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IN THIS ISSUE

2 Message from the Deputy

- Mentor Protégé Relationships and Cyber Security

3 New 2017 NAICS Codes

- SBA Finalizes Small Business Subcontractor Counting Rule

4 TEAMS Schedule

5 Current and Upcoming MDA Requirements

6 Outreach Update

7 eSBIE Registration

8 Outreach Calendar

NEXT ISSUE

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Message from the Director Lee Rosenberg

Over the years I've had an opportunity to meet with many small businesses during what are commonly referred to as "matchmaking sessions". These are

usually 10-15 minute, one-on-one sessions, usually scheduled as an adjunct to conferences. Normally, a small business signs up to meet with Government or industry representatives from various activities to tell that person about their company's capabilities. These provide great opportunities for small businesses to articulate their capabilities and can be a useful marketing tool to gain market intelligence about upcoming acquisitions or gain insight into how to do business with larger Government prime contractors.

Often times these sessions are the first opportunity you have to make an impression on potential customers, be they Government activities or companies in the commercial marketplace. I'd like to provide some tips on how to make your 10 or 15 minutes worthwhile for both you and your prospective customers. I'm hoping you'll pay attention to these do's and don'ts and not leave a bad impression that could affect future business.

Do's:

- Show up on time.
- Do some upfront research on the activity with whom you are going to meet.
- Tailor your marketing pitch around what you find out in your upfront research and tell the person what you can do to enhance their mission accomplishment.
- Highlight the differentials you bring to the table that separates your company from the pack.

- Develop a set of questions for the person to whom you are marketing.
- Follow the 1/3-2/3 rule. You speak for 1/3 of the time and listen/ask or answer questions for the rest of the time (think "elevator speech" for your 1/3).

Don'ts:

- Don't schedule an appointment and not show up. People remember and that's not the impression you want to leave, believe me! It also robs others of the chance to meet with that person and is simply not courteous.
- Don't schedule folks without knowing the mission of the organization to whom you are marketing or an idea about the products or services they buy (see Do's in this article about upfront market research).
- Don't leave the session without leaving a capabilities statement and business card.
- Don't leave the session without knowing how to follow-up with that organization.
- If you arrive early for your session, don't hover! Stand back a ways and let the previous session end.

The old saying that you get only one chance to make a first impression is very true in this situation. Don't blow it by being unprepared. These matchmaking sessions can provide you with a wealth of information about how to do business with a particular activity and what possible opportunities are coming up. If you monopolize the time with a lengthy marketing pitch you'll often cheat yourself out of some very valuable information. Your goal is to interest that person across the table enough to get them wanting a follow-up meeting to go more in depth into your company and

Continued on Page 3



Message from the Deputy

Genna Wooten

Every morning while driving to work, gathering my thoughts for the day, sipping my usual Mt. Dew and pondering the meaning of life, I often think about that nagging question “why am I here?”

I have been lucky to find a career that I really enjoy, but why? What is the root cause of me getting up every morning, putting my face on to go conquer the world? Well this morning, while in my car, auditioning for “The Voice” by belting out the words from my favorite 80’s tunes blaring on the radio, hoping that Blake Shelton will turn his chair and coach me into the superstar that is hiding inside of me... I realized what it is that I love about what I do... I get to help people every day.

Sure, just like everyone else, I get bogged down in an email inbox that always shows a number of unread emails that looks like a thermometer reading in late August afternoon in Alabama, but something else occurred to me. If I look at what my goal in our office is, I can hold my head up high as I drive home (auditioning again) to say that I hopefully, somewhere down the line, made a difference in some small business in America. Here’s how... I get the opportunity to look across the entirety of all of the Missile Defense Agency acquisitions and, based on the knowledge gained from the market research that we have done, see where we can potentially insert your Small Business (SB) into our programs. I get to take the information that you guys have given us at Outreach Events, Industry Days, Online Profiles, responses to Request for Information (RFI’s) etc. and go into Acquisition Strategy Panels with full knowledge and confidence that there are SB’s that can do the work we need done.

Very early in the acquisition process, our office is included in the planning stages of each acquisition. The FAR states that we must do market research to see if there are sufficient SB’s that have the capabilities to do the work. The FAR says that the contracting officer shall set aside any acquisition over \$150,000 for small business participation if there is a reasonable expectation that offers will be obtained from at least two responsible small business concerns offering the products and award will be made at a fair market price. So as market research occurs and RFI’s are sent out to see what capabilities exist, I would ask that you work with your “competitors” in this stage of the game and get them to respond to the RFI’s as well. Remember, it only takes two

qualified SB’s that can do what we need done to set aside an acquisition for small business, thus laying the groundwork for you to compete with companies your own size.

What else can you do to help us find you when we are in the market research stage?

- Register your company and capabilities in our database at <https://esbie.mda.mil>
- Ensure that your website is up to date with the most current capability statement
- Schedule a capability briefing with our office (via telecon or onsite)
- Work with our Small Business Advocacy Council (SBAC) to find subcontracting opportunities
- Ensure your System for Award Management (SAM) profile is up to date
- RESPOND TO RFI’s (Extremely Important)

Doing these simple things will ensure that your company is represented in our market research and “helps me, help you” to bring your company’s capabilities to our Agency and assist the warfighter in doing the job they need done.

New 2017 NAICS Codes

The Economic Classification Policy Committee (ECPC), comprised of representatives of the Bureau of Economic Analysis, Bureau of Labor Statistics and Census Bureau recommended changes to the NAICS Codes from 2012 to 2017. The U.S. Census Bureau recently published their NAICS Code 5 year update. There were numerous changes to the NAICS Codes from 2012 to 2017; however, the NAICS Code change that affects MDA the most is the change of 541712. 541712 is no longer a valid NAICS Code, it has been replaced with two different NAICS Codes. The 2017 NAICS Code that should be used by MDA is 541715; unless the requirement is dealing with nanotechnology research, in which the NAICS code is 541713.

The associated size standards have not been updated by the Small Business Administration (SBA). I recommend that you check the SBA website frequently for updates to the size standard table.

Check the U.S. Census Bureau website for additional information; <https://www.census.gov/eos/www/naics/>

Becky Martin

Continued from Page 1...

its capabilities. You want to find out how that activity goes about acquiring the commodities or services you are offering. You are not there to make a sale! This is very important. Use these sessions to gather information and be sure to follow the instructions they give you about follow-up meetings. If they ask you to follow-up...**FOLLOW-UP!!** I'm amazed, as I talk to my colleagues both within industry and across the Government, about how many times they get no follow-up emails, phone calls, messages by carrier pigeon or whatever, when they specifically are interested in a small business and ask for such follow-up. I know I've experienced this myself on a number of occasions and it's frustrating. Needless to say, it doesn't leave a great impression either.

So, I hope our little talk here has been fruitful. You can really turn a matchmaking session into a profitable venture if you'll follow the guidelines mentioned in this article. One last thing, if, in talking to someone, you don't see a match between your company and their needs, tell them right away and don't waste their time or your time. Believe me, it's appreciated and may buy that person time for a much needed bathroom break!

Mentor Protégé Relationships and Cyber Security

The Mentor-Protégé (MP) program is working to comply with the implementation of DFARS Rule 2013-D018. Any new MP agreement must implement this requirement regarding Security for Computing, Facility and Cyber. The Protégé requires the security of its employees and assets (tangible and intangible) to be of primary importance for continued growth, profitability and success. The continued strengthening of security controls and procedures is essential for the protection of employees, the preservation of assets, and the effective enforcement of rules and regulations.

The Protégé should enhance its proactive security program, by establishing a robust and secure computing capability, to minimize security risks and business losses, and comply with all regulatory requirements. The Mentor will provide training and guidance to help the Protégé develop and address growing vulnerabilities to computer systems. This will support future contracting efforts with the Department of Defense (DoD) and prime customers for classified and unclassified operations and requirements.

As we move forward, we need to be diligent on cybersecurity requirements of DoD information on contractor systems. We need to help DoD mitigate the risk related to compromised information, as well as, gather information for future improvements in cybersecurity policy by training small businesses on the importance of safeguarding DoD information.

SBA Finalizes Small Business Subcontractor Counting Rule

The U.S. Small Business Administration (SBA) recently finalized a rule allowing direct-federal large business prime contractors to count lower tier small business subcontractors towards their small business subcontracting goals. Prior to this rule, such prime contractors were only able to count first tier small business subcontractors towards those goals. Although the rule goes "into effect" on Jan. 23, there will be no way for prime contractors to receive credit for small business subcontractors until the Federal Acquisition Regulation (FAR) Council issues a final rule to include this in federal contracts. This FAR rule and a new FAR clause could come in 2017.

In lieu of a FAR rule and clause, direct-federal large business prime contractors interested in taking credit for lower tier small business subcontractors may consider beginning preparations to comply with the SBA rule. To receive such credit, there is supplementary information to be aware of under the rule:

- Prime contractors, not federal agencies, establishing two sets of small business subcontracting goals: (1) one goal for the first subcontracting tier; and (2) another for lower tier subcontracts. Ultimately, however, federal agencies will evaluate the prime contractor's small business subcontracting goal performance based on its combined performance under the first and lower tier goals;
- Prime contractors and their large business subcontractors must assign a specific North American Industry Classification System (NAICS) Code and corresponding size standard that best describes the principal purpose of the subcontract to each small business subcontract;
- Prime contractors and large business subcontractors are responsible for making a good faith effort to meet or exceed the small business subcontracting goals established in their respective subcontracting plans. Failure to make this effort could result in liquidated damages, default termination and negative performance reviews; and
- Prime contractors are ultimately responsible for approving and policing their large business subcontractors' subcontracting plans.

It should also be noted that the Electronic Subcontracting Reporting System (eSRS) will be the database used to capture lower tier small business subcontractor information, as it is currently used to collect information at the first subcontracting tier.



LEGEND						
Anticipated		Draft RFP OR Final RFP		RFP Closed		Awarded
ALL DATES NO EARLIER THAN:						
Solicitation	Contract Number	Solicitation Name	Draft RFP	Final RFP	Proposal Due Date	Awarded
HQ0147-16-R-0010		SBSA - Human Resources	TBD	TBD	TBD	
HQ0147-17-R-0019		Public Affairs Support	RFI 5/2/2017	TBD	TBD	
HQ0147-17-R-0018		Protocol Support	RFI 4/18/2017	TBD	TBD	
HQ0147-16-R-0015		SBSA - Information Technology Management and Analysis	7/8/2016	TBD	TBD	
HQ0147-16-R-0018		SBSA - Specialty Engineering (Directed Energy, Space, and CTTO)	10/3/2016	2/21/2017	4/17/2017	
HQ0147-16-R-0008		F&O - BMDS CSM/CND	10/7/2015 & 1/15/2016	10/17/2016	12/6/2016	
HQ0147-16-R-0017		F&O - Agency Advisory & Analytical Support	8/15/2016	9/30/2016	12/13/2016	
HQ0147-16-R-0002		SBSA - Predictive BMDS Engineering	8/5/2016	9/7/2016	10/24/2016	
HQ0147-16-R-0005		SBSA - Cybersecurity Compliance and Risk Management	5/23/2016	8/29/2016	10/18/2016	
HQ0147-16-R-0016		SBSA - International Engineering	5/16/2016	7/21/2016	8/23/2016	
HQ0147-15-R-0017		SDVOSB - Facilities, Logistics and Space Management	8/13/2015	9/2/2015	10/5/2015	
HQ0147-15-R-0055		SBSA - Business Operations	TBD	TBD	TBD	
HQ0147-16-R-0006		SBSA - VIPC	TBD	TBD	TBD	
HQ0147-15-R-0007	HQ0147-16-C-0013	SBSA - Quality and Mission Assurance	Awarded To:	a.i. solutions Inc.		12/9/2015
HQ0147-15-R-0008	HQ0147-16-C-0015	SBSA - Safety	Awarded To:	A-P-T Research Inc.		1/5/2016
HQ0147-15-R-0011	HQ0147-16-C-0030	F&O - Warfighter Integration	Awarded To:	Parsons Government Services Inc.		3/31/2016
HQ0147-15-R-0014	HQ0147-16-C-0024	SBSA - Environmental Management	Awarded To:	Mabbett & Associates Inc.		4/22/2016
HQ0147-15-R-0027	HQ0147-16-C-0034	SBSA - Test Exercise, and Wargames	Awarded To:	Millennium Engineering and Integration		4/29/2016
HQ0147-15-R-0032	HQ0147-16-C-0033	SDVOSB - Office Administration	Awarded To:	Yorktown Systems Group, Inc.		5/3/2016
HQ0147-15-R-0012	HQ0147-16-C-0036	F&O - Counterintelligence	Awarded To:	ManTech Advanced Systems International, Inc.		5/10/2016
HQ0147-15-R-0009	HQ0147-16-C-0037	F&O - Security Programs	Awarded To:	Booz Allen Hamilton		5/10/2016
HQ0147-15-R-0016	HQ0147-16-C-0038	F&O - Intelligence Program	Awarded To:	Booz Allen Hamilton		5/19/2016
HQ0147-15-R-0022	HQ0147-16-C-0040	SBSA - Cybersecurity Engineering	Awarded To:	nou Systems, Inc.		5/26/2016
HQ0147-15-R-0021	HQ0147-16-C-0041	SBSA - Logistics	Awarded To:	Venturi Inc.		6/13/2016
HQ0147-15-R-0013	HQ0147-16-C-0047	SBSA - Acquisition	Awarded To:	BCF Solutions, Inc.		6/17/2016
HQ0147-16-R-0003	HQ0147-16-C-0042	F&O - Weapons and Missile Engineering	Awarded To:	Parsons Government Services Inc.		6/30/2016
HQ0147-16-R-0014	HQ0147-16-C-0057	SDVOSB - Strategic Planning	Awarded To:	Strategic Alliance Business Group		7/7/2016
HQ0147-16-R-0004	HQ0147-16-C-0070	F&O - C3BM Engineering	Awarded To:	Parsons Government Services Inc.		8/3/2016
HQ0147-16-R-0011	HQ0147-16-C-0077	SBSA - Test Provisioning	Awarded To:	Torch Technologies		9/22/2016
HQ0147-15-R-0024	HQ0147-17-C-0007	SBSA - International Affairs	Awarded To:	Allied Associates International, Inc.		11/8/2016
HQ0147-16-R-0009	HQ0147-17-C-0028	F&O - BMD Systems Engineering (including M&S)	Awarded To:	Parsons Government Services Inc.		3/23/2017
HQ0147-17-R-0001	HQ0147-17-C-0034	F&O - Facilities Life Cycle Management	Awarded To:	Parsons Government Services Inc.		5/23/2017



CURRENT AND UPCOMING MDA REQUIREMENTS (OTHER THAN TEAMS)

SOLICITATIONS ISSUED					
(ALL DATES NO EARLIER THAN)					
Solicitation	NAICS/ Size Standard	Solicitation Name	Draft RFP	Final RFP	Proposal Due Date
HQ0147-16-R-0022	541511 / \$27.5M	SBSA - Modeling and Simulation Contract (MASC)	4/29/2016	TBD	TBD
HQ0147-15-R-0047	541511 / \$27.5M	F&O - Modeling and Simulation Contract (MASC)	4/29/2016	TBD	TBD
HQ0147-15-ATI-BAA	541712 / 1,250	Advanced Technology Innovation (ATI) Broad Agency Announcement (BAA) for the MDA Advanced Technology	2/26/2015	3/2/2015	3/1/2017 EST
HQ0147-16-R-0051	541330 / 38.5M	Radar Test Contract (RTC)	11/17/2016	5/1/2017	6/22/2017
HQ0796-17-R-0001	541513 / \$27.5M	Research and Development Enterprise Collaboration Services (RECS)	11/16/2016	TBD	TBD
HQ0147-17-R-0002	541712 / 1,250	Modified Ballistic Re-entry Vehicles (MBRV) and Re-Entry Vehicle Separation Modules (RVSM)	11/30/2016	TBD	TBD
Source Sought / RFIs Issued - RFPs Anticipated					
Solicitation	NAICS/ Size Standard	Announcement	RFI Issued	Estimated Draft RFP Date	
16-MDA-8779	541330 / \$38.5M	MDA THAAD - Development, Product Support, and Sustaining and Engineering Services	9/22/2016	TBD	
HQ0276-AA-PMRF-RFI-1	541712 / 1,250	Pacific Missile Range Facility (PMRF) Maintainers	10/19/2016	TBD	
HQ0147-17-MISTIC	541712 / 1,250	Modeling, Interfacing, and Simulation Tool for Integrated Configurations (MISTIC)	12/1/2016	TBD	
MDA16DACNSN01	336415 / 1,250	GMD-Development, Operations and Sustainment, and Production (DOSP)	1/3/2017	TBD	
MDA17DERFI01	541712 / 1,250	Advanced Threat Missile Defense (ATMD) Weapon	1/4/2017	TBD	
MDA17DTRFI01	517919 / \$32.5M	Operation and Maintenance of MDA Owned Sensor and Communications Instrumentation	1/4/2017	TBD	
HQ0147-17-R-0013	541712 / 1,250	Israeli System Architecture and Integration (ISA&I)	1/30/2017	TBD	
MDA17DERFI02	336414 / 1,250	BMDS Space Sensor Architecture	2/6/2017	TBD	
MDA17DTRFI02	541712 / 1,250	Advanced Research Center (ARC) Industry Day	5/8/2017	TBD	
MDA17DTRFI03	541712 / 1,250	Advanced Research Center (ARC)	5/8/2017	TBD	
MDA17BCRFI01	541511 / \$27.5M	MDA Cross Domain Solution for Foreign Military Sales	5/9/2017	TBD	
MDA17SNRFI01	334511 / 1,250	Homeland Defense Radar – Hawaii (HDR-H)	5/26/2017	TBD	
SOLE SOURCE					
Solicitation	NAICS/ Size Standard	Announcement	Announcement Date		
HQ0147-16-R-0024	336414 / 1,250	Solicitation Announcement for THAAD Lot 9 Interceptors, One Shot Devices - Lockheed Martin	6/1/2016		
HQ0147-17-R-0026	541712 / 1,250	Analytical services in support of the Director of Engineering's Quick Response Team-SAIC	11/29/2016		
HQ0147-18-R-0001	811219 / \$20.5M	Sensors Directorate (SN) Contractor Logistics Support-Raytheon	10/25/2016		
HQ0147-17-R-0017	334511 / 1,250	FLIR Wide Area Surveillance System	3/30/2017		

Outreach Update

With Ms. Laura Anderson leaving the Small Business office to further her career in MDA Targets and Countermeasures, I have been tasked by Mr. Rosenberg to be the Acting Outreach Manager until further notice. For such a small lady, Laura leaves HUGE shoes to fill and over the past 3 years of her being Outreach Manager, I have learned a tremendous amount from her and hope that I can perform in the position just half as well as she was able to.

With that being said, Its Conference Time!!! The MDA Small Business Programs Conference is coming up on us QUICKLY and this year we are trying to pack as much into the 2 day event that we can muster. I am including the press release that went out last month regarding the times, dates etc. and hope that you will be able to join us June 21 and 22 in Huntsville, AL for this fantastic event.

“The MDA Office of Small Business Programs (OSBP) is pleased to announce that it has joined forces with the National Defense Industrial Association (NDIA) to bring you the NDIA Annual Missile Defense Small Business Conference. The conference will be held June 21 - 22, 2017 in Huntsville, AL at the Von Braun Center, South Hall. ”

This year’s conference will highlight information relevant to MDA’s Program requirements, an overview of MDA’s upcoming procurements, and provide opportunities for matchmaking with MDA Program Offices, the MDA OSBP,

MDA Prime contractors and other Agencies located on Redstone Arsenal. This conference will provide small businesses with a “one stop shopping” opportunity to learn as much as they can about upcoming MDA procurements including (but not limited to) briefings on GMD, SBIR and the upcoming TEAMS NEXT contracts as well as briefings from OSD and SBA. Attendees will gain insight from a town hall type forum with the Director Of Acquisition (Invited), Director of Contracts (invited), and the MDA OSBP Director. Our matchmaking will include opportunities to meet with the MDA Small Business Advocacy Council, MDA Prime Contractors, MDA SBIR Topic Authors, and the Regional OSBP Offices. Matchmaking provides small businesses a 15 minute one on one session to provide a capability briefing, ask questions, and receive feedback (on an unclassified level) about upcoming requirements. The Matchmaking slots will open (on a first come first served basis) at the first of June (a link will be provided by NDIA once you are registered).

You can view the registration information at www.ndiatcv.org. If you want to ensure that you receive updates regarding registration, matchmaking etc. please make sure you are registered in our database at <https://esbie.mda.mil>.

I look forward to the task of Acting Outreach Manager and if I can help you in any way, please feel free to give me a call.

Chad A. Rogers





eSBIE Registration Steps

Have the following information ready:

1. 9-digit DUNS number
2. Company contact information
3. Company socioeconomic 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

2017 Calendar of Events

- May 16, UNA PTAC, Florence, AL
- May 22-26, Space Tech Expo, Pasadena, CA
- June 6-8, National Cyber Summit, Huntsville, AL
- June 21-22, MDA SB Conference, Huntsville, AL
- June 26-30, Sensors Expo & Conference, San Jose, CA
- July 17-21, Elite SDVOSB, Chicago, IL
- August 8-10, Mentor Protege Conference Chicago, IL
- August 8-10, SMD Symposium, Huntsville, AL
- August 21-24, Navy Gold Coast, San Diego, CA
- September 18-22, AFA Air, Space & Cyber, National Harbor, MD

Register Now

The MDA Small Business Programs Conference
Von Braun Center, South Hall
June 21st and 22nd
www.ndiatvc.org



OSBP Staff

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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
www.mda.mil/global/documents/pdf/MDA_Unsolicited_Proposal_Guide.pdf