



Missile Defense Agency

Office of Small Business Programs

Quarterly Newsletter | April 2013

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Message from the Director, Lee Rosenberg

I recently had an opportunity to brief our new Agency Director, Vice Admiral James Syring, and our new Deputy Director, Air Force Major General Samuel Greaves, on the MDA Small Business Programs. I found them both to be very supportive of the programs and very understanding of the great contributions small businesses make in the development, production and deployment of the Ballistic Missile Defense System. One of the advantages I've had over the years as the Small Business Director for MDA has been the tremendous support I've received from our senior leadership. I'm happy to say I see no change in that great support as we move into the future with our new senior leadership.

It's no surprise to anyone that the DoD environment is changing as we move into a new budgetary constrained environment. Things certainly won't be "business as usual" as they might have been in the past. For instance, we've had to cancel our annual small business conference this year and cut back on attendance at some outreach events. The specifics of how this uncertain environment will affect small businesses is, as yet, unknown, but I think we can all say with confidence, that it will affect all businesses who do business with the DoD, be they large or small. So, as a small business person faced with these unknowns, how can you position yourself for the future? Well, I certainly have no panacea for you, but I can pose some "food for thought."

One course of action, perhaps the easiest, is to sit back and be a passive observer,

hoping that the outcome will be favorable to you and your market. This is what I call the "Ostrich Approach" and is sort of like buying a lotto ticket. If you're right, you win big and continue to grow and prosper in the DoD marketplace; however, I believe the odds are stacked against you taking that course. Remember, the market will never change to meet your needs, you have to change to stay with the market.

You could, on the other hand, take a more proactive approach to positioning yourself for the future market place. This approach requires more work and will certainly not guarantee that you'll be successful in the future market, but, I believe, will tip the odds in your favor more than the first approach. With the second approach, I think you need two critical pieces of information to move forward. First, you really need an assessment of your current capabilities. This is not an assessment of what you could acquire in the future, but what you actually have on hand today. It could be in the form of tooling and test equipment or your own skills and the skills of your current labor force to meet the demands of your current market. It could also be the appropriate certifications you possess or your knowledge of how to deal with the customers. A good, honest assessment of what capabilities you have today within your business will set a good baseline to assess where you stand to meet the needs of the projected market of tomorrow.

Second, you need to assess your potential markets for the future given where the budget is going and what markets in which you will most likely ...**(Continued on Page 2)**

(Continued from Page 1)... be able to compete in the future. These markets may be quite different from those you've dealt with previously. This is a much harder assessment to do than the first one since it relies on how well you can "read tea leaves." It brings with it some risk that you won't be right in your assessment of future potential markets. I believe if you address future markets holistically, you can mitigate some of that risk. What do I mean by this? I think any successful business today does not unnecessarily constrain itself to one market when others are available to it, even if they are somewhat nontraditional from the standpoint of past business. For example, I noticed that some small businesses look for a niche in one market, say with the Army, and don't broaden their market to other Services, DoD Agencies or other Government Departments like Homeland Security. In many instances, if you've had success in one market you tend to stay in your comfort zone when you can use those skills to be successful in other markets. What I've found in my discussions with many of you is that you're reluctant to pursue those other markets because of a lack of knowledge in how to deal within them. It does require a certain amount of work to gain knowledge of other markets, but, in positioning yourself for the future, you may want to acquire that knowledge to allow you to successfully compete. You can do the learning yourself or hire someone with the knowledge, but the effort will pay off in the future.

Other areas to look at are the commercial market place and the international market place. With regard to the commercial market place many of you, particularly in the information technology arena, have skills that are somewhat ubiquitous to whatever market it is you are dealing in. The real key is what differentiators you bring to the table that make you value added to your potential customer be they Government or Commercial. For example, the same skills used in solving an information assurance problem in the Government marketplace may be exportable to the commercial marketplace as well, provided you know where the potential problem might exist and how that potential customer does business.

Doing business overseas in the international market place is another avenue that may be open to your business. While first appearing to be a daunting task to operate overseas, you'll find that it may provide a lucrative area for you. The Department of Commerce has special programs oriented on assisting small businesses in how to do business overseas and I highly recommend that you to at least look to see if they can assist you in expanding your market. You can find out more about the assistance offered at <http://trade.gov/cs/>.

Remember, we're in a very dynamic environment right now. The smart small business will look to those potential emerging and different markets to expand its footprint and help mitigate the effects the current environment is having on the existing markets.



Message from the Deputy, Genna Wooten

On January 10, 2013, the Department of Defense issued a memorandum detailing actions to be taken to mitigate budget risk in the event sequestration was actually implemented. That guidance included curtailment of all but mission-critical travel for Government employees, staff and leaders. With the implementation of the sequester on March 1, 2013, budgetary pressures have increased and have caused the cancellation of the MDA Small Business (SB), Small Business Innovative Research (SBIR) and Small Business Technology Transfer (STTR) conference this year. We do understand that there are many small businesses who use this conference to interact with Government representatives from not only the Missile Defense Agency, but with other Agencies and Commands located in Huntsville, AL. We regret this decision; however, we are working hard to make sure that your small business is represented in MDA's acquisitions.

If you would like to present your company capabilities to the MDA Office of Small Business Programs, I recommend that you contact our office and get on Mr. Rosenberg's calendar for a briefing. In this briefing, you can present your company capabilities and offerings as well as let our office know that you are out there and wanting to do business with our Agency. Mr. Rosenberg generally spends an hour or so listening to your capabilities and informing you on where he believes your capabilities might fit in our programs. Sometimes, depending on the situation, he will refer your company to other areas or programs as well as inform you of subcontract opportunities available. If you have never briefed our Agency, or if it has been a while, I would implore you to take the time to get on the schedule and market yourself accordingly.

These briefings can be done one of two ways. First, you can do it in person at Redstone Arsenal in Huntsville, AL. However, Mr. Rosenberg understands travel budgets (or lack thereof) and understands that small businesses also feel the pinch of sequestration and can't always afford to just jump on a plane to fly in for one meeting. He is more than willing to set up a telecon briefing and still provide the same information and guidance as he would with a face to face meeting. So no matter what your budget is, this office is happy to support you in any way that we can.

If you would like to find out what your company needs can do to start the process of marketing to the MDA, please give our office a call at 256-450-2872 and we will be more than happy to assist you.

Ensure Best Value When Awarding Subcontracts

by Jerrol Sullivan

Although MDA Contractors are not required to comply with the Federal Acquisition Regulation (FAR), DoD policy requires contractors' procedures to be consistent with FAR principles of fair and open competition. MDA Contractors are expected to always ensure the government received the best value when awarding subcontracts and purchase orders.

Specifically, (1) when awarding subcontracts, contractors should comply with its procurement standard operating procedures (SOPs) that are consistent with FAR principles of fair and open competition; (2) when practicable, subcontracts should be competitively bid, advertised, and responsibility checks and adequate cost analyses should be performed; and (3) contractors should adequately justify and document its sole-source procurements. MDA contractors should establish a control environment, including training and oversight, to ensure consistent compliance with its SOPs, and have contracting personnel and regional staff adequately monitoring its subcontracting procurement activities.

The practices describe above can help MDA excel in small business subcontracting and contribute to the MDA and Government-wide effort to effectively spend its acquisition dollars.

MDA Small Business Advocacy Council (SBAC) Update

by Laura Anderson

The MDA OSBP continues to be a strong advocate for small business participation in MDA acquisitions. We work actively with our program offices, contracting officials, as well as the MDA SBAC. For small businesses looking to do work with MDA it is imperative that you not overlook subcontracting opportunities with MDA Prime Contractors.

MDA's OSBP relies heavily on the support and collaboration of its SBAC which consists of several of MDA's large prime contractors. The MDA SBAC seeks to strengthen alliance with MDA and large prime contractors to support the agency's mission and small business goals. The MDA OSBP will continue to leverage the SBAC as a conduit for positive information exchanges regarding small business utilization in support of the BMDS. It with great pleasure that we announce the newly elected officers for the SBAC:

President – Rob Watson (Northrop Grumman)
Vice President – Debbie Batson (Teledyne Brown Engineering)
Secretary – Bethany Etheridge (Boeing)

Please visit our MDA SBAC webpage www.mda.mil/business/bus_mdasbac.html to view a list of many of our prime contractors. Here you can share your company capabilities with the SBAC point of contact (Small Business Liaison Officer) within each firm. Make certain to visit their company websites and review the listing of NAICS Codes to ensure optimal strategy for potential opportunities.





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		
Computer Sciences Corporation	HQ0147-10-D-0019	DP-01	1/19/2013 Integration Synchronization
		DP-03	1/21/2011 Budget Execution/Funds Control
Paradigm Technologies, Inc.	HQ0147-10-D-0020	DP-02	2/28/2011 Strategic Financial Planning
		DOB-07	2/27/2013 Financial Systems Support & Integration
Odyssey Systems Consulting Group	HQ0147-10-D-0021		

Engineering Support (Capability Group 3)		IDIQ Contract Award Date: 8/30/2010	
ERC, Inc.	HQ0147-10-D-0006		
Madison Research Corporation	HQ0147-10-D-0007		
Computer Sciences Corporation	HQ0147-10-D-0008	DE-01	7/8/2011 System Engineering Integration
		DE-05	3/22/2011 Sensor Engineering
		DT-04	11/4/2011 General Test Support
General Dynamics IT	HQ0147-10-D-0009	DT-02	2/14/2011 Ground Test Support
Sparta, Inc.	HQ0147-10-D-0010	DE-03	6/8/2011 Weapons and Missile Systems
		DE-07	2/8/2011 Space Portfolio Engineering
		DE-08	5/24/2011 C3BM
		DE-10	5/26/2011 M&S Engineering
		DE-11	3/24/2011 Laser (Directed Energy) System Engineering
		DT-01	5/20/2011 Flight Test Support
		DT-03	5/5/2011 Component 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	3/10/2011 Facility, Logistics, and Space Management
		DPF-03	3/3/2011 Environmental Management
		DT-08	8/11/2011 Warfighter Operational Support
General Dynamics IT	HQ0147-10-D-0023		
Sparta, Inc.	HQ0147-10-D-0024	DDW-01	2/15/2013 Warfighter Strategic Integration
		DDW-02	5/26/2011 Operations Support
		DPF-02	4/21/2011 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	DXS-02	4/18/2011 Declassification
		DXS-05	4/18/2011 Counter Intelligence
		DXC-03	7/22/2011 BMDS Information Assurance/Computer Network Defense
		DEI-03	5/1/2012 Intelligence
Lockheed Martin, Inc.	HQ0147-10-D-0012	DXS-01	5/23/2011 Security and Program Protection
ManTech International Corporation	HQ0147-10-D-0013	DE-15	Cyber

Agency Advisory Analytical Support (Capability Group 7)		IDIQ Contract Award Date: 2/14/2011	
Booz Allen Hamilton, Inc.	HQ0147-11-D-0001		
MacAulay-Brown, Inc.	HQ0147-11-D-0002	A3-01	3/26/2013 Engineering & Technical Advisory & Analytical Support
		A3-02	9/30/2011 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 Recompleted/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	9/24/2010	Quality Assurance
A-P-T Research, Inc.	HQ0147-10-D-0028	QS-01	12/1/2012	System Safety & Safety Occupational Health
Bastion Technologies, Inc.	HQ0147-10-D-0029	QS-02	9/30/2010	Mission assurance

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	DOB-04	11/30/2010	Cost Estimating
		DOB-06	12/12/2010	EVMS
		DA-01	12/10/2010	Acquisition & Program Management Support
Quantech Services, Inc.	HQ0147-10-D-0037	DPL-01	3/26/2013	Readiness Management
		DA-02	3/27/2013	Acquisition Executive Support
		DI-01	3/23/2011	International Affairs
		DOB-05	7/23/2012	Accounting

Engineering Support (Capability Group 3)		IDIQ Contract Award Date: 3/10/2011		
COLSA Corporation	HQ0147-11-D-0005	DXC-01	9/29/2011	Information Technology Management and Analysis
ERC, Inc.	HQ0147-11-D-0006			
MEI Corporation	HQ0147-11-D-0007	DE-12	9/23/2011	Specialty Engineering / International Engineering
		DE-13	8/18/2011	Risk and Lethality Engineering
		DT-06	9/2/2011	Ground Test Provisioning Support
		DT-07	9/12/2011	Test Infrastructure Support
		DE-04	3/27/2013	Threat Engineering
Torch Technologies, Inc.	HQ0147-11-D-0008	DXC-02	6/14/2011	Information Assurance/Computer Network Defense
		DE-02	9/30/2011	Test Analysis & Reporting
		DE-09	8/23/2011	Speciality C3BM
		DT-05	9/30/2011	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-02	11/19/2010	Executive Admin. & Executive Support
		DS-04	3/18/2013	Strategic Planning & Communication
		DS-05	11/10/2010	VIPC
		PA-01	1/28/2013	Public Information Support
PeopleTec, Inc.	HQ0147-10-D-0031	DS-03	11/10/2010	Protocol & Event Management
		DOH-01	11/30/2012	Human Resources
		DOH-02	1/4/2013	Training and Development
Total Solutions, Inc.	HQ0147-10-D-0032			

Mentor-Protégé Program Update

by Ruth Dailey

The MDA Mentor-Protégé Program seeks to encourage major DoD prime contractors (Mentors) to develop the technical and business capabilities of small disadvantaged businesses (SDBs) and other eligible Protégés. The MDA Mentor-Protégé Program executes its program in accordance with the Department of Defense (DoD) Mentor-Protégé (MP) Program. Details of the DoD MP Program can be found in DFARS Appendix I. This document is available at this link: http://www.acq.osd.mil/dpap/dfars/html/current/appendix_i.htm.

The primary thrust of the MDA Mentor-Protégé Program is the transfer of state-of-the-art technology to the Protégé. This will allow the Protégé firm either to create or expand a market niche and become a preferred supplier to the mentor and other leaders within the Protégé's industry segment.

The MDA Mentor-Protégé process:

1. The prospective Mentor and Protégé will submit an MP proposed agreement to the MDA OSBP. Both the Mentor and the Protégé must meet the established eligibility requirements to participate in the program (Defense Federal Acquisition Regulation Supplement (DFARS) I-105 Mentor Approval Process).
2. The proposed agreement must provide the following information:
 - a. A statement that the company is currently performing under at least one active approved subcontracting plan negotiated with DoD or another Federal agency pursuant to FAR 19.702, and that the company is currently eligible for the award of Federal contracts or a statement that the entity is a graduated 8(a) firm.
 - b. A summary of the company's historical and recent activities and accomplishments under its small and disadvantaged business utilization program.
 - c. The total dollar amount of DoD contracts and subcontracts that the company received during the two preceding fiscal years. (Show prime contracts and subcontracts separately per year.)
 - d. The total dollar amount of all other Federal agency contracts and subcontracts that the company received during the two preceding fiscal years. (Show prime contracts and subcontracts separately per year.)
 - e. The total dollar amount of subcontracts that the company awarded under DoD contracts during the two preceding fiscal years.
 - f. The total dollar amount of subcontracts that the company awarded under all other Federal agency contracts during the two preceding fiscal years.
 - g. The total dollar amount and percentage of subcontracts that the company awarded to all small and disadvantaged business, women-owned small business, HUBZone small business, and service-disabled veteran-owned small business firms under DoD contracts and other Federal agency contracts during the two preceding fiscal years.
 - h. Information on the company's ability to provide developmental assistance to its eligible Protégé.
 - i. A statement as to the advantages of the proposed agreement for MDA.
 - j. A template of the Mentor application is available at: <http://www.acq.osd.mil/osbp/sb/programs/mpp>
3. MP proposed agreement is to be forwarded by the Mentor to the MDA MPP Manager for review and endorsement. MDA MPP Manager will coordinate with the applicable MDA program office for technical approval of the agreement and with the cognizant MDA Program contracting office to receive a cost or price analysis evaluation. The contract office will add a line item to an existing MDA prime contract or create a new MDA prime contract/task order in order to place the approved MP Agreement on contract.
4. The MDA MPP Manager will submit an executive summary to the SB Director with final recommendation and approval of the Agreement. The summary will include a brief overview of the Mentor and Protégé companies, estimated cost for the Agreement, technical recommendation from the MDA Program office, cost/price analysis recommendation from DAC, a brief technical overview of the main activities to be performed, and the value added to DoD/MDA, the Mentor and the Protégé for executing the agreement.
5. The MP proposed agreement will be forwarded and evaluated by the MDA OSBP Director for approval and funding, or rejected within 45 days after initial submission. Unsuccessful proposed agreement may be revised and resubmitted a maximum of two times.
6. The MDA MPP Manager will submit the complete agreement package, the MDA OSBP Director approval letter, and the request for funding letter to OSD OSBP. If OSD approves the agreement, they will issue a MIPR to MDA. The MDA MPP Manager will work with the MDA contracting office to issue a contract. MDA will submit notification of acceptance/rejection to the Mentor once the OSD OSBP decision and funding is approved. The contracting office will issue a new contract or modification, as appropriate.
7. Mentor receives compensation for their costs associated with an MP Agreement in the form of credit or direct reimbursement. MDA will only manage reimbursable agreements; DCMA manages all credit agreements for OSD OSBP.

Important Notice for Small Businesses: Recission of Class Deviation

by Becky Martin

With all the major issues effecting the Government and all the news we are bombarded with on a daily basis out of Washington, small businesses must be particularly vigilant for changes that affect the management of their businesses.

On August 15, 2012, Mr. Richard Ginman, Director, Defense Procurement and Acquisition Policy, issued a class deviation providing accelerated payments for small business subcontractors. This deviation required prime contractors to pay small business subcontractors on an accelerated timetable to the maximum extent practicable. By providing for accelerated payments, this should have assisted small businesses in managing their cash flow, however, as we all know, all things change and on February 21, 2013, Mr. Ginman rescinded the class deviation providing accelerated payments to small business subcontractors.

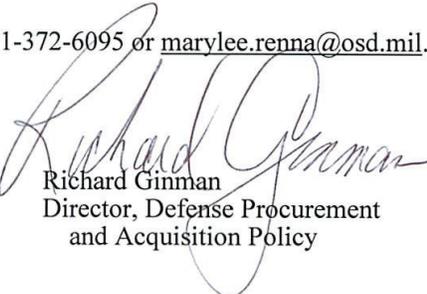
Please see Mr. Ginman's memorandum below.

SUBJECT: Rescission of Class Deviation—Providing Accelerated Payment to Small Business Subcontractors

Effective immediately, Class Deviation 2012-O0014—Providing Accelerated Payment to Small Business Subcontractors, is rescinded. DoD has discontinued the temporary practice of providing accelerated payments to all prime contractors. Class Deviation 2012-O0014 required DoD contracting officers to use the clause at 52.232-99 (DEVIATION) (August 2012), which required contractors, upon receipt of accelerated payments from the Government, to make accelerated payments to small business subcontractors. Use of this clause is no longer authorized.

DoD plans to continue phased implementation of the policy at DFARS 232.903 and 232.906 to assist small business prime contractors by paying them as quickly as possible after receipt of an invoice and all proper documentation, while also maintaining necessary DoD internal controls.

My point of contact is Lee Renna, 571-372-6095 or marylee.renna@osd.mil.



Richard Ginman
Director, Defense Procurement
and Acquisition Policy

The DoD does plan to continue phased implementation of policy aimed at assisting small business prime contractors by paying them as rapidly as possible after an invoice and all required documentation has been received, Ginman noted in the February 21 memorandum.



2013 Calendar of Events

**April 15 - Greater Birmingham Area
Government Business Matchmaker
Pelham, AL**

**April 23 - Madison Wisconsin Expo
Madison, WI**

**April 25 - OSDBU Conference
Washington, D.C.**

**May 16 - Small Business Expo
New York, NY**

**May 21-23 - Space Tech Expo
Long Beach, CA**

**May 28-31 - South Carolina Defense
Exhibition -- Charleston, SC**

**June 25-27 - WBENC National Conference
& Business Fair -- Minneapolis, MN**

**July 12 - Mississippi SB Conference
Jackson, MS**

**August 1 - SMDC Conference
Huntsville, AL**

**August 26-28 - NAVY Gold Coast
San Diego, CA**

**September 1 - National Association of
Women Business Owners -- Louisville, KY**

MORE TO COME!

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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

CURRENTLY UNDER CONSTRUCTION

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