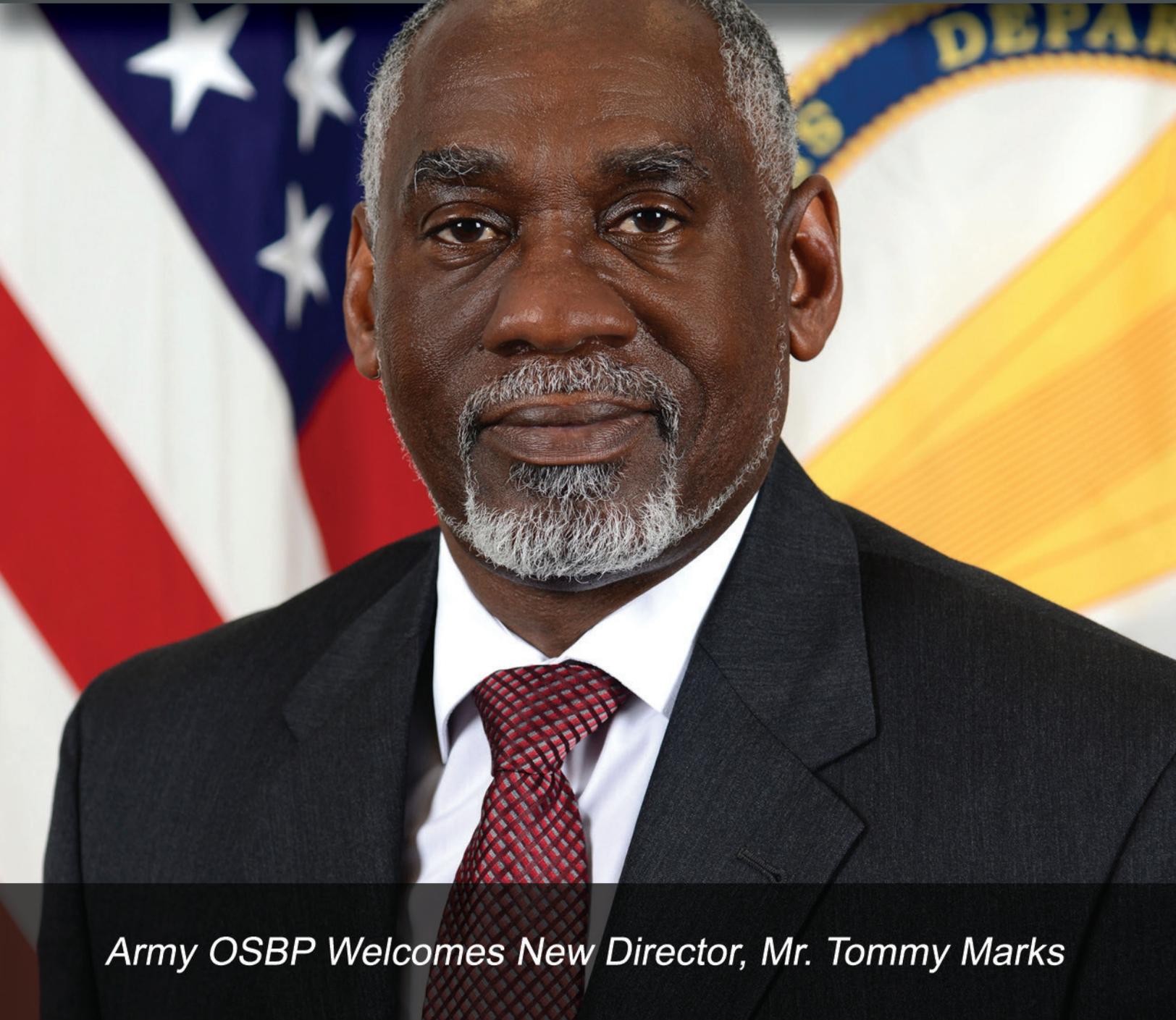




Army Small Business Connection

June
2015

Department of the Army Office of Small Business Programs



Army OSBP Welcomes New Director, Mr. Tommy Marks

Building the Future of the Army through Small Business Utilization

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Upcoming Events

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New Director Brings Acquisition, Management Expertise to Small Business Programs

On April 20, Mr. Tommy Marks, formerly the Executive Director for Acquisition Services, Office of the Deputy Assistant Secretary of the Army for Procurement became the new director, Army OSBP.

Mr. Marks brings extensive acquisition, management, and leadership experience to the position, gained during an almost 40-year Army career. The vast majority of his service has been focused on providing acquisition and logistics support, including a six year deployment to Kuwait supporting the Logistics Civil Augmentation Program (LOGCAP). Mr. Marks went on to serve as Executive Director of LOGCAP, an experience that he says will allow him to quickly learn how to better support Army senior leadership through small business utilization.

According to Mr. Marks, that improvement will initially come from concentrating on both outreach to small businesses and on increased internal advocacy for small business involvement in contracting.

Outreach efforts will initially focus on three areas: first, improving Army's market research to better enable contracting personnel to locate capable small businesses; second, implementing a centralized acquisition forecast system to provide small businesses with advance notice of opportunities; and third, leveraging the Army Mentor-Protégé Program to foster more relationships between small and large businesses that result in an increased number of capable small businesses.

"This office's job is to advocate for those small businesses that are capable of supporting the Army mission. With outreach, the goal is to grow the number of small

businesses that meet this criterion, and to enable the Army to find them more efficiently," Mr. Marks said.

On internal advocacy for small business utilization, Mr. Marks says he will work to ensure that Army small business advocates get involved and "have a seat at the table" at all stages of the contracting process.

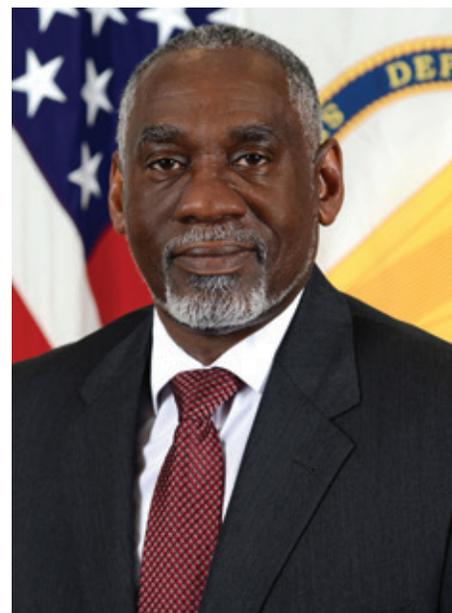
To this end, he has been meeting with small business personnel at the major Army buying commands to get a sense of what they do and how he can better support them.

This focus on supporting Army small business personnel is emblematic of Mr. Marks' leadership style.

"Leadership is all about building relationships and caring about your people. My first priority is to uplift Army small business advocates by providing them with professional development and other support they need so that they are better able to advocate for small business," Mr. Marks said.

He is also focused on advocating for small business as acquisition policies change under Better Buying Power, an initiative aimed at making Defense procurement more efficient. Although he maintains that small businesses that are capable of supporting the Army mission will be fine during this transition, he will do all he can to ensure that consideration for small business is included in strategic sourcing strategies.

In the coming weeks Mr. Marks will continue to meet with other Army acquisition leaders and small business stakeholders as he builds the relationships required to be what he calls "the conductor" of Army small business programs. It is a position he is honored to hold,



Mr. Tommy L. Marks, Director

he says, as it provides him with yet another opportunity to serve the Nation, this time as one of the Army's senior principals in charge of supporting acquisition.

"When I was commissioned as a Lieutenant, almost 40 years ago, all I knew was infantry. I had no knowledge of the civilian side of the Army. It has been an honor to have been able to serve in a uniform and then to use what I learned there to serve as a civilian," Mr. Marks said. ■

*Submitted by:
Mr. Anthony Braun
Support Contractor
Army OSBP*

BG John S. Kem, Army Corps of Engineers, Receives Secretary of the Army Award for Small Business Utilization

BG John S. Kem, Commanding General, Northwestern Division, U.S. Army Corps of Engineers, received the Secretary of the Army Award for Small Business Utilization during a ceremony at the Pentagon on May 27. This annual award is given in recognition of significant achievements in support of the Army Small Business Program during the most recent fiscal year.

During the ceremony, Mr. Gerald O’Keefe, Administrative Assistant to the Secretary of the Army, commended BG Kem for his exceptional leadership and sustained commitment to small business utilization. Specifically, he generated enthusiasm and motivated the five districts under his command to exceed their small business goals.

His division obligated over two billion dollars in FY 2014, with an impressive \$935.24 million, or 46.59 percent, awarded to small businesses. In addition to the small business category, his division exceeded its goals for small disadvantaged business, women-owned small business, HUBZone small business, and service-disabled veteran-owned small business. These accomplishments are especially impressive in light of economic downturn, sequestration, and large unrestricted obligations.

Congratulations to BG Kem on receiving this award! ■

Submitted by:
Ms. Cynthia Lee
Program Manager
Army HBCU/MI and 8(a)/SDB
Programs



BG John S. Kem, Commanding General, Northwestern Division, U.S. Army Corps of Engineers.



Mr. Gerald B. O’Keefe, Administrative Assistant to the Secretary of the Army, presents the Secretary of the Army Award for Small Business Utilization to Ms. Grace Fontana, Associate Director, Office of Small Business Programs, U.S. Army Corps of Engineers. Ms. Fontana accepted on behalf of BG Kem.

Women Construction Owners and Executives (WCOE) Host “Women Build America” Annual Leadership Conference

Each year, a bevy of powerful, smart, and innovative women meet for the Women Construction Owners and Executives (WCOE) annual leadership conference – aptly titled “Women Build America.” This year, the events occurred March 29-31. On Sunday, March 29, the board met and later the organization held a “high tea celebration” in the Crystal Room of the historical Willard Intercontinental Hotel, during which they installed their new board of directors.

On Monday, March 30, the conference began in earnest. The event began with the Breakfast Plenary Session, facilitated by Mr. Jonathan Williams, Partner, PilieroMazza and featured a panel of representatives from several federal agencies –Mr. John Hale III, Director of Office of Small Business, Department of Energy; Ms. Sharon Morrow, Army Women-Owned Small Business Program Manager; and Mr. Justin Tanner, Senior Advisor to the Associate Administrator, Office of Government Contracting & Business Development at the Small Business Administration (SBA).

Mr. Hale spoke about how the structure of the Department of Energy, explaining that there are twelve labs throughout the country that are contractor-operated. He mentioned several opportunities for small businesses within his organization.

Ms. Morrow spoke about what each of the Army Major Commands and Major Subordinate Commands buys; how to find the appropriate small business specialist on the Army OSBP website; and mentioned some examples of successful public-private partnerships in the Department of Defense and in the Army. She specifically mentioned power purchasing agreements, energy savings performance contracts, housing privatization and utilities privatization. The U.S. Army Corps of Engineers Huntsville Engineering

Center (HNC) awarded over \$7 billion in multiple award indefinite delivery contract in 2012-2013 in four technology portfolios – geothermal, wind, solar and biodiesel. The agreements provide for private financing for the construction of a power plant on or near an Army facility. The Army buys all the power generated from the power plant. Many agencies, not just the Army, are soliciting for energy savings performance contracts, agreements whereby the contractor and the government share in savings resulting from energy savings. She provided the website for the Residential Communities Initiatives so that businesses could seek subcontracting opportunities with the prime contractors under those public-private partnerships. Finally, she referred interested vendors to the DLA website to learn about utilities privatization opportunities.

Mr. Tanner identified different offices at SBA and their functions: The Office of Business Development, the Office of Government Contracting, the Office of Small and Disadvantaged Business Utilization (SADBU), Policy, and the front office. He discussed two proposed rules that SBA had published on the Federal Register for comment: The SBA’s mentor-protégé program that would include other socioeconomic firms in addition to 8(a) firms; and the changes to the limitation on contracting that would keep the limit for construction to 15 percent excluding the cost of supplies.

Ms. Jackie Robinson- Burnette, Associate Administrator, SBA, delivered the luncheon keynote presentation on utilizing the SBA. She mentioned that one out of five small businesses are owned or led by a woman and that the SBA helps provide access to capital and certifications for women-owned small businesses (WOSBs), economically disadvantaged women-owned small businesses, 8(a) and HUBZone firms. She highlighted

SBA’s efforts to re-examine some 8(a) applications. She provided the following tips:

- Consider a joint venture with an 8(a) WOSB if you don’t qualify as an 8(a) firm
- Get a seat at the table
- Know who to ask for help (e.g. small business advocates)
- Invite generals to your organization’s lunch meetings just so that they can listen to your concerns
- Use Service Corps of Retired Executives (SCORE) to get you lender-ready and to provide you small business advice

She finished up by identifying what organizations were not meeting their WOSB goals (Defense, Veterans Affairs, and Energy) and those who were (SBA, Office of Personnel Management, Social Security Administration).

Later that evening, the festivities moved to the National Press Club as WCOE conducted their gala awards dinner. Several mobius awards were presented to pioneering women. One of the awards was presented posthumously to Ms. Tracey Pinson, former director, Army OSBP. Ms. Sharon Morrow provided some remarks about Ms. Pinson’s background and her ability to recognize and cultivate talent. She then introduced Ms. Pinson’s husband, Mr. Daryl Dennis, who accepted the award on her behalf.

WCOE members spent Tuesday, March 31 on Capitol Hill having breakfast with and then meeting with their Congressional members and staff. ■

*Submitted by:
Ms. Sharon R. Morrow
Program Manager
Army Women-Owned Small Business
and Workforce Development Programs*

Army Small Business Associate Director and Vietnam Vet Shares Experience with High School Students



Bob Matthys, Associate Director, Office of Small Business Programs, Army Sustainment Command, shows Vietnam-era military equipment to a ninth-grade American history class at Pleasant Valley High School in Bettendorf, Iowa, April 22. (Photo by Justin Graff, ASC Public Affairs)

Students at Pleasant Valley High School (PVHS) in Bettendorf, IA received a presentation about the Vietnam War from someone with firsthand experience, offering information and a perspective you won't find in the average history book.

Mr. Bob Matthys, Associate Director, Office of Small Business Programs, Army Sustainment Command, visited PVHS, April 22, to talk about his experience as a Marine in Vietnam.

Mr. Matthys enlisted in the Marine Corps in 1967 and served through 1970. He was sent to Vietnam in January 1968, and fought as a rifleman, company radio operator, squad leader, and platoon sergeant until his return home in February of 1969. He was stationed near Kason during that time, and received two combat promotions.

"I try to show them the Soldier experience from the everyday living aspect of the combat zone," he said. "I

don't want to go into the gore. I want them to think about the normal things in their lives that they may take for granted."

Mr. Matthys spoke to Rusty VanWetzinga's ninth-grade history class. Mr. VanWetzinga is a social studies teacher and athletics coach.

"Anytime you can bring in a personal voice who has been through it, it's a huge advantage for students," said Mr. VanWetzinga. "It can be powerful for

students, and I hope they get a better understanding of what servicemen experienced in that era.

“These were men who served their country, and did what they were asked to do. I want to make sure young people today understand that, and remember Vietnam vets’ contribution to our nation and our history.”

Mr. Matthys did not focus on gory battle stories, but rather talked about things like the climate and terrain, the importance of the Ho Chi Minh Trail, the health issues Soldiers and Marines faced, and how he related to the people of Vietnam.

“When you saw the regular people there, working in the fields and simply living in their villages, you could see just how similar we all are,” he said. “These people had the same aspirations and personal challenges we all had at home.”

The students were visibly shocked by some of the stories Mr. Matthys told that didn’t involve active combat.

I had no idea about how much they had to go through from the environmental side of things,” said Savannah Conway, a ninth-grade student at PVHS. “It’s interesting to get a perspective on how much they risked, beyond the combat part of it, so we can live our lives the way we do.”

Mr. Matthys brought a selection of weapons, ammunition, and equipment Marines used during the Vietnam War to show to the students. They were able to pass some of the items around to get an idea of how much weight American servicemen carried around the rugged terrain of Vietnam. He also showed personal pictures of himself and his platoon members to give the students a better perspective of how every Marine, no matter how big or small, had the same amount of gear to carry.

Carter Sergeant, a ninth-grade student who also plays football, said the human aspects of the presentation stood out to him.

“I was really taken by the different sizes of people in the military,” he said. “All

that gear is heavy, and the smallest guy still had the strength to carry it. It was also interesting to learn about the different paths people took to join the military, from being drafted to enlisting on their own, to being arrested and given the choice between jail and the military.”

The majority of the class seemed genuinely interested and attentive during Mr. Matthys’ presentation, which he said results in “genuine, heartfelt gratification.”

“At the end of the day I hope they take away the importance of respecting people in the military and befriending the military brats,” he said. “It’s tough to move around and go to a new school every other year. They deserve to be welcomed into any community.” ■

*Submitted by:
Mr. Justin Graff
ASC Public Affairs*

Army OSBP Welcomes Mentor Protégé Program Support Contractor

Ms. Deandria Cumberbatch assumed her new role as Program Manager, Support Contractor, Army Mentor Protégé Program, in May 2015. Prior to joining Army OSBP, she provided over ten years of contract management services to the National Aeronautics and Space Administration’s Graduate Student Research Program and the Educator Astronaut Program. In this capacity, she managed the agreement lifecycle process, which included compliance checking for more than one thousand annual agreements. From 1999-2001, Ms. Cumberbatch supported the Department of Defense Office of Small Business Programs by providing various contract support services.

Ms. Cumberbatch received her Bachelor of Arts Degree from Brooklyn College. She has expertise in policy

and procedure mandates, program management, and contract compliance.

“I’m excited about returning to the DoD to support the Army Mentor Protégé Program where I’m joining a team that continuously provides outstanding service. I look forward to sustaining the level of excellence and success our mentors and protégés are accustomed to receiving,” Ms. Cumberbatch said.

The Army Mentor Protégé Program is a dynamic program enhancing the technical capabilities of small businesses. This program positively impacts small businesses by incentivizing prime contractors, historically black colleges and universities / minority institutions, and procurement technical assistance centers to transform small businesses from a state of modest attainment to



successful contributors to the defense of our nation. ■

*Submitted by:
Army OSBP*

Army Provides Guidance to Small IT Businesses



Ms. Sharon Morrow, Program Manager, Army Women-Owned Small Business Program, advises small business representatives at the American Council for Technology - Industry Advisory Council Small Business Conference, April 22, in Washington, D.C.

Ms. Sharon Morrow, Program Manager, Army Women-Owned Small Business Program, participated in the 2015 American Council for Technology - Industry Advisory Council (ACT-IAC) Small Business Conference, April 22, in Washington, D.C.

The conference focused on the ability of small businesses to solve current government IT challenges.

“Army OSBP was proud to take a part in this noteworthy conference and lend its expertise to small businesses with a vested interest in answering the constant challenge of IT evolution,” Ms. Morrow said.

During a networking roundtable, Ms. Morrow answered questions from small business representatives and provided information on doing business with the Army. One of the main points she stressed is that Army OSBP does not make purchasing decisions; rather, it provides oversight and advocacy for small business utilization.

Army OSBP can help small businesses navigate the Army contracting process but, according to Ms. Morrow, companies new to Army contracting should first find out where in the Army their products and services are being purchased and then prepare a marketing plan and capability statement.

“Small businesses need to develop a comprehensive understanding of each buying command within the Army and the specific products and services each looks to purchase,” Ms. Morrow said.

Small businesses can gain an understanding of how Army contracting works by reaching out to one of the roughly 250 small business specialists (SBSs) located throughout the country (editor’s note: you can find an SBS near you by using the Army Small Business Directory located at www.sellingtoarmy.com/directory). Because they work closely with contracting personnel, SBSs are well-positioned to advise small businesses on specific upcoming opportunities.

Because SBSs received many requests for assistance, Ms. Morrow offers three tips for getting the most out meeting with them:

1. Develop a complete understanding of the goods and services their agency purchases
2. Have specific requirements in mind
3. Develop catchy subject lines in emails to help set yourself apart from the rest

It is also useful to have favorable past performance reviews.

One final point Ms. Morrow offered was that small business owners should not be afraid to delegate business development to others. Hiring someone dedicated to market research and proposal writing is often a more effective use of resources than the owner trying to handle these responsibilities alone. ■

*Submitted by:
Mr. Michael Patykula
Support Contractor
Army OSBP*

Army Small Business Personnel Counsel Hundreds at Government Procurement Conference



Mr. Tommy Marks, Director, Army OSBP (second from left), and Mr. James Lloyd, Acting Deputy Director, Army OSBP (second from right), meet with representatives from the Government Services Administration at the Army OSBP booth during the Government Procurement Conference, April 15 in Washington, D.C.

Army small business personnel met with and advised small business owners and representatives at the 25th annual Government Procurement Conference at the Walter Washington Convention Center in Washington, D.C. on April 15.

The Army booth is perennially one of the most popular in the conference expo. This year, according to Ms. Portia Deans, Procurement Analyst, Army OSBP, an estimated 500 small business representatives stopped by to network and receive advice from Army small business advocates representing the U.S. Army Corps of Engineers (USACE), Intelligence and Security Command, National Guard Bureau, Communications-Electronics Command (CECOM), and Headquarters Department of the Army.

“We seemed to be the busiest booth there. People seemed to want to talk to us about business opportunities from the moment the event began to the moment it was over. Our objective was to connect the businessperson with the appropriate Army small business

advocate at the Army installation where there would be the maximum opportunity for their business. I think we were successful in achieving that objective,” said Ms. Sharon Morrow, Program Manager, Army Women-Owned Small Business Program.

Army small business personnel from USACE, CECOM, INSCOM, and

Army Medical Research Acquisition Activity also participated in one-on-one matchmaking sessions with small businesses. ■

*Submitted by:
Mr. Anthony Braun
Support Contractor
Army OSBP*



Ms. Sharon Morrow, Program Manager, Army Women-Owned Small Business Program, advises small business representatives at the Army OSBP booth during the Government Procurement Conference.

Army OSBP Leads DoD Panel at the Montgomery County Chamber of Commerce GovConNet Procurement Conference



Ms. Pamela Monroe, Program Manager, Army Mentor-Protégé and Subcontracting programs, leads the U.S. Department of Defense panel discussion at the Montgomery County Chamber of Commerce GovConNet Procurement Conference on May 15. Pictured from left to right are: Ms. Sandra Broadnax, Director, Office of Small Business Programs, National Geospatial-Intelligence Agency; Ms. Patricia Obey, Acting Director, Office of Small Business Programs, Department of the Navy; and Mr. Kenyata Wesley, Acting Director, Office of Small Business Programs, Department of Defense. Photo Credit: Mr. Jordan Silverman.

Ms. Pamela Monroe, Program Manager, Army Subcontracting and Mentor Protégé Programs, served as chair on the Department of Defense (DoD) Landscape panel at the twelfth annual Montgomery County Chamber of Commerce GovConNet Procurement Conference held on May 15 in Rockville, MD.

Over 30 conference participants attended the panel. Other panel speakers were:

- Mr. Kenyata Wesley, Acting Director, Office of Small Business Programs, DoD
- Ms. Sandra Broadnax, Director,

Office of Small Business Programs, National Geospatial-Intelligence Agency

- Ms. Patricia Obey, Acting Director, Office of Small Business Programs, U.S. Department of the Navy

The panelists discussed upcoming business programs, processes and policies at each of their agencies, including the implementation of new acquisition strategies.

Mr. Wesley reminded small business representatives that “DoD policies and procedures are put out to ensure the playing field is even for small business as well as to ensure the rules are enforced.”

Army OSBP Director Mr. Tommy Marks, who was in the audience, commented that “an effective acquisition strategy must contain market research detailing how small businesses can perform the work.”

For more details on the conference, including presentations and photos, please visit <http://mcccmdgovconnet.com/>. ■

*Submitted by:
Mr. Michael Patykula
Support Contractor
Army OSBP*

Army Mentor-Protégé Program Manager Provides Insights to Veteran-Owned Small Businesses



Ms. Pamela Monroe, Program Manager, Army Mentor-Protégé and Subcontracting programs, speaks to graduates from the MCCC National Center for the Veteran Institute Procurement certification course held on March 11.

On March 11, Ms. Pamela Monroe, Program Manager, Army Mentor-Protégé and Subcontracting programs, spoke to veteran-owned small businesses (VOSBs) who had recently graduated from the Montgomery County Chamber of Commerce (MCCC) National Center for the Veteran Institute Procurement (VIP) certification course.

Ms. Monroe provided details on the Army Mentor-Protégé program including program expectations and how to participate. She explained that the Mentor-Protégé relationship is similar to a courtship, which needs to progress to a “marriage” in order to receive the most effective and beneficial results. Ms. Monroe also discussed preparing a competitive proposal and how to do effective market research.

By providing a federal government insider’s perspective on how to effectively market to the government, Ms. Monroe’s presentation complemented the instruction that the VOSBs had received during the VIP training.

For further information on the VIP course, please visit: www.montgomerycountychamber.com/foundation/veteran-institute-procurement. ■

*Submitted by:
Ms. Monica Early
Support Contractor
Army OSBP*

Small Business is Big Business at Army Materiel Command



GEN Dennis L. Via, Commander, Army Materiel Command, speaks during the Army Small Business Seminar at the 2014 AUSA Annual Meeting, October 14, 2014.

Despite downsizing and a reduced level of combat in Southwest Asia, part of the Army Materiel Command's (AMC) job is to ensure the Army and its Warfighters have the equipment and services needed to be prepared to respond at a moment's notice to any new conflict, whatever the size, nature, or location.

As a result, Ms. Nancy D. Small, Director, AMC Office of Small Business Programs, sees the current environment as an opportunity to "reset and continue to advance over any potential enemies" with a large part of opportunities being awarded to small businesses.

"Last year, for the first time ever, AMC met all of our small business goals. As a result for the first time, the Army also met all [its] goals, as did DOD [Department of Defense], for the first time ever," she said. "There is a lot involved in doing that. The key is commitment on behalf of the Army to ensure we award a fair portion of our contract dollars with small business, then by AMC to do effective engagement and communication with industry at the commanders' level to help encourage their senior executives to meet those goals."

GEN Dennis L. Via, AMC Commanding General, has been

one of those leaders encouraging partnerships with small business.

"Small business is big business at AMC. Even in declining resources, business opportunities will still exist, especially in the small business community," GEN Via told a small business forum at Redstone Arsenal, Alabama, in 2014. "We could not accomplish our mission without what you do in small business."

AMC uses the North American Industrial Service Code definition for what constitutes a small business, in dollars or people. Services contracts usually go by dollars- up to \$37.5 million for a small business;

manufacturing typically is classified by the number of employees, with small business having 1,000 or fewer.

“Through the Small Business Act and Congress, we are responsible for reporting both prime and subcontracting goals, although they are totally separate. The prime goals are direct contracts with small business; the subcontract reports are what a large business does with small business through what we call ‘Small Business Participation,’” explained Ms. Small. “We assign the primes goals to meet in supporting small business. Throughout DOD, we probably did well over \$50 billion in small business subcontracts in FY 14.”

AMC is in charge of nearly 70 percent of the Army’s annual acquisition dollars, with 50 percent of the U.S. contract dollars awarded to small businesses. AMC did \$8.4 billion in small business in 2013 – about half of the Army’s total small business contract awards.

Notwithstanding the significant decline in AMC’s contract dollars in FY 14, the dollars awarded to small business actually increased from \$8 billion in FY 13 to \$9 billion in FY 14. AMC awarded 22.7 percent in FY 14 to small businesses, which represents the largest percentage in AMC’s history.

“That level of contracting dollars going to small business really goes to show the large businesses don’t get the credit they deserve in working with small business and supporting our nation’s economy,” said Small. “It also helps AMC’s goal of ensuring the continued health and viability of small business contractors and subcontractors in high-tech, aerospace, and defense niches.”

Small expressed that this effort has been a big concern of the command.

“Our industrial base is decreasing, despite its importance, especially when we are at war. Our logistics organization tracks the industrial base

and economy overall to see where we have shortfalls and might engage to do better. Our office then acts in accordance with those other efforts, by facilitating and setting goals and standards,” she added.

“Small business is big business at AMC. Even in declining resources, business opportunities will still exist, especially in the small business community,” GEN Via told a small business forum at Redstone Arsenal, Alabama, in 2014. “We could not accomplish our mission without what you do in small business.”

In an address to the Association of the United States Army (AUSA) on Jan. 16, 2015, AMC’s deputy commander, Lt. Gen. Patricia McQuiston, said the changing environment in which AMC contracts are being funded and awarded means a close partnership and collaboration with industry to combine cost savings with a continued focus on providing Warfighters with the equipment and services they need to successfully conduct missions and operations.

“We have fewer dollars available, but there are still a lot of numbers going into these business opportunities. We must continue together to find opportunities to do better with these constrained resources,” McQuiston said. “We need to think about how we do things differently than we have done over the past 15 years to make sure we aren’t just maintaining the edge, but that we maintain our superiority and capabilities. We are an Army in motion. It takes a huge community to make those operations occur around the world every day in support of our nation and our allies.”

Both Small and McQuiston reflect Via’s primary mission focus – to develop and deliver readiness solutions to support unified land operations and contingency operations anytime and anywhere in the world.

“Accordingly, we must maintain readiness for the force to meet future contingencies. No one can predict the future, but the past shows us that there will be future contingencies. Our forces must be ready, trained and equipped to meet those contingencies when the nation calls,” Via said.

Small added that AMC remains committed to ensuring the warfighting formations are prepared when the call comes. The nation expects and deserves nothing less and small business will continue to play a critical role in enabling AMC to develop and deliver these readiness solutions required by the nation’s forces.

AMC’s Small Business Program finished strong in fiscal year 2014.

“We continue to set the example for federal government, awarding more contract dollars to small firms than any other federal agency or military service,” Small said.

Contract dollars to small firms directly impact job creation and fuel the rebalancing of the nation’s economy.

“As a result, the Army Small Business Program success is attributable to the commitment and leadership of the commanders,” Small said. “The Army commanders understand the value of the innovation that agile small businesses bring to our Warfighter and the important role that small businesses play in our national security.” ■

*Submitted by:
J.R. Wilson*

Fort Bragg Units Partner for Industry Day



Representatives from Mission Installation and Contracting Command-Fort Bragg, NC, Ms. Umetria Thomas, MICC small business specialist, COL Carol Tschida, 419th Contracting Command commander, David King, 419th Contracting Command deputy commander, Ms. Gloria Carr, MICC-Fort Bragg director, and Ms. Deborah Word, small business specialist, attended the industry day March 11 in Fayetteville, NC.

The Mission and Installation Contracting Command-Fort Bragg contracting office and the U.S. Army Security Assistance Training Management Organization here hosted their first partnered industry day March 11 in Fayetteville, NC.

The event provided a forum for businesses to hear presentations from government officials about USASATMO's strategic international objectives, anticipated proposal requirements about the framework for the indefinite delivery, indefinite quantity contract, and offered participants the opportunity to ask them questions.

The event attracted more than 150 industry partners, representing 80 businesses interested in participating in the new aviation services and training/education indefinite delivery, indefinite quantity, or IDIQ, contract and multiple award task order contracts both currently in development at the MICC-Fort Bragg contracting office.

An IDIQ provides for an indefinite quantity of services for a fixed time. They are used when a government agency cannot determine, above a specified minimum, the precise quantities of supplies or services that it will require during the contract period. IDIQs help streamline the contract process and speed service delivery. A multiple award task order contract, or MATOC, is awarded following a single solicitation to two or more prime contractors to provide the government similar services or products. Those prime contractors then compete for future requirements, or tasks orders, the government places against the MATOC throughout the contract period. Like an IDIQ, this approach results in an expedited acquisition process.

USASATMO is responsible for building the military and security forces of key allies and its local partners. Its mission includes assisting and training armies in doctrine,

tactics and equipment. USASATMO trains on a variety of skills to a desired level of competence at the host nation's location of choice.

"It's a small organization that punches well above its weight," said Col. Gerald Boston, commander of the USASATMO.

Casie Savage, lead contracting officer for procurement of the USASATMO IDIQ, said the event refines the contracting processes already in place.

"Events like industry day give us, the acquisition side of the process, a chance to deliver the overall customer requirement as it stands now and where it's headed in the future," Savage said. "Being able to respond to the questions of industry allows us to identify solutions to the challenges they may be facing -- the information received at this event will allow MICC-Fort Bragg to better develop our solicitation for services."

Headquartered at Joint Base San Antonio-Fort Sam Houston, Texas, the MICC is responsible for providing contracting support for the warfighter at Army commands, installations and activities located throughout the continental United States and Puerto Rico. In fiscal 2014, the command executed more than 37,000 contract actions worth more than \$5.6 billion across the Army. The command also managed more than 633,000 Government Purchase Card Program transactions in fiscal 2014 valued at an additional \$783 million. ■

*Submitted by:
Sgt. 1st Class Casey Gordon
Mission and Installation Contracting Command
Fort Bragg Contracting Office
Reprinted from www.army.mil*

Fort Lee Contracting Office Provides Acquisition Forecast



Ms. Peyton Rowley speaks at an acquisition forecast outreach event March 17 at the Fort Lee Playhouse. Ms. Rowley is a contracting officer with Mission and Installation Contracting Command contracting officials at Fort Lee, VA

The Mission and Installation Contracting Command contracting office staff at Fort Lee, VA, conducted its second acquisition forecast event March 17 at the Fort Lee Playhouse.

MICC-Fort Lee's contracting officers discussed a variety of topics that were presented to more than 85 registered attendees representing small-business and large concerns throughout the area and as far away as New York.

"The outreach event provided the contracting office an opportunity to re-establish a foundation with its small business program by developing new relationships and providing training material to further assist small businesses with the knowledge and opportunities to become more effective as they continue to learn how to do business with the Army," said Maj. Jessica Sexton, the acting director for MICC-Fort Lee. "One of the great takeaways of the event was that each business was afforded the opportunity to share a little bit about who they are and what they do. They were able to also network with each other, cultivating future opportunities for themselves."

Planning and coordination for this event started in late 2014, with the MICC-Fort Lee leaders spearheading the preparation. The event began with a brief introduction and welcome from MICC-Fort Lee leadership and was followed

by presentations from contracting officers Ms. Patsy Simmons, Mr. Randy Saunders and Ms. Peyton Rowley, and contracting specialist Mr. Donald Randles.

Large and small businesses were able to connect with each other as well as connect with MICC-Fort Lee contracting officers and specialists.

Attendees provided feedback that requested the contracting office conduct more acquisition forecast open houses and provide more consistent updates on upcoming requirements. Attendees praised MICC-Fort Lee officials for hosting the event and allowing them a sufficient amount of time to network.

The next acquisition forecast outreach event for Fort Lee is June 17. ■

*Submitted by:
Ms. Shannon Western
Mission and Installation Contracting Command
Fort Lee contracting office
Reprinted from www.army.mil*

Small Business Contract Awards to Ramp Up

The third and fourth quarters of the government fiscal year stand to be a boon for American small businesses as officials from the Mission and Installation Contracting Command anticipate awarding approximately \$1.7 billion in acquisitions.

During the second quarter of the fiscal year that ended March 31, almost \$475 million in contracts were awarded to small businesses throughout the nation by contracting officers with the MICC. To date, small businesses have been awarded more than \$665.7 million in contracts by the command this fiscal year.

Mark Massie, the associate director for the MICC Office of Small Business Programs at Joint Base San Antonio-Fort Sam Houston, Texas, said nearly two-thirds of MICC spend still remains for this fiscal year.

“A strong second half effort to concentrate on small business awards is essential by the entire MICC team in order to meet our small business goals,” Massie said. “Small business specialists working hand-in-hand with acquisition teams at installations will ensure small businesses have maximum opportunities to find, compete for and win Army awards.”

During the second half of fiscal 2014, the MICC awarded \$1.8 billion in contracts to small businesses, totaling 75 percent of its small business awards that year.

The MICC Small Business Programs consists of personnel around the country who provide aid, advice and counsel to small businesses as well as conduct outreach events to inform industry representatives of installation acquisition

forecasts. In addition to providing advice to individual small businesses, the program also advocates within the command's 32 contracting offices to ensure small businesses have the maximum opportunity to compete for Army contracts awarded by those activities.

Dollars awarded to small-business contractors help support the achievement of annual government-wide goals required by the Small Business Act. Small-business directors at JBSA-Fort Sam Houston monitor each small business category throughout the fiscal year to ensure contracts are awarded in each of the following small business categories:

- Small disadvantaged business
- Service-disabled veteran-owned small business
- Woman-owned small business
- Historically underutilized business zone small business

Headquartered at JBSA-Fort Sam Houston, the MICC is responsible for providing contracting support for the warfighter at Army commands, installations and activities located throughout the continental United States and Puerto Rico. In fiscal 2014, the command executed more than 37,000 contract actions worth more than \$5.6 billion across the Army, including almost \$2.4 billion to American small businesses. The command also managed more than 633,000 Government Purchase Card Program transactions in fiscal 2014 valued at an additional \$783 million. ■

Submitted by:

Mr. Daniel P. Elkins

*Mission and Installation Contracting Command
Public Affairs Office.*

Reprinted from www.army.mil

Army Participates in Northern Virginia B2G Matchmaking

Ms. Sharon Morrow, Program Manager, Army Women-Owned Small Business Program and Mr. James Lloyd, Acting Deputy Director, Army OSBP, participated in the Northern Virginia B2G Matchmaking conference on May 14 in Reston, VA. Both Army OSBP representatives took the time to meet with multiple businesses and coached them on how to do business with the Army. Over 200 business representatives took part in this opportunity to meet with representatives from key federal agencies who work with small businesses. ■

Submitted by:

Mr. Michael Patykula

Support Contractor

Army OSBP



Ms. Sharon Morrow and Mr. James Lloyd, Army OSBP, speak to a small business owner during the B2G Matchmaking Conference on May 14.

Businesses Turn Out for Industry Outreach Event



GEN Dennis L. Via, Commanding General, Army Materiel Command, addresses business professionals at the second annual Team Redstone Industry Outreach event March 30 in Huntsville, AL.

Entrepreneurs and seasoned business professionals turned out in Huntsville, AL March 30 to hear government experts navigate the ins and outs of doing business with the Army and Department of Defense.

Acting Director of DOD's Office of Small Business Programs Kenyata Wesley talked about the government's need to engage the business community.

"We've got one target: to take care of those men and women in uniform every day," he said. "Your products and services do that. That's why you're here."

More than 600 business representatives attended the second annual Team Redstone Industry Outreach event. The daylong workshop was geared toward small businesses and clarifying the process of doing business with the government.

"We're open for business," Army Materiel Command's top leader GEN Dennis L. Via said. "It's all about relationships and understanding. This is one way to get that feedback."

The event provided an opportunity for government leaders to educate industry professionals on the process of doing business with the government. One newcomer said he just wanted to know where to start.

Wesley recommended beginning with the nearest Procurement Technical Assistance Center. "They are your friend," he said. "Their sole purpose is helping brand new companies navigate the Department of Defense."

The centers cover everything from how to write proposals, where to look for work and how to price, Wesley said. They also offer technical classes, 90 percent of which are free, he noted.

With budgets dwindling, Via said it was still imperative that small

businesses get a proportionate share of the budget. "We need more dialogue, not less in times of uncertainty," Via said.

But at the end of the day Via reminded the audience, "It's all about the Soldier," he said. "We never lose focus on that."

Bill Davis, a business development representative for AI Signal Research, Inc., said he appreciated the opportunity to hear from commanders and leaders and to get a chance to speak one-on-one with other business representatives.

"This is where it's happening," Davis said. "We've got to have this interaction between all the team members. We're all here to support the warfighters -- and in NASA's case, the astronauts." ■

*Submitted by:
SSG Lisa Simunaci
Public Affairs Specialist
Army Materiel Command*

USACE Small Business Specialists Attend Small Business Forum

On March 11, Ms. Jacque Gee, Small Business Specialist, Louisville District and Mr. Roy Rossignol, Small Business Specialist, Nashville District, participated in the Nashville District's Fourth Annual Small Business Forum.

The Nashville District Commander, LTC John Hudson, provided opening remarks which were followed by several technical breakout sessions and networking opportunities. Ms. Gee and Mr. Rossignol manned the USACE booth and met with both large and small business contractors to discuss their capabilities and potential contract opportunities with both Districts. Approximately 225 participants attended the event. ■



Mr. Roy Rossignol, Nashville District Small Business Specialist and Ms. Jacque Gee, Louisville District Small Business Specialist.

*Submitted by:
Ms. Jacque Gee
Small Business Specialist
U.S. Army Corps of Engineers,
Louisville District*

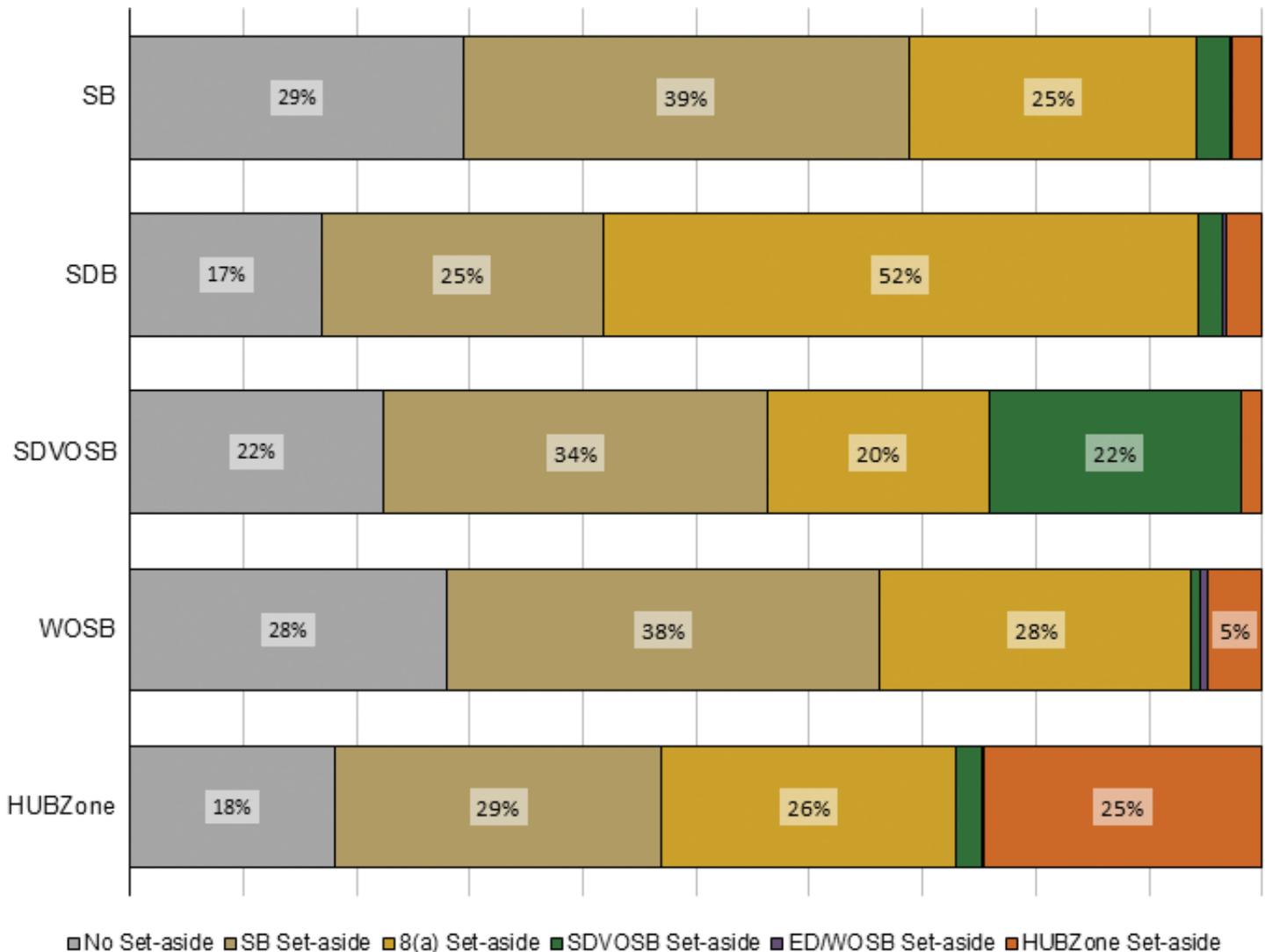
Former Acting Director, Army Small Business Programs, Visits Army Materiel Command

Mr. Gerald B. O'Keefe, Administrative Assistant to the Secretary of the Army (Left), visited Army Materiel Command (AMC) and Team Redstone on March 4. During his visit he met with several leaders and staff including Ms. Nancy Small, Director, AMC OSBP (Right). Mr. O'Keefe was acting Director, Army Office of Small Business Programs at the time of his visit. ■



*Submitted by:
SSG Lisa Simunaci
Public Affairs Specialist
Army Materiel Command*

FY14 Army Set-aside Utilization by Socioeconomic Category



How prevalent is the use of set-asides in Army small business contracting? How do the socioeconomic programs compare in their reliance on contracts set aside for them? The chart above, which is based on FY14 data, seeks to answer these questions by showing the types of set-asides responsible for dollars awarded in each socioeconomic category. Army awarded 71 percent of all small business dollars through set-aside contracts. The most important set-aside used was the small business set-aside, which was responsible for 39 percent of all small business dollars.

When comparing the socioeconomic programs, the Small Disadvantaged Business (SDB) Program utilized its corresponding set-aside the most, with over half of all SDB dollars coming through contracts using the 8(a) set-aside. The program least reliant on its set-aside is the Women-Owned Small Business Program (WOSB) with less than one percent of WOSB dollars coming through contracts

using a WOSB set-aside. This is potentially due to the North American Industry Classification System (NAICS) code restrictions on WOSB set-asides.

One simple, yet important fact we have to recognize in order to understand this chart is that a single business can fall into multiple socioeconomic categories. A service-disabled female veteran could potentially bid under each type of set-aside assuming she obtained 8(a) certification and is located in a HUBZone.

If you have any questions about this chart or the methodology used, please don't hesitate to contact burt.j.stanko.ctr@mail.mil.

Submitted by:
 Mr. Burt Stanko
 Support Contractor
 Army OSBP

11 Steps to Doing Business with the Army

The Army awards billions of contracting dollars annually in order to support its mission. Historically, more than 20 percent of this total goes to small businesses. A strong small business industrial base is essential to supporting the Warfighter and accomplishing the Army mission. This guide to doing business with the Army is an effort to increase the number of small businesses capable of supporting the Army mission, thereby strengthening this industrial base.

Step 1: Determine what you want to sell and your business size

It is very important that you first determine the exact product or service you wish to sell to the Army. There are different marketing strategies and customers within the Department for each product or service.

Once you have chosen your product/service, find the North American Industry Classification System (NAICS) code under which it falls. Then use the Small Business Administration (SBA) size standard table to determine your business size in that NAICS code. It's not uncommon for companies to qualify as small for one type of product they sell, but as large for another.

Step 2: Register in the System for Award Management (SAM)

You must be registered in the SAM in order to be awarded a contract by any federal agency. You will need a Data Universal Number System (DUNS) number, which you can obtain from Dun and Bradstreet by calling 1-800-333-0505 or by visiting their website at <http://www.dnb.com/get-a-duns-number.html>.

Whenever there is a change in your business status, it is necessary to update your company's profile in SAM (e.g. if your company attains 8(a) status).

Contracting officers, contract specialists, small business specialists and others utilize SAM as a tool to identify small business concerns for potential prime contracts and subcontracts.

Step 3: Identify which Army organizations buy your product or service

- Review our "What the Army Buys" page, which provides a brief description

of what each major buying command purchases, as well as a phone number for their small business office and a link to a list of their small business specialists who are there to answer your questions about doing business with their command.

- Use the Federal Procurement Data System (FPDS) to find past contracts relevant to you. This system contains records of all federal contracts since the 1970s. Begin by using the ezSearch tool to find recently awarded contracts in your NAICS code. As you progress, you may find it useful to create an account and put together your own ad hoc reports to hone in on past contracts that are set to expire soon. To request assistance in using FPDS, call us at 703-697-2868.
- Sell local. Use our Army Small Business Directory to locate small business specialists at Army locations near you. Call them or schedule a meeting to introduce yourself and ask for information on upcoming contracting opportunities.

Step 4: Identify current Army procurement opportunities

All federal business opportunities are posted on the Federal Business Opportunities website. This is a single point of entry for federal government and should be monitored daily.

Step 5: Become familiar with contracting regulations and procedures

There are regulations applicable to contracts that are awarded by the Department of the Army and the Federal Government that you need to be familiar with. Beware that they do change from time to time. Regulations applicable to the Army are:

- Federal Acquisitions Regulations
- The Defense Federal Acquisition Regulations Supplement
- The Army Federal Acquisition Regulations Supplement

Step 6: Utilize the Army Small Business Programs

The Army runs several socioeconomic programs that provide assistance to small businesses of various types. These are:

- Army Service-Disabled / Veteran-

- Owned Small Business Program
- Army HUBZone Small Business Program
- Army Small Disadvantaged / 8(a) Business Program
- Army Woman-Owned Small Business Program
- Army Small Business Innovation Research Program
- Army Small Business Technology Transfer Program
- Army Historical Black Colleges and Universities / Minority Institutions Program
- Army Mentor-Protégé Program

Step 7: Be prepared to sell

Be well versed on your company's capabilities and ready to discuss in detail the product or service you provide. Always be ready to give an "elevator speech." Know how your products/services support the Army mission. Fill out our Army Small Business Capability Briefing Template and bring this with you when you meet with an Army buyer, small business specialist, or contracting officer. Have an expanded version for those occasions which require a more in-depth understanding of your company.

Step 8: Be familiar with simplified acquisition procedures

Smaller acquisitions (typically below \$150,000) are done via simplified acquisition procedures (SAP) and are set aside for small businesses (with some exceptions). Solicitations for these types of acquisitions are simpler, using a request for quote (RFQ) either over the telephone, by e-mail, or by some other electronic business system such as FedBid, Army Single Face to Industry (ASFI), or an RFQ via a combined synopsis/solicitation on FedBizOpps. The resulting contract from a SAP is a purchase order. The government can usually provide payment more quickly by using a Government Purchase Card (GPC) for acquisitions below \$3,000. If you can accept a government purchase card, let your Army customer know. If you cannot, you may want to investigate this option. Some activities may provide you with a list of the purchase card holders to whom you can directly market your products or services.

Step 9: Seek additional assistance in the Defense marketplace

There are numerous agencies that can assist small business firms seeking to do business with the Army and other federal agencies, including:

- The Small Business Administration (SBA), which provides a wide array of services to small businesses including counseling, certifications, financial assistance, small business management assistance and free or low cost training.
- Procurement Technical Assistance Centers (PTAC), which serve as a resource for businesses that are both pursuing and performing under government contracts. They are located in most states and are partially funded by the Department of Defense. Services provided by PTACS include counseling, registration assistance for systems such as SAM, identification of contract opportunities, help in understanding requirements, and training at minimal or no cost
- Small Business Development Centers (SBDC), which provide aspiring and current small business owners a variety of free business consulting and low-cost training services including: business plan development, manufacturing assistance, financial packaging and lending assistance, exporting and importing support, disaster recovery assistance, procurement and contracting aid, market research help, 8(a) program support,

and healthcare guidance.

- Service Corps of Retired Executives (SCORE), a nonprofit association dedicated to helping small businesses gets off the ground, to grow and to achieve their goals through education and mentorship. They are supported by the SBA and thousands of volunteers and are consequently able to deliver their services at no charge or at very low cost.

Step 10: Pursue subcontracting opportunities

Regardless of what you sell, it is important that you do not neglect the Army's very large secondary market: Subcontracting.

Details on the Defense Subcontracting Program can be found here:

[http://www.acq.osd.mil/osbp/docs/DOD SUBCONTRACTING PROGRAM The Basics August 2014.pdf](http://www.acq.osd.mil/osbp/docs/DOD_SUBCONTRACTING_PROGRAM_The_Basics_August_2014.pdf)

Large Defense contracts are typically required to have subcontracting plans. Large prime contractors negotiate goals with the contracting activities for subcontracting to small business concerns.

To find subcontracting opportunities:

- Visit the websites of large Defense prime contractors. Locate their Small Business

Liaison or Supplier Diversity Office and make contact with them.

- List your firm as an interested party on sources sought notices, requests for information (RFI), and pre-solicitation notices posted on Federal Business Opportunities.
- Search the SBA's Subcontracting Network, SUB-Net, a database where prime contractors post "solicitations" or "notice of sources sought" for small businesses.

Step 11: Investigate Federal Supply Schedules (FSS) on www.gsa.gov

As the Army downsizes its acquisition workforce, more and more acquisitions are being done through General Services Administration (GSA) schedules. If you are interested in obtaining information about GSA schedules, please contact:

General Services Administration
<http://www.gsa.gov>
FSS Schedule Information Center (FM)
Washington, D.C. 20406
1-800-488-3111

Submitted by:
Army OSBP

Army OSBP Participates in Small Business Administration Richmond District Office 8(a) Annual Meeting

On May 28, the Small Business Administration (SBA) Richmond District Office hosted a meeting to discuss current issues facing small businesses in the 8(a)

Business Development Program and ways to provide them with matchmaking opportunities. The meeting was held at the Webb University Center, Old Dominion University, Norfolk, VA, and was attended by over seventy-five 8(a) small businesses across the Tidewater area.

The morning session began with company introductions and then proceeded with briefings on: facility clearance facts, getting the most out of an 8(a) status, and developing company cyber security plans. The afternoon session featured matchmaking sessions between federal agency representatives and the 8(a) businesses.

Ms. Cynthia Lee, Program Manager, Army HBCU/MI and 8(a)/

SDB Programs, represented Army OSBP at the meeting and matchmaking sessions.

Participation in these types of outreach opportunities has been a major factor in the success of the Army Small Disadvantaged Business (SDB) / 8(a) Program. During FY 2014, Army awarded over \$9 billion to SDBs. This amounts to 15.40 percent of its total small-business eligible contracting dollars for that year, surpassing its Department of Defense-assigned goal of eleven percent. Fifty-two percent of the SDB dollars went to 8(a) small businesses (all 8(a) firms fall under the SDB Program). ■

Submitted by:
Ms. Cynthia Lee
Program Manager
Army HBCU/MI and 8(a)/SDB Programs

Army OSBP to Host Third Small Business Forum at AUSA Annual Meeting



For the third consecutive year, the U.S. Army Office of Small Business Programs will host the Army Small Business Forum at Association for the United States Army (AUSA) Annual Meeting. The forum will provide a series of educational sessions aimed at helping small businesses successfully do business with the Army as well as with large Army prime contractors.

The Army Small Business Forum will take place from 13–14 October as part of the 2015 AUSA annual meeting at the Walter E. Washington Convention Center, Washington, D.C.

Registration is free. To register, go to the conference website at <http://ausameetings.org/annual/> and click on “registration.” Please note that you must demonstrate that you have an

“identifiable relationship” with the U.S. Army in order to register.

Further details including the agenda will be made available closer to the event. ■

*Submitted by:
Mr. Anthony Braun
Support Contractor
Army OSBP*

Calendar of Events

DATE	EVENT TITLE	LOCATION
09/24/2015	Small Business Counseling Sessions from the Troy University Small Business Development Center	Fort Rucker, AL
10/12/2015	2015 AUSA Annual Meeting Exposition	Washington, DC
10/13/2015	Army Small Business Seminar at the AUSA Annual Meeting	Washington, DC
10/29/2015	The National HUBZone Conference	Chantilly, VA
11/17/2015	National Veterans Small Business Engagement	Pittsburgh, PA
11/30/2015	I/ITSEC	Orlando, FL
03/14/2016	Team Redstone Small Business Industry Outreach Event	Huntsville, AL

Please visit www.sellingtoarmy.com and click on “Calendar of Events”, for the most updated list.



Production of the next issue is already underway!

Please submit articles to:
michael.t.patykula.ctr@mail.mil

**Article submission deadline:
July 31, 2015**

Feedback

Let us know what you think about the magazine by filling out our contact form at:
<http://www.sellingtoarmy.com/contact>

U.S. Army OSBP

Our Mission

- Advise the Secretary of the Army and the Army leadership on small business related matters
- Spearhead innovative initiatives that contribute to expanding the small business industrial base relevant to the Army mission priorities
- Leverage the use of minority serving educational institutions in support of Army science and technology programs

Our Vision

To be the premier advocacy organization committed to maximizing small business utilization in support of rapidly fielding a trained, ready, responsive and capable force that can prevent conflict, shape the environment and win the Nation's wars.

Statement by President Barack Obama

"Small businesses are the backbone of our economy and the cornerstones of our communities. They create two of every three new jobs in America, spur economic growth, and spark new industries across the country. We will continue to create new incentives to help small business owners hire new workers, promote growth and do what America does best - invest in the creativity and imagination of our people."

-President Barack Obama



Association for the United States Army (AUSA)
Army Office of Small Business Programs



Join us at the **Army Small Business Seminar**

October 13-14, 2015 at the

AUSA Annual Meeting

Walter E. Washington Convention Center
Washington, DC



- ★ **Meet Army buyers!**
- ★ **Network with small and large businesses!**
- ★ **Learn from senior Army acquisition leaders!**



Register for the AUSA meeting at:
<http://ausameetings.org/2015annualmeeting/>

Please note that this meeting is not open to the public. In order to register, you must have either an "identifiable relationship" with the U.S. Army or an invitation from the Army Office of Small Business Programs.