



**USAMRMC Office of Small  
Business Programs (OSBP)  
Overview**

**Presented To:**

**USAMRAA Procurement &  
Assistance Stand Down Day  
Attendees**

**25 March 2009**

**Lynfield Event Complex**



# Presentation Outline



- Duties, Responsibilities & Regulations
- Mission & Vision
- FY 2009 and 2010 Initiatives
- Small Business Size Standards and Types
- Advanced Acquisition Forecast
- Market Research
- Fort Detrick Business Development Office
- Electronic Subcontracting Reporting System
- Analysis of Small Business Metrics
- HBCU/MI Information
- Strategic Relationships with HQDA and Ft. Detrick
- Summary
- Questions/Recommendations



Commander's Message

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USAMRMC Business Tutorial

Internship Opportunities

OSBP Program Areas

- ▤ Small Businesses
- ▤ HUB Zone
- ▤ Small Disadvantaged Business
- ▤ Women Owned
- ▤ Service Disabled Veterans
- ▤ HBCU / MI / HSI / TCU
- ▤ Subcontracting

Government Purchase Card

## Welcome!

En Español



WELCOME:

A Message from the Associate Director, Office of Small Business Programs, US Army Medical Research and Materiel Command.



- [About OSBP](#)
- [Biography](#)
- [OSBP Initiatives](#)
- [Upcoming Events](#)
- [Business Opportunities](#)

>> **Veterans Benefits Act of 2003**

OSBP News

Click links below to view information ...

### NEWS

**[New FY 2009 YTD Small Business Metrics](#)**

**[New SBA News Release \(Economic Stimulus Bill\)](#)**

**[New Assignment of FY 2009 Small Business Targets for USAMRMC](#)**

**[New Federal Procurement Data System](#)**

**[New Fiscal Year 2008 Year-End Metrics Update](#)**

**[New SBA's Suspension of Applicants for the SDB Program](#)**

**[Secretary of Army Memo - 3% SDVSOB Contracting Goal](#)**

**[MRASC Press Release](#)**

**[BRAC Review and Fort Detrick](#)**

**[FY09 Advanced Acquisition Forecast \(AAF\)](#)**

**[USAMRMC BAA 08-1 is Now Online](#)**



## Primary Duties & Responsibilities

- Key Member Of Commanding General's Special Staff
- Primary Advocate/Advisor for the Command & Installation
- COR - Fort Detrick Business Development Office (FDBDO)
- Establish & Maintain Strategic Business Relationships
- Impart Knowledge To Government, Industry & Academia
- POC - Historically Black Colleges & Universities (HBCU/MI)
- Analyze Metrics & Prepare Reports to HQDA
- Coordinates with Small Business Administration (SBA)
- Participates In Advanced Acquisition Planning
- Maintain Highest Level of Ethics & Integrity



## Mission

The USAMRMC Associate Director, Office of Small Business Programs (OSBP) serves as an Assistant to the Commanding General in **forging strategic business alliances** and **providing maximum opportunities for various small businesses to compete for procurements.**

This office is committed to supporting small businesses in their quest to provide **relevant products, services, and solutions** in response to the myriad requirements associated with integrating medical research, acquisition, logistics, and technology that protects, projects, and sustains our nation's warfighter.



## Vision

To assure all small business concerns and HBCU/MI remain a vital link to the USAMRMC's ability to **provide relevant and innovative products, services, and business solutions** in support of the Department of Defense and other governmental agency initiatives.



## Regulations & Laws



# Small Business and HBCU/MI Programs

- **DoD Directive 4205.1** – The Small Business Program
- **Code of Federal Regulation (CFR, Part 121)**
- **Public Law 100-656, Section 501 Small Business Act (Forecast)**
- **Federal Acquisition Regulation, Part 19.** Small Business Programs formally Small and Disadvantaged Business Utilization –(SADBU)
- **Far 19.201** General Policy – “It is the policy of the Government to **provide maximum practicable opportunities** in its acquisitions to the various small business concerns as prime or subcontractors
- **DFAR , Part 219**
- **HBCU/MI** -Historically Black Colleges and Universities & Minority Institutions
- **Public Law 99-661, Section 1207** – Established the 5% Goal for Contract Awards to HBCU/MI.
- **10 USC 2323 \*\* Rothe Development Corp. vs. U.S. DoD 26 Feb '09**
- **Business Advocate Role**-working closely with government customer, procurement officials, SBA, prospective & current contractors in a manner to facilitate small business participation as a prime or subcontractor.



# DoD Directive 4205.1

## DoD Small Business Programs

### Excerpts



- IAW FAR, part 19.201...the HCA shall appoint a full-time Associate Director, Office of Small Business programs – who are not subject to the control or direction of contracting, contract administration or technical personnel
- The Associate Director, Office of Small Business Programs shall have the authority, staff and resources required to effectively manage the program within the activity (command), who shall report directly to the Commander or Deputy Commander



## Various Types of Small Business Categories



- Small
- Small Disadvantaged and SBA Certified 8a (SDB)
- Women-Owned (WOSB)
- SBA Certified Historically Underutilized Business Zone ( HUBZone )
- Veteran-Owned (VOSB)
- Service Disabled Veteran-Owned ( SDVOSB )
- Historically Black Colleges and Universities and Minority Institutions ( HBCU/MI)



## Size Standards



- The Small Business Act defines small businesses as “one that is independently owned and operated and which is not dominant in its field of operation.” Size Standards vary from industry to industry,
- A table of size standards matched with the North American Industry Classification System Industries ( NAICS) are used to determine eligibility – [www.sba.gov](http://www.sba.gov)



## FY 2009 & 2010 USAMRMC OSBP Initiatives

- Remain a Premier Leader in U.S. Army's OSBP
- Acquire Additional Staffing
- Continued Advanced Acquisition Forecast (AAF) Enhancements
- Targeted Outreach to SDVOSBs and HBCU/MI
- Educate & Empower USAMRMC, Fort Detrick Customers, Prospective & Current Contractors
- Meet and Exceed Small Business Goals & Targets
- Solicit feedback, benchmark best practices, identify & implement practical solutions to systemic problems areas
- Think "outside the box" and provide exceptional support/service
- Maintain highest levels of procurement integrity and ethical conduct



## Market Research



### web portals, email, telephonic inquiries and personal inquiries

- Various tools available that can quickly and accurately identify reputable and experienced small businesses via vendor data bases
- USAMRMC OSBP (2 locations Bldg 820 and FDBDO)
- Fort Detrick Business Development Office (201 TJ Drive)
- Central Contractor Registration – via **ccr.gov**
- Center For Veterans Enterprise: **Vendor Information Pages** via **vetbiz.gov**
- Small Business Administration – **sba.gov**



# Market Research



- Market Research efforts begin with ???
- Identify the government's requirement
- Synergy with government customer, procurement representatives ( including small business personnel) during the acquisition planning phases and preferably **NOT** at the eleventh hour



# Advanced Acquisition Forecast of Procurement Opportunities



## SAMPLE

AICS	Commodity	Description	Estimated Value Range	Proc. Type	POC Info
7919	Information, Telecommunications and Media	Operation of the Visual Information, Television Control, and Drafting Functions, Telephone Switchboards and Emergency Action Operations	TBD	Full	Jadie Russell jadie.russell@us.army.mil
3210	Construction	USAMRIID (DoDM)	\$500,000,000-\$500,000,000	TBD	Jeff Snyder Jeff.Snyder@usace.army.mil
3210	Construction	USAMRIIC (DoDM)	\$25,000,000-\$100,000,000	TBD	Joe Schaefer Joe.Schaefer@usace.army.mil
3220	Construction	Med Bio Defense Research Center (DETRICK-BRAC)	\$25,000,000-\$100,000,000	TBD	Rob Williams Robert.j.williams@nab02.usace.army.mil
1110	Professional, Scientific and Technical Services	Administrative Support Staff	\$200,000-\$500,000	TBD	George Ludwig george.ludwig@us.army.mil
1618	Professional, Scientific and Technical Services	Non Personnel Services - Medical Logistics Support	\$1,000,000-\$1,000,000	TBD	Dale Barker dale.barker@us.army.mil
1612	Professional, Scientific and Technical Services	Staff Support for Integrative Biology Office	\$200,000-\$500,000	TBD	George Ludwig george.ludwig@us.army.mil



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DEVELOPING BUSINESS. BUILDING SUCCESS.



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- Opportunities
- Resources
- Broadcasts
- Maps and Directions

Home » Welcome to the Fort Detrick Business Development Office (FDBDO)

## Welcome to the Fort Detrick Business Development Office (FDBDO)

We at the FDBDO are dedicated to enhancing collaboration between Fort Detrick, its mission partners, and the private sector.



### The Right Mix of Resources

The Fort Detrick Business Development Office (FDBDO) is dedicated to

### News

#### Speakers: The time is now for solar and wind energy

Originally published December 17, 2008

URBANA -- About 95 percent of Frederick County residents can expect a slight jolt when they see their electric bill in January, so it would behoove them to make their homes as energy-efficient as possible and explore alternative energy, said Jim Pierobon, chief marketing officer of Standard Solar Inc. in Gaithersburg.

[\(Read more\)](#)

#### Detrick a lifeline for area businesses

Originally published December 14, 2008

FREDERICK, Md. — Whether it's to fix a typewriter or to design an office, Ronica Smith has known for decades she's got one vitally important customer:



# eSRS

Integrated Acquisition Environment  
Electronic Subcontracting Reporting System



## Log-In or Register Now:



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[CONTRACTORS](#)



Please use Internet Explorer 6.0+, Mozilla Firefox 2.0+, or Apple Safari 3.0+ to access eSRS.

Department of Defense organizations that handle unclassified contracts will use eSRS in October 2008. Classified contract reporting should still be done through your government contracting official.

[Training](#)

[About eSRS](#)

[FAQs](#)

## Introduction to eSRS

This guide focuses on the system functionality, registration process, Federal Government Agency and Contractor responsibilities and a high level overview of SBA's Subcontracting Program.

[eSRS Quick Reference for Federal Government Prime Contractors filing an](#)

## Documents

### User Guides

- » [eSRS Contractor Guide](#)
- » [eSRS Agency Coordinator Guide](#)
- » [eSRS CO Guide](#)
- » [eSRS POC Guide](#)
- » [eSRS DGU Guide](#)

### Training Materials

- » [eSRS Quick Reference for Federal Government Contractors filing SSR for Individual Subcontract Plan](#)
- » [eSRS Quick Reference for Federal Government Prime Contractors filing ISR](#)
- » [eSRS Quick Reference for Federal Government Contractor filing SSR for CP](#)
- » [eSRS Quick Reference for Federal Government Subcontractors filing an ISR](#)

### Sample Reports

- » [Sample ISR](#)



# Small Business Awards (Prime) FYs 07, 08 & 09 (YTD)\*



Category	FY 07	FY 08	FY 08 %	FY 09	FY 09 %
• Small Bus.	\$297M	\$524M	40.31%	\$181M	31.04 (47.8)
• SDB & 8a	\$152M	\$194M	14.90%	\$109M	18.08 (14.7)
• WOSB	\$ 62M	\$ 92M	7.14%	\$ 31M	5.29 (7.4)
• HubZone	\$ 14M	\$ 21M	1.63%	\$ 9M	1.62 (1.7)
• SDVOSB	\$ 12M	\$ 18M	1.42%	\$ 6M	1.10 (3.0)
• VOSB	\$ 13M	\$ 75M	5.78%	\$ 19M	Note #1
• HBCU/MI	\$ 39M	\$ 35M	7.9%	Pending	

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• NOTE #1: HQDA Targets are established for Service Disabled Veteran-Owned Small Business (SDVOSB) Awards and not for Veteran Owned Small Businesses (VOSB). We do however keep records and as a courtesy, the VOSB contract award information is being provided. There have been 162 VOSB contract actions this fiscal year in the amount of \$19M. There have been 57 SDVOSB contract actions this fiscal year in the amount of \$6.3M.

• SOURCE: Federal Procurement Data System - Next Generation (FPDS-NG) FY 09 Year-End Metrics As of 03/04/2009.



# Small Business Awards (Prime) FY 2009 (YTD)\*



Category	FY 09	FY 09 %	Prime &	Sub Targets
Small Bus.	\$181M	31.04	47.8%	35.0%
SDB & 8a	\$109M	18.08	14.7%	7.0%
WOSB	\$ 31M	5.29	7.4%	5.0%
HubZone	\$ 9M	1.62	1.7%	2.0%
SDVOSB	\$ 6M	1.10	3.0%	3.0%
VOSB	\$ 19M	3.27	Note #1	
HBCU/MI	Pending metrics verification		11.1%	2.0%

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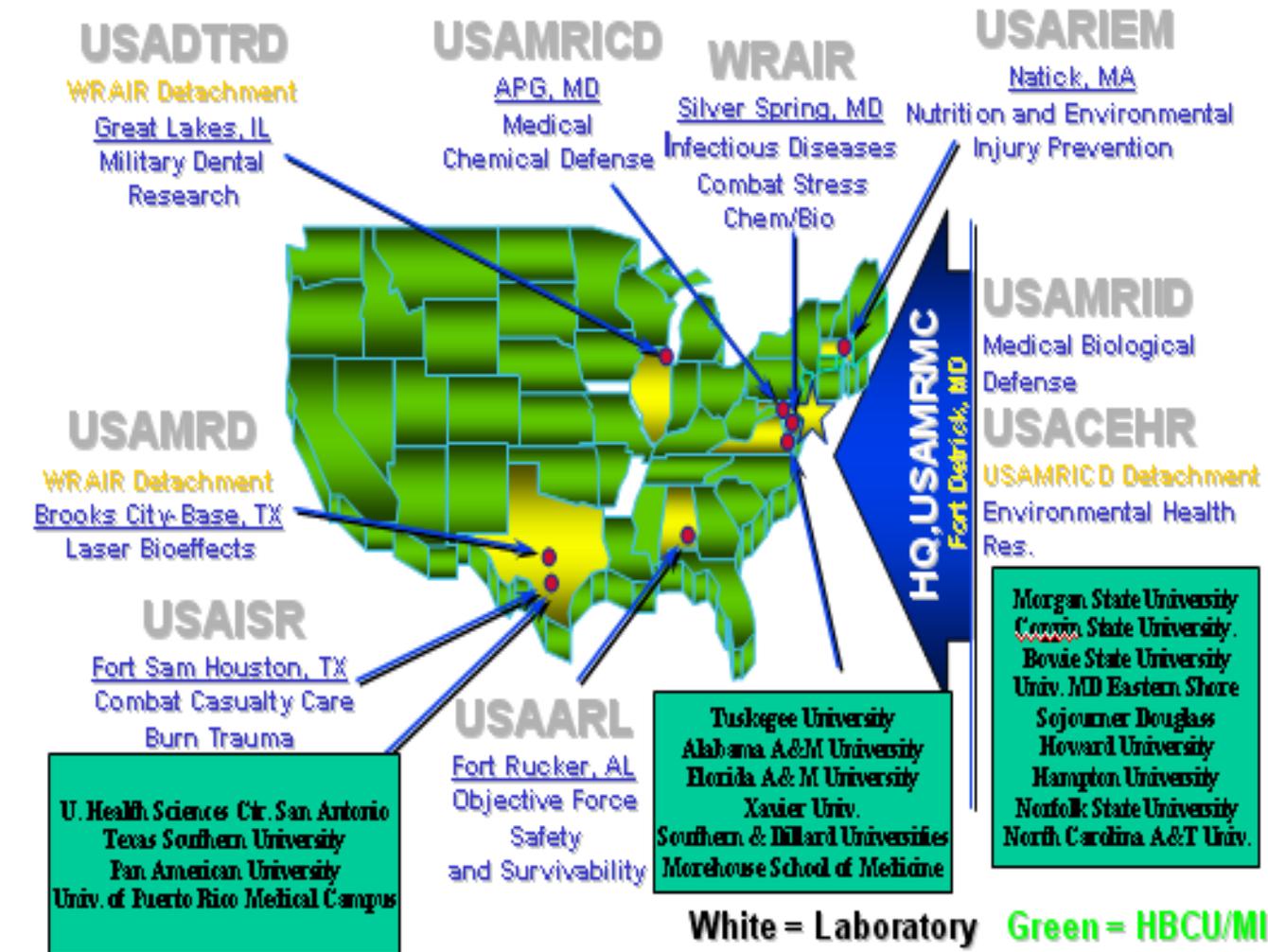
NOTE #1: HQDA Targets are established for Service Disabled Veteran-Owned Small Business (SDVOSB) Awards and not for Veteran Owned Small Businesses (VOSB). We do however keep records and as a courtesy, the VOSB contract award information is being provided. There have been 162 VOSB contract actions this fiscal year in the amount of \$19M. There have been 57 SDVOSB contract actions this fiscal year in the amount of \$6.3M.

SOURCE: Federal Procurement Data System - Next Generation  
(FPDS-NG) FY 09 Year-to Date Metrics As of 03/04/2009.

**P = Prime Targets; S = Subcontracting Targets**



# Proximity of HBCU/MI to USAMRMC Laboratories





## Summary

- The USAMRMC Office of Small Business Programs remains committed to:
- Meet and exceed established targets and goals for small businesses and HBCU/MI.
- Continue to maintain synergy with TRICARE
- Identify & implement various strategies to reverse systemic problems that adversely impact on meeting assigned targets and goals i.e., SDVOSB, HUBZone and HBCU/MI
- Maintain open lines of communication, i.e., empower, educate and encourage




# Office of Small Business Programs

BUILDING THE FUTURE OF THE ARMY THROUGH SMALL BUSINESS



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**SMALL BUSINESS**  
**SDB / 8(A)**  
**WOMEN-OWNED**  
**HUBZONE**  
**VETERAN-OWNED /**  
**SERVICE-DISABLED**  
**SUBCONTRACTING**  
**MENTOR-PROTÉGÉ**  
**HBCU / MI**

**Policy Document Archive**



Director:  
Ms. Tracey Pinson

**Welcome**  
 The Office of Small Business Programs, Department of the Army welcomes you. Our vision is to be an integral part of the Army team and to help small businesses and America's Army meet the challenges of this century. Our goal is to establish the Army as the premier organization for the promotion of and *more from Director Tracey Pinson...*

**Business Development Center**

**Save the Date**  
 The 5th Annual National Veteran Small Business Conference & Expo  
 July 20-23, 2009

**Suspension of Applications for SDB Program**

**SDVOSB Leadership Training Video**

**CALENDAR OF EVENTS**

**OSBP TEXT SITE**

**HIGHLIGHTS**

- ★ Director's Message
- ★ Director's Biography
- ★ Expectations for OSD&U Directors
- ★ Briefing Charts
- ★ Tribute to Parren J. Mitchell
- ★ Small Business Success with Raytheon

**INFORMATION**

- ★ Start Here: All About the Army OSBP
- ★ Helpful Links
- ★ Army Acquisition Forecasts
- ★ AW2 - Career Opportunities
- ★ 2007 DoD SDVOSB Awards
- ★ Electronic Subcontracting Reporting System

**FEATURES**

- ★ Frequently Asked Questions
- ★ Policy Document Archive
- ★ Post-conference Websites
- ★ Contact Us
- ★ Suspension of Applications for SDB Program
- ★ Policy Letter 01-09; Request for Waiver of Appointment of Full-Time Small Business

**OSBP NEWSLETTER**

**PLAY INTRO**



Commanders Message

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Pre-Proposal Information

SBIR Information

STTR Information

BAA Information

USAMRMC Business Tutorial

Internship Opportunities

Deputy Associate Director



Mr. Archie Cardwell is the Deputy Associate Director of the Office of Small Business Programs for the U.S. Army Medical Research and Materiel Command. He assists the office in increasing contract awards and other opportunities to small businesses and historically black colleges and universities and minority institutions. A native of Winston-Salem, N.C., Mr. Cardwell spent 33 years in the Army, both on active duty and in the Reserves. A 1983 graduate of Wright State University in Dayton, Ohio, he is Level III certified in contracting and is a member of the National Contract Management Association. He has 22 years of grant and contract experience.



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- Products
- Customers
- Organization
- Business
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- Community
- Tools
- Links

EMAIL

## U.S. Army Medical Research Acquisition Activity (USAMRAA)

**OSBP**

**Solicitations**

**Assistance Agreements**

**Forms**

**Procurement Advisory Notices**

**BAA**

BAA Updated 10/1/08

**PA**

PA Updated 10/3/08

**New Products & Ideas Submission**

**Customer Survey**



**USAMRAA** is the contracting element of the U.S. Army Medical Research and Materiel Command ([USAMRMC](#)) and provides support to the Command headquarters and its worldwide network of laboratories and medical logistics organizations. USAMRAA also supports the Fort Detrick Garrison and its military tenant activities, Army-wide projects sponsored by the Army Surgeon General, and numerous Congressionally mandated programs.

### Hot Links

- [Center of Excel](#)
- [PRCentral Trai Presentation](#)
- [HBCU-MI Brie Presentation](#)
- [Advanced Acqui Forecast \(AA](#)
- [FY09 COR/G Training Sched](#)
- [COR/GOR Online](#)
- [Fort Detrick Bus Development C \(FDBDO\)](#)
- [Fraunhofer-Besse](#)
- [Disaster Relief Inf](#)
- [USAISR - Ortho Trauma Reser Program \(OTF](#)

### News

#### [USAMRAA Procurement and Assistance Stand Down Days](#)

#### [Agenda Posted - March 16, 2009](#)

[Click here to register](#) for the USAMRAA Procurement and Assistance Stand Down Days scheduled for **March 25-26, 2009** at the Lynfield Event Complex in Frederick, Maryland.

#### **GRANTS.GOV**

The US Army Medical Research & Materiel Command is a proud participant in the Government e-business initiative and the use of [Grants.gov](#) as the one-stop location for all assistance agreement postings. [All Broad Agency Announcements and Program Announcements](#) issued by our office are located on [Grants.gov](#) and can be located by doing a basic search



## Contact Information

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***US Army Medical Research and Materiel Command***

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***Jerome.Maultsby@amedd.army.mil***

***<http://www.mrmc.smallbusopps.army.mil>***

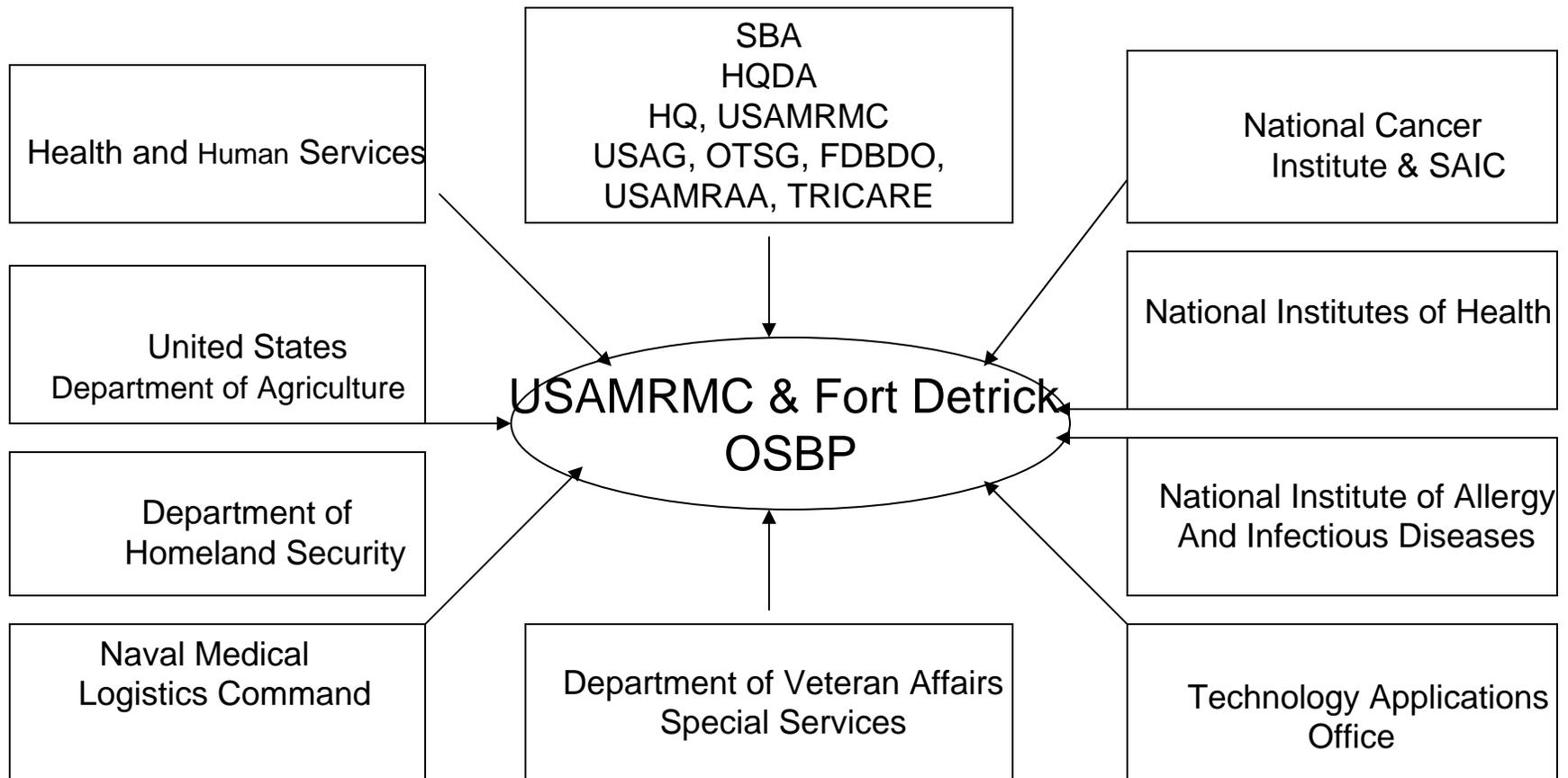
***<https://mrmc.detrack.army.mil>***

***<http://www.usamraa.army.mil>***

***<http://www.fdbdo.com>***



## Outreach and Coordination within USAMRMC and Fort Detrick





# Questions & Recommendations ?



**OFFICE of  
SMALL BUSINESS PROGRAMS (OSBP)**  
*U.S. Army Medical Research and Materiel Command*

**> EXCELLENCE  
> ENCOURAGING**

**> EMPOWERING  
> EDUCATING**

- > Forging strategic business alliances
- > Providing maximum opportunities for various small businesses to compete for procurements
- > Supporting small businesses, Historically Black Colleges and Universities and Minority Institutions in their quest to provide relevant products, services and solutions
- > Integrating medical research, acquisition, logistics and technology that protects, projects and sustains our nation's warfighter
- > Committed towards Historically Black Colleges and Universities, Minority Institutions, Hispanic Serving Institutions and Tribal Colleges and Universities who actively participate and compete for various contract/grant funding opportunities within the Department of Army

**> VISIT OUR WEB SITE:**  
<http://www.mrmc.smallbusops.army.mil>



**THANK YOU !**

