Things to Remember when doing Business in (h)omeland (s)ecurity

Training Session 9
2008 US Department of Homeland Security
S&T Stakeholders Conference - West

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January 14, 2008
Today’s Presentation

- Fundamental Concept of Homeland Security
- Today’s Homeland Security Realities
- Misconceptions of the Marketplace
- Tips & Tools for Success
- Questions you should ask this week
- Questions and Answers
Fundamental Concept

“\textit{It’s not just some of us – It’s all of us}”

- Homeland Security is not a federal activity – it is a national effort that requires every sector to work together with respect, cooperation and open communications.
Today’s Homeland Security Realities

- Homeland security is more than one federal department
  - More homeland security work occurs outside of DHS than in it.

- Homeland security is an ‘All-Hazards’ environment
  - Mother Nature is also a terrorist…

- Decentralized marketplace
  - Federal, State, County, City, Tribal, Regions, Private Sector, NGOs, Critical Infrastructure, etc.
  - International governments view homeland security differently
Today’s Homeland Security Realities – Cont.

- Reactive and volatile environment with frequent personnel turnover
  - Event driven environment(s)
  - Continuous DHS reorganizations
Some people resist change
Today’s Homeland Security Realities – Cont.

- There is NEVER enough money
  - Limited and extremely competitive dollar pool ($50B+)

- Grant Dollars Requirements/Obligated Funds
  - Don’t overlook State & Local decision makers
  - Grants are now under FEMA
Misconceptions of the Marketplace

- If I Build It, They Will Buy It
  - THEIR needs, not YOUR wants
  - Better than anything on the market vs. good enough
Misconceptions of the Marketplace – Cont.

- Customers & Companies/Vendors ‘Know-It-All’
  - Private sector has many answers – but not all
  - Outsourcing is viewed with increasing suspicion

- DHS is not “DOD domestic”
  - Nor is it DOJ, DOE or HHS – although the mission may overlap.
  - Federal Acquisitions/Operations may use similar language

- Single Solution vs. Multiple Solutions
  - No “one size fits all”
  - What’s the existing system and can I work with it, rather than replace it?
Misconceptions of the Marketplace – Cont.

- **My Senator/Representative Can Make It Happen**
  - Earmarks are more difficult
  - Plus-Ups are even MORE difficult
  - NO Senator/Representative can mandate the purchase/use of your product or service
  - A congressional inquiry at DHS may, in fact, slow things down
  - Possibility of antagonizing those who could buy your product/service
  - Contract officers are immune to political pressure

- **Don’t Worry About Standards/Operational Conditions**
  - Pay attention to ANSI, NFPA, ASME, ASTM, NIST, FCC and other Standards making bodies for current and emerging standards
  - Example – Interoperable communications tools must be P25 compliant to secure DHS Grant funds
Tips & Tools to Succeed

✓ Do Your HOMEWORK
  ✓ Know the Problem + offer a Solution that is low risk
  ✓ The Platinum Rule – Be Customer oriented.

✓ Know how to get your idea to the right person
  ✓ S&T is different today than two years ago
  ✓ More open, more transparent
  ✓ Rarely is it smart to start at the top of the org chart

✓ Look at homeland security as an issue/environment, not as a Department
  ✓ Greater chance of success by advancing HS mission

✓ Use Existing Federal, State and Local Resources to Full Advantage
  ✓ www.dhs.gov (click on ‘Business’)
Tips & Tools to Succeed – Cont.

✓ Register to do Business with Federal, States and Localities – www.ccr.gov

✓ Relationships Matter
  ✓ Build new relationships and maximize existing ones with Federal, State, Local and Tribal infrastructure owners/operators and others outside of DHS

✓ Don’t ‘Swallow the Watermelon’
  ✓ Take a Piece at a Time

✓ Consider Teaming when Pursuing Business Opportunities
  ✓ Homeland security is about ‘networks’
  ✓ Competition may be Federal labs and universities

✓ Read the Grant Guidance – Follow the Money

✓ Take Meeting Preparations Seriously – Listen, Share and Leverage. Ratio of listening to talking not less than 1:1
  ✓ Your ‘point’ is more important than your ‘pitch’ or ‘PowerPoint’
Remember the SAFETY Act – [www.safetyact.gov](http://www.safetyact.gov)
- Know your liability limits, your insurance exclusions, your company’s tolerance for risk
- Don’t assume it will come automatically with a contract – IT WILL NOT!
- Use SAFETY Act as leverage vs. competitors

Emergency Preparedness/Business Continuity Planning
- ANSI/NFPA 1600 / HSPD-20
- Wal-Mart style private sector solution

Patience is a Virtue, Pushiness is Not
Tips & Tools to Succeed – Cont.

- Don’t be Overboard
  - Does DHS need an all-terrain office chair when a regular one will do?

IDEA - Don’t offer a Cadillac when they need a pick-up truck
Don’t forget…

*In homeland security, there are no easy problems, sales or solutions but there are enormous opportunities to contribute every day.*
Questions you should ask this week

The “Bakers Dozen” plus one:

- What is the problem you are trying to solve?
- Is my understanding of the problem consistent with yours?
- How do you define success?
- What is the timeframe to achieve success?
- Who (else) should I talk with?
- Who (else) can influence your decisions?
- Does the Government want a single solution or multiple solutions?
- What are outside pressures and drivers?
- What does OMB think of this?
- How will GAO and the IG look at this?
- What is the Budget? [NEVER ASK THIS QUESTION FIRST!!!]
- Do you anticipate any procurement restrictions?
  - e.g. EAGLE, Small Business, 8(a), Labs & Universities, Int’l partners, etc.
- Is anyone else working on this?
- Is this a ‘good fit’ for me and my company?
Questions and Answers
Contact

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