

Department of Homeland Security

Office of Small and Disadvantaged
Business Utilization (OSDBU)

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Outline

- Role of the OSDBU
- Learning about business opportunities and marketing your firm
- Tools in the small business toolbox
- DHS mentor-protégé program



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Small Business Acquisition Policy

- Consistent with our mission, DHS will provide maximum practicable opportunities in our acquisitions to small business, veteran-owned small business, service-disabled veteran-owned small business, HUBZone small business, small disadvantaged business, and women-owned small business concerns. Such concerns must also have the maximum practicable opportunity to participate as subcontractors in the contracts awarded by DHS, consistent with efficient contract performance.
- Further, our small business acquisition policy is a shared responsibility among all DHS employees involved in the acquisition process. Through a unified team approach involving senior management, small business personnel, acquisition personnel, and technical/program staff, we can support both our critical national mission and the important public policy objective of small business inclusion in our acquisition program.



Role of the OSDBU

- The OSDBU serves as the focal point for small business acquisition matters, and works closely with all DHS organizations to implement the program.
- The OSDBU strives to create an environment in which small businesses have a meaningful opportunity to obtain DHS prime and subcontracts.
- OSDBU and small business procurement information: please visit www.dhs.gov/openforbusiness.
- Major Activities:
 - Information Dissemination
 - Outreach
 - Training
 - Mentor-Protégé Program
 - Small Business Goals



Small Business Goals for FY 2004

- SB prime - 23.0%
 - 8(a) – 2.5%
 - SDB [non-8(a)] prime – 2.5%
- (note: 8(a) + SDB [non-8(a)] = 5.0%)
- WOSB prime – 5.0%
 - HUBZone prime – 3.0%
 - SDVOSB prime – 3.0%
 - SB sub – 40.0%
 - SDB sub – 5.0%
 - WOSB sub – 5.0%
 - HUBZone sub – 3.0%
 - SDVOSB sub – 3.0%



Current DHS Contract Opportunities

- Review the FY 2004 Forecast of Contract Opportunities (includes a point of contact for each project)
- Introduce yourself to the Operational Small Business Specialist in each DHS organizational element
- Identify the likely choice of contract vehicle for the project(s) you are tracking



Current DHS Contract Opportunities

- Consider making plans to visit us in person at upcoming small business outreach events:
 - August 2, 2004 – DHS Prime Contractors Vendor Outreach Session
 - August 17, 2004 – Vendor Outreach Session
 - SBA's National Matchmaking Tour



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DHS Small Business Considerations

1. Small Business Prime Contracts (such as 8(a), HUBZone, Traditional Small Business Set-Asides, Various MACs, GSA Federal Supply Schedule, etc.) and any other new programs that become available
2. Small Business Teams or Joint Ventures
3. Full and Open Competition (Subcontracting, Mentor-Protégé Program, etc.)



DHS Mentor-Protégé Program

- Consider participating in the DHS mentor-protégé program (published in the Federal Register via the DHS FAR supplement on December 4, 2003)
- Mentor-protégé program features three incentives: pre-award, post-award, and annual recognition
- Details and application form available on the DHS small business website
- For personal assistance, please contact Angela Williams of the DHS OSDBU at angela.williams1@dhs.gov or (202) 205-1625



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Strategic Positioning

- Marketing tips from small businesses that have been successful in the federal marketplace:
 - Review all background information
 - Understand difference between use of pre-existing contract vehicles and open market buying – and position your firm accordingly
 - Participate in small business outreach/networking activities
 - Consider prime contracts, subcontracts, mentor-protégé relationships, and teaming



Summary

- Small business program is important to DHS in support of our mission
- Meeting/exceeding small business goals
- Make small business participation part of the DHS culture in support of our national mission





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