



DOD MID-ATLANTIC REGIONAL COUNCIL FOR SMALL BUSINESS EDUCATION & ADVOCACY

# *NAVFAC Small Business Program Strategy*

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Director, NAVFAC Small Business Program Office  
20 January 2010

# Today's Topics



- ***NAVFAC Overview***
- ***Small Business Program Strategy***
- ***Breaking it Down***
- ***Statistics***



# Who We Are...

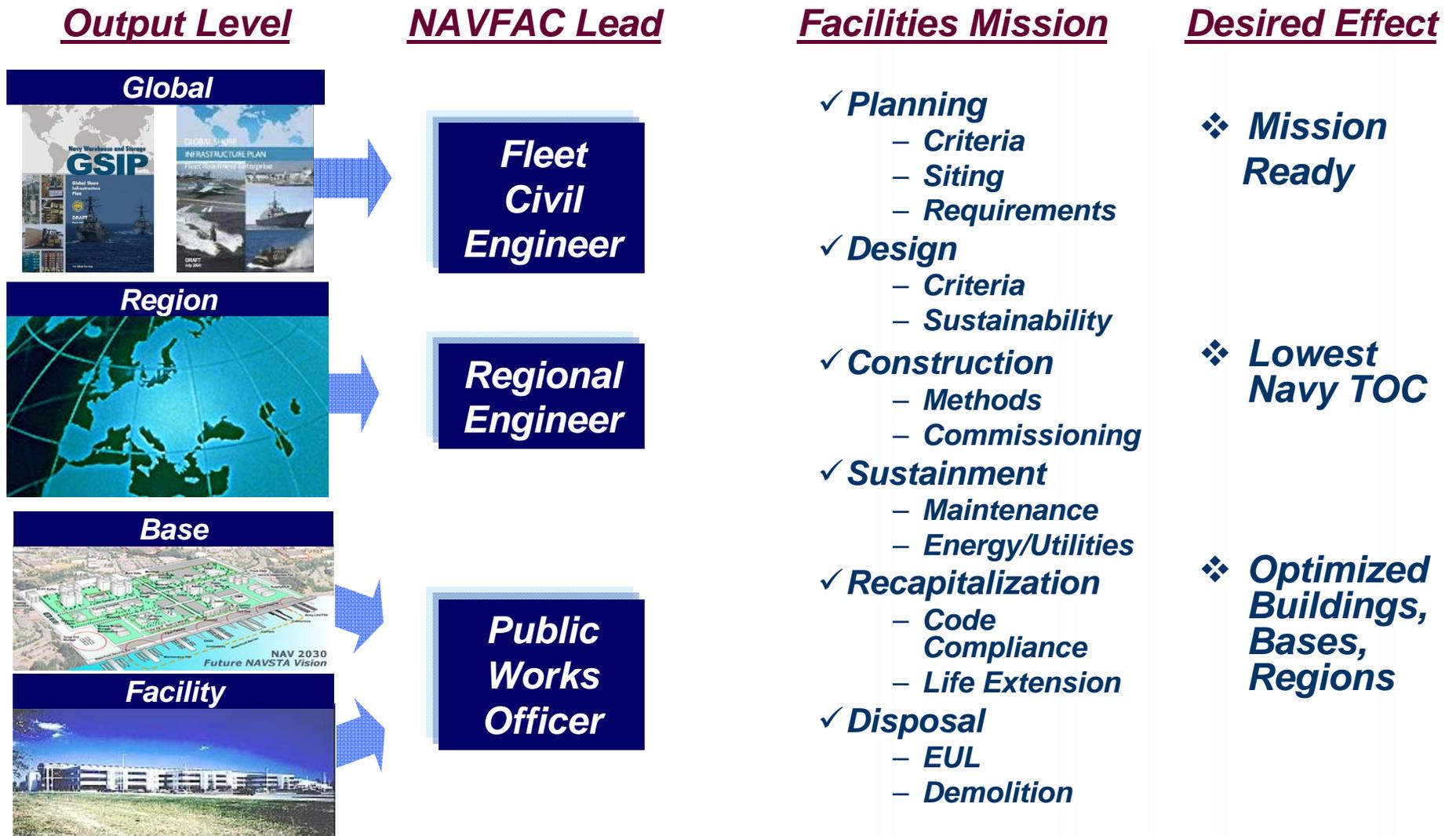


- **Global Engineering/Acquisition Command**
- **18,000 Civilians, 1,450 military, & 500 Contractors**
- **DON's Facilities Engineering SYSCOM**
- **Navy Expeditionary Combat Command Lead SYSCOM**
- **DOD Construction Agent**
- **Annually deliver over \$15 billion of products and services**



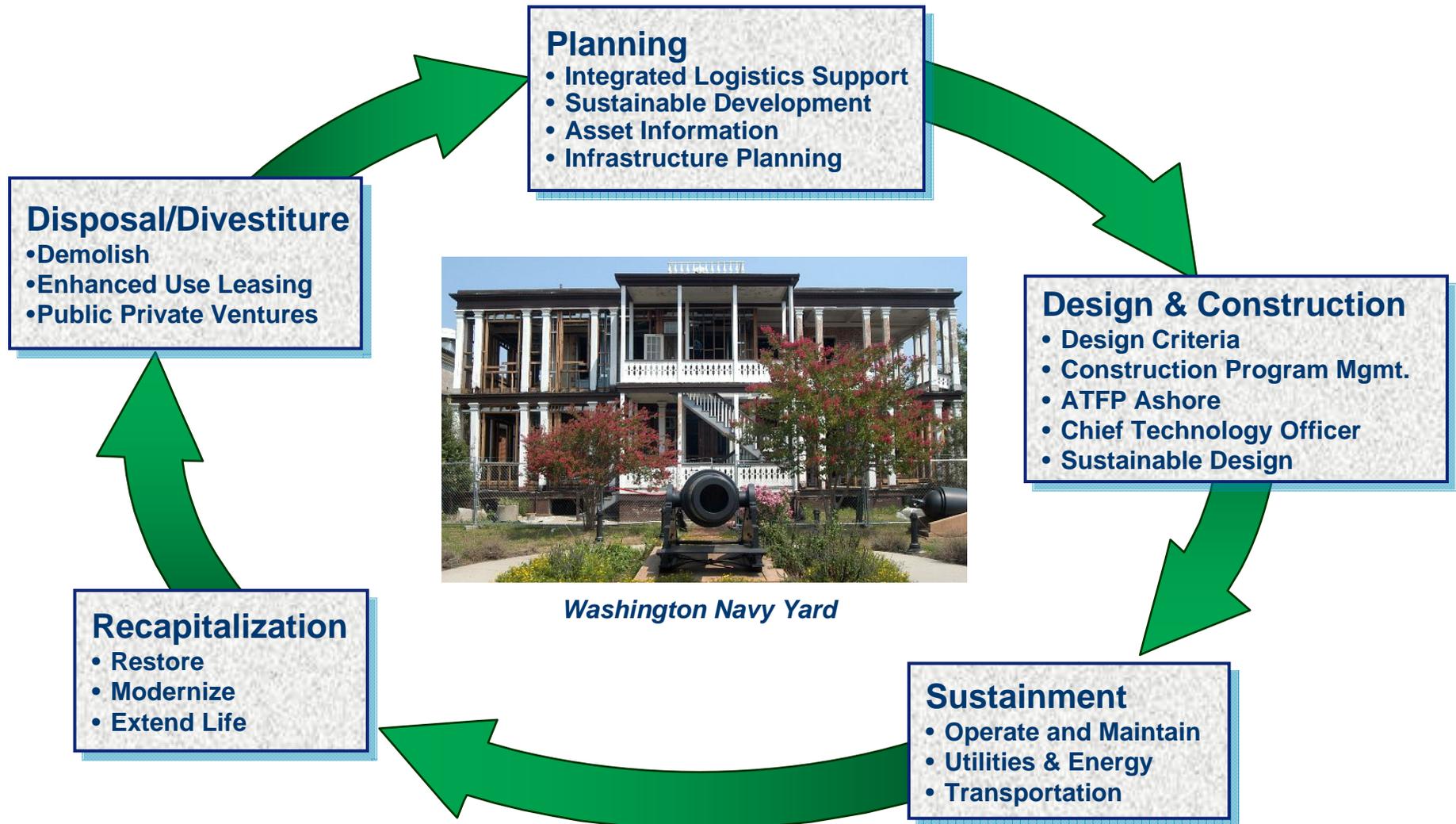


# Facilities Delivery Model



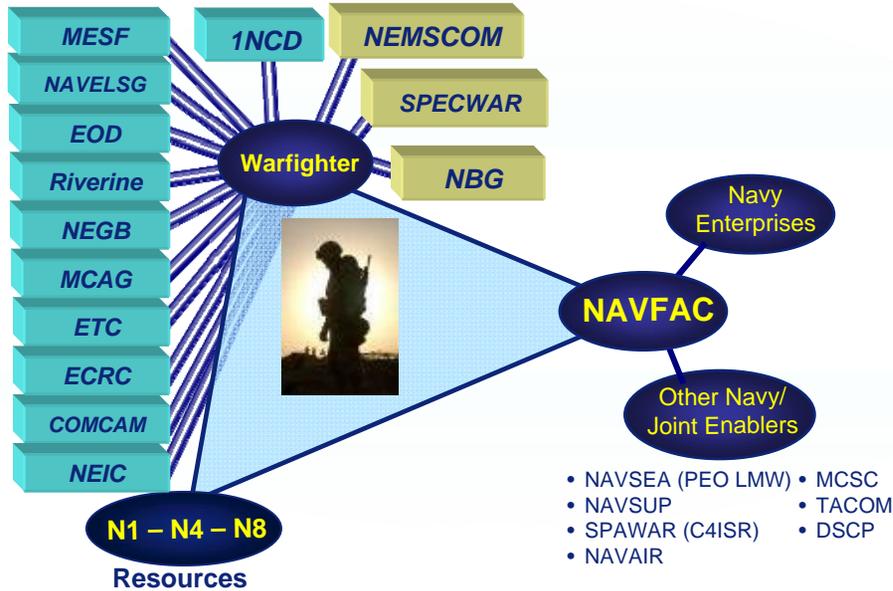
**Full Lifecycle Support at All Levels**

# Facilities Engineering Lifecycle



*Providing Full Facilities Lifecycle Support*

# Lead SYSCOM for Expeditionary Navy



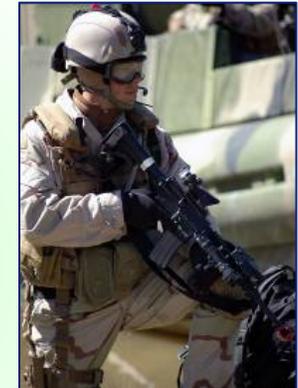
Tent Camps



MRAP



Improved Navy Lighterage System



Personal Gear



Construction Equipment



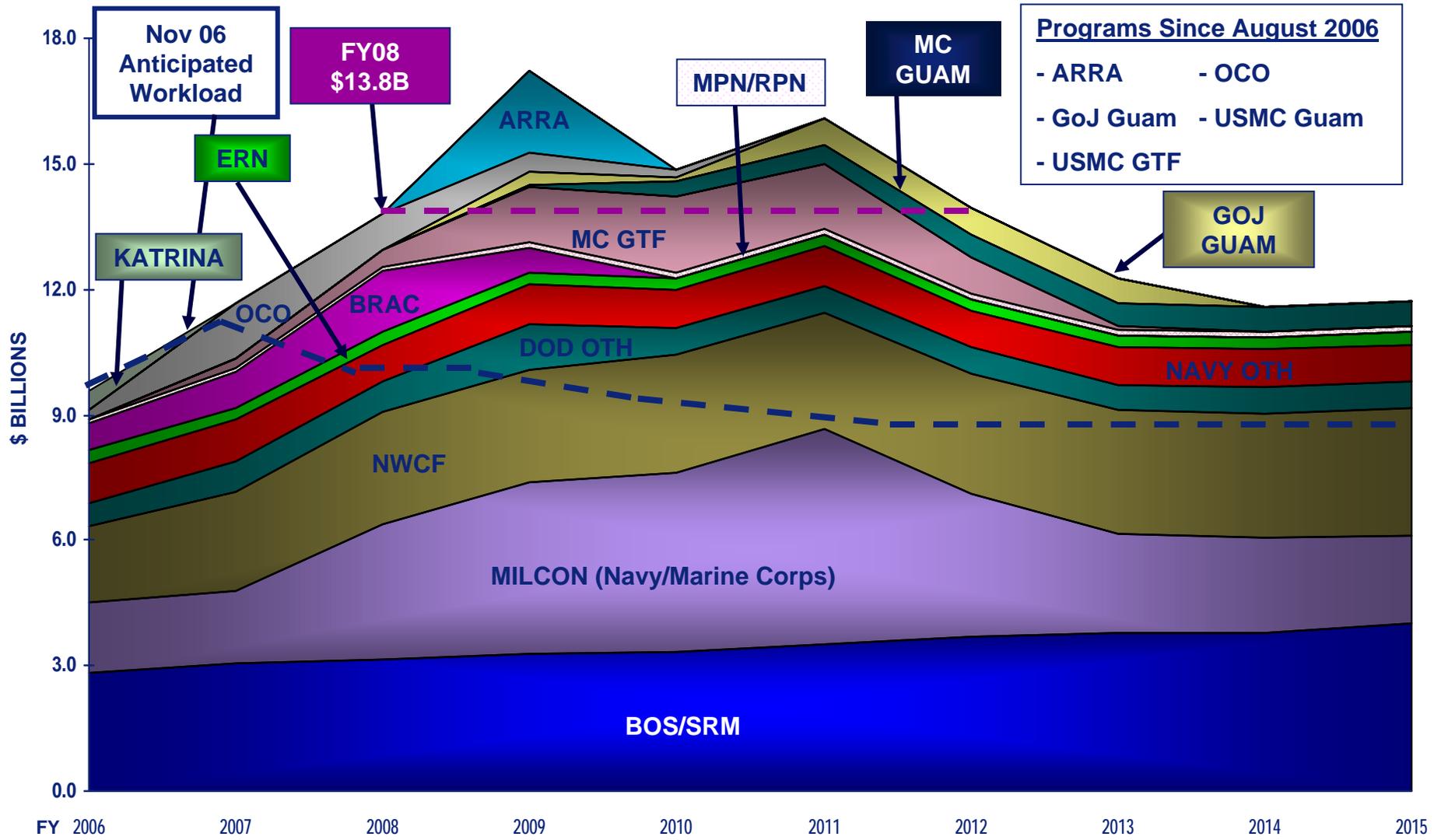
Construction Tools

## NECC

- \$4B Asset Value
  - 64 TOAs (Hull Types)
  - 175 Individual TOAs (Ships)
  - \$2.4B executed FY06 – FY09
- Manage Tables of Allowances (TOAs)
- Deliver Exp. Equipment & Material
- NECE Chief OPS Officer

**Supporting 60,000 Warfighters**

# NAVFAC Workload

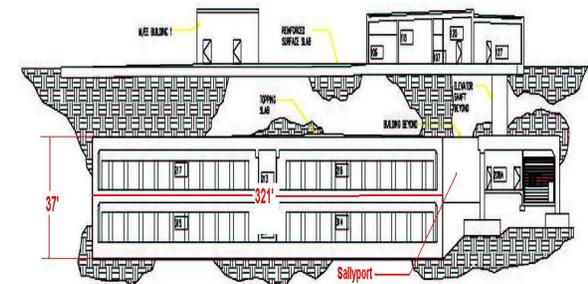
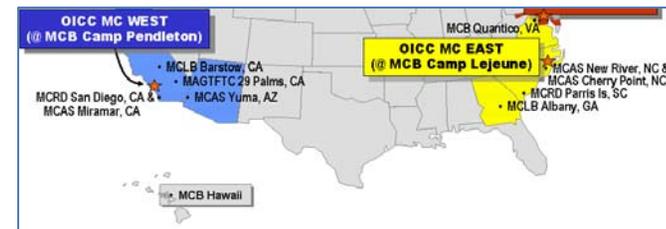
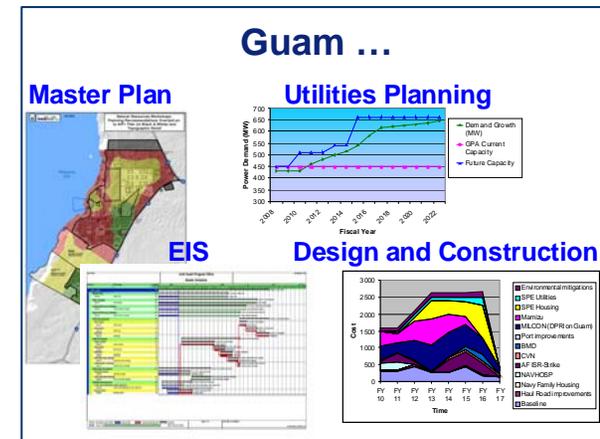


**Unprecedented Workload Increase**

# Current Initiatives/Programs

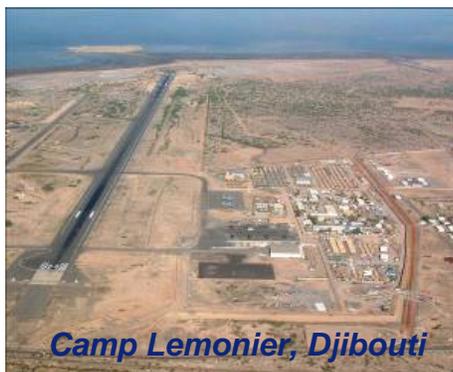


- American Recovery & Reinvestment Act - \$1.9B
- BRAC 05 Execution - \$1.9B
- Guam/DPRI - \$10B
- USMC Grow the Force - \$11.1B
- Implementing CNO's Maritime Strategy





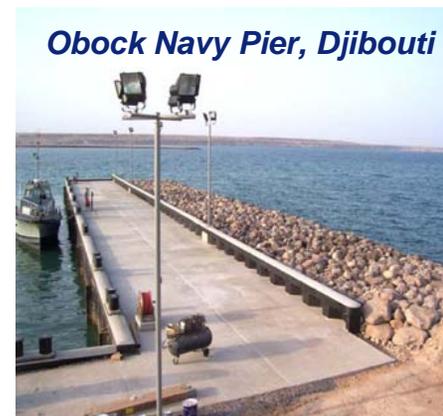
# CNO's Maritime Strategy



**Forward Presence**

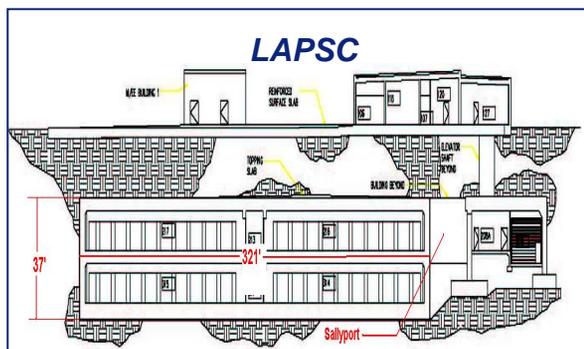


**Al Basra Oil Terminal (ABOT)**



**Obock Navy Pier, Djibouti**

**Sea Control**



**Deterrence**

**Maritime Security**



**USS George Washington**

**Power Projection**



**Nima Community Center, Ghana**



**MUSE ISO CA Wildfires**

**Humanitarian Assistance/  
Disaster Recovery**

**Implementing CNO's Maritime Strategy**

# *Small Business Program Strategy*



- **PROGRAM MANAGEMENT**
- **PEOPLE**
- **PROCESS IMPROVEMENT**
- **LEADERSHIP**
- **PLANNING**



# *Breaking it down*



**The DNA of NAVFAC's  
Small Business Program  
Management**

# *Program Management*

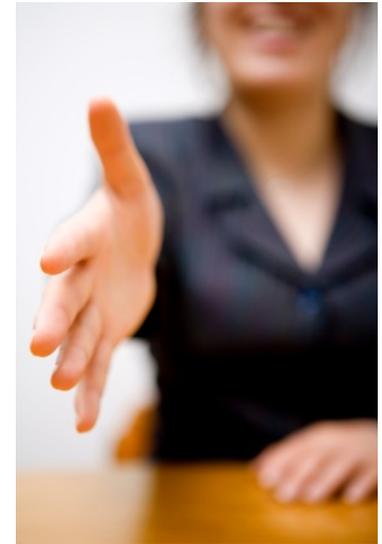


- **SBP Requirements – the basics**

- Concepts
- Objectives

- **SBP Components**

- Market Research
- SB Coordination
- ACQ Planning
- Outreach
- Training
- Subcontracting Program
- Leadership briefings
- Goaling



# Program Management



- **SBP Components - continued**

- SB Conflict Resolution
- Source Selection Evaluation
- Data Management/Analysis
- Program Policy & Processes

- **Communications**

- Clients
- Internal
- External
- Methods of communication
- Types of information
- Objectives



# *Program Management*



## •Data Management

- Data sources
- Goaling
- Achievements
- Data Quality
- Trend Analysis
- ACQ Interaction
- DM Matrix of reporting



# PEOPLE



- **SBPO Organization**
  - Who, Why, How
  - Chart the course
- **Community Management**
- **Selection Process**
- **Appointment Process**
  - Duties and Responsibilities



# Process Improvement



## • Business Management System

- Corporate depository of work processes
- Small Business Functional Area
- 35 Acquisition processes
- 24 SB Program processes
- Plan and POA&M
- Everyone's responsible at any given time to improve and enhance processes

*Savage Chickens*

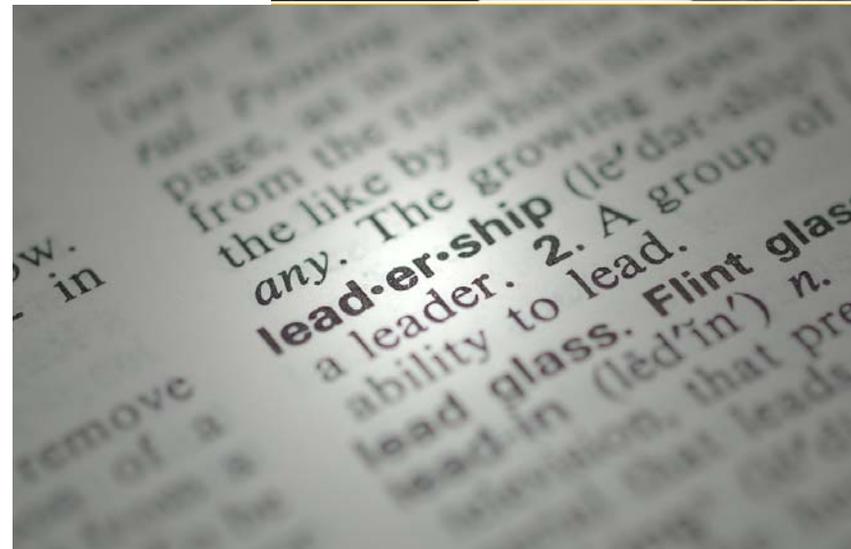
by Doug Savage



# Leadership



- Upward management
- Leading the program
- Setting the goals
- Providing the expectations
- Explain the chain
- Living the plan



# Planning



- **Small Business Management Plan**

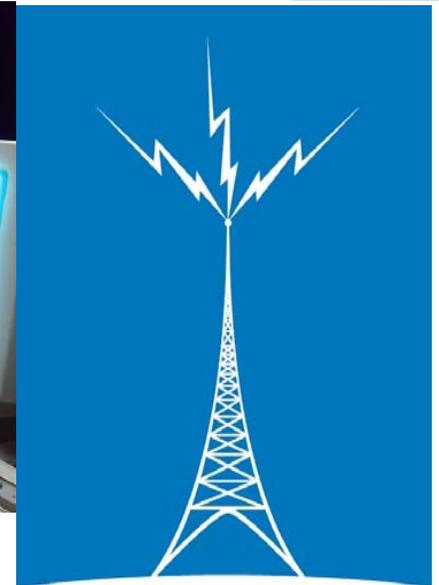
- Communicates at all levels
- Provides guidance
- Provides direction
- Sets objectives
- Guides priorities
- Leverages
- Shows focus
- Establishes the program
- Establishes the team
- Provides a basis for support
- Is a living document



# *How we communicate our message*



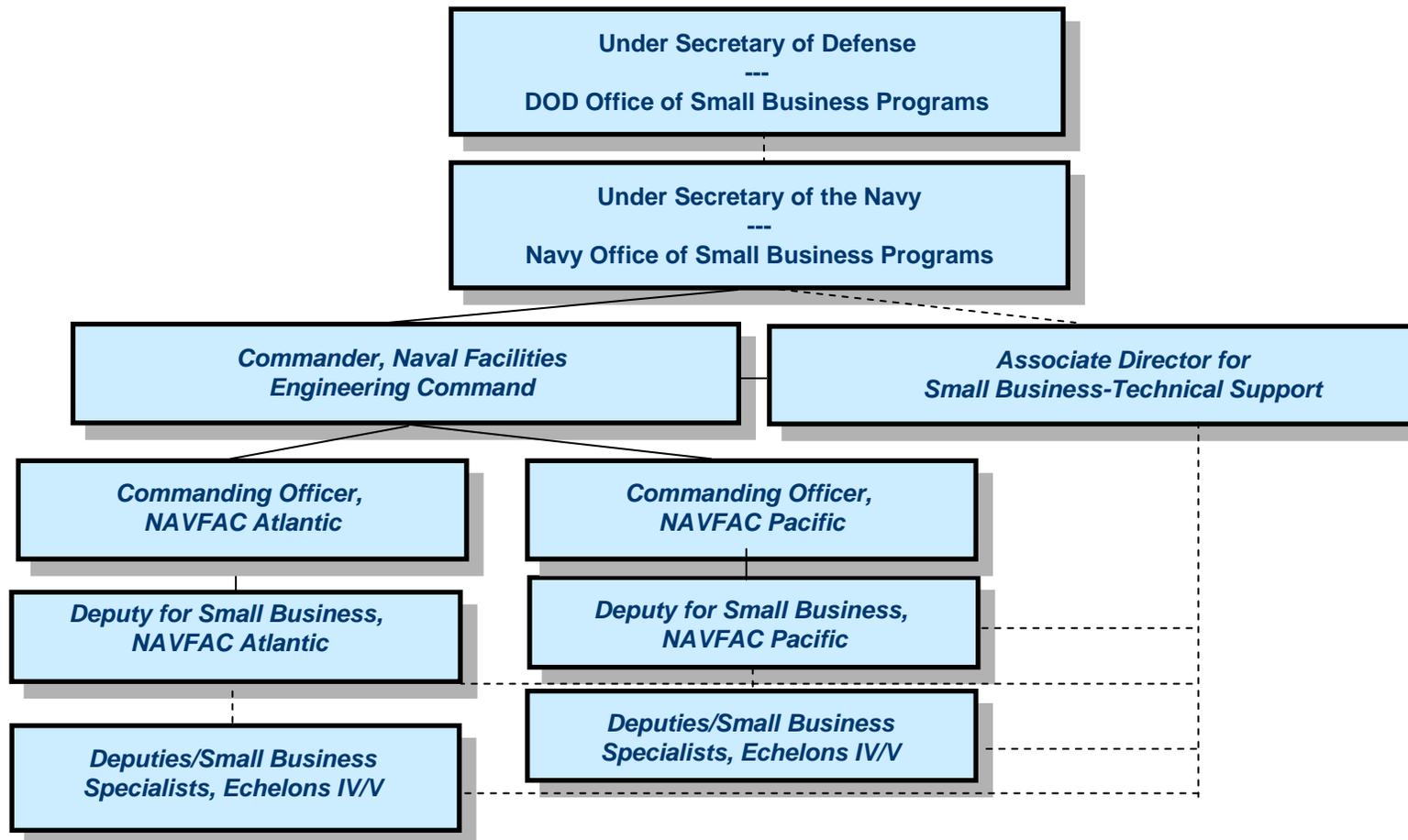
- Outreach events
- Leadership boards
- One-on-one consults
- Website
- Mass emails
- Organization lines
- Up and down and every which way!
- Visually
- Verbally
- Clearly!!



# How we report



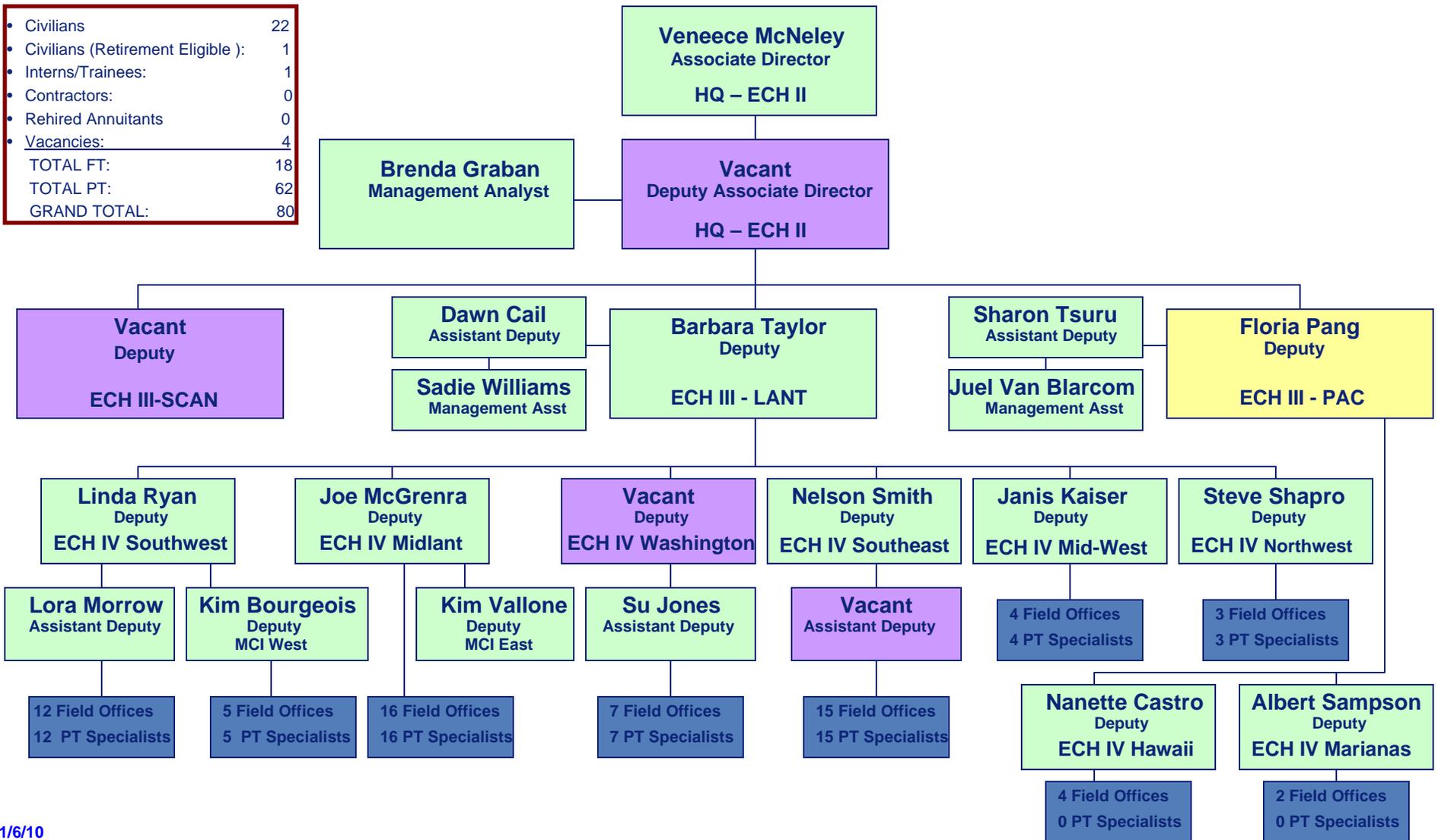
## Small Business Program Office Lines of Authority



# SMALL BUSINESS PROGRAM OFFICE



• Civilians	22
• Civilians (Retirement Eligible):	1
• Interns/Trainees:	1
• Contractors:	0
• Rehired Annuitants	0
• Vacancies:	4
TOTAL FT:	18
TOTAL PT:	62
GRAND TOTAL:	80



1/6/10

Green = Civilian    Violet = Part Time    Purple = Vacancy    Tan = Contractor    Pink = Interns/Trainees    Gray = Rehired Annuitants    Yellow = Retirement Eligible    Blue = Military    White = Forward Depl (Civ)    Orange = Forward Depl (Ktr)

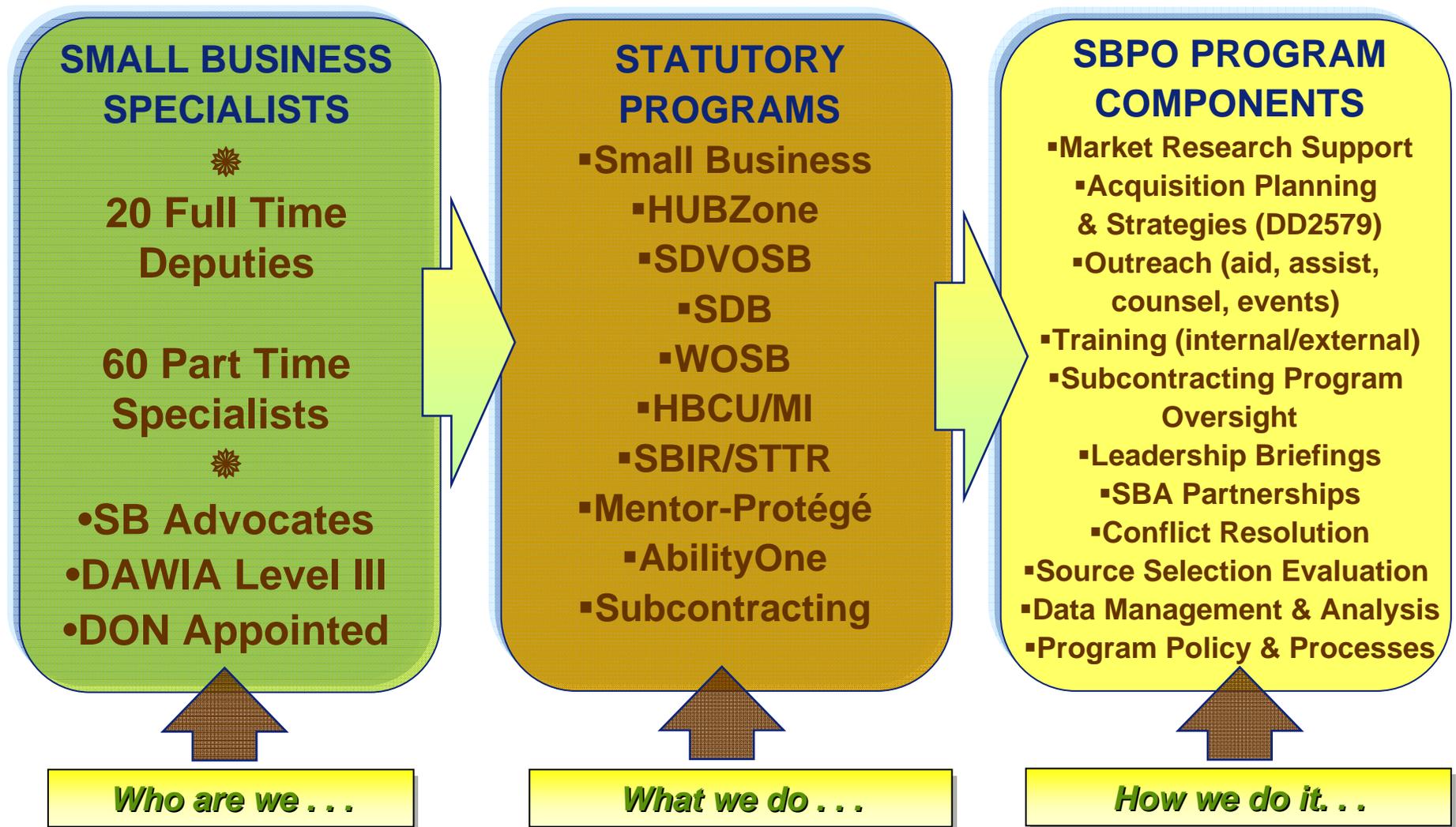
# Small Business Career Development



NSPS Level	PB Level 1 or equivalent	PB Level 2 or equivalent	PB Level 3 or equivalent - SES
GS Level	GS Level	GS Level	GS Level - SES
Technical Competencies	Basic	Advanced	Expert
Leadership Competencies	Personal	Team/Group	Institutional
Education	Graduate studies (Business or Procurement) AMP/NPS		FEI/ETP/ War College
Training	Tech/Functional/Warrant	Tech/Functional/Warrant	Tech/Functional/Warrant
Professional Certifications/Licenses	DAWIA Level I or II	DAWIA Level II or III DAC Membership	DAWIA Level III DAC Membership
Experience	Developmental	Intermediate	Executive

<b>ASSIGNMENTS</b>	NAVFAC ACQ/ECH II	ACQ Intern	CS, Procurement Analyst	Division Director, CCO, People & Process Director, <a href="#">Associate Director for Small Business</a> , <a href="#">Deputy ADSB</a>
	ECH III	ACQ Intern, Contract Specialist, Procurement Technician	Supv CS, CS, Supv Cost/Price Analyst, Cost/Price Analyst, Supv Procurement Analyst, Procurement Analyst, <a href="#">Deputy for Small Business</a>	Acquisition Division Director, CCO, Deputy CCO, <a href="#">Deputy for Small Business</a>
	ECH IV	ACQ Intern, Contract Specialist, Procurement Technician	Supv CS, CS, Supv Cost/Price Analyst, Cost/Price Analyst, Supv Procurement Analyst, Procurement Analyst, <a href="#">Deputy for Small Business</a> , <a href="#">Small Business Specialist</a>	Acquisition Division Director, Deputy ACQ, <a href="#">Deputy for Small Business</a>

# Small Business Program Office

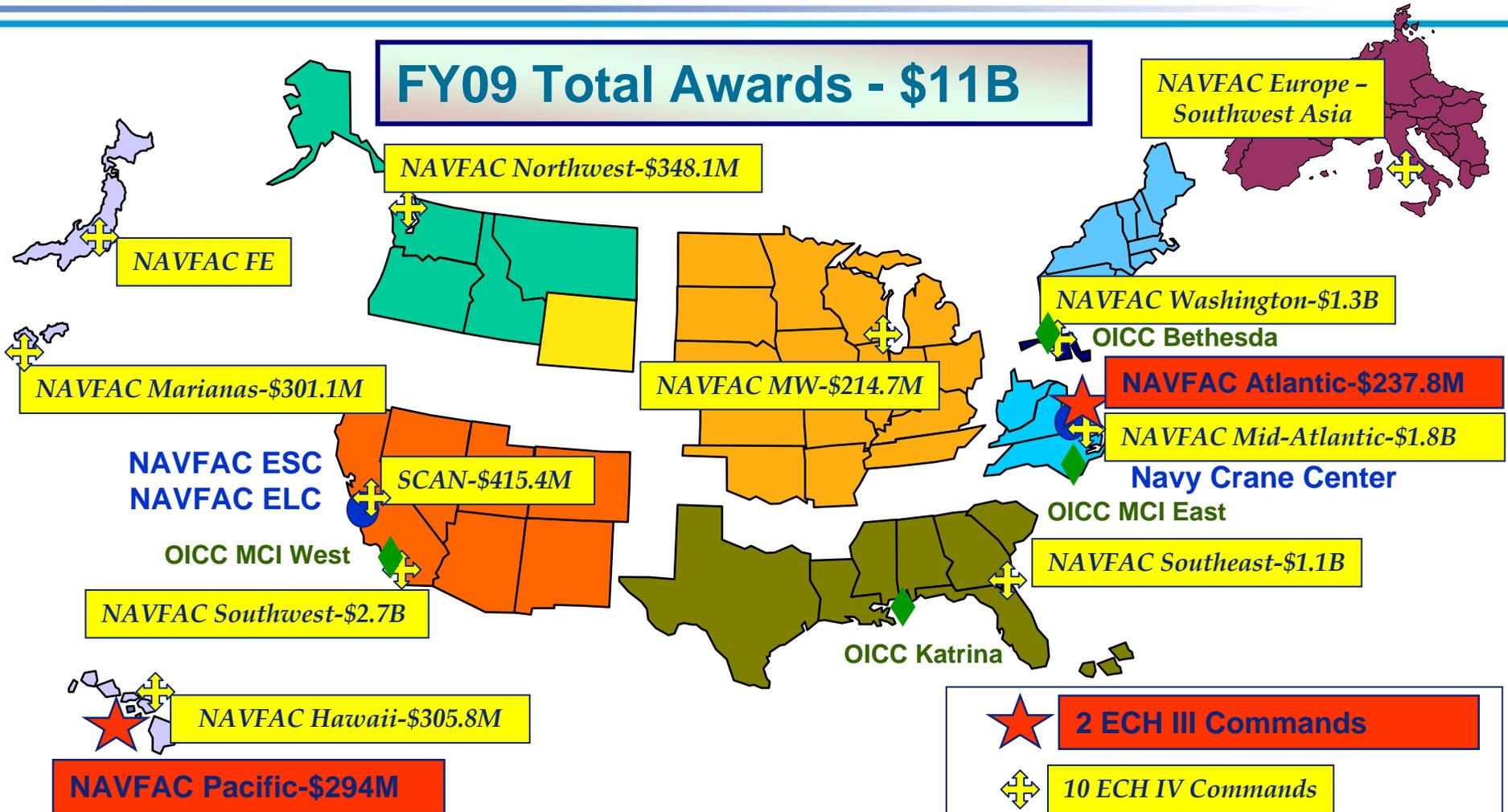


*Maximum Practicable Opportunities*

# NAVFAC...Region Focused



**FY09 Total Awards - \$11B**



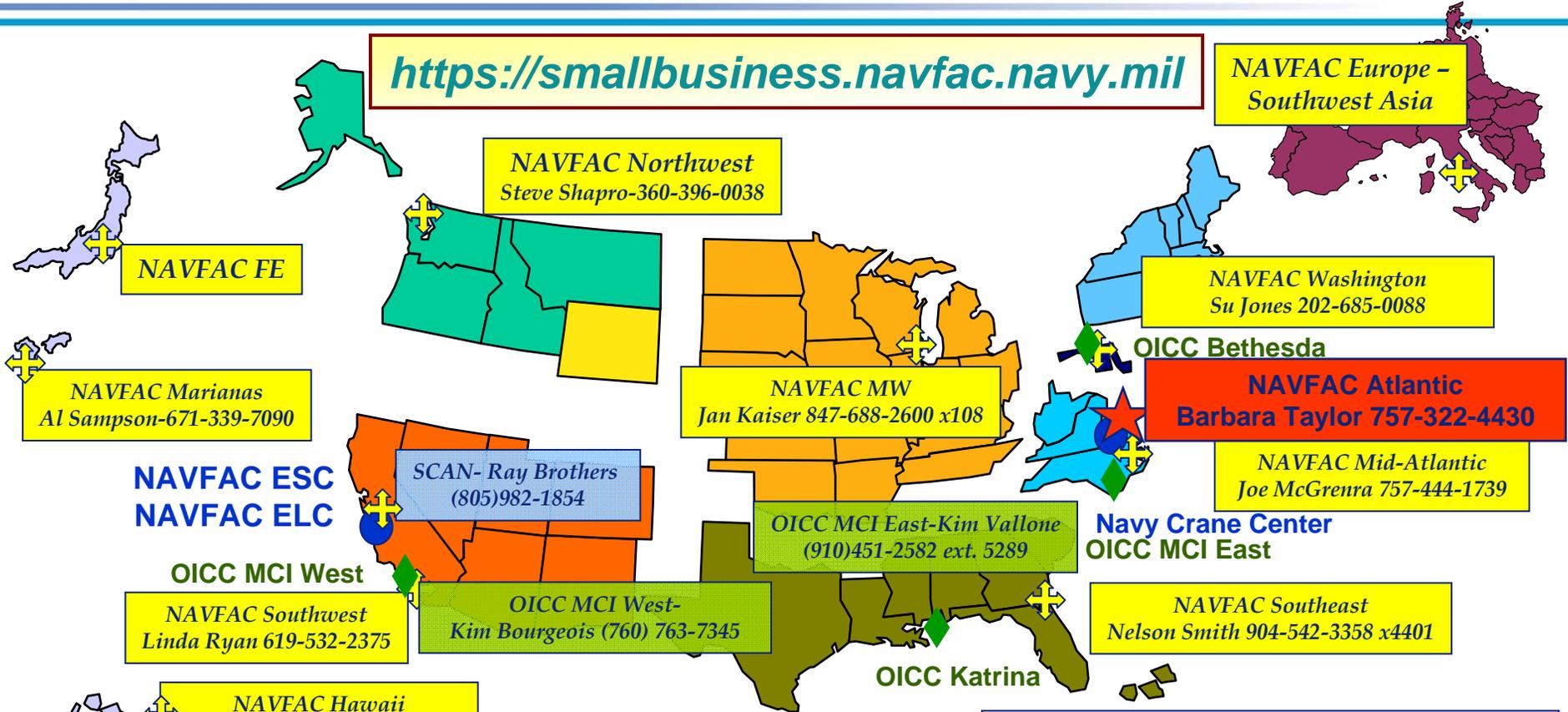
**Forward Deployed Delivery Model**

- 2 ECH III Commands
- 10 ECH IV Commands
- 4 OICC
- 3 Specialty Centers (ECH III Commands)

# AGRESSIVE NAVFAC SMALL BUSINESS PROGRAM



<https://smallbusiness.navfac.navy.mil>



NAVFAC Europe - Southwest Asia

NAVFAC Northwest  
Steve Shapro-360-396-0038

NAVFAC FE

NAVFAC Washington  
Su Jones 202-685-0088

NAVFAC Marianas  
Al Sampson-671-339-7090

NAVFAC MW  
Jan Kaiser 847-688-2600 x108

OICC Bethesda  
NAVFAC Atlantic  
Barbara Taylor 757-322-4430

NAVFAC ESC  
NAVFAC ELC

SCAN- Ray Brothers  
(805)982-1854

NAVFAC Mid-Atlantic  
Joe McGrenra 757-444-1739

OICC MCI West

OICC MCI East-Kim Vallone  
(910)451-2582 ext. 5289

Navy Crane Center  
OICC MCI East

NAVFAC Southwest  
Linda Ryan 619-532-2375

OICC MCI West-Kim Bourgeois  
(760) 763-7345

NAVFAC Southeast  
Nelson Smith 904-542-3358 x4401

OICC Katrina

NAVFAC Hawaii  
Nanette Castro 808-474-4554

NAVFAC Pacific  
Floria Pang 808-471-4577

HQ: Venece McNeley, 202-685-9129

-  2 ECH III Commands
-  10 ECH IV Commands
-  4 OICC
-  3 Specialty Centers (ECH III Commands)

# NAVFAC SB Achievements



US Prime Awards	FY07* (Eligible = \$6.4B)			FY08* (Eligible = \$8.6B)			FY09* (Eligible = \$9.2B)		
	Target	Dollars	Actual	Target	Dollars	Actual	Target	Dollars	Current
<b>Small Business (SB)</b>	40.6%	\$2.6B	40.54%	41.03%	\$3.1B	35.75%	41.42%	\$3.2B	34.97%
<b>HUBZone</b>	8.29%	\$732.4M	11.42%	8.68%	\$866.4M	9.97%	9.09%	\$1B	10.96%
<b>Service-Disabled Veteran-Owned (SDVOSB)</b>	.61%	\$70M	1.09%	3.00%	\$187.5M	2.15%	3.00%	\$176.6M	1.90%
<b>Small Disadvantaged Business (SDB)</b>	18.8%	\$1.5B	24.06%	19.00%	\$1.9B	22.39%	19.18%	\$2.2B	23.86%
<b>Woman-Owned (WOSB)</b>	6.9%	\$415.5M	6.48%	7.19%	\$524.9M	6.04%	7.53%	\$654.9M	7.06%

• Data from FPDS-NG 1-12-10. FPDS-NG Data Incomplete.

# NAVFAC AWARD TOP 10 NAICS – FY09



NAICS Code	NAICS Description	Dollars Obligated
236220	COMMERCIAL AND INSTITUTIONAL BUILDING <b>CONSTRUCTION</b>	\$5,236,856,634
541330	ENGINEERING SERVICES	\$822,413,811
561210	FACILITIES SUPPORT SERVICES	\$779,661,939
237990	OTHER HEAVY AND CIVIL ENGINEERING <b>CONSTRUCTION</b>	\$502,811,875
562910	REMEDATION SERVICES	\$390,007,843
236210	INDUSTRIAL BUILDING <b>CONSTRUCTION</b>	\$302,008,014
238990	ALL OTHER SPECIALTY TRADE CONTRACTORS	\$235,520,843
237310	HIGHWAY, STREET, AND BRIDGE <b>CONSTRUCTION</b>	\$232,909,301
238210	ELECTRICAL CONTRACTORS AND OTHER WIRING INSTALLATION CONTRACTORS	\$148,544,591
237110	WATER AND SEWER LINE AND RELATED STRUCTURES <b>CONSTRUCTION</b>	\$148,276,915

# NAVFAC Small Business Program Office Webpage



- SB Programs
- SB Contacts
- SB Achievements
- Opportunities
  - MILCON Forecast List
  - NAVFAC Contracts with Large Businesses (for subcontracting opportunities)
- SB Directories
  - SDVOSB Directory for Contracting Officer/Prime Contractor Market Research process
- Contracting Guidelines
- Events Calendar



<https://smallbusiness.navfac.navy.mil>

**Check it Out!**

**Good Information for YOU**

- **Page Links**
  - **Community**
  - **SBS Tools**
  - **Homeroom**
  - **Regional**
  - **Data & Analysis**

- **Community**

- **SBPO Strategy and Plans**
- **Vision spot**
- **Welcome Aboard (new SBS')**
- **Training**
- **Community Management Plan**
- **Org Chart**
- **Who's who and what do they do**
- **People issues**

- **SBS Tools**

- **Marketing materials**
- **Templates**
- **Reports**
- **BMS Updates**

- **Homerroom**
  - **Policy/regulation updates**
  - **FEC information**
  - **Briefs & Presentations**
  - **Acronym list**
- **Regional**
  - **FEC Tabs**
  - **Events**
  - **Ideas**
  - **Share**
  - **Blog**

- **Data & Analysis**
  - **Reports**
  - **Regional information (here or above?)**
  - **Analysis projects (shared info)**
- **Blog**
- **Training Requirements**
- **Training Modules**

# QUESTIONS

