was co-hosted by MDA OSBP and NDIA. The conference was held at the Von Braun Center in Huntsville, AL, July 23-24. The overarching theme and intent of the event was centered on providing insight into the MDA's major programs and opportunities for small businesses. This year's conference was well received and attended by approximately 400 attendees representing 298 companies, for a total of 45 large businesses and 253 small businesses.

Welcoming remarks were provided by Huntsville's Mayor, the Hon. Tommy Battle. He provided noteworthy statistics about the city of Huntsville, highlighting that Huntsville has the second largest research park in the nation and was recently named by Forbes magazine as one of the ten smartest cities in the world.

The conference was kicked off with a three part "Proposal Response Boot Camp" encompassing "How To Respond to an RFP to enhance your Competitive Edge", "Organizational Conflict of Interest", and "How to Respond to Broad Agency Announcement and the Rapid Innovation Funding Program". Each forum incorporated a Q&A session for industry.



Immediately following the Boot Camp, was an introduction showcasing two instrumental elements which contribute to the success of MDA OSBP. The first introduction was the MDA's Small Business Advocacy Council (MDASBAC) which seeks to strengthen alliance with the MDA and large prime contractors to support the agency's mission and small business goals. For more information regarding the MDASBAC, please visit [http://](http://www.mda.mil/business/bus_mdasbac.html)

www.mda.mil/business/bus_mdasbac.html . Next was an introduction of the current participants of the MDA's Mentor Protégé (MP) program. The MDA MP Program furnishes technical and business program assistance to Small Disadvantaged

Businesses, Women-Owned Small Businesses, Service-Disabled Veteran-Owned and Controlled Business, and Qualified HUBZone Small Businesses enhancing their capabilities to satisfy DoD and other contract and subcontract requirements. For more information regarding the Mentor Protégé Program, please visit <http://www.acq.osd.mil/osbp/sb/programs/mpp/participate.shtml> . The evening concluded with a highly rated networking reception.

Other notable highlights included various panels, which briefed on the upcoming release of the Missile Defense Agency Engineering & Support Services (MiDAESS) Follow On MiDAESS RFIs and the processes and timelines the Agency was considering to develop an acquisition strategy and RFP; an

overview of the Integrated Research and Development for Enterprise Solutions (IRES) acquisition and status regarding the development of a follow-on acquisition strategy for the requirements contained on the current Joint National Integration Center Research and Development Contract (JRDC). Lynne Washburn, Deputy Director of Contracts and Lee Rosenberg, Director of OSBP, led the MDA Contracting Town Hall Forum which provided valuable insight and opened the floor to industry for Q&A.

Mr. Lee Rosenberg, Director of OSBP, presented to the audience, emphasizing "one of the key points of marketing is to know your customer. He advised that businesses who want to work with the Agency should be knowledgeable about MDA's mission."



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Continued from Page 6... The conference culminated with an afternoon of matchmaking wherein MDA's large business prime contractors, MDA program offices, and OSBP's from other government agencies met with small businesses in 15-minute, one-on-one sessions to gain

knowledge of the small businesses' capabilities and explain upcoming requirements where those businesses might be able to participate. This portion along with networking was a highly rated attribute of this year's conference.

The MDA OSBP is very appreciative to the outpouring of support received at this year's conference. While there is not room to thank each person name by name in this article, special thanks goes out to all persons who played a role in supporting us. This year was a huge success and we are already strategizing for next year. Feedback expressed to the OSBP has been universally positive. If there is any additional feedback that may assist us improving future events, please send your comments to outreach@mda.mil.



eSBIE Registration Steps

Have the following information ready:

1. 9-digit DUNS number
2. Company contact information
3. Company socio-economic categories
4. Up to 10 VALID 2012 NAICS codes
5. Company facility clearance
6. Two points of contact

How to Register:

1. Go to http://www.mda.mil/business/smallbus_programs.html
2. Click on the 'OSBP Directory' button on the right side of the page
3. Click on the 'Register' button at the top of the page and enter the information you collected earlier
4. Click on the 'Submit' button and stand by while we review your application for authenticity



Having issues? Have questions?
Please contact Outreach@mda.mil

Missile Defense Agency (MDA) How to do business with MDA?

- Send the MDA Office of Small Business Programs (OSBP) an email requesting a meeting or teleconference) to: nancy.hamilton.ctr@mda.mil
- Attach your company capability statement, briefing or overview with your initial request. You will be sent a reply with several dates and times that are available on the OSBP Directors calendar and the option to choose one that will work with your schedule.
- For face-to-face meetings our office can provide access to Redstone Arsenal by way of a visitor pass. You will be provided with directions and a map to our location in Von Braun III, Bldg. 5224.
- For teleconferences our office can provide multiple call-in lines if required.
- All small business capability briefings are scheduled for one hour in duration.

Having issues? Have questions?
Please contact Outreach@mda.mil

2014 Calendar of Events

- October 6, RES Wisconsin
Milwaukee, WI**
- October 13, AUSA
Washington, DC**
- October 16, UAHuntsville PTAC
Huntsville, AL**
- November 6, Jacksonville State PTAC
Jacksonville, AL**
- November 18, 15th Annual Business
Opportunities Conference
Knoxville, KY**
- December 9, National Veteran SB
Engagement
Atlanta, GA**



OSBP Staff

- Lee Rosenberg, Director**
- Genna Wooten, Deputy Director**
- Jerrold Sullivan, Subcontracting Program Manager**
- Laura Anderson, Outreach Program Manager**
- Becky Martin, eSRS Manager**
- Ruth Dailey, Mentor Protégé Manager**
- Nancy Hamilton, Sr. Administrative Assistant - ALATEC**
- Chad Rogers, Sr. Analyst - ECS, Inc.**
- Jack Eagly, Sr. Specialist- Quantech Services, Inc.**

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For additional information regarding Subcontracting activities at MDA, please email us at subcontracting-oversight@mda.mil

For additional information regarding Outreach activities at MDA, please email us at outreach@mda.mil

Websites of Interest

MDA Office of Small Business Programs
www.mda.mil

MDA Marketplaces and Directory
www.mda.mil/business/smallbus_programs.html

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

MDA SBIR/STTR Programs
www.mdasbir.com

Fed Biz Opps
www.fbo.gov

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

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

MDA Unsolicited Proposal Guide
http://www.mda.mil/global/documents/pdf/MDA_Unsolicited_Proposal_Guide.pdf