

AMERICA'S ARMY:
THE STRENGTH OF THE NATION™

JPEO-CBD APBI
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for

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www.sellingtoarmy.info

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AMERICA'S ARMY:
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- Vision
- Mission
- What does the Army buy?
- How can you do business with the Army?
- Questions?



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To be the premier advocacy organization committed to maximizing small business opportunities in support of the Warfighter and Army Force Generation (ARFORGEN).



- Advise the Secretary of the Army and the Army leadership on Small Business related matters
- Spearhead innovative initiatives that contribute to expanding the Small Business industrial base relevant to the Army mission and priorities
- Leverage the use of minority-serving educational institutions in support of Army science and technology programs



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Programs:

Small Business

Small Disadvantaged Business, 8(a)

Women-Owned Small Business

HUBZone Small Business
(Historically Underutilized Business Zones)

Service-Disabled Veteran-Owned Small
Business

Mentor-Protégé Program

Historically Black Colleges &
Universities/Minority Institutions



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Army installations require the following services and supplies:

- Office supplies including computer hardware & software
- ADP and office equipment maintenance
- Laundry and dry cleaning services
- Food services
- Printing
- Education and training
- Minor Construction
- Grounds and Building maintenance
- Research and development in a variety of fields
- Special studies and analyses



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ACE US Army Corps of Engineers

- Military/Civil Works Construction Projects
- Environmental Projects
- <http://www.hq.usace.army.mil/hqsb/>
- Contact: Jackie.L.Robinson-Burnette@usace.army.mil
202-761-8789



AMC US Army Materiel Command

- Combat Systems
- Information Systems
- Installation Supplies & Services
- <http://www.amc.army.mil/amc/smlbus>
- Contact: Nancy.D.Small@us.army.mil
256-450-7953





NGB National Guard Bureau

- Base Operations; Information Technology Services/Equipment
- Construction/ Environmental Projects
- <http://www.arng.army.mil/tools/contracting>
- Contact: Elizabeth.Westerburg@us.army.mil
703-607-1001



SDDC Military Surface Deployment & Distribution Command

- Travel Services
- Transportation and Storage of Personal Property
- <http://www.sddc.army.mil>
- Contact: Karen.E.Osborne@us.army.mil
618-220-5708



SMDC Space & Missile Defense Command

- Research and Development
- Engineering Support Services
- <http://www.smdc.army.mil/SADBU/SADBU.html>
- Contact: Christina.Ryan@us.army.mil
256-955-3412



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INSCOM US Army Intelligence & Security Command

- Intelligence Security Information Systems
- <http://www.inscom.army.mil>
- Contact: Harriet.L.Burton@us.army.mil 703-428-4533



MEDCOM US Army Medical Command

- Medical Supplies and Health Care Equipment
- Professional Services
- <http://sb.amedd.army.mil>
- Contact: Dan.Shackelford@us.army.mil
210-221-4267



MRMC US Army Medical Research & Materiel Command

- Medical Research
- <http://www.mrmc.smallbusopps.army.mil/>
- Contact: Jerome.Maultsby@us.army.mil
301-619-2471



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OSBP Web Portal www.sellingtoarmy.info

The screenshot displays the OSBP Web Portal interface. At the top left is the Department of the Army Seal and the text 'OFFICE OF SMALL BUSINESS PROGRAMS'. A navigation bar includes links for Home, Business Opps, Register, Tools, Locations, Login, and Search. A 'Stay Informed' banner encourages users to learn how to do business with the Army. Below the banner, a sidebar lists categories like SDB / B(A), Woman-Owned, and Veteran-Owned. The main content area features a 'Welcome' message from Director Tracy Pinson, a 'Calendar of Events' for the 3rd Annual National Women Small Business Conference, and a 'Document Store' with links to various resources.

- Click on “Locations” for a map of the U.S. with Army Small Business Specialists & Buying Activities by state
- Click on “Women-Owned” then “Seven tips for WOSBs”
- Click on Business Opps for a Tutorial: 13 Steps to doing business with the Army
- Calendar of Events



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In order to do business with the Army, you must be listed in the Central Contractor Registration (CCR) and Online Representations and Certifications Application (ORCA) databases. This registration can be accomplished on-line at "SAM" (System for Award Management) <https://www.sam.gov>

Anytime there is a change in status, it is necessary for a company to update their information on SAM (e.g., if a company attains 8(a) status).



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You will also need a Data Universal Number System (DUNS) Number which is available from Dun and Bradstreet by calling 1-800-333-0505 or 1-610-882-7000.

If you have not already done so, contact the Defense Logistics Services Center to request a Commercial and Government Entity (CAGE) Code. http://www.dlis.dla.mil/cage_welcome.asp



It is very important that you know the product or service you are selling to the Army. There are different marketing strategies and different customers within the Army for each product or service.

Many government product/service listings and future procurements are listed by Federal Supply Classification Code (FSC). By using the FSC search tool, you will find out which Department of Defense (DOD) activities purchased your product or service in the past. This is your primary market for prime contracts within DOD.

<http://www.sellingtoarmy.info/User/Misc/FSCSearch.aspx>



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Some government product/service listings and future procurements are listed by North American Industry Classification System (NAICS) code.

<http://www.census.gov/eos/www/naics/>



Procurement Technical Assistance Centers (PTAC) can be an important resource and are partially funded by DoD. PTACs provide in depth counseling on marketing, financial and contracting issues to small business concerns on how to do business with DOD at minimal or no cost.

<http://www.dla.mil/SmallBusiness/Pages/ProcurementTechnicalAssistanceCenters.aspx>



There is 1 PTAC in Maryland:

College Park, MD 866-228-0432 X27;
www.mdpatap.umd.edu

Local Rep: Bonnie Maliszewski – 410-306-6144 X231
bmaliszewski@mdptap.umd.edu



In addition, the SBA offers assistance through their Small Business Development Centers:

<http://www.asbdc-us.org/>



In Harford County, Maryland, there is 1 SBDC Center:

Harford Community College: Edgewood Hall, Russell Teter, Director; Rteter@Harford.edu



Most of the Army's buying activities make purchases in support of their individual base requirements and are considered local buys. Contact the Small Business Specialist at the Army installation located in your geographic area to discuss business opportunities for your firm. <http://www.sellingtoarmy.info> (click on "Locations")

Be prepared to provide a brief written summary of your products/services (capabilities statement). The major Army Commands have contractual responsibilities depending upon their mission requirements.



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Army Small Business Specialists in each state are posted at this website: <http://www.sellingtoarmy.info> click on "Locations." For Maryland, there are six:

U.S. Army Corps of Engineers, Detroit
Ms. Tamika Gray, tamika.s.gray@usace.army.mil
410-962-2587

U.S. Army Communications-Electronics Life Cycle Management Command , APG
Mr. Kenyata Wesley, kenyata.wesley@us.army.mil
443-861-4371

U.S. Army Research, Development and Engineering Command, APG
Mr. John O'Brien, john.obrien5@us.army.mil
410-278-1619



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U.S. Army Medical & Material Command, Ft.
Detrick

Mr. Jerome Maultsby,

jerome.maultsby@amedd.army.mil

301-619-2471

U.S. Army Mission and Installation CC, Ft. Meade

Ms. Kay Matthews, kay.a.matthews.civ@mail.mil

703-806-4603

National Guard Bureau USPFO for Maryland

COL Mark Tracy, mark.a.tracy@us.army.mil

410-278-8450



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Personnel at each installation are authorized to use the Government purchase cards (also known as the IMPAC card) to buy supplies and services valued at \$3,000 or less). If you can accept a purchase card, please let your Army customers know. If you cannot, you may want to consider this option. Some activities may provide you with a listing of the purchase card holders to whom you can directly market your products or services.



As with any customer, it is best to do some research about the activity before calling them by reviewing their websites. This information may be helpful in identifying the primary mission of that command.

Be sure to ask about the command's "procurement forecast," which is the list of anticipated procurement requirements for the current and/or subsequent fiscal year. (The federal fiscal year is 1 October through 30 September.)



Many supplies (products) and services are purchased from the General Services Administration (GSA) Schedules. If you are interested in obtaining information about GSA Schedules, the website is:

<http://www.gsa.gov>



The following regulations govern contracting procedures within the Army and are available online.

Federal Acquisition Regulation (GSA):

<https://www.acquisition.gov/far>

Defense Federal Acquisition Regulation Supplement:

<http://www.acq.osd.mil/dpap/dars/dfarspgi/current/index.html>

Army Federal Acquisition Regulation Supplement:

<http://farsite.hill.af.mil/VFAFAR1.HTM>



Federal business opportunities are posted on a single point of entry online at FEDBIZOPPS.

Federal Business Opportunities (Fed Biz Opps)

<http://www.fedbizopps.gov>

Potential subcontracting opportunities are posted at:
Subcontracting Opportunities with DoD Major
Prime Contractors (listed by state)

http://www.acq.osd.mil/osbp/doing_business/index.htm

Small Business Administration (SBA)

Subcontracting Opportunities Directory (listed by state)

<http://web.sba.gov/subnet/search/index.cfm>



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Army Office of Small Business Programs
<http://www.sellingtoarmy.info>

DOD Office of Small Business Programs
<http://www.acq.osd.mil/sadbu>

Small Business Administration (SBA)
<http://www.sba.gov>

Small Business Administration's Office of Women's
Business Ownership
<http://www.onlinewbc.gov/>





U.S. ARMY

CALL TO DUTY

BOOTS ON THE GROUND

Questions?



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Warrior Ethos

I will always place the mission first.

I will never accept defeat.

I will never quit.

I will never leave a fallen comrade.