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

DISTRIBUTION STATEMENT A; Approved for Public Release: distribution is unlimited
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:

- 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 fourth 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/contact-us/)
    - [http://ncma-ri.org/list-companies/](http://ncma-ri.org/list-companies/)
      - “On-Line Matchmaker”
  - Southeastern New England Defense Industry Alliance (SENEDIA)
    - [http://www.senedia.org/contact-us.html/](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/](http://www.riptac.org/)
- URI Business Engagement Center (BEC)
  - [http://web.uri.edu/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
  – (401) 832-7372