



# **Mission & Installation Contracting Command (MICC)**

**Marketing to the  
Directorate of Contracting  
Fort Belvoir**

***Office of Small Business  
Programs***

***Delores Thompson-Gad  
26 August 2010***



# ***MICC Office of Small Business Programs (OSBP)***



**Associate Director  
(Lynn Jennings)**

**Associate Director  
(Deputy)  
(Sandy Spiess)**

**MICC OSBP Team 1**

**MICC OSBP Team 2**

**MICC OSBP Team 2**

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# ***OSBP MICC Centers***



<b>Ft Eustis Carlisle</b>	<b>Ft Leavenworth Ft Eustis</b>
<b>Ft Bragg</b>	<b>Ft Dix Ft Hamilton Ft McCoy</b>
<b>Ft Knox</b>	<b>Yuma PG</b>
<b>Ft Sam Houston</b>	

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# ***OSBP "East" DOC***



<b>Aberdeen PG</b>	<b>Ft Belvoir</b>
<b>Ft Benning</b>	<b>Ft Campbell</b>
<b>Ft Drum</b>	<b>Ft Gordon</b>
<b>Ft Jackson</b>	<b>Ft Lee/Eustis</b>
<b>Ft Meade</b>	<b>Ft Myer/McNair</b>
<b>Ft Polk</b>	<b>Ft Rucker</b>
<b>Ft McPherson</b>	<b>USMA</b>

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# ***OSBP "West" DOC***



<b>Dugway PG</b>	<b>Ft Bliss</b>
<b>Ft Carson</b>	<b>Ft Hood</b>
<b>Ft Irwin</b>	<b>Ft Leonard Wood</b>
<b>Ft Lewis</b>	<b>Ft Riley</b>
<b>Ft Sill</b>	<b>Ft Stewart</b>
<b>WSMR</b>	

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# ***Requirements between \$3K and \$100K***



Exclusively reserved for small business—  
unless...

- ✓ Contracting Officer determines no reasonable expectation of obtaining offers from two or more small business concerns competitive in pricing, quality, and delivery.



## ***Requirements >\$100K***



- **No order of precedence among 8(a), HUBZone, or SDVOSB**
  - ✓ However, if accepted by SBA under 8(a), it must remain under 8(a) unless SBA agrees to its release (example: AbilityOne)
- **After having considered 8(a), HUBZone, or SDVOSB, Contracting Officer may set aside for small business**
  - ✓ Exception - Can not set aside for small business if criteria for setting aside for HUBzone small business is met



# ***Statutory Goals***

- **Small Business (SB) – 23%**
- **Small Disadvantaged Business (SDB) – 5%**
- **Woman Owned Small Business (WOSB) – 5%**
- **Historically Underutilized Business Zone (HUBZone)- 3%**
- **Small Disadvantaged Veteran Owned Small Business (SDVOSB) – 3%**
- **Historically Black Colleges/Universities & Minority Institutions (HBCU/MI) – 5%**



# ***Marketing to the <insert installation> Directorate of Contracting***



## ➤ **Know what we buy!**

- ✓ **Variety of supplies, services, construction and engineering services to include:**
- ✓ ***An average of more than 3,000 contracts valued at more than \$300 million***

Construction: Barracks, dining facilities, maintenance shops, hangars, hospitals, airfields, roads, levees, dams, hazardous and toxic waste remediation, dredging;

Engineering Services: Concept studies, master planning, engineering studies, all types of surveying and mapping, engineering design and construction and inspections services;

Other Services: Trash collection, grass mowing, janitorial, oversee and maintenance of recreational parks, stenographic, and real estate appraisal;

Supplies and Equipment: Generators, HVAC equipment, kitchen equipment, electronic gear, petroleum products, repair parts, lumber, cement, computers and peripheral equipment, publications

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# ***Business Cards***



- **Business Card**
  - ✓ **Address and phone numbers**
  - ✓ **website**
  - ✓ **email address**
  - ✓ **Specialty**
  
- **NAICS (write back of card if not already on card)**



# *One Page Capability Brief*



- **Company Overview – Concise summarization of services/products;**
- **Business Type – SB? WOSB? SDVOSB? 8(a), etc.**
- **Past Performance Summary – list contract numbers, agencies, length, include any BRAC experience**
- **Facility Clearance**
- **Government Credit Card Acceptance**
- **NAICS**
- **DUNS**
- **CAGE Code**
- **Point of Contact: Name, phone numbers, email and mailing address.**
- **Links: Website Link, Hyperlink to any schedules, CCR, Dynamic Small Business Search, HUBZone Certification, etc.**
  
- **USE AS MANY LINKS AS YOU WANT TO MARKET YOUR COMPANY**

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# ***What you need to do!***



- **Submit comprehensive and well-focused responses to synopsis; Present capabilities clearly and cogently;**
- **Submit solid initial competitive offers;**
  - ✓ **Fair and reasonable pricing!!**
  - ✓ **Competitive in terms of prices, quality and delivery**
- **Find your competitors and market with them for set-asides;**
- **Keep your annual certifications current (ORCA);**
- **Check FEDBIZOPS regularly;**
- **Respond to Sources Sought in FEDBIZOPS;**
- **Check subcontracting directory regularly (Sub-net);**
- **Get on a GSA schedule!**



# *Helpful Websites*

- **North American Industrial Classification (NAICS)**
  - <http://www.census.gov/epcd/www/naics.html>
- **Federal Supply Classification Code (FSC)**
  - <http://www.scrantonrtg.com/secrc/fsc-codes/fsc.html>
- **Commercial and Government Entity Code (CAGE)**
  - [www.dlis.dla.mil/cageserv.asp](http://www.dlis.dla.mil/cageserv.asp)
- **Central Contractor Registration (CCR)**
  - [www.ccr2000.com](http://www.ccr2000.com)
- **Data Universal Number System (DUNS)**
  - [www.dnb.com](http://www.dnb.com)
- **On-line Representations and Certifications (ORCA)**
  - ✓ <https://orca.bpn.gov>
- **Wide Area Work Flow (WAWF)**
  - ✓ <https://wawf.eb.mil>
- **ProNet**
  - ✓ [www.pro-net.sba.gov](http://www.pro-net.sba.gov)

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## *Helpful Websites:*

- **Sub-net – U.S. Small Business Subcontracting Network**
  - ✓ <http://web.sba.gov/subnet>
- eSRS – Electronic Subcontracting Reporting System**
  - ✓ <https://orca.bpn.gov>
- **Service Corps of Retired Executives (SCORE)**
  - ✓ <http://www.score.org/index.html>
- **Small Business Administration (SBA)**
  - ✓ <http://www.sba.gov/index.html>
- **Center for Veterans Enterprise**
  - ✓ <http://www.vetbiz.gov>
- **Small Business Development Center (SBDC)**
  - ✓ <http://www.virginiasbdc.org>
- **Procurement Technical Assistance Program (PTAP)**
  - ✓ <http://www.vaptap.org>

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***TIME FOR TEAMING!!!***



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