



Missile Defense Agency

# Office of Small Business Programs

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## Volume 16 - Issue 3

### IN THIS ISSUE

2

- Message from the Deputy

3

- x

4

- MiDAESS (Full and Open)

5

- MiDAESS (Small Business Set-Aside)

6

- x

7

- x

8

- Outreach Calendar

### NEXT ISSUE

## October 2014

Approved for Public Release  
xx



## Message from the Director, Lee Rosenberg

Welcome to the Summer Edition of our Quarterly Office of Small Business Programs Newsletter. I am pleased to report that we have secured authority to hold our Annual Small Business conference at the Von Braun Center South Hall in Huntsville, AL, July 23 & 24. Last year's conference was cancelled due to sequestration, but we are looking forward to seeing everyone at this year's conference. The event will be once again be co-sponsored by the National Defense Industrial Association (NDIA). Registration for the event is being held through the NDIA website ([www.ndia.org/meetings/4160](http://www.ndia.org/meetings/4160)). This year's conference will offer invaluable training on proposal preparation, responding to Broad Agency Announcements and Organizational Conflicts of Interest (OCI). Guest speakers currently scheduled include members of the MDA senior leadership and the OSD Office of Small Business Programs. Information briefings will also be conducted by personnel from the MiDAESS Program Office and IRES Acquisition Team. Additionally, we will be hosting matchmaking sessions with all of the MDA's large business prime contractors and Agency system program office personnel. This exciting and well attended event will offer the small business community a great opportunity to network across the various MDA programs and major large business prime contractors. I hope that you will all have the opportunity to attend this event.

Several other activities will be occurring throughout the summer, including MiDAESS Program Industry Days, IRES acquisition, and Security Operations Contract (SOC) Industry

Days. These events will be announced via the Federal Business Opportunities website ([www.fbo.gov](http://www.fbo.gov)). Our friends at the U.S. Army Space and Missile Defense Command will also be hosting their annual Space and Missile Defense Symposium in Huntsville, AL, August 11-14. This is another great opportunity to network across the space and missile defense market and learn about the latest events and upcoming opportunities in those areas.

So, with all of these opportunities to network, how should you present your company to those you are marketing to? I have met with hundreds of small businesses over my tenure as the MDA Office of Small Business Programs Director and have seen the good, the bad, and the ugly (not necessarily people, but presentations) when it comes to marketing and capability briefings. I hope that the following five tips will assist you in focusing your marketing efforts and maximizing the time you spend marketing to various government activities.

First, make sure you tailor your marketing literature and presentation to the organization that you are marketing to. In years past, you would go to the local print shop and have some glossy brochures printed that were very generic. Often times, you would use these brochures for all of your marketing efforts in the hope that something would catch an eye and you would be invited to a meeting. Luckily, we live in the 21st Century where most computers are attached to printers and it does not take much to produce marketing material the day before you plan to meet with someone.

**Continued on Page 2**

**Continued from Page 1...** Doing your market research, homework, and tailoring your marketing material to the organization you're meeting with will place you miles ahead of your peers continuing to exercise the "one size fits all" approach.

Second, make sure that in your presentation and marketing material that you address your capabilities upfront that are relevant to the customer you are marketing to. Ensure that you support your capability assertions with relevant past performance that is also specific to your potential customer; you should be the translator of the relevancy of your past performance. If you make the customer do the translation for you, you run the risk that your potential customer may not consider your past performance relevant to their needs or make negative assumptions based on them. Your ability to do the translation effectively can often open doors that you had no idea existed.

The third tip can be a touchy subject, but remember that we are talking about your ability to interest a potential customer. It does not matter what you think is important to the customer, the only thing that matters is what your potential customer thinks is important. Know who you are marketing to: small business personnel, engineers, other technical personnel, etc. The first words out of many small business marketers are "we are a \_\_\_\_\_ (fill in the blank) type of small business." Meaning they want to emphasize upfront that they are classified as a certain Socio-economic classification (8(a), HUBZone, Veteran Owned Small Business, etc.). Now, for us in the Office of Small Business Programs or a contracting office, that has meaning, but may fall on deaf ears if talking to engineers or other technical personnel. The most important thing to lead with is your capability, not your Socio-economic status, which can turn these folks away (especially if they think you are there for some kinds of entitlement handout as opposed to assisting them solve an issue). Think about your audience and when to approach the subject of your Socio-economic classification during your presentation. This also goes for your marketing material, always lead with your capabilities to establish interest before selling Socio-economic status.

Fourth, keep in mind the type of first impression you want to make. Be on time for your appointment and if you are going to be late call to let someone know. First impressions are very important and you usually only get one shot at them. Why should someone entrust you with a contract to assist them in their mission if you cannot show up on time for an appointment? In the same vein, when you do meet with someone, make sure that you dress appropriately (business attire is always appropriate). Sandals and blue jeans...well, you be the judge!

Finally, remember that your ultimate marketing tool in government contracting is your proposal. It is very important to pay close attention to the detail of information you are presenting.

Make sure that you address all of the requirements in the solicitation and use a red team to critique your proposal before you submit it. Except for a few rare instances, you will ultimately get (or not get) the contract based on the quality of your proposal and how well it meets the requirements of the solicitation.

These tips are borne of my experience both in this position as the MDA Office of Small Business Programs Director and my time as a government contractor on your side of the fence. Believe me, I have many degrees from the "School of Hard Knocks" when it comes to marketing to the government and I have seen all manner of marketing approaches. I hope that the advice that I have provided in this article pays off for you in your future marketing endeavors.

## 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](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](mailto:Outreach@mda.mil)

# Message from the Deputy, Genna Wooten



The MDA Office of Small Business Programs (OSBP) actively supports all small business programs to aide in meeting the MDA's mission to "develop and deploy a layered Ballistic Missile Defense System (BMDS) to defend the United States, its deployed forces, allies, and friends from ballistic missile attacks of all ranges in all phases of flight." The MDA OSBP does this by remaining an integral player and value added advisor in the development of the MDA acquisition strategies and providing the Agency access to the efficiency, innovation, and creativity offered by small businesses. The 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 procurements, either as a prime contractor or subcontractor.

In this edition of our newsletter, as well as the next several editions, I will provide additional insight into each Socio-economic program. In this particular edition of the newsletter, I will concentrate on the Historically Underutilized Business Zone (HUBZone) Program.

As stated in FAR 19.1301(b), "the purpose of the HUBZone Program is to provide Federal contracting assistance for qualified small business concerns located in historically underutilized business zones, in an effort to increase employment opportunities, investment, and economic development in those areas." If you believe that you may qualify for the HUBZone program, the first thing you should do is determine if your business is located in a HUBZone area. You can find HUBZone Maps at <http://map.sba.gov/hubzone/maps>, which allows you to search for your specific address to determine whether or not your principal office is located in a HUBZone area. If your business is located in a HUBZone area,

the next action you should take is to determine whether or not you meet the requirements to be eligible for the HUBZone Program. To qualify for the program, your business must:

- Be a small business in accordance with the Small Business Administration (SBA) standards; and
- Be owned and controlled by at least 51% U.S. citizens, a Community Development Corporation (CDC), an agricultural cooperative, or an Indian Tribe (see below for Indian Tribe requirements); and
- Have at least 35% of its employees reside in a HUBZone area for at least 180 days or be a current registered voter in the area

Firms that are owned in whole or in part by an Indian Tribe or corporations wholly owned by an Indian Tribe must:

- Maintain a principal office located in a HUBZone to ensure that at least 35% of its employees reside in a HUBZone; or
- Certify that when performing a HUBZone contract, at least 35% of its employees engaged in performing that contract will reside within any Indian reservation governed by one or more of the Indian Tribe owners, or reside within any HUBZone adjoining such Indian reservation

If you meet the above eligibility requirements, you can apply for the HUBZone Program at <http://www.sba.gov/content/applying-hubzone-program>. All final determinations of eligibility and participation in this program require SBA certification.



# MiDAESS Awards

## Full and Open

Blue text indicates IDIQ Awards  
Red text indicates Task Order Awards  
Yellow background indicates 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	DT-04	11/4/2011 General Test Support
General Dynamics IT	HQ0147-10-D-0009	DT-02	9/26/2013 Ground Test Support
Sparta, Inc.	HQ0147-10-D-0010	DE-03	6/8/2011 Weapons and Missile Systems
		DE-07	5/28/2013 Space Portfolio Engineering
		DE-08	5/24/2011 C3BM
		DE-10	5/26/2011 M&S Engineering
		DE-11	7/16/2013 Laser (Directed Energy) System Engineering
		DT-01	5/20/2011 Flight and 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	5/30/2013 Environmental Management
		DT-08	8/11/2011 Warfighter Operational Support
General Dynamics IT	HQ0147-10-D-0023	DDW-01	2/15/2013 Warfighter Strategic Integration
Sparta, Inc.	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	6/14/2013 Declassification
		IC-03	7/22/2011 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	6/5/2013 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	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 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	5/22/2013 Quality Assurance
		QS-02	11/7/2013 Mission Assurance Support
A-P-T Research, Inc.	HQ0147-10-D-0028	QS-01	12/1/2012 System Safety & Safety Occupational Health
		QS-02	9/30/2010 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	5/1/2013 Cost Estimating and Analysis
		DO-06	4/29/2013 EVMS
		DA-01	12/10/2010 Acquisition & Program Management Support
Quantech Services, Inc.	HQ0147-10-D-0037	DPL-01	3/26/2013 Logistics Management
		DA-02	3/27/2013 Acquisition Executive Support
		DI-01	3/10/2014 International Affairs
		DI-02	9/11/2013 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	9/29/2011 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	3/21/2014 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	IC-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-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-02	5/17/2013 Executive Admin. & Action Officer Support
		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		

## The NDIA Annual Missile Defense Small Business Programs Conference

Laura Anderson

The MDA Office of Small Business Programs (OSBP) is pleased to announce that it has joined forces with the National Defense Industry Association (NDIA) to bring you the NDIA Annual Missile Defense Small Business Conference. The conference will be held July 23-24, 2014 in Huntsville, AL at the Von Braun Center. This year's conference will highlight information relevant to MDA's Program requirements, an overview of MDA's upcoming procurements, a Successful Proposal Response Boot Camp 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 IRES and the upcoming MiDAESS follow on contracts. Attendees will also gain insights from a town hall type forum with the Director/Deputy Director of Contracts (invited), and the OSBP Director.

Our matchmaking will include opportunities to meet with the MDA Small Business Advocacy Council, MDA Prime Contractors, 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) on July 8th (a link will be provided by NDIA once you are registered).

On July 23rd, to kick off the event, MDA has brought in representatives from MDA Contracts (DAC), General Council (GC) and Advanced Technology (DV) to conduct a "Successful Proposal Response Boot Camp" to help small businesses understand the importance of following the RFP and BAA instructions and to share lessons learned from GC on Organizational Conflicts of Interest. Immediately following the "Boot Camp" will be a kick off networking reception to welcome you to the conference.

Please see link below for additional conference details:  
<http://www.ndia.org/meetings/4160/Pages/default.aspx>

We are anticipating this will be one of our most successful conferences. So PLEASE mark your calendars, so you don't miss it!

## Standard Missile Completes First Test Launch from Aegis Ashore Test Site

The Missile Defense Agency, the U.S. Navy, and sailors at the Aegis Ashore Missile Defense Test Complex and Pacific Missile Range Facility (PMRF), successfully conducted the first flight test involving components of the Aegis Ashore system.

During the test, a simulated ballistic missile target was acquired, tracked, and engaged by the Aegis Weapon System. At approximately 7:35 p.m. Hawaii Standard Time, May 20 (1:35 a.m. EDT, May 21), the Aegis Weapon System fired a Standard Missile (SM)-3 Block IB guided missile from the Vertical Launch System. Several fire control and engagement functions were exercised during the test. A live target missile launch was not planned for this flight test.

The primary purpose of the test, designated Aegis Ashore Controlled Test Vehicle (AA CTV)-01, was to confirm the functionality of Aegis Ashore by launching a land-based SM-3. The Aegis Ashore system uses a nearly identical configuration of the Vertical Launch System, fire control system, and SPY-1 radar currently in use aboard Aegis cruisers and destroyers deployed around the world.

This flight test supports development of the Aegis Ashore capability of Phase 2 of the European Phased Adaptive Approach, planned to begin operations in Romania in 2015.

Additional information about all elements of the Ballistic Missile Defense System can be found at [www.mda.mil](http://www.mda.mil).



# Resources for Small Business & Entrepreneurs

Jerrol Sullivan

Given the current fiscal climate, we expect defense budgets to decrease over the coming years. Yet, we still need to modernize our systems and restore our equipment. As a result, we will need to “do more without more” (direction from the Under Secretary of Defense for Acquisition, Technology, and Logistics). Today it goes without saying “money for DoD programs is, and will continue to be, tight for the foreseeable future,” so small business primarily depending on doing business with the MDA should seriously consider expanding their current markets and perhaps seek access to unconventional resources to find the information needed to grow and succeed. Below is a link to a list of Resources for Entrepreneurs and Small Business owners who may need, and want, fast answers to facilitate developing plans and strategies to sustain and operate during financially lean times:

<http://www.whitehouse.gov/economy/business/resources>

A recent SBA initiative and unconventional resource available to small businesses is the SBA Accelerator Competition to Award \$2.5 Million for Small Business Startups. Maria Contreras-Sweet, Administrator of the SBA, announced that the SBA is launching a \$2.5 million competition for accelerators and other entrepreneurial ecosystem models to compete for monetary prizes of \$50,000 each. To award the prizes, an expert panel of judges will consider each applicant’s state mission, founding team members, and business goals among other core components. The deadline for applying is August 2, 2014.

The panel will give particular attention to, and the SBA encourages, applicants that fill geographic gaps in the accelerator and entrepreneurial ecosystem space. It is well known that the most successful accelerators to date were founded on the coasts. Through this competition, the SBA is looking to support the development of accelerators and thus startups in parts of the country where there are fewer conventional sources of access to capital (i.e., venture capital and other investors).

In addition to accelerators, which fill the gaps described above, the SBA is also seeking out accelerators which are run by and support women or other underrepresented groups. Lastly, special consideration will be given to any accelerator models that support manufacturing.

For the purpose of this competition, Growth Accelerators include accelerators, incubators, co-working startup communities, shared tinker-spaces or other models to accomplish similar goals.

Over the coming months, the SBA will be working with a number of partners, such as the Global Accelerator Network (GAN) and others to host a number of Demo Days across the country. Demo Days provide opportunities for networking and the sharing of best practices among accelerators and other entrepreneurial ecosystem models. The first Demo Day of 2014 was held in Austin, TX, at the Capital Factor and concurrent with the South by Southwest (SXSW) Festival. Thirteen accelerators across multiple industries and geographies gave five minute pitches to a room full of their peers. The SBA is working to develop more of these events to happen in different cities around the country in 2014. Finalists in the competition will also be participating in a Demo Day remotely, thus there is no requirement for applicants to participate in the in-person events.

Seeking alternative resources such as those referenced above can serve small businesses and even help businesses grow & succeed despite the current state of the fiscal environment and time of decline in defense spending over the coming years.





# 2014 Calendar of Events

**April 9 - Birmingham PTAC**  
Birmingham, AL

**April 16 - 24th Annual Government Procurement Conference**  
Washington, D.C.

**April 23-24 - NAVY Small Business Expo**  
Chicago, IL

**May 15 - Small Business Expo**  
Dallas, TX

**May 22 - Alliance South 2014**  
College Park, GA

**May 29 - UNA PTAC Matchmaking**  
Florence, AL

**June 12-13 - Small Business Expo**  
New York, NY

**June 23-25 - WBENC National Conference**  
Philadelphia, PA

**July 17 - WBCNA Business Matchmaker**  
Huntsville, AL

**August 11-14 - SMD Symposium**  
Huntsville, AL

**August 11-13 - NAVY Gold Coast**  
San Diego, CA

## OSBP Staff

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**Laura Anderson**, *Outreach Program Manager*

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For additional information regarding Outreach activities at MDA, please email us at [outreach@mda.mil](mailto:outreach@mda.mil)

## Websites of Interest

### MDA Office of Small Business Programs

[www.mda.mil](http://www.mda.mil)

### MDA Marketplaces and Directory

[www.mda.mil/business/smallbus\\_programs.html](http://www.mda.mil/business/smallbus_programs.html)

### MDA Business Acquisition Center

[www.mda.mil/business/acquisition\\_center.html](http://www.mda.mil/business/acquisition_center.html)

### MDA SBIR/STTR Programs

[www.mdasbir.com](http://www.mdasbir.com)

### Fed Biz Opps

[www.fbo.gov](http://www.fbo.gov)

### Electronic Subcontracting Reporting System (eSRS)

[www.esrs.gov](http://www.esrs.gov)

### MDA Small Business Advocacy Council

[www.mda.mil/business/bus\\_mdasbac.html](http://www.mda.mil/business/bus_mdasbac.html)

### MDA Unsolicited Proposal Guide

[http://www.mda.mil/global/documents/pdf/MDA\\_Unsolicited\\_Proposal\\_Guide.pdf](http://www.mda.mil/global/documents/pdf/MDA_Unsolicited_Proposal_Guide.pdf)