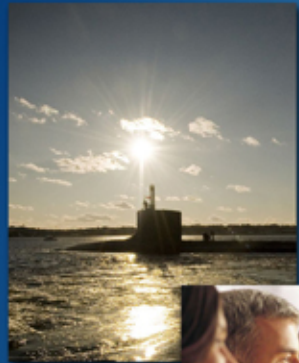




Deputy Competition Advocate/Director, Office Of Small Business Programs (OSBP)



SMALL BUSINESS PRODUCT VENDOR
INDUSTRY DAY
OCTOBER 26, 2016

Deputy Competition Advocate/Director, Small Business
Naval Undersea Warfare Center, Division Newport

AGENDA

- **Logistics**
- **Intent of Industry Day**
- **Contracting with DIVNPT**
- **Competition Initiatives**
- **Goals and Metrics**
- **Conclusion**



LOGISTICS

- Undersea Diner
- Booths are open until 1500
 - Booth breakdown no sooner than 1500
- Booth maps, Vendor Catalog and Feedback Forms available at registration table
- Anticipate an “ebb and flow” of DIVNPT Dept’s, prime contractors, agencies, etc. throughout the day
- Restrooms, Exits
- Any questions/issues, etc., please see me
- Presentations, and Vendor Catalog, will be posted to the DIVNPT “Business Partnerships” Website

INTENT OF INDUSTRY DAY

- **Captain deBeauclair, DIVNPT CO, has assigned us the responsibility for implementing a comprehensive program to encourage, ensure and increase competition**
- **We have essentially achieved these goals/have a comprehensive plan in place for the “Services” side of our acquisitions**
- **We continue to focus on the “Product” side of our acquisitions**
 - **This event allows small business Product vendors to meet with DIVNPT personnel, Prime contractors, and other small businesses to demonstrate their products, and begin to cultivate relationships**

CONTRACTING W/DIVNPT

- Federal Business Opportunities (FBO)
 - <http://www.fedbizopps.gov/>
- GSA E-Buy
 - https://www.ebuy.gsa.gov/advantage/ebuy/start_page.do
- State Procurement Technical Assistance Centers (PTAC's) can assist with FBO, GSA searches
 - <http://www.riptac.org/>
- ***Don't Forget to Partner with Prime Contractors!***

COMPETITION INITIATIVES

- **Host 10+ Industry Outreach Events per year, including:**
 - **Pre-Solicitation Conferences and Facility Tours**
 - **Industry Days:**
 - **Every 2 years (even years) to discuss overall DIVNPT procurements and technical requirements**
 - **As required to discuss Department-wide contracts portfolio**
 - **Yearly to allow SB 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 2 years (odd years) to provide training on Contracts-related issues**

***NUWCDIVNPT 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 DIVNPT Outreach Events: ten (10) events since last Industry Day (10/15)

COMPETITION INITIATIVES (CON'T)

- Development and Maintenance of the DIVNPT “Business Partnerships” website:
 - <http://www.navsea.navy.mil/Home/WarfareCenters/NUWCNewport/Partnerships/BusinessPartnerships.aspx>
 - Link to: OSBP website
 - Metrics, other WFC Small Business POC’s, Visit Request info
 - Link to: Electronic Reading Room (ERR)
 - “DIVNPT Resource Sheet”
 - “Competition Information”
 - » LRAF (with contact info), 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)

- Interaction with Local Trade Groups, Agencies and Universities
 - 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

COMPETITION INITIATIVES (CON'T)

- Interaction with Local Trade Groups, Agencies and Universities (Con't)
 - RI Procurement Technical Assistance Center (PTAC)
 - <http://www.riptac.org/>
 - URI Business Engagement Center (BEC)
 - <http://web.uri.edu/bec/>
 - RISD EE Design for Manufacturing Innovation
 - <http://exed.risd.edu/programs/design-for-innovation/>
 - Bryant University
 - <http://edc.bryant.edu>
 - Rhode Island Commerce Corporation
 - <http://www.commerceri.com>

GOALS AND METRICS

- **FY 16**
 - **Awarded a total of \$446M to large and small businesses for Products and Services**
 - » **NAVSEA-assigned goal: set-aside 39% for small business**
 - **Achieved 36% to date**
 - » **\$141.6M**
 - **Products Only:**
 - » **Awarded a total of \$69.8M to large and small business Product Vendors**
 - **\$23.3M (33%) to small business**

Competition Initiatives Facilitate entry to, and Success in, the NUWCDIVNPT Market

CONCLUSION

- **DIVNPT has implemented a comprehensive and on-going program to encourage, ensure and increase competition**
 - **Visibility and support at the highest DIVNPT leadership level**
- **DIVNPT is a vibrant and competitive environment and offers many opportunities to Prime, and/or Sub**
- **The DIVNPT DCA/DSB is the ideal entry point for any business (large or small) that wants to do business with NUWC DIVNPT**
 - **(401) 832-7372**
 - **NUWC_NPT_OSBP@navy.mil**