



DEFENSE LOGISTICS AGENCY

AMERICA'S COMBAT LOGISTICS SUPPORT AGENCY



Small Business Strategies for Success

Peg Meehan
Director, Small Business Programs
DLA HQs
August 2010



Agenda

- Introductions
- Prime Contracting
- Subcontracting
- DOD Procurement Technical Assistance Program
- Other Useful Information
- Wrap Up and Questions



Supply Chains

- Energy
- Aviation
- Land
- Maritime
- Clothing and Textiles
- Medical
- Subsistence
- Construction & Equipment

DLA Energy

DLA Aviation

**DLA Land and
Maritime**

**DLA Troop
Support**



Services

- DLA Contacting Service Office
- DLA Disposition
- DLA Distribution
- DLA Document Services
- DLA Strategic Materials



DEFENSE LOGISTICS AGENCY

AMERICA'S COMBAT LOGISTICS SUPPORT AGENCY



Prime Contracting

John Henley
Associate Director, OSBP
DLA Aviation
August 24 and 25, 2010



Solicitations

- **Read** and **understand** the solicitation
- Verify your capability to meet **ALL** terms—check with suppliers and production manager
- **Clarify** uncertainties—don't wait until after the award
- RFPs: Must submit written offer
- RFQs: Quote electronically in DIBBS



Quality

- Maintain an approved quality system
- Understand inspection requirements
- Higher level quality requirements--The supplier must indicate their “system” in their quote/offer
- Always provide conforming material that is packaged correctly



Pricing

- The Government requires a **Fair and Reasonable Price**
- Verify capability to meet delivery and quantity at offered price
- Be able to support your offered price with backup information
- Contract history is useful but don't price your offer solely on the contract history



Long Term Contracts (LTCs)

- Consider risk factors when quoting LTCs:
 - Ordering limitations
 - Price escalation—Is EPA available?
 - Guaranteed minimum
- Don't buy material or produce in advance of a delivery order
- Options are exercised solely at the Government's discretion
 - Can notify Contracting Officer of pending expiration



Automated Best Value Score (ABVS)

- Award may be made at other than low price using ABVS score. Higher score minimizes risk to the Government.
- Prevention is worth an ounce of cure for ABVS. Be careful to protect the score and keep your performance at its best at all times.
- Be sure you deliver a quality product within the production schedule. Verify realism of required delivery in the solicitation.
- Check your ABVS score monthly during preview period.
- If your ABVS score drops, make a plan to resolve the problem, advise the IST of your efforts and carry through until your ABVS score improves.



Challenge Process

- After reviewing their ABVS data, suppliers may challenge any record for which they take exception
- The challenge and supporting documentation should be sent to the ABVS group at the center having cognizance over the line. See the “Center” data field at https://abvs.dla.mil/abvs/abvs_login2.cfm
- Challenge negative data during the preview period before it affects your score
- **Negative data affects your score for two years**



CCR / DIBBS

- Update CCR and ORCA. Need reps to be current and complete
- Be sure to add all NAICS for your capabilities to CCR so they funnel into ORCA
- Establish and maintain your vendor profile in DIBBs—Vendor Directed Solicitation Notification
- Use “Show Only” features in DIBBS
- Utilize RFP and RFQ search feature for DIBBS solicitation searches
- Register in the SBA’s Dynamic Small Business Search

http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm



Strategic Initiatives

- Respond to Requests for Information and Sources Sought Notices listed in FedBizOpps
 - Input for acquisition strategy development
- **Socioeconomic Proposals** (Clauses 52.215-9002 and 52.215-9003)
 - **ALL** offers are scored/rated on this factor.
 - Separate and distinct from the subcontracting plan.
 - Used on unrestricted procurements over \$550K.



Other Helpful Hints

- Put your cage code and size & socioeconomic status on everything
- Always respond to buyers/administrators. Help when you can - establish relationships
- Utilize Debriefings —Find out why your proposal was unsuccessful
- Consider impact on other contracts before you agree to expedite a contract delivery



DEFENSE LOGISTICS AGENCY

AMERICA'S COMBAT LOGISTICS SUPPORT AGENCY



Subcontracting

Joan R. Turrisi
Associate Director, OSBP
DLA Energy
August 24 and 25, 2010



Agenda

- Subcontracting defined
- Benefits of subcontracting
- Subcontracting tips
- Networking / Marketing to the Primes
- Mentor-Protégé Program
- Indian Incentive Program



What is Subcontracting?

- Contract between a prime contractor and a subcontractor to furnish supplies or services for the performance of a contract or subcontract.

Benefits of Subcontracting

- Provides opportunities for small businesses that may otherwise be unattainable due to limited resources, staffing, capital or experience.
- Provides past performance experience.
- Benefits primes in meeting Subcontracting Plan goals.



Subcontracting Tips

- Use the internet to research opportunities
 - Small Business Administration
 - **web.sba.gov/subnet**
 - Subcontracting Opportunities Directory link lists primes with subcontracting plan
 - Set up search agent(s) on FedBizOpps for automatic notifications of solicitations (attend preproposal conferences)



Networking/Marketing to Primes

- Attend trade conferences and seminars
- Join Chamber of Commerce and trade associations
- Develop a network of potential primes
 - Contact in early stages of procurement
 - Offer subcontracting services
 - Increase chances by offering services to more than one potential prime



Mentor-Protégé Program

- Established in Nov 90 to encourage primes (mentors) to develop capabilities of protégé firm.
- **Mentor can have multiple proteges.**
- **Protégé can only have one mentor.**
- **Win/win**
 - Mentor is reimbursed for developmental assistance provided to protégé.
 - Mentor can receive credit toward subcontracting goals for costs incurred (DFARS App. 1-110).
 - Protégé receives technical assistance to enhance capabilities and opportunities.
 - Protégé increases marketing opportunities via mentor.



Indian-Incentive Program

- Established to encourage Contractors to use Native American subcontractors or suppliers
- Contractor receives **5% incentive payment.**
- Indian-ownership must be at least 51%.
- <http://directory.a-isearch.com/> (can search by state)
- To apply for the 5% incentive:
 - Submit request to Contracting Officer citing FAR Clause 52.226-1 (if not in contract, CO can modify to add).
 - Include pertinent pages of subcontract and subcontractor invoice with 5% calculation.



DEFENSE LOGISTICS AGENCY

AMERICA'S COMBAT LOGISTICS SUPPORT AGENCY



DOD Procurement Technical Assistance Program

Lindyll Finley
Program Manager, PTAP
DLA HQs OSBP
August 24 and 25, 2010



Authority

Chapter 142 of Title 10, United States Code (USC), authorizes the Secretary of Defense, acting through the Director of DLA, to enter into cost sharing cooperative agreements with eligible entities.



Purpose

To generate employment and to improve the general economy of a locality by assisting **all** business firms in obtaining and performing under Federal, state and local government contracts.



Providers of Assistance

- State
- Local Government
- Private, nonprofit organization
- Tribal organization
- Economic enterprise



Program Focus

Assist all businesses in government contracting

Concerted effort to provide outreach to:

Small businesses

Small disadvantaged businesses

Women-owned small businesses

Historically underutilized business zone small businesses (HUBZones)

Veteran-Owned small businesses (including service disabled veteran-owned small businesses)

NOT A SMALL BUSINESS EXCLUSIVE PROGRAM !



Procurement Technical Assistance Center (PTAC) Services

Include - NOT limited to:

- Helping clients understand Government contracting procedures and requirements
- Identifying marketing opportunities
- Bid matching services
- Assisting and advising clients about pre-award and post-award functions



Training

PTACs train clients in areas such as:

- Federal contracting regulations
- Required registrations such as CCR
- Subcontracting opportunities
- Accounting procedures



PTAP FACTS

- **94 PTACS**
 - 46 Statewide Programs
 - Includes DC, Puerto Rico and Guam
 - 42 Regional Programs
 - 32 in 4 states
 - Michigan (8), New York (7), Pennsylvania (8) and Texas (9)
 - 6 Native American Programs
- **Currently no coverage in 3 States**
 - Arizona, Indiana and North Dakota
- **New programs since 2008**
 - Colorado, DC, New Mexico, Hawaii, and Guam
- **List of current PTACs:** www.dla.mil/db/ptap.asp



POINT OF CONTACT

Defense Logistics Agency

Office of Small Business Programs

Attn: Procurement Technical Assistance Program

8725 John J. Kingman Road, Suite 1127

Fort Belvoir, VA 22060

E-mail: PTAP@dla.mil

Fax: (703) 767-1670



Doing Business With DLA



THE RIGHT CUSTOMER !



DLA Resources

- **DLA Associate Directors of SB**
 - Each Procuring Activity
- **On Line Training Course**
 - “How to Do Business With DLA”
<http://www.dla.mil/db/>
- **PTACs**
www.dla.mil/db/procurem.htm



Other Links / Resources

DOD OSBP

<http://www.acq.osd.mil/osbp/>

DOD e-MALL

<https://dod-email.dla.mil/acct/>

DIBBS DLA-BSM Internet Bid Board System

<https://www.dibbs.bsm.dla.mil/>

TKO

(Training, Knowledge, Opportunities)

DEFENSE LOGISTICS AGENCY

AMERICA'S COMBAT LOGISTICS SUPPORT AGENCY

