First, I’d like to welcome a new MDA OSBP employee, Ruth Dailey. Ruth comes to us from our MiDAESS Program office and will be managing the Mentor Protégé Program and working with our Small Business Industrial Base Program. I know she will be a tremendous asset to the MDA OSBP.

Secondly, I’m often asked about what the future holds for small businesses doing business with the Federal Government given the current state of the economy and projected budget cuts that are inevitable. While not a purveyor of “gloom and doom” and looking at the future through a very cloudy crystal ball, I believe I’m safe in saying that the Government marketplace will generally become much tighter and more competitive with the money available to any activity. So, what do you do as a small business to position yourself for this future?

Too often, I see small businesses in denial about what lies ahead, instead preferring to live in the past and expecting the marketplace, be it the Department of Defense (DoD) or another Government activity, to remain static with “business as usual.” These businesses are then caught short by the changes and cry foul as if the marketplace’s only purpose is to provide business for them. Smart businesses are always trying to “read the tea leaves” to divine the future of the markets they are in and adjust accordingly. This has never been more important than in today’s uncertain economic environment.

Today, as a small business, I believe you have to rely on your inherent strengths, particularly innovation, flexibility and cost efficiency, more than ever before. Here, in the Missile Defense Agency (MDA), no one has a lock on any future business; this applies whether we’re talking about major weapons system development or providing advisory and assistance services or running our data centers. We are competing as much as possible whenever possible and, if we can’t compete today, we’re trying to position ourselves to compete in the future. That necessarily means that any business in our marketplace must be ready to adapt to our ever changing environment and look for innovative ways to bring the skills and capabilities we need in a cost effective manner.

With this in mind, you (as a small business) need to be prospective in your outlook, not retrospective. What do I mean by this? Just because you were the company of choice in the past because of some skills or capabilities you brought to the table, doesn’t necessarily mean that the Agency will be doing business the same way into the future or the manner in which we acquire those skills and capabilities will be the same as we did it before. You, as a potential competitor in any future acquisition, may have to change both what you have to offer and the manner in which you offer it in order to remain competitive in our marketplace.

The Missile Defense Agency Engineering and Support Services (MiDAESS) Program is a great example of what I’m talking about. Prior to the MiDAESS Program, the Agency acquired most of its advisory and assistance services via level of effort type contracts. We basically bought “bodies” with certain skills that we defined in order to supplement our Government workforce; with the advent of MiDAESS, we changed our whole approach to a performance based one. No longer do we tell contractors how to do something and what kinds of skills and in what labor mix to propose. Rather, we identify tasks to be performed and their frequency together with deliverables required.
**Message from the Director**

(Cont’d from Page 1)

Those who compete for MiDAESS Task Orders propose the skill mix and numbers of personnel to accomplish the tasks. The evaluation includes not only the skills and labor mix proposed, but also the methodology by which you propose to do the job with the labor mix you're proposing and how you plan to transition into the job. Additionally, cost and small business utilization play into the evaluation. All of these evaluations are done in a competitive environment where there are always winners and losers. MiDAESS also contains exclusive teaming so that you can only compete on one team in a given capability group. Because we went to exclusive teaming as a strategy, we've opened up the MDA marketplace to many more small businesses than we previously had competing for our work. The downside to this is that if your team doesn't win, you don't get the business because you can't jump to the winning team unless your previous team releases you. This also means that any incumbency you have, may not be as big an advantage to you as how well you can adjust to the performance based methodology and the competitive nature of MiDAESS.

Sometimes I hear from some small businesses that they had a lot of work previously with the Agency, but now they are losing work to others because of MiDAESS. These same businesses say to me, “if MDA would just tell them what we want in the way of labor mix and skill sets, they would deliver the best we could get” since they are currently successful at doing this work for other Government customers. In other words: if MDA would just go back to the level of effort paradigm, they would be much more competitive. Some even tell me that their current customers are happy with them, so we should change our rules midstream to allow them to retain the work they have. My response to this is simple: you've got to change as the market changes. The market will not change to allow you to continue with “business as usual.” There is no entitlement to any MDA MiDAESS work—you must compete for it.

In a broader sense, because of the changing economic environment and the shrinking budgets that will occur in the future, I believe what many are experiencing in the microcosm of MiDAESS will play itself out in many other niche markets across both DoD and the Federal Government in general. So, what's the lesson to be learned? In my opinion, as a small business in today's Federal marketplace, you need to take a hard look at how the markets in which you play are likely to change and position yourselves with the skills and capabilities to match those future requirements. Certainly celebrate your past achievements, but don't rely on them as necessarily the “ace in the hole” that will garner you future business. Grow your capabilities to meet the future market as you continue to provide sterling performance in the present. What worked yesterday may not work tomorrow. Utilize the inherent talents you have for innovation and flexibility to adapt to the future market instead of trying to drag the future market place to you. The latter strategy, I'm sure, won't work and will leave you without the future business base you need. It will also probably deprive the Government of the great talent in your organizations: a lose/lose situation for all concerned.

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**So You Think You Can Bid?**

By Genna Wooten

You are confident that you have done your homework. You've kept track of the solicitation progress in FedBizOps. You've studied every document that has been released all the way from the sources sought synopsis to the final Request For Proposal (RFP). You've gathered your team. You've had meetings and you've strategized. Now you're ready to prepare your proposal – but wait – are you really ready?

So many times small businesses feel that they are so familiar with the requirements that they miss the most important factors in the RFP – “what the government is asking for.” Two vital sections of the RFP can determine the fate of your proposal are the Statement of Work (SOW)/ Procurement Work Statement (PWS)/etc; and Section L of the RFP.

It is extremely important that you read and review the requirements document of the RFP. When you prepare your technical volume, you should make sure that you have provided a technical response for all of the requirements. Be sure to address all of the objectives of the requirement and describe how you plan to meet these objectives. Propose according to the requirements of the RFP – not what you think the requirements should be. If you have an innovative approach to meet an objective, don't just state what your approach is, describe the plan in which you will use your innovative approach to meet the Government's needs.

Section L, "Instructions, Conditions, and Notices to Offerors" of the RFP is just as vitally important as the requirements of the RFP. If you do not follow the instructions in Section L, it is possible that you could be determined nonresponsive. Some of the instructions in Section L may seem minuscule to you, but believe me, not following the instructions in Section L can turn a good proposal into a bad one quickly.

Finally, when you think you've dotted every “i” and crossed every “t,” check your proposal again. You can never be too observant when submitting a proposal that could lead to a contract for your company.
Short Range Air Launched Target Successfully Launched

Thanks in part to increased emphasis by the Agency Director, small business participation is becoming a more important element of acquisition strategy development, source selection decisions and award/incentive fee determinations. New directives, procedures and clauses are encouraging greater small business participation in our acquisitions through proactive planning, thorough market research, tailored source selection and award/incentive fee criteria, past performance evaluations, and additional subcontracting oversight and program assessments. In addition, all MDA acquisitions are being carefully scrutinized for opportunities to open more requirements to competition. With support from all stakeholders, these focused efforts will help ensure steady progress in growing not only the size but the contributions and capabilities of the small businesses that comprise our ballistic missile defense industrial base.

At MDA we continue to advocate strongly for small business participation in MDA acquisitions. As a small business seeking to do business with MDA, regardless of your product or service, it is important that you do not neglect our very large secondary market, Subcontracting Opportunities with MDA Prime Contractors. A list of many of our prime contractor’s is available from our Missile Defense Agency Small Business Advocacy Council web page (www.mda.mil/business/bus_mdasbac.html). This page lists many MDA prime contractors and provides a point of contact (Small Business Liaison Officer) within each firm. We encourage you to investigate potential opportunities with these firms. Many also have websites that may be useful and we encourage you and them to team with each other.

Small businesses can also find other firms with similar technology goals for teaming or subcontracting purposes by researching the MDA OSBP Market Place, trade magazines, Internet, Small Business Administration (SBA) Dynamic Database search tool, and attending industry conferences and trade shows.

The Missile Defense Agency successfully completed a flight test involving the launch of a Short Range Air Launched Target (SRALT) at the Naval Air Warfare Center, Weapons Division-Point Mugu Sea Range, California. This flight test, designated FTX-17, successfully demonstrated an upgraded air launch and umbilical pull separation system, which had been redesigned to correct problems identified during previous tests.

At 7:04 p.m. PDT (10:04 p.m. EDT) on July 8, 2011, the SRALT missile was deployed from a U.S. Air Force C-17 transport aircraft over the Pacific Ocean approximately 500 miles west of the California coast. The target missile was extracted from the rear of the C-17 aircraft by parachute. The missile's rocket motor then ignited, sending it on a planned trajectory over the Pacific Ocean.

The target missile’s flight was successfully tracked by several missile defense sensors in California, including an AN/TPS-59 Tactical Missile Defense Radar at Marine Corps Base Camp Pendleton, an X-band AN/TPY-2 radar at Vandenberg AFB, and the Upgraded Early Warning Radar at Beale AFB. Preliminary indications are that all data collection objectives were met.

This flight test was also used as a target of opportunity for several emerging missile defense technologies. Two Space Tracking Surveillance System (STSS) demonstration satellites tracked the target and transmitted data to the Ballistic Missile Defense System (BMDS). This was the first demonstration of stereo acquisition and track handover of a short range target by the STSS satellites. Other participants included the Command, Control, Battle Management and Communications (C2BMC) Experimentation Laboratory, Integrated Sensor Manager, Enterprise Sensors Laboratory (ESL), Near-Field Infrared Experiment (NFIRE), and the Airborne Infrared (ABIR) program.
<table>
<thead>
<tr>
<th>Capability Group</th>
<th>Award Date</th>
<th>Tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acquisition Support (Capability Group 2)</td>
<td>9/8/2010</td>
<td>Booz Allen Hamilton, Computer Sciences Corporation, Paradigm Technologies, Odyssey Systems Consulting Group</td>
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<tr>
<td>Infrastructure and Deployment Support (Capability Group 4)</td>
<td>6/23/2010</td>
<td>Computer Sciences Corporation, General Dynamics IT, Sparta, Inc.</td>
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All information valid as of 30 September 2011
## Small Business Set-Aside

### Quality, Safety, and Mission Assurance (Capability Group 1)

<table>
<thead>
<tr>
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<th>IDIQ Contract Number</th>
<th>Award Date</th>
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<tbody>
<tr>
<td>a.i. Solutions</td>
<td>HQ0147-10-D-0027</td>
<td>9/24/2010</td>
<td>Quality Assurance</td>
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<tr>
<td>A-P-T Research, Inc.</td>
<td>HQ0147-10-D-0028</td>
<td>12/10/2010</td>
<td>System Safety &amp; Safety Occupational Health</td>
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<tr>
<td>Bastion Technologies, Inc.</td>
<td>HQ0147-10-D-0029</td>
<td>9/30/2010</td>
<td>Mission assurance</td>
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### Acquisition Support (Capability Group 2)

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<tr>
<td>Acquisition Services Corporation</td>
<td>HQ0147-10-D-0035</td>
<td>11/30/2010</td>
<td>Cost Estimating</td>
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<tr>
<td>BCF Solutions, Inc.</td>
<td>HQ0147-10-D-0036</td>
<td>12/12/2010</td>
<td>EVMS</td>
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<td>Quantech Services, Inc.</td>
<td>HQ0147-10-D-0037</td>
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<td>Readiness Management</td>
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### Engineering Support (Capability Group 3)

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<tr>
<td>COLSA Corporation</td>
<td>HQ0147-11-D-0005</td>
<td>9/29/2011</td>
<td>Information Technology Management and Analysis</td>
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<td>ERC, Inc.</td>
<td>HQ0147-11-D-0006</td>
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<td>8/18/2011</td>
<td>Risk and Lethality Engineering</td>
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<tr>
<td>Torch Technologies, Inc.</td>
<td>HQ0147-11-D-0008</td>
<td>9/14/2011</td>
<td>Information Assurance/Computer Network Defense</td>
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<td>9/30/2011</td>
<td>Test Analysis &amp; Reporting</td>
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<td>9/15/2011</td>
<td>Threat Engineering</td>
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<td>Speciality C3BM</td>
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<td>DCS Corporation</td>
<td>HQ0147-11-D-0009</td>
<td>9/30/2011</td>
<td>Flight Test Provisioning Support</td>
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### Agency Operations Support (Capability Group 5)

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<td>Harlan Lee &amp; Associates</td>
<td>HQ0147-10-D-0030</td>
<td>11/19/2010</td>
<td>Executive Admin. &amp; Executive Support</td>
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<td>11/19/2010</td>
<td>Strategic Planning &amp; Communication</td>
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<tr>
<td>PeopleTec, Inc.</td>
<td>HQ0147-10-D-0031</td>
<td>11/10/2010</td>
<td>Public Information Support</td>
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<td>11/10/2010</td>
<td>Protocol &amp; Event Management</td>
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<tr>
<td>Total Solutions, Inc.</td>
<td>HQ0147-10-D-0032</td>
<td>12/1/2010</td>
<td>Training and Development</td>
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All information valid as of 30 September 2011
As part of the President’s Management Agenda for Electronic Government (E-Gov), the Small Business Administration (SBA), the Integrated Acquisition Environment (IAE) and a number of agency partners collaborated to develop the next generation of tools to collect subcontracting accomplishments. This system is known as the Electronic Subcontracting Reporting System (eSRS).

eSRS provides the government with insight as to how its contracting dollars are being distributed among small businesses. This authoritative source of subcontracting information provides government users the ability to generate reports and creates higher visibility and increased transparency into subcontracting accomplishments across the government.

eSRS reports must be submitted/approved in a timely manner. It is imperative that large businesses with contracts $>650K comply with the submission deadlines April 30 for March 31 reporting period and October 30 for September 30 reporting period. Once reports are submitted by the contractor they should be acknowledged within 30 days. The Missile Defense Agency is required to submit an eSRS status report outlining the results of the reporting activities for the preceding reporting period to the Office of the Secretary of Defense (OSD) in June/December of each year. If there are any issues they should be resolved prior to the reporting deadlines. These reports enable the agency to monitor small business utilization and forecast future small business efforts.

All DoD organizations submitting unclassified contract action reports to the Federal Procurement Data System - Next Generation (FPDS-NG) should now be using eSRS. The SBA uses SSR data to report achievements to Congress. Furthermore, data from ISRs will be used to set goals for DoD organizations.

Knowledge of eSRS will be beneficial as your small business potentially grows into a large business.

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**Benefits of eSRS**

- Allows electronic submission, acceptance, rejection, reporting and analysis of subcontracting data in a real-time paperless environment
- System eliminates the need for paper submissions and processing of required subcontracting reports.
- Individual Subcontracting Report (ISR) replaces the SF 294
- Summary Subcontracting Report (SSR) replaces the SF 295
- Improves accuracy, timeliness and integrity of data exchanged
- Provides a live interface with Central Contractor Registration (CCR) that automatically populates basic vendor information based on the DUNS
- Provides a live interface with Federal Procurement Data System - Next Generation (FPDS-NG) that automatically populates contract data
- Enables the Federal government to provide a simpler process for contractors and their business associates to report subcontracting activity
- Provides the Department of Defense (DoD) with an authoritative source and insight into the utilization of its subcontracting information
- Automates the collection of prime contractor subcontract reporting data
- Provides online report generation capability for the DoD
- Creates higher visibility and introduces increased transparency into the process of gathering information on Federal subcontracting accomplishments
Market Research: A Crash Course

By Becky Martin

The Missile Defense Agency (MDA) relies extensively on the commercial market for the products and services it needs, whether those products and services are purely commercial, modified for MDA use from commercial products and services, or designed specifically for MDA. Market research is conducted to determine the availability of commercial products and services, to identify market practices, and to become aware of the latest developments in products and services.

What Is Market Research?
Market research, as defined in Federal Acquisition Regulation (FAR) Part 2, Definitions, is the process of collecting and analyzing information about capabilities within the market to satisfy agency needs. To elaborate, market research is a continuous process of gathering data on business and industry trends, characteristics of products and services, suppliers’ capabilities, and related business practices. The data resulting from market research is analyzed and used to make informed decisions about whether MDA’s needs can be met by commercial products or services. When making such decisions, several factors are considered:

- Degree to which commercial practices allow the products or services to be customized or tailored to meet MDA needs
- Terms and conditions, such as warranties, discounts, and customer support, under which commercial sales are made
- Ability of potential suppliers’ distribution and logistics support systems to meet MDA’s needs.
- Market research information can be used to shape the acquisition strategy; to determine the type and content of the product description or statement of work; and to develop the support strategy, the terms and conditions included in the contract, and the evaluation factors used for source selection.

Why Do Market Research?

- Before developing new requirements documents for an acquisition
- Before soliciting offers for acquisitions with an estimated value in excess of the simplified acquisition threshold
- Before soliciting offers for acquisitions with an estimated value less than the simplified acquisition threshold when adequate information is not available and the circumstances justify its cost
- Before soliciting offers for acquisitions that could lead to a bundled contract
- On an ongoing basis, and to take advantage to the maximum extent practicable of commercially available market research methods, to identify the capabilities, including the capabilities of small businesses and new entrants into Federal contracting, that are available in the marketplace for meeting agency requirements in furtherance of a contingency operation or defense against or recovery from a nuclear, biological, chemical, or radiological attack.

In addition, FAR Part 12, Acquisition of Commercial Items, requires that market research be conducted to determine the availability of commercial items or nondevelopmental items that could meet the requirements. This regulatory guidance implements the Federal Government’s preference for the acquisition of commercial items contained in Title VIII of the Federal Acquisition Streamlining Act of 1994 (Public Law 103-355).

The above requirements apply to all Federal agencies. For DoD, the Defense Federal Acquisition Regulation Supplement (DFARS), Subpart 210.001, adds two additional circumstances under which market research is required:

- Before soliciting offers for acquisitions that could lead to a consolidation of contract requirements as defined in DFARS Subpart 207.170-2
- Before issuing a solicitation with tiered evaluation of offers (Section 816 of Public Law 109-163)

Even if market research was not required by law and regulation, it would be a smart business practice to follow. Market research is a commercial business practice, used by firms to identify trends, customer needs and wants, competitor practices, and sources for their purchasing needs. Market research plays a key role in the requirements determination and definition process.

For example, when planning the acquisition of a new information technology (IT) system, MDA acquisition personnel receive the user’s requirements for the system’s performance, and sometimes the requirements are incompatible with each other or conflict with other systems. Through trade studies, market research can help users sort out what requirements can be fulfilled, within cost and schedule constraints. By addressing all of these issues, market research allows the user to make informed decisions about the tradeoffs among all of the alternatives. Users who fail to consider these issues when defining the requirements risk investing in a system that may encounter technical difficulties during manufacturing or operation, have long production leadtimes, and be excessively costly to produce, operate, and support.

Q: Why is Market Research Important to you the Small Business?
A: It assists the Government Agencies in determining the maximum practicable opportunities for small businesses.

What does this mean for you, the Small Business? It means that responding appropriately and with specificity to RFI’s allows for more thorough market research. And all of those databases you are asked to register with are not just a “black hole”, they are used extensively for market research; by ensuring that your company’s data is accurate in agency databases you are marketing your company’s capabilities at little or no cost.

Help us help you by responding to RFI’s and encouraging your “compete-mates” to do so as well.
Ruth Dailey
Small Business Specialist

Ruth Dailey serves as Mentor Protégé Manager for the MDA Office of Small Business. Ms. Ruth Dailey began her government career in 1984 with the National Security Agency (NSA) in Ft Meade, Maryland. She spent 20 years at NSA where she served as a Linguist, Intelligence Analyst, Computer System Manager, System Administrator, Acquisition and Business Management and Project Manager. From 2004-2010, Ms. Dailey worked as a contractor for Boeing serving as a Senior Acquisition Analyst for the National Security Agency (NSA/CSS) Enterprise Architecture and Decision Support (NEADS); as a Project Manager for the IT systems and infrastructure for Von Braun II for Missile Defense Agency and as a Senior System Engineer for Southern Border Initiative (SBInet) System & Software Integration at for Department of Homeland Security. Ms. Dailey joined the MDA office of Missile Defense Agency Engineering and Support Services (MiDAESS) in May of 2010 as an Acquisition manager.

OSBP Update: New Employee!

Oct 6 - Huntsville, AL
UAHuntsville PTAC

Oct 10-12 - Washington, D.C.
AUSA

Oct 11 - Huntsville, AL
Chamber of Commerce Business Expo

Oct 27 - Huntsville, AL
Women in Defense Huntsville

Oct 30-Nov 2 - Atlanta, GA
NMSDC Conference and Business Fair

Nov 1 - Huntsville, AL
Chamber of Commerce Business Expo

OSBP Staff

Lee Rosenberg, Director
Genna Wooten, Deputy Director
Jerrol Sullivan, Subcontracting Program Manager
Laura Anderson, eSRS Manager
Becky Martin, Outreach and Specialty Program Manager
Ruth Dailey, Mentor Protégé Manager
Nancy Hamilton, Sr. Administrative Assistant, ALATEC
Chad Rogers, Sr. Analyst, Paradigm Technologies
Joshua Koger, Analyst, Quantech Services

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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

MDA Office of Small Business Programs
www.mda.mil

MDA Marketplaces and Directory
www.mdasmallbusiness.com

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