

“Show Me the (Stimulus) Money”



Business Opportunities Resulting from *the 2009 ARRA and Obama Administration*

2009 NDIA Small Business Conference
Newport, Rhode Island
June 3, 2009

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The Agenda

- ❖ What's "Changed"
- ❖ Your Business Opportunities
- ❖ Keys to Success



❖ What's “Changed”

The Marshall Plan for America

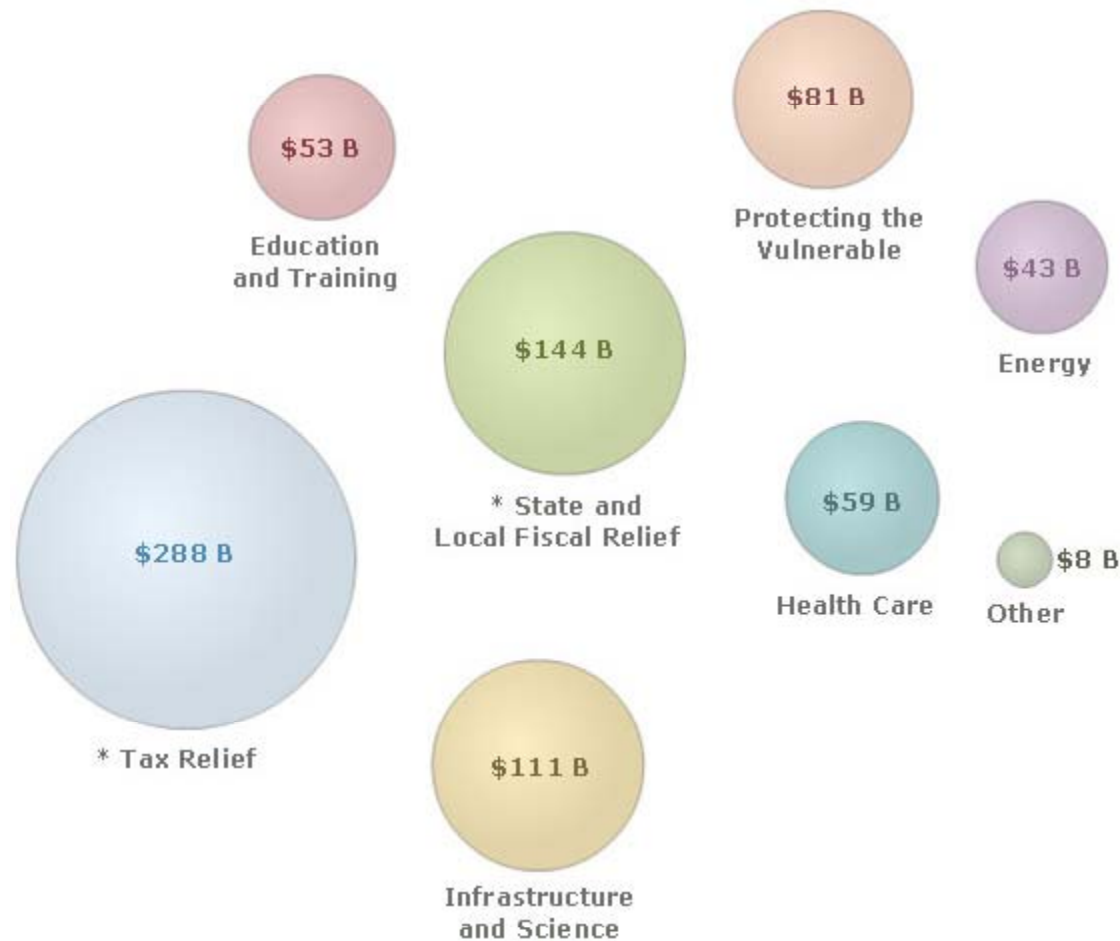


President Truman signs the Foreign Assistance Act of 1948

“The pessimist sees difficulty in every opportunity. The optimist sees the opportunity in every difficulty.”

- Winston Churchill

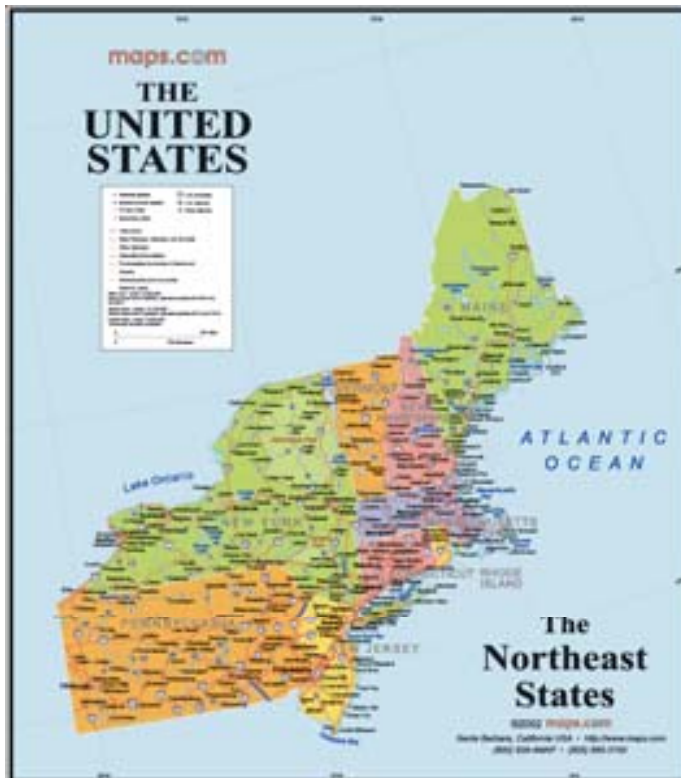
2009 American Recovery and Reinvestment Act



Breakdown By State



www.recovery.gov



| | |
|-----------------------|----------------|
| Connecticut: | \$1.43B |
| Maine: | \$596M |
| Massachusetts: | \$2.92B |
| New Hampshire: | \$493M |
| New Jersey: | \$3.15B |
| New York: | \$9.59B |
| Pennsylvania: | \$4.85B |
| Rhode Island: | \$557M |
| Vermont: | \$321M |



DOD Specific Funding

- ❖ Department of Defense (\$7.4 billion)
 - ❖ Facility Restoration, and Modernization (\$4.26 billion): Upgrade thousands of buildings, including energy-related improvements and upgrades to military medical facilities
 - ❖ Military Construction (\$2.18 billion): New construction, including \$1.33 billion for hospitals
 - ❖ Energy Conservation Investment (\$120 million): Improving the energy efficiency of existing facilities
 - ❖ Energy Efficiency Technology RD&D (\$300 million)
 - ❖ Homeowners Assistance (\$555 million): Temporary expansion of homeowner assistance to qualified military and civilian personnel

DHS Specific Funding

- ❖ Department of Homeland Security (\$496M)
 - ❖ St. Elizabeths/DHS Headquarters Consolidation
 - ❖ U.S. Customs and Border Protection (CBP)
 - Construction at land ports of entry, Non-Intrusive Inspection (NII) technology, border technology on the southwest border, tactical communications equipment and radios
 - ❖ U.S. Immigration and Customs Enforcement (ICE)
 - ❖ Transportation Security Administration
 - Explosives detection systems and checkpoint screening equipment
 - ❖ U.S. Coast Guard
 - Alteration of Bridges program, shore facilities and aids to navigation facilities, vessel repair/acquisition
 - ❖ Federal Emergency Management Agency

Is It Working??

Thanks to the outreach of the American Psychological Association ... psychology has gained tremendous opportunities to show how our work can fuel the economy and improve the nation's health and well-being.

ARRA: \$1.1 Billion for Comparative Effectiveness Research



❖ Your Business Opportunities

- o Know where the opportunities could exist ... what are the "but for's" in agencies? Contract vehicles?
- o Who are the influencers and information resources (e.g. delegation members, agency committees, state officials and agencies, etc.)?
- o How is your state supporting ARRA efforts and how can they be the vehicle to create new opportunities?

R&D=Feds, Product=States

Your Idea, Proposal

- ❖ What is the public sector play and who are the public sector partners that benefit?
- ❖ Accountability and transparency
- ❖ More details = less questions
- ❖ Success metrics: cheaper, faster, easier, job creator, etc.



Energy, Health Care Role?

- Funding opportunities in areas such as ...
 - Materials technology
 - Contract manufacturing (custom parts, etc.)
 - Engineering (design, environmental, etc.)
 - System/software integration
 - Logistics, supply chain management



You have value as a member of the Defense Community, especially to a firm that isn't ...



❖ Keys To Success

o Telling your story.

o Collaboration.

o Engaging influencers and forming a "public sector sales team."



Telling Your Story



- ❖ What is the value?
- ❖ Who/what benefits ... beyond you?
- ❖ Multiplier effects (i.e. more jobs created, more people educated, cost savings, etc.)

Collaboration

- ❖ Who else is competing for funding?
- ❖ Partner roles?
- ❖ How does the investment attract more funding/create added value?
- ❖ How does the public benefit?



Engaging DC Officials

- ❖ Member staffs are crucial and will be your champions
- ❖ Committee staffs are business development resources, both public and private
- ❖ Many agencies still in flux, career personnel in key roles



Northeast Congressional Delegation

❖ Armed Services

- 16 members/9 states

❖ Appropriations

- 3 of 6 Senate Appropriators on Defense
- 7 of 11 House Appropriators on Defense/ Homeland Security/ Military Construction/Energy





Thank you!



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