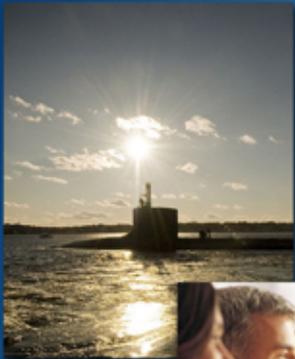




# Deputy Competition Advocate/Director, Office Of Small Business Programs (OSBP)



CODE 85 PRE-SOLICITATION CONFERENCE  
BRIEFING  
JAN. 11, 2017

DCA/Director, OSBP, Code 00K  
Naval Undersea Warfare Center, Division Newport

# AGENDA

- **GOALS AND METRICS**
- **COMPETITION INITIATIVES**
- **CONCLUSION**



# GOALS AND METRICS

- **Competition goals:**
  - **Increase overall competition by ensuring all companies have a fair opportunity to compete**
  - **Encourage new vendors to bid**
    - **Since fiscal year 2013:**
      - **13 new small businesses have been awarded a Prime contract**
      - **18 small business have been awarded additional Prime contracts**
      - **10 large businesses have been awarded additional Prime contracts**
      - **2 new large businesses have been awarded a Prime contract**
    - **Fiscal year 2017:**
      - **Potential for 17 contracts to be awarded – at least 14 will be awarded to Small Business**
        - » **Approximately \$500 million (ceiling value) to Small Business**

# GOALS AND METRICS (CON'T)

- **Competition goals (Con't):**
  - **Reduce/eliminate SeaPort-e RFP/major contract responses by (1) vendor**
    - **FY 13: Received multiple offers on 83% of solicitations**
    - **FY 14: Received multiple offers on 81% of solicitations**
    - **FY 15: Received multiple offers on 89% of solicitations**
    - **FY 16: Received multiple offers on 94% of solicitations**
- **Small Business Goals:**
  - **Achieve small business goals assigned by SEA00K**
    - **FY 13: Goal: 25%, Achieved: 37%**
    - **FY 14: Goal: 25%, Achieved: 34%**
    - **FY 15: Goal: 34%, Achieved: 39%**
    - **FY 16 (to date): Goal: 39%, Achieved: 36%**

***Division Newport competition initiatives facilitate entry into the market, and increase small business participation***

# COMPETITION INITIATIVES

- Development and maintenance of the Division Newport “Business Partnerships” section of public website:  
<http://www.navsea.navy.mil/Home/WarfareCenters/NUWCNewport/Partnerships/BusinessPartnerships.aspx>
- Link to: OSBP website
  - Metrics, other WFC Small Business POCs, visit request info
- Link to: Electronic Reading Room (ERR)
  - “Division Newport Resource Sheet”
  - “Competition Information”
    - » Two-year Long Range Acquisition Forecast (LRAF), Industry Day Presentations, Pre-Solicitation Conference Slides, Small Business Roundtable (SBRT) briefings, etc.
  - “SeaPort-e Council”
    - » Biannual Meeting Minutes/Q&A

# COMPETITION INITIATIVES (CON'T)

- Host 10-plus industry outreach events per year, including:
  - Pre-solicitation conferences and facility tours: to discuss the specific technical requirements of a procurement
  - Industry Days:
    - Every two years (even years) to discuss overall Division Newport procurements and technical requirements
    - As required to discuss department-wide contracts portfolio
    - Yearly to allow Small Business vendors to demonstrate their products
    - Yearly “Small Business Matchmaker”
  - Semi-annual SeaPort-e Council meetings: to communicate with and gauge industry's view on how we are performing and how we can do better
  - Training:
    - Yearly SDVOSB/VOSB training event
    - Every two years (odd years) to provide training on contracts-related issues

*NUWC Division Newport consistently educates,  
and engages with industry*

# COMPETITION INITIATIVES (CON'T)

## SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT

25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP

12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP

ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS

2% OF SALES ARE MADE ON THE FIRST CONTACT

3% OF SALES ARE MADE ON THE SECOND CONTACT

5% OF SALES ARE MADE ON THE THIRD CONTACT

10% OF SALES ARE MADE ON THE FORTH CONTACT

80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

Source: National Sales Executive Association

***Value of the Division Newport outreach events: 10-plus events every year***

# COMPETITION INITIATIVES (CON'T)

- Interaction with local trade groups and agencies
  - RI Chapter of the National Contract Management Association (NCMA)
    - <http://ncma-ri.org/contact-us/>
    - <http://ncma-ri.org/list-companies/>
      - “On-Line Matchmaker”
  - Southeastern New England Defense Industry Alliance (SENEDIA)
    - <http://www.senedia.org/contact-us.html/>
  - Armed Forces Communication and Electronics Association (AFCEA): (781) 862-2465
  - RI Procurement Technical Assistance Center (PTAC)
    - <http://www.riptac.org/>
- URI Business Engagement Center (BEC)
  - <http://web.uri.edu/bec/>

# CONCLUSION

- **Division Newport has implemented a successful and comprehensive program to encourage, ensure and increase competition and small business participation**
- **Division Newport is a vibrant and competitive environment and offers many opportunities to Prime, and/or Sub**
- **The Division Newport DCA/Director OSBP is the ideal entry point for any business (large or small) that wants to do business with Division Newport**
  - **[NUWC\\_NPT\\_OSBP@navy.mil](mailto:NUWC_NPT_OSBP@navy.mil)**
  - **(401) 832-7372**