



May 2011 Newsletter

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Welcome

During the last couple of months, the USAMRMC and Fort Detrick Office of Small Business Programs (OSBP) has been actively engaged in conferences, training events and symposiums focused on increasing contracting opportunities for U.S. small business firms, whether they are a prime or subcontractor. For many businesses owners and representatives that I continue to meet in person, speak with telephonically or via email, I certainly appreciate your willingness to learn and make a commitment to doing business with USAMRMC and Fort Detrick. I would be remiss, if I did not also thank the many government and U.S. military officials who continue to demonstrate their commitment to work with the OSBP, Contracting/Acquisition Offices, etc.

As many are aware, the procurements within the U.S. military and the federal government have been viewed with more scrutiny by taxpayers. In addition to decreased availability of resources, coupled with mandates from Secretary of Defense and other senior leaders, the focus is on procurements that can be awarded smart versus fast, thus giving the requiring activity (i.e., government customer) the biggest bang for the buck in terms of affordability and best value. A key phrase you are perhaps hearing repeatedly is "Learning to Do Less with Less." The Under Secretary of Defense for Acquisition, Technology and Logistics (Dr. Ashton Carter) in a memorandum dated 14 September 2010, provides guidance to acquisition professionals. Of particular note under the category of "Promote Real Competition," is emphasis on "Increasing dynamic small business role in defense marketplace competition." Despite the many fiscal challenges facing the military, this is a perfect opportunity for businesses to "sharpen their pencils" and clearly demonstrate in proposal submissions and after the contract award is consummated, that they can in fact perform/execute in accordance with the contractual terms and conditions outlined in the

performance work statement. As I have mentioned in previous newsletters and other modes of communication, "read and clearly understand the contract, ask questions, remain proactive and exceed the customers' expectations."

As we proceed towards the end of the 3rd quarter and 4th quarters of Fiscal Year 2011, I kindly request if you are a business firm, that you continue to benchmark best practices, invest in your time wisely and continue to seek professional guidance and advice. On the other hand, if you are a military of government office seeking to become better acquainted with the importance of the U.S. Army Small Business Programs and in particular, within USAMRMC and Fort Detrick, please feel free to call or email me with your questions. I'm also available to speak directly with you and your staff in-person.

I hope the information contained in this newsletter is of valued added to you and your respective business firms or government activities.

Sincerely,

Jerome K. Maultsby
Associate Director,
Office of Small Business Programs



ADVANCED ACQUISITION FORECAST (AAF) –Continued Enhancements:

As of late April 2011, the AAF continues to be updated on a routine basis. We kindly request that you bookmark the AAF and read the DISCLAIMER which is listed on the cover page of the AAF entries. I continue to remind many that reading and understanding the DISCLAIMER, will certainly clarify and help underscore the intent of the AAF in accordance with Public Law 100-656 of the Business Opportunity Development Reform Act of 1988, as amended. One key aspect of this Public Law is “acquisition planning.” For clarification, the government POCs listed will not and should not enter into any discussion (email, telephonically or in-person) regarding details that are or may be procurement sensitive in nature with incumbent or prospective contractors. We are very mindful that any inadvertent release of procurement sensitive information, can lead to a business firm being given a competitive advantage. The government POCs will accept a 1 or 2 page Capability Statement for market research purposes and hopefully gain a better understanding of what particular qualities clearly distinguish your business firm from the competition. The POCs will share this information with the Contracting Officer and OSBP. If for some reason, you have experienced some challenges in hearing back from the government POC, I can help facilitate having them acknowledging receipt of your email. Please keep in mind that specific questions should wait until the solicitation is released to the public via FEDBIZOPPS or Army Single Face to Industry.

SPRING 2011 USAMRMC AND FORT DETRICK ADVANCED PLANNING BRIEFING FOR INDUSTRY (APBI) AND SMALL BUSINESS CONFERENCE:

Thanks very much to everyone who supported and participated in the 26 April APBI and Small Business

Conference that was held in Hagerstown, Maryland. Based on the feedback received, the event was a huge success. Special thanks to our keynote speakers (i.e., Congressman Roscoe Bartlett, Major General James Gilman, Ms. Tracey Pinson and Dr. John Glenn) in addition to the many government / military leaders for taking time from their busy schedules to support this event. The presentations will be available after review and approval via the following URL <http://www.mrmc.smallbusopps.army.mil>.

FORT DETRICK BUSINESS DEVELOPMENT OFFICE (FDBDO):

The FDBDO as our contractor support firm continues to provide assistance to business firms seeking to gain a basic/fundamental understanding of how to conduct business with USAMRMC and Fort Detrick. As part of the contract that was awarded by USAMRMC, the contractor support personnel assigned to the FDBDO work in tandem with U.S. Army Medical Research Acquisition Activity (USAMRAA), the Office of Small Business Programs (OSBP) and other mission partners at Fort Detrick in an effort to provide assistance. It is important to note that in accordance with federal acquisition regulations and statutes that support contractors working with government procurement officials become familiar with the guidelines which prevent inadvertent disclosure procurement sensitive information. If you are an incumbent or prospective contractor and have a procurement related question, you should send your question via email to a government procurement official. Based on the nature of the question (i.e., general information versus procurement sensitive information), the government procurement officials assigned to USAMRAA (<http://www.usamraa.army.mil>) and OSBP (<http://www.mrmc.smallbusopps.army.mil>), etc. will certainly work in helping provide answers to your questions in a prompt manner. As an added convenience, the FDBDO is located in very close proximity to Fort Detrick and easy to access from major highways. Please continue to visit their web-site: <http://www.fdbdo.com> and call 301 620-7071, should you require assistance. If you are an incumbent/prospective contractor or government procurement official/program manager in need of market research assistance, please contact the FDBDO in addition to the government procurement officials.



SUBCONTRACTING OUTREACH EVENT

The OSBP provided a presentation to a recent Subcontracting Outreach Event hosted by Booz Allen Hamilton (<http://www.boozallen.com>) during May at the Hampton Inn, Frederick Maryland. Judging from the number of business firms in attendance (many small business firms) and speaking to many business representatives afterwards, this event afforded small businesses (as subcontractors) another opportunity to demonstrate their willingness to partner with industry, while providing relevant services, products and business solutions in support of USAMRMC and Fort Detrick.

FORT DETRICK ALLIANCE OUTREACH & NETWORKING EVENT

During the month of April, the OSBP actively participated and provide a presentation to an outreach/networking event hosted by the Fort Detrick Alliance (<http://www.fortdetrickalliance.org>) at the Community Activity Center, Fort Detrick. The well attended event is just another example of the command and installation working with a non-profit organization in an effort to clearly communicate what's on the horizon at Fort Detrick and within the command.

RECOMMENDED READINGS

My daily schedule is certainly busy reviewing federal acquisition regulations, responding to a plethora of inquiries from government procurement officials, government customers and the business community. Occasionally, I do find the time to delve into some worthwhile reading and how some of these non-fiction, business related books may help expand my business acumen. When time permits, visit your library and read:

Delivering Happiness: A Path to Profit, Passion & Purpose. Authored by Tony Hsieh
(Visionary CEO of Zappos)

Exceptional Service, Exceptional Profit: The Secret of Building a Five-Star Customer Service Organization.
Authored by Leonardo Inghiller and Micah Solomon;
Forward by
Horst Schultz

Fail Up – 20 Lessons on Building Success from Failure. Authored by Tavis Smiley
(Public Radio and Television host)

RECOMMENDED MEMBERSHIP:

In an on-going attempt to help educate, empower and encourage business firms and government procurement officials, I recommend consideration be given to join the professional ranks of National Contract Management Association (NCMA) (<http://www.ncmahq.org>). Why? Simply put a minimal investment of your time and resources will yield tremendous results. "NCMA was formed in 1959 and its membership is based on a professional society designed to foster growth and educational advancement of its members." I've been fortunate to maintain my membership since 1989, along with attaining the coveted Certified Professional Contracts Manager (CPCM) designation in 1991, recertifying in 1996, 2001, 2006. I'm in the midst of recertifying this year, as well. Considering the competitive nature of the federal government procurement environment coupled with the constant changes of regulations, becoming a member will offer a glimpse of how to become better informed. In my opinion, being better informed thorough NCMA can help as you and your colleagues engage in discussions with government procurement officials and vice versa.



DIRECTOR, DEPARTMENT OF DEFENSE OFFICE OF SMALL BUSINESS PROGRAMS

During the May 2011 Department of Defense (DoD) Procurement Conference in Orlando and the DOD Small Business Conference in New Orleans I was very impressed with an overview and remarks presented by Mr. Andre Gudger, Senior Executive Service (SES). Mr. Gudger was recently appointed to the position in March 2011 and will help provide senior leadership and policy direction to the DOD, along with other senior leaders, including that of Ms. Tracey L. Pinson, SES (U.S. Army's Director, OSBP).



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