



Missile Defense Agency

Office of Small Business Programs

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Message from the Director, Lee Rosenberg

I would like to welcome everyone back to a new and, hopefully, productive year and hope you enjoyed the holiday season. We, in the MDA Office of Small Business Programs (OSBP), wish you all the best for the New Year. We are now into the second quarter of the fiscal year and we are as busy as ever. In this newsletter, I would like to discuss how our office interacts with the rest of the Agency to ensure the acquisition and contracting strategies that come out of the Agency maximize the use of small businesses. Some small business offices that you may have dealt with in the past are not afforded the opportunities to get involved early in the acquisition process and thus have a difficult time influencing the final acquisition decisions and resulting contracting strategies. This is definitely not the case within MDA. We enjoy tremendous support from the Agency senior leadership and are embedded as integral players in the MDA Comprehensive Acquisition Process from the very beginning of process to post award activities. Perhaps our biggest contributions with regard to small business utilization on MDA contracts comes at the beginning of the process with our market research support to various program and staff offices throughout the Agency.

You have often heard me discuss the importance of responding to Requests for Information (RFI's) that we issue from time to time. Some of them are targeted to small businesses to assist us in assessing small business capability to accomplish a particular requirements. In all instances, we seek your input, even if you feel you cannot

do the whole requirement. RFI's provide feeder information for us to make acquisition strategy decisions. While they are not the only market research method we use, they can be important in aiding our acquisition strategy development, particularly where the possibility of setting aside work is present.

We conduct what is called strategic market research, as well as the tactical market research described above, through our outreach program. You will often see us at various conferences and symposia talking with folks about their capabilities and our needs. I encourage you to take advantage of these times and talk to us about your capabilities whether at our booth or during matchmaking sessions. This aids us, for future reference, in cataloging the capabilities of the small business community to accomplish our requirements. Along these lines, it's imperative that you register in our directory. We often consult this directory when doing market research and send out notices of various acquisition postings to those registered. You can find the address for this directory on the back of this newsletter.

We also work internally with our program and staff offices through both training and the acquisition and contracting strategy development processes to ensure the decision makers are made aware of the small business capabilities to do their requirements. We advocate for the maximum utilization of small businesses on their efforts either by setting aside acquisitions or maximizing subcontracting opportunities.

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Capability Statements

Genna Wooten

Continued from Page 1...

So, how do we do all this? I am extremely fortunate to have the opportunity of managing the best people within the MDA Office of Small Business. They are passionate about their work, extremely professional in their knowledge of small business programs and requirements, and well respected on the program and staff acquisition teams of which they are members. Each of the small business specialists in the office has both a functional and programmatic role. In their functional role, each has an area of expertise such as subcontracting oversight, market research, mentor-protégé program management, small business socio-economic programs and outreach. They also each have a portfolio of programs and staff offices they support where they are integrated into the acquisition teams of those programs. They provide their respective program and staff offices with "one belly-button to push" to get whatever support that office needs from the MDA OSBP. This may entail the small business specialist assigned to that office providing the needed support or that person drawing on the functional expert within the office to provide the support. The teamwork among the OSBP personnel is phenomenal and allows the best small business specialist support possible for the acquisition planning efforts, source selection and post award activities provided by the OSBP to each of the program and staff offices across the Agency.

I hope this gives you a little insight into how we interact with offices within MDA to ensure we are maximizing the utilization of small businesses throughout the Agency. You can rest assured that your voices have a seat at the table in the acquisition planning and decision making processes and that your representatives, the small business specialists in the OSBP, are dedicated professionals who passionately advocate for the utilization of your talents and capabilities on every acquisition we do.



One of the biggest perks of my job is that I have the pleasure of meeting vibrant, up and coming small businesses from all over the United States. These business owners all have amazing stories of how they started their businesses out of their garage or bedroom because they saw a need and wanted to have a piece of the American Dream... being a small business owner. Even though they might be experts

in the field they represent, sometimes they are lacking in the abilities to relay that message to the general population. In most cases, the capability statement is the "first impression" you leave about your company.

When small businesses request a meeting with our office, we ask that you provide a capability statement for your company. This capability statement is "lingo" for a company resume. There are several things that need to be in the statement, however, there are several things that do not need to be there as well.

Capability statement designs can vary depending on who you are presenting them to. Much like a resume, you want to have a "generic" one and an additional one tailored specifically for individual audiences. Here are some suggestions that we hope will help you craft a version that will capture your target's attention and help you get your foot in the door of Government Contracts.

Length: If you ask 20 different Contracting Officers, you will get 30 different ideas on the length of the document. Most experts agree that an ideal capability statement is 1 to 3 pages. Remember, this is not a deep dive document for your business; this is an overview to catch their attention and garner interest in your company.

Content: First of all, (just like a resume) the capability statement needs to contain pertinent information about your company, i.e., DUNS Number, NAICS Codes, Relevant Experience, Past Performance, and Socioeconomic Status. Think of your audience while crafting the document. If you are targeting a contracting officer for a specific procurement, make sure you focus on the requirements for that procurement. If you are doing a broad overview of your company to an Office of Small Business Director, then you should dive a little deeper and list your relevant past performance, socio-economic status and contract vehicles. One school of thought, remember to answer the mail on these: who you are, what you do, when you have done it, and how we can get to you.

If you need help formulating your capability statements, you can reach out to your local Small Business Development Center (SBDC) or Procurement Technical Assistance Center (PTAC). These centers are funded by the Small Business Administration (SBA) to assist small businesses. You can find links to both of these at our website www.mda.mil or call our office at 256-450-2872.



Strategic Approach to Intellectual Property Management Jerrold Sullivan

In MDA programs, system designs often include at least some technologies that are subject to privately-owned Intellectual Property (IP) rights, commonly referred to as “proprietary” technology. The IP rights generally grant exclusive rights to IP owners to use their innovations, which may restrict or conflict with full and open competition. (The IP owner may be the sole source for a technology or may be legally entitled to compensation for use by anyone else.) Nevertheless, IP rights can co-exist or be integrated into a competitive environment, with some advance planning. In these cases, MDA strives for an IP Strategy that will help the program take appropriate steps to promote competition to the maximum extent practical, and avoid or mitigate scenarios in which a relatively small amount of proprietary technology restricts the re-procurement or sustainment of the system or system elements. MDA plans to comply with a new statutory requirement being implemented in the DoD Instruction 5000.02 requiring program managers to establish goals for applying SBIR and STTR technologies in programs of record, and incentivize primes to meet those goals on contracts with a value at or above \$100 million. Because of limited data rights on use of technology developed under SBIR programs, there is significant potential for SBIR proprietary technology to restrict the re-procurement or sustainment of MDA systems previously acquired with government purpose rights.

MDA OSBP encourages our large business prime contractors and small business to be aware that MDA strives to implement an IP Strategy on all its acquisition to take advantage of innovation and to provide fair compensation. We seek an IP Strategy that will give program offices greater ability to control the life cycle development and acquisition of warfighting systems. Therefore, large business prime contractors and small business may need to devote more consideration to working collaboratively in negotiations that can deliver government purpose rights with SBIR technology identified for transition to MDA acquired systems.



Market Research Laura Anderson

In the Missile Defense Agency, Market Research drives all aspects of the Acquisition Strategy Process. Before any decisions are made as to the status of the procurement, i.e., Full and Open competition or Small Business Set Aside, we look at what market research is available for the capabilities needed and then take the results of that research to make decisions as to the ability of Small Businesses to perform the work. This is not a onetime event; Market Research is a continuous process for gathering data on business and industry trends, products or service characteristics, supplier's capability and the business practices/trends that surround them.

So why does MDA perform market research? Performing market research is a requirement of Part 10 of the Federal Acquisition Regulation (FAR). The results of performing adequate market research are increased competition, lower costs, increased quality, and the identification of additional sources to fulfill the Government's requirements. Additionally, by performing market research, the Government can in certain instances, reduce cycle time by identifying commercial solutions. Market research should be considered as part of the cost of doing businesses. An upfront investment in time and resources will result in a more thorough acquisition strategy and ultimately result in a better product at a better price for the Warfighter.

Inadequate market research may result in the delay of approval of an acquisition strategy, it may impact mission support, result in inefficient operations, and increase procurement lead times.

Therefore it is important that market research be performed early in the acquisition process and be performed on a continuous basis to reduce the likelihood of significant issues with an acquisition.

How can you, the small business, assist the Government with market research? The answer is by responding to all Requests for Information (RFI) inquiries. RFIs are an important part of market research and by responding, you, the small business can impact acquisition strategy of upcoming requirements. If enough small businesses can be identified as a qualified supplier, requirements may be set-aside for small business participation only.



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	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
		DOB-03	7/25/2013	Budget Execution/Funds Control
Paradigm Technologies, Inc.	HQ0147-10-D-0020	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	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			
General Dynamics IT	HQ0147-10-D-0009	DT-02	9/26/2013	Ground Test Support
Parsons	HQ0147-10-D-0010	DE-03	6/8/2011	Weapons and Missile Systems
		DE-07	5/30/2013	Space Portfolio Engineering
		DE-08	3/20/2014	C3BM
		DE-10	9/24/2014	M&S Engineering
		DE-11	7/16/2013	Laser (Directed Energy) System Engineering
		DT-01	5/02/2014	Flight Component and General 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	5/8/2014	Facility, Logistics, and Space Management
		DPF-03	6/3/2013	Environmental Management
		DT-08	5/8/2014	Warfighter Operational Support
General Dynamics IT	HQ0147-10-D-0023	DDW-01	2/15/2013	Warfighter Strategic Integration
Parsons	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	6/18/2013	Declassification
		IC-03	6/26/2014	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	6/6/2013	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	3/21/2014	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	5/24/2013	Quality Assurance
A-P-T Research, Inc. HQ0147-10-D-0028	QS-01	12/01/2012	System Safety & Safety Occupational Health
a.i. Solutions	QS-02	11/07/2013	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	5/01/2013	Cost Estimating and Analysis
	DO-06	4/29/2013	EVMS
Quantech Services, Inc. HQ0147-10-D-0037	DA-01	4/01/2014	Acquisition & Program Management Support
	DPL-01	3/27/2013	Logistics Management
	DA-02	3/27/2013	Acquisition Executive Support
	DI-01	3/10/2014	International Affairs
	DI-02	9/20/2013	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	9/12/2014	Information Technology Management and Analysis
ERC, Inc. HQ0147-11-D-0006			
MEI Corporation HQ0147-11-D-0007	DE-12	6/12/2014	Specialty Engineering / International Engineering
	DE-13	3/21/2014	Risk and Lethality Engineering
	DT-06	6/24/2014	Ground Test Provisioning Support
	DT-07	6/24/2014	Test Infrastructure Support
	DE-04	3/27/2013	Threat Engineering
Torch Technologies, Inc. HQ0147-11-D-0008	IC-02	9/24/2014	Cybersecurity & Risk Management
	DE-02	6/06/2014	Test Analysis & Reporting
	DE-09	5/05/2014	Speciality C3BM
	DT-05	7/25/2014	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	4/17/2014	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	4/17//2014	Protocol & Event Management
	DOH-01	11/30/2012	Human Resources
	DOH-02	1/04/2013	Training and Development
Total Solutions, Inc. HQ0147-10-D-0032			

MDA Celebrates Three New Mentor Protégé Relationships!

Ruth Dailey

MDA is proud to announce a new Mentor Protégé Agreement between TecMaster, Inc. and Paragon Research Corporation. Paragon Research Corporation is an established Woman Owned Small Business with top secret facility clearance. Tec-Master's proposed developmental assistance program for Paragon was created to focus primarily on technology transfer, business infrastructure enhancement and business development. It will also assist Paragon in enhancing their capabilities, and support the development of Paragon as a provider of DoD solutions. This support will include appropriate training, mentoring, and subcontracting opportunities. Special emphasis will be placed on technology transfer in the areas of Information Assurance/Cyber Security and Modeling and Simulation.

We are also pleased to announce a new Mentor Protégé Agreement between Raytheon Missile Systems and Cummings Aerospace. Cummings Aerospace, a Native American Woman Owned Small Disadvantaged Business specializes in Systems Engineering, Mechanical & Electrical Design, Flight Mechanics, Radio Frequency (RF) Design, Software Engineering, and Integration and Test. As a quality driven – customer focused organization; Cummings Aerospace

understands the critical role a disciplined quality management system plays in developing high-value engineering solutions.

Lastly, we are delighted to announce a new Mentor Protégé Agreement between Northrop Grumman Corporation and QTEC Corporation. QTEC is a Woman-Owned Small Business led by Chief Executive Officer, Ms. Kathryn Broad. Ms. Broad's vision and direction is that QTEC will provide unusually high levels of Safety, Quality, Timeliness, Efficiency, and Courtesy in all products and services. QTEC specializes in Systems Engineering and Integration (SE&I), Engineering Analysis and Program/Project Management Support. Achieving the technology transfer objectives from this agreement will position QTEC to support warfighting commanders and acquisition leaders in their effort to improve joint and combined air and missile defense.

We are proud of all of our mentors and protégés and past experience has shown how successful this program can be in growing the small business industrial base for the BMDS. For information relating to the MDA Mentor Protege Program, please contact Ms. Ruth Dailey at ruth.dailey@mda.mil.



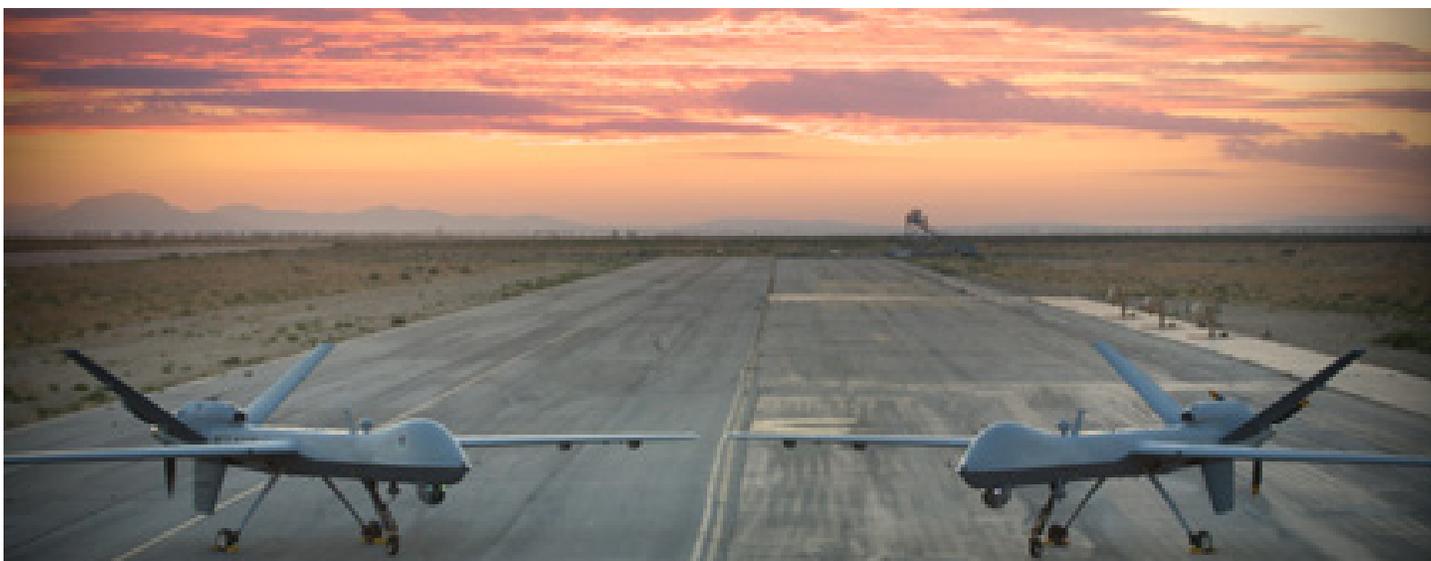
NORTHROP GRUMMAN

QTEC

Raytheon

Customer Success Is Our Mission

CUMMINGS
aerospace



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
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



2015 Calendar of Events

- **January 12, Surface Navy Symposium**
Washington, DC
- **February 2, National 8(a) Conference**
Orlando, FL
- **February 9, Gulf Coast Procurement
Opportunity Matchmaker**
Mobile, AL
- **February 9, USNI West Conference**
San Diego, CA
- **March 15, APTAC Denver**
Denver, CO
- **March 30, Team Redstone SB Industry
Outreach 2015**
Huntsville, AL
- **March 31, AUSA Winter**
Huntsville, AL



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