TRI-ASSOCIATION SMALL BUSINESS ADVISORY PANEL MEETING

DOING BUSINESS WITH NASA

Presented By:
David E. Brock

May 27, 2010
Four Mission Directorates and Ten Centers

- **Space Operations**
  - Johnson Space Center
  - Marshall Space Flight Center
  - Kennedy Space Center
  - Stennis Space Center

- **Aeronautics**
  - Langley Research Center
  - Glenn Research Center
  - Dryden Flight Research Center

- **Science**
  - Goddard Space Flight Center
  - Ames Research Center
  - Jet Propulsion Laboratory (JPL)-Cal Tech

- **Explanation Systems**
  - Various
<table>
<thead>
<tr>
<th>Center</th>
<th>Mission</th>
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<tbody>
<tr>
<td>Ames Research Center</td>
<td>Aerospace &amp; Small Spacecraft</td>
</tr>
<tr>
<td>Dryden Flight Research Center</td>
<td>Atmospheric Research &amp; Testing</td>
</tr>
<tr>
<td>Glenn Research Center</td>
<td>Aeronautics &amp; Spacecraft Technology</td>
</tr>
<tr>
<td>Goddard Space Flight Center</td>
<td>Science Missions &amp; Telescopes</td>
</tr>
<tr>
<td>Jet Propulsion Laboratory</td>
<td>Deep Space Robotic Rovers &amp; Networks</td>
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<tr>
<td>Johnson Space Flight Center</td>
<td>Operations</td>
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<tr>
<td>Kennedy Space Center</td>
<td>Shuttle Launch &amp; Landing</td>
</tr>
<tr>
<td>Langley Research Center</td>
<td>Aviation &amp; Space Research</td>
</tr>
<tr>
<td>Marshall Space Flight Center</td>
<td>Space Transportation, Systems &amp; Selected Science</td>
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<tr>
<td>Stennis Space Center</td>
<td>Shuttle Engine Testing</td>
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</table>
Space Shuttle Program

- The world’s first reusable spacecraft in history that can carry large satellites both to and from orbit.

- Launches like a rocket, maneuvers in Earth orbit like a spacecraft and lands like an airplane.

- Orbits the earth at 115 to 400 statute miles with a velocity of over 17,321 mph.

- The most reliable launch record of any rocket now in operation. Since 1981, it has boosted more than 1.36 million kilograms (3 million pounds) of cargo into orbit. More than 600 crew members have flown on its missions.
International Space Station Program

- Altitude: ~200 miles above earth
- Velocity: 17,240 mph, completing 15.7 orbits per day
- Joint project between United States (USA), Russia (RKA), Japan (JAXA), Canada (CSA), and several European countries (ESA), and Brazil (AEB)
- World-class research platform for biomedical, biotechnology, fluid physics, material science, quantum physics, astronomy, and meteorology
- Permanently manned since Nov. 2, 2000. Visited by over 137 people to date.
Center Autonomy

- Have individual Industry Assistance Offices
- Have dedicated Small Business Specialists(s)
- Engage in outreach efforts
- Do procurements independently of other Centers
<table>
<thead>
<tr>
<th>NASA Center</th>
<th>SBS</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMES Research</td>
<td>Lupe Velasquez</td>
<td>(650) 614-4522</td>
<td><a href="mailto:Lupe.m.velasquez@nasa.gov">Lupe.m.velasquez@nasa.gov</a></td>
</tr>
<tr>
<td>Dryden Flight</td>
<td>Robert Medina</td>
<td>(661) 276-3343</td>
<td><a href="mailto:Robert.medina-1@nasa.gov">Robert.medina-1@nasa.gov</a></td>
</tr>
<tr>
<td>Glenn Research</td>
<td>Timothy Pierce</td>
<td>(216) 433-2147</td>
<td><a href="mailto:Timothy.c.pierce@nasa.gov">Timothy.c.pierce@nasa.gov</a></td>
</tr>
<tr>
<td>Goddard Space Flight Center</td>
<td>Gilberto DelValle</td>
<td>(301) 286-8136</td>
<td><a href="mailto:Gilberto.delvalle-1@nasa.gov">Gilberto.delvalle-1@nasa.gov</a></td>
</tr>
<tr>
<td>Johnson Space Flight Center</td>
<td>Chuck Williams</td>
<td>(281) 483-5933</td>
<td><a href="mailto:Charles.t.williams@nasa.gov">Charles.t.williams@nasa.gov</a></td>
</tr>
<tr>
<td>Kennedy Space Flight Center</td>
<td>Larry Third</td>
<td>(321) 867-7357</td>
<td><a href="mailto:Larry.m.third@nasa.gov">Larry.m.third@nasa.gov</a></td>
</tr>
<tr>
<td>Langley Research Center</td>
<td>Vernon Vann</td>
<td>(757) 864-2456</td>
<td><a href="mailto:A.v.vann@larc.nasa.gov">A.v.vann@larc.nasa.gov</a></td>
</tr>
<tr>
<td>Marshall Space Flight Center</td>
<td>David Brock</td>
<td>(256) 544-0267</td>
<td><a href="mailto:David.e.brock@nasa.gov">David.e.brock@nasa.gov</a></td>
</tr>
<tr>
<td>NASA Shared Services Center</td>
<td>John Cecconi</td>
<td>(228) 813-6810</td>
<td><a href="mailto:John.a.ceconni@nasa.gov">John.a.ceconni@nasa.gov</a></td>
</tr>
<tr>
<td>Stennis Space Flight Center</td>
<td>Michelle Stracener</td>
<td>(228) 688-1720</td>
<td><a href="mailto:Michelle.m.stracener@nasa.gov">Michelle.m.stracener@nasa.gov</a></td>
</tr>
</tbody>
</table>
### NASA Office of Small Business Programs (OSBP) Contacts

<table>
<thead>
<tr>
<th>Contact</th>
<th>Title</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Glenn Delgado</td>
<td>Assistant Administrator</td>
<td>(202) 358-2088</td>
<td><a href="mailto:Glenn.a.delgado@nasa.gov">Glenn.a.delgado@nasa.gov</a></td>
</tr>
<tr>
<td>David Grove</td>
<td>Program Manager</td>
<td>(202) 358-0795</td>
<td><a href="mailto:David.b.grove@nasa.gov">David.b.grove@nasa.gov</a></td>
</tr>
<tr>
<td>Diane Thompson</td>
<td>Program Manager</td>
<td>(202) 358-0514</td>
<td><a href="mailto:Diane.thompson@nasa.gov">Diane.thompson@nasa.gov</a></td>
</tr>
<tr>
<td>Richard Mann</td>
<td>Program Manager</td>
<td>(202) 358-2438</td>
<td><a href="mailto:Richard.l.mann@nasa.gov">Richard.l.mann@nasa.gov</a></td>
</tr>
<tr>
<td>Tabisa Tepfer</td>
<td>Program Analyst</td>
<td>(202) 358-1818</td>
<td><a href="mailto:Tabisa.t.tepfer@nasa.gov">Tabisa.t.tepfer@nasa.gov</a></td>
</tr>
<tr>
<td>Truphelia Parker</td>
<td>Scheduler &amp; Editor</td>
<td>(202) 358-1820</td>
<td><a href="mailto:Truphelia.m.parker@nasa.gov">Truphelia.m.parker@nasa.gov</a></td>
</tr>
<tr>
<td>Dana Jones</td>
<td>Program Analyst</td>
<td>(202) 358-0491</td>
<td><a href="mailto:Dana.jones@nasa.gov">Dana.jones@nasa.gov</a></td>
</tr>
<tr>
<td>Naeemah Lee</td>
<td>Executive Assistant</td>
<td>(202) 358-1367</td>
<td><a href="mailto:Naeemah.a.lee@nasa.gov">Naeemah.a.lee@nasa.gov</a></td>
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## NASA FY 2009 Small Business Direct Achievements

<table>
<thead>
<tr>
<th>Categories</th>
<th>Government % Goals</th>
<th>NASA % Goals</th>
<th>NASA $ Achieved</th>
<th>NASA % Achieved</th>
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<tr>
<td>Oblig.</td>
<td></td>
<td></td>
<td>$ 14,476,648,282</td>
<td></td>
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<tr>
<td>SB</td>
<td>23.00%</td>
<td>15.35%</td>
<td>$ 2,243,565,273</td>
<td>15.50%</td>
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<tr>
<td>SDB</td>
<td>5.00%</td>
<td>5.00%</td>
<td>$ 1,169,148,562</td>
<td>8.08%</td>
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<tr>
<td>WOSB</td>
<td>5.00%</td>
<td>5.00%</td>
<td>$ 245,190,899</td>
<td>2.38%</td>
</tr>
<tr>
<td>HUBZone SB</td>
<td>3.00%</td>
<td>3.00%</td>
<td>$ 106,071,179</td>
<td>.73%</td>
</tr>
<tr>
<td>SDVO SB</td>
<td>3.00%</td>
<td>3.00%</td>
<td>$ 212,384,951</td>
<td>1.47%</td>
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</table>
Dated May 18, 2009

Provides model clause and provision language to ensure the proper evaluation of small business utilization under competitive negotiated acquisitions
Proposed Changes to the Provisions

- Small Business Utilization Subfactor and Evaluation Tool
  - Subcontracting plans
  - Commitment to SB
  - SDB Participation

- History of meeting subcontracting goals moved to Factor on Past Performance

- Commitment to Small Business
  - Combining to “stand alone” element
  - Streamlining items

- Explains “fit” with small business offerors
  - Small Business Primes are evaluated
Procurement Notice 04-04
NASA Mentor Protégé Program

- Dated May 29, 2000

- This PN is a result of a study of NASA’s Mentor-Protégé program. The changes streamline the program; align the mentoring to technical skills; expand the program to Veteran-owned, HUBZone, and NASA Small Business Innovation Research (SBIR) Phase II small businesses; and include award fee incentives.
NASA Mentor Protégé Pilot Program

- NASA Far Supplement created the Pilot Program for SBIR Phase II companies on May 29, 2009

- Goal is to incentivize Large Companies to mentor SBIR Phase II companies with technology transfer and business development skills that will increase their Technology Readiness Level (TRL)

- TRL measures technology readiness on a scale of 1-9
  - TRL 1-2 is where SBIR Phase I starts
  - TRL 4-5 is SBIR Phase II
  - TRL 8-9 is SBIR Phase III ready for commercial applications
First SBIR pilot M-P agreement signed by Boeing & Orion Propulsion Inc.

- 18 month agreement worth over $700K (Credit towards subcontracting plan)
- Award fee added to MSFC Ares I contract worth up to $100K funded by OSBP
- Agreement calls for TRL level to go from 4 to 8
- M/P will allow Orion to commercialize the technology, Boeing to get a better supplier and NASA to lower its cost

Multi-discipline review of performance including Small Business Specialist, contracting officer, COTR, and Small Business Technical Advisor/SBIR POC
Launched Nov. 17th
Goal is to track all Vendors interested in doing business with NASA
Market research by Procurement/Technical/Program personnel

Benefits
- Consolidate every Center’s database into one
- Open to all NASA employees for market research
- E-mail capability to vendors for RFI, draft RFPs, Sources Sought Notices
- Vendors can post capability briefs in any format
- Company info from Central Contractor Registration flows directly into our database
- Database is refreshed each year by contacting vendors automatically
- Vendors can receive e-mails from SBS
- Database training given to the Center SBS’s in Jan. 2010
Small Business Training for the Acquisition Professional

- Two-day course on the basics of Small Business
- Geared for program and procurement workforce
- Classes which started in June 2009, have been held at ARC, DFRC, GRC, GSFC, JSC, MSFC, and KSC and will be held at the other Centers over the next few months

Training on the Small Business Utilization Clause (PIC 09-07)

- This half day training is geared for the Source Evaluation Board
- Training provides tools to evaluate Subcontracting Plans
- Commitment to the Small Business Program
- Small Disadvantaged Business participation
Established Industry Councils & Joint Counseling Initiatives

Established annual Small Business Industry Awards to recognize small business primes, small business contractors, and large primes that have made major contributions to NASA’s Small Business Program at the Center level as well as at the Agency level.

Established the Administrator’s Cup Award, which will be presented to the Center that has demonstrated the “best” overall Small Business Program, as documented in the year’s final Small Business Program Report.

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Marshall at a Glance

- **$2.7 billion** budget in fiscal year 2009
- **6th largest** employer in the Huntsville - Madison county area
- **> 7,000** employees at Marshall (2,634 civil service employees in fiscal year 2008)
- **4.5 million** square feet of space occupied in Huntsville
- **$1.26 billion (FY2009)** impact to Alabama economy
- **MAF** 2.2M square feet of manufacturing space at Michoud Assembly Facility in New Orleans

Marshall is an engine of opportunity for its community and beyond.
Space Shuttle Full Scale Production Support at MSFC

- Space Shuttle flying since 1981
- Two flights remaining
- MSFC Programs:
  - External Tank
  - Solid Rocket Booster
  - Solid Rocket Motor
  - Space Shuttle Main Engine
Ares I:
- First Stage
- J-2X Liquid Engine
- Upper Stage Avionics
- Upper Stage Production

Continue to work on program of record
Science at MSFC

- Lunar Robotics
- Discovery/New Frontiers
- Chandra Science Center
# MSFC FY 2009 Small Business Achievements (In millions)

<table>
<thead>
<tr>
<th>Categories</th>
<th>Directs</th>
<th>Subcontracting</th>
<th>Cumulative</th>
<th>% Achieved</th>
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<tbody>
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<td>Procurement $</td>
<td></td>
<td></td>
<td>$ 2,243.8</td>
<td></td>
</tr>
<tr>
<td>SB</td>
<td>$ 194.1</td>
<td>$ 401.1</td>
<td>$ 595.2</td>
<td>26.5%</td>
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<tr>
<td>SDB</td>
<td>$ 82.4</td>
<td>$ 217.1</td>
<td>$ 299.5</td>
<td>13.3%</td>
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<td>WOSB</td>
<td>$ 42.0</td>
<td>$ 124.1</td>
<td>$ 166.1</td>
<td>7.4%</td>
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<tr>
<td>HUBZone SB</td>
<td>$ 34.1</td>
<td>$ 30.3</td>
<td>$ 64.4</td>
<td>2.9%</td>
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<tr>
<td>VOSB</td>
<td>$ 31.1</td>
<td>$ 64.8</td>
<td>$ 95.9</td>
<td>4.3%</td>
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<tr>
<td>SDVO SB</td>
<td>$ 27.7</td>
<td>$ 14.6</td>
<td>$ 42.3</td>
<td>1.9%</td>
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MSFC Initiatives

- Web based directories
- MSFC Joint Counseling
- Procurement Small Business Action Team
- MSFC Small Business Executive Leadership Team
- Marshall Prime Contractor Supplier Council
- Marshall Small Business Alliance Meeting
<table>
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<tr>
<th>CONTACT</th>
<th>TITLE</th>
<th>EMAIL</th>
<th>PHONE</th>
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<tr>
<td>David Brock</td>
<td>Small Business Specialist</td>
<td><a href="mailto:David.e.brock@nasa.gov">David.e.brock@nasa.gov</a></td>
<td>(256) 544-0267</td>
</tr>
<tr>
<td>Fran Thompson</td>
<td>Management Support Assistant</td>
<td><a href="mailto:Fran.thompson@nasa.gov">Fran.thompson@nasa.gov</a></td>
<td>(256) 544-8816</td>
</tr>
<tr>
<td>Stefanie Funghi</td>
<td>DFSI Contractor Support</td>
<td><a href="mailto:Stefanie.m.funghi@nasa.gov">Stefanie.m.funghi@nasa.gov</a></td>
<td>(256) 544-6263</td>
</tr>
<tr>
<td>Lynn Garrison</td>
<td>Small Business Tech Advisor</td>
<td><a href="mailto:Virginia.b.garrison@nasa.gov">Virginia.b.garrison@nasa.gov</a></td>
<td>(256) 544-6719</td>
</tr>
<tr>
<td>Barbara Jenkins</td>
<td>SBA PCR for MSFC</td>
<td><a href="mailto:Barbara.j.jenkins@nasa.gov">Barbara.j.jenkins@nasa.gov</a></td>
<td>(256) 544-5012</td>
</tr>
</tbody>
</table>

Location: Bldg. 4202, Room 211

http://ec.msfc.nasa.gov/msfc/doin_bus.html (Web Site)
Future Programs

- Heavy Lift and Propulsion Research and Development Program

- Exploration Precursor Robotic Program

- Space and Exploration Technology Demonstration Program
  Development:

  - Surface Power Systems
  - Advanced In-Space Propulsion
  - Cryogenic Fluid Management
  - Advanced Materials
  - Environmental Control Life Support Systems