



ACQUISITION,
TECHNOLOGY
AND LOGISTICS

THE UNDER SECRETARY OF DEFENSE

3010 DEFENSE PENTAGON
WASHINGTON, DC 20301-3000

March 10, 2011

Re: March 25, 2011 Small Business Outreach Event at Detroit's Cobo Hall

Dear Industry Executive:

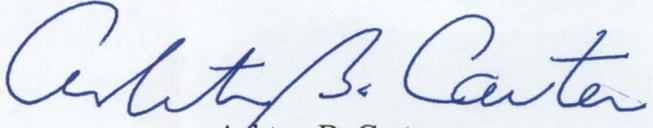
On March 25, 2011, the Department of Defense, in partnership with the City of Detroit, will host a small business outreach event targeted at increasing opportunities for small businesses to contract with the Department. This event, at which I will deliver the keynote address, is intended to help local small businesses network directly with major prime contractors and government contracting officials.

As I made clear in the Guidance I issued to our acquisition workforce last September, increasing the role of dynamic small businesses in our defense industrial base is central to improving our acquisition outcomes. Not only do small businesses lead the nation in innovation, but they are also proven drivers of competition and incubators for business growth. Increasing small business opportunities is a priority not only of this Department, but also of President Obama, who has rightly said, "If we want to keep America moving forward, we need to keep investing in our small businesses."

To ensure the success of our event, I am requesting your assistance in identifying small business specialists and/or program managers in your company who would be able to commit to afternoon sessions on March 25th of business-to-business "matchmaking," during which time small business owners would have an opportunity to network and explore potential business partnerships with your company. To register for this event, please visit our website at <https://csrs.dau.mil/osd/index.asp>. (Registration will commence Monday, March 14.)

My points of contact for this event are Wendy R. Anderson, wendy.anderson@osd.mil, and Jonathan Lachman, jon.lachman@osd.mil.

Thank you for your commitment to this important initiative and for all you do to support this Department and our men and women in uniform.


Ashton B. Carter