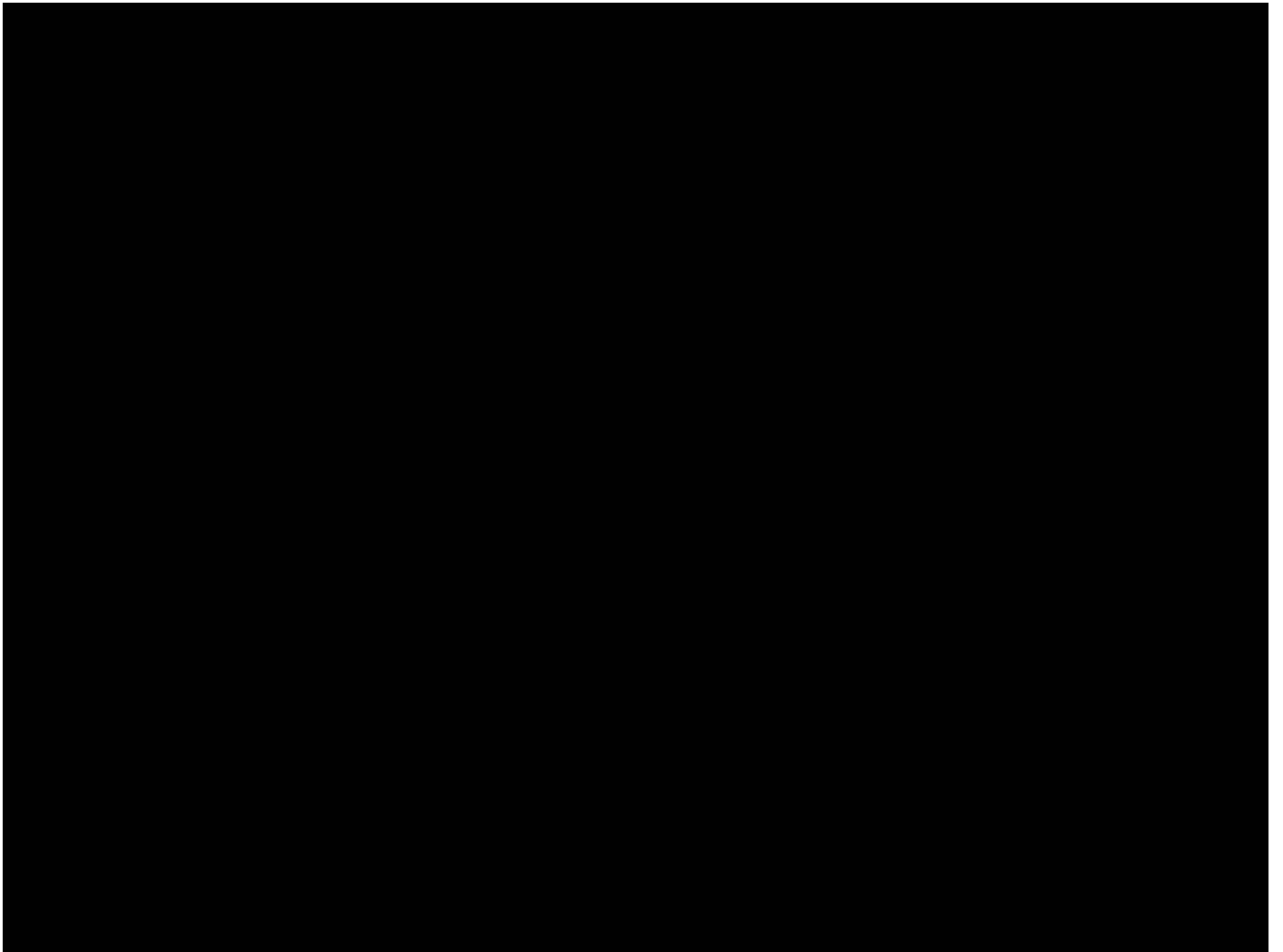


**WARNING**  
**INNOVATION**  
**IN PROGRESS**



# *Headquarters U.S. Air Force*

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## **Small Business Reaching Beyond Goals**



**Mr. Ronald Poussard**  
**Director, Small Business Programs**  
**SAF/SB**  
**May 20, 2009**

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# ***Mission and Vision***

## ■ **Air Force Small Business Vision**

We will reach *Beyond Goals* to make Small Business the solution of choice to meet the needs of the Air Force mission

## ■ **Air Force Small Business Mission**

To create and deliver strategies that bring innovative, agile and efficient Small Business solutions to the Air Force to fly, fight and win in air, space and cyberspace and it is exemplified through this *Beyond Goals* strategy

**Innovation - Agility - Efficiency - Economy - Diversity!**

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# *Strategic Objectives Aligned to Air Force Priorities*

Reinvigorate the Nuclear enterprise	Partner with the Joint Coalition team to Win Today's Fight	Develop and Care for Airmen and Their Families	Modernize Our Air and Space Inventories, Organizations, and Trainings	Acquisition Excellence
<b>Create and Deliver the Right Small Business Options and Solutions to the Warfighter</b>	<b>Create and Deliver the right Small Business Options and Solutions to the Warfighter</b>	<b>Develop a Mission Ready Small Business Work Force</b>	<b>Create and Deliver the Right Small Business Options and Solutions to the Warfighter</b>	<b>Create and Deliver the Right Small Business Options and Solutions to the Warfighter</b>
	<b>Foster Awareness and Advocacy of Small Business Capabilities to Support Mission Needs</b>	<b>Foster Awareness and Advocacy of Small Business Capabilities to Support Mission Needs</b>	<b>Develop a Mission Ready Small Business Work Force</b>	<b>Develop a Mission Ready Small Business Work Force</b>
			<b>Foster Awareness and Advocacy of Small Business Capabilities to Support Mission Needs</b>	<b>Foster Awareness and Advocacy of Small Business Capabilities to Support Mission Needs</b>
			<b>Implement and Execute Initiatives to Achieve DOD Small Business Program Goals</b>	<b>Implement and Execute Initiatives to Achieve DOD Small Business Program Goals</b>



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# A Strategy

## Beyond Goals

- Brings innovation, agility and efficiency of small businesses to mission of Air Force
- Pushes beyond traditional method of measuring success by percentages
- Ensures Warfighters' access to comprehensive set of capabilities

*From Small Business Advocates...  
to Advocates for the mission...  
met with small business solutions!*

**Small Business Solutions of Choice!**

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# *Small Business Mission Impact*

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**Innovation**

**Agility**

**Efficiency**

**Economy**

**Diversity**

**Single Digit G & A**

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## ***Small Business - New Goals***

- **Deliver Solutions - tactical and strategic**
  - Establish Small Business Solution Center
  - A market research/data analysis power house
  
- **Increase Leadership Awareness**
  - Focus Small Business accomplishments/value to the mission
  
- **Create a Small Business Force**
  - Community of Practice (COP), Outreach, enterprise knowledge
  
- **Exceed 23%**
  - Target strategies to strengthen the small business program

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# ***Pilot Initiative SB Solution Center***

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- **Proactive market research to influence and shape acquisition strategies to promote small business solutions**
  
- **Places small business focus on:**
  - **Data analysis**
  - **Training**
  - **Strategic Sourcing analysis**
  - **Market research and outreach**
  - **Customer and industry outreach**
  - **Strategy development**
  
- **Provides Knowledge Sharing**
  - **COP**
  - **Collects data and lessons learned**
  - **Disseminates to the field**
  
- **Develops tools and implements processes to maximize utilization of small business**

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# ***“SBS Training Programs Bluing” Mandate***

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**What are the needs of new SBS? They need to know ....**

- **The mission of the Air Force Small Business Programs**
- **Their role in advising PMs/COs about SB Options/Solutions in support of the organization’s mission**
- **How to justify SBSs’ actions based on mission requirements supported with a business case presentation**
- **Their role in commodity councils and/or acquisition strategy panels supported with market research information**
- **How to provide input to update and revise laws, policies, and regulations that affect small business programs**
- **How to prepare “Contract Action Reports” that provide metrical snapshots that will assist commanders/directors, as well as SAF/SB, in measuring the organization’s progress**

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# AF Small Business Success

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- Specialized fire trucks at Vandenberg AFB needed refurbishment/upgrades.
- Small Business solution provided customer-specific repairs that will add 10 years to a vehicle's life.

***“It’s exactly what we need and practical for Vandenberg.”***

***Mark Farias, Chief, Fire and Emergency Services, Vandenberg AFB, Calif.***

*“(Fire department officials) made sure they looked at every aspect, weighed all their options and really did their homework.”*

*Dee Perry, 30th Space Wing  
Small Business Specialist*

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# AF Small Business Success

- **Small Business Falcon Program at McGuire AFB – 75% reduction in bird strikes**
- **Washington Post Story, Nov 3, AF Looking for Falcons to Help Reduce Bird strikes in Iraq**

*“Even with the most advanced technology available today, an 80-ton U.S. Air Force aircraft still relies on a winged ally that weighs in at about 2 pounds.”*





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**Booth**



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# Newsletter



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# Coin



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# www.AirForceSmallBiz.org

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The collage displays several key features of the Air Force Small Business website:

- Homepage:** Features the U.S. Air Force Small Business logo with the tagline "PUTTING INNOVATION, EFFICIENCY & AGILITY TO WORK IN SUPPORT OF THE AIR FORCE MISSION". Navigation tabs include "FOR GOVERNMENT LEADERSHIP", "FOR INDUSTRY", "FOR THE ACQUISITION COMMUNITY", and "FOR MEDIA". A central banner reads "BEYOND GOALS" with a sub-headline: "Beyond Goals pushes past percentages to ensure the Warfighter's access to a comprehensive set of capabilities in support of Air Force priorities." Below this are sections for "SPOTLIGHT" (Predators launch at state-wide tug from Small Business), "NEWS" (April 26, 2009: Vendors get the government low-down; April 6, 2009: AF officials spread word about innovation; April 6, 2009: AF officials look at bigger role for small business; March 25, 2009: Conference enlightens small business owners; March 20, 2009: Contract Management: Beyond Goals; February 2, 2009: Editor's Perspective, February 2009), and "Current Statistics for Air Force Small Business".
- Locate a Small Business Specialist:** A map interface for finding specialists by location (e.g., California) and listing various AF Small Business Programs (e.g., Small Business Programs, Support Programs, Air Force Small Business in the Field, Outreach Events) with contact information.
- Contract Opportunities:** A search interface for the Long Range Acquisition Estimate (LRAE) database to identify upcoming opportunities from the U.S. Air Force.
- Outreach Events:** A calendar view for May 2009.
- Footer:** Includes a disclaimer, privacy and security links, site map, helpful links, and partners. A note states "Page Last Updated: April 30, 2009".

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# ***Contact Us***

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