

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

Training Session 9

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S&T Stakeholders Conference - West

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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

“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



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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'

Tips & Tools to Succeed – Cont.

- ✓ Remember the SAFETY Act – 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

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