

Office of Small Business Programs

NAVFAC Southwest

May 5, 2014

Lora E. Morrow
Deputy for Small Business
NAVFAC Southwest

Who is NAVFAC Southwest?



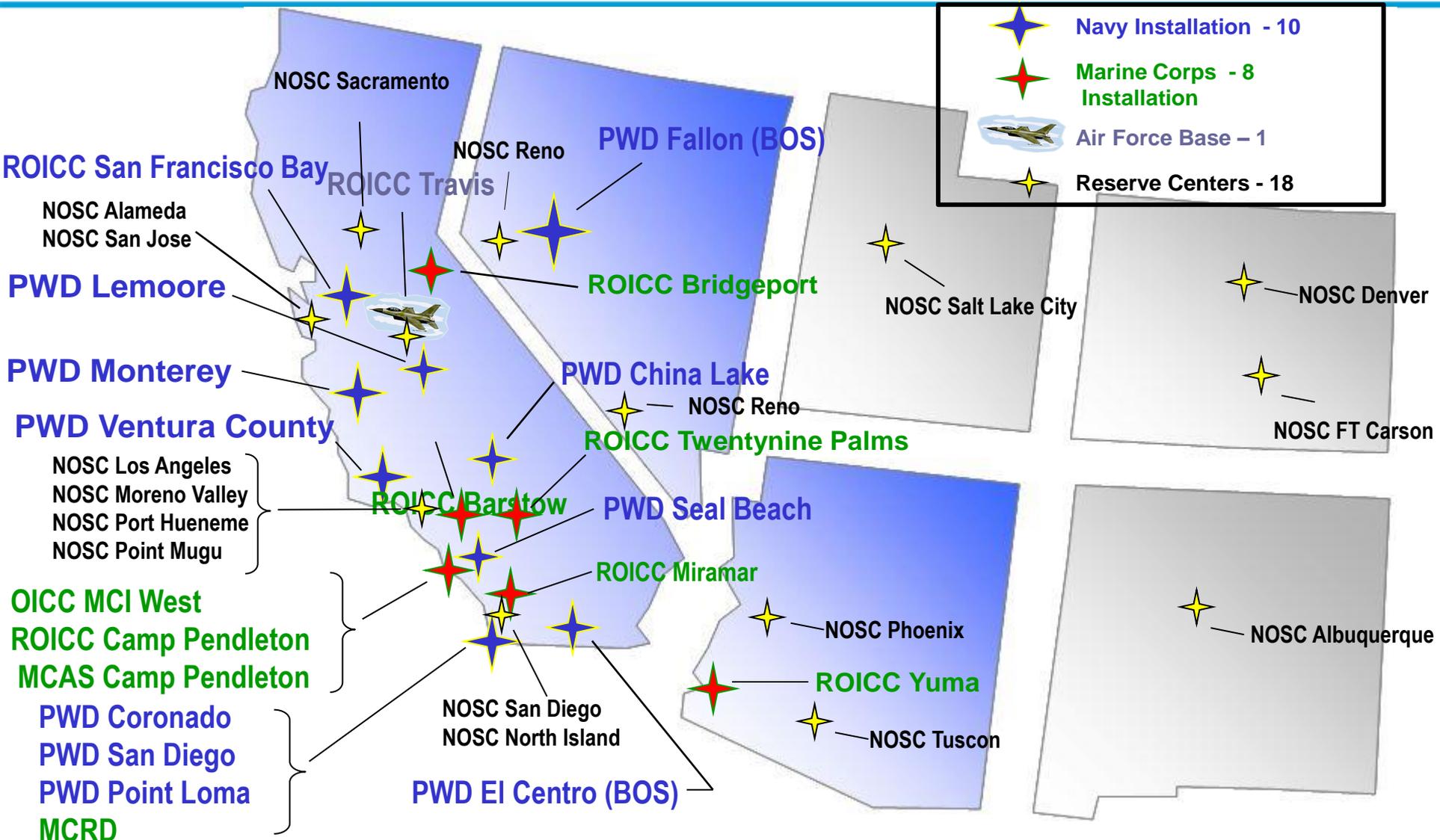
Naval Facilities Engineering Command, Southwest, headquartered in San Diego, CA, provides all facilities acquisition, installation, engineering support, and base operating and maintenance services required to support Navy and Marine Corps Servicemen ashore throughout our six-state area of responsibility.



NAVFAC Southwest Mission



NAVFAC SW Area of Responsibility



What NAVFAC Southwest Buys



•Capital Improvements

- Construction Services
- Architect & Engineering Services
- Design In-House
- Specialized Technical Services
- Ocean Engineering

•Environmental

- Environmental Planning/NEPA
- Environmental Compliance & Conservation
- Environmental Restoration
- Sustainable Solid Waste Management

•Public Works

- Facility Sustainment
- Utility & Energy Management
- Base Operation and Maintenance
- Facility Services

•Asset Management

- Real Estate
- Land & Installation Planning
- Facilities Planning
- Encroachment Management
- Facilities Integrated Logistics Support
- Real Property Acq, Mgmt & Disposal

Top 10 NAICS Codes for FY2013



NAICS	Description	# of Actions	\$000
236220	Commercial and Institutional Building Construction	1725	450,118
238220	Plumbing, Heating and Air Conditioning	248	145,856
562910	Remediation Services	459	122,128
561210	Facility Support Services	805	121,828
237990	Heavy Civil Engineering Construction	150	100,995
541330	Engineering Services	779	88,389
237310	Highway, Street, and Bridge Construction	392	85,407
237120	Oil and Gas Pipeline Construction	48	32,707
561720	Janitorial Services	120	30,251
237130	Power and Communication Line Construction	143	23,472

Totals for FY2013: 7,018 Actions, \$1,355,821,440.

So how'd we do?



Category	Prime Award Target (Goal)	Actual # Prime Awards	Actual Total \$000	Actual % Awards	% Above or Below Prime Award Target
Small Business	36.00%	5,163	736,185	54.30%	50.8% Above
HUBZone	10.00%	893	156,620	11.55%	15.5% Above
SDVOSB	3.00%	513	68,863	5.08%	69.3% Above
SDB	22.83%	4,156	548,463	40.45%	77.2% Above
WOSB	6.50%	1,055	128,055	9.44%	45.2% Above

How to work with NAVFAC SW

Basic instructions for new contractors



- **Step 1 – Determine your NAICS Codes**
<http://www.census.gov/eos/www/naics/>
- **Step 2 – Register in SAM**
<http://www.sam.gov>
- **Step 3 – If SB, Register in Dynamic Small Business Search database** <http://dsbs.sba.gov>
- **Step 4 – Monitor Solicitation Websites**
<http://www.neco.navy.mil>
<http://www.fbo.gov>
- **Use additional free resources available to you.**

Register on Solicitation Websites



Solicitation Websites

<http://www.neco.navy.mil>

(NECO)

<http://www.fbo.gov>

(Fed Biz Ops)

Register for individual solicitations

- Prime Contractor
- Subcontractor
- Vendor
- Interested Party

A screenshot of the FEDBIZOPPS.GOV website. The header includes the text "FEDBIZOPPS.GOV Federal Business Opportunities" and logos for "IAE", "E-GOV", and "USA.gov". A navigation menu contains "Home", "Getting Started", "General Info", "Opportunities", and "Agencies". The main content area features a search bar with the text "Search more than 19,100* active federal opportunities." Below this are several search filters: "Posted Date" (set to "Last 90 Days"), "Set-Aside Code" (set to "Any"), "Place of Performance" (set to "Any State or Territory"), and "Type" (set to "Any"). A "Keyword / Solicitation #" field contains "N62473" and an "Agency" field is also present. A "Search" button is located at the bottom left of the search area. On the right side, there is a "RECOVERY" section with buttons for "SEARCH RECOVERY OPPORTUNITIES" and "SEARCH RECOVERY AWARDS", and links for "FBO RECOVERY REPORTS", "Click here for Opportunities", and "Click here for Awards".

Monitor solicitation websites **manually!**

- spend at least one hour per week mining sites.

Sources Sought Announcements

Requests for Interest

Industry Forums

Publicized Forecast Announcements for MILCON and other special programs.

Special Notices publicized on solicitation websites.

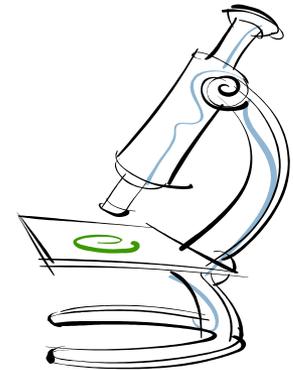
DO YOUR HOMEWORK!

- Know your customers BEFORE you approach them.
- Never ask a potential customer what they do. You need to know this in advance!
- Know your customer needs and buying habits
- Approach with a SOLUTION to an identified need
- Speak your customer's language
 - State customer use State terms
 - Federal customer use Federal terms
 - Commercial customers use industry term
- Adapt your marketing strategy to fit your customer
 - Marketing should NOT be one-size-fits-all
- Make an appointment – **do not drop in.**



When asked, “What do you do?”

- Don't say “Everything.”
- Don't say “I'm a general contractor.”
- * What you say may not be what your potential customer hears.
- Don't lead with your socio-economic certifications.
- **Don't ask for sole source work!**
- **FOCUS!!!!**
- Focus on your **IN-HOUSE capabilities**
- Be able to describe your core competencies
- What sets you apart from your competition?
- Be able to describe your previous work in terms that will relate to the customer's current needs.



Marketing Materials



Business Cards:

- Use both sides.
- Make it **INFORMATIVE**, not just a piece of paper

Statement of Qualifications:

- Be **SUCCINCT! Focus on in-house capabilities.**
- **No more than TWO (2) Pages (single sided)**
- Focus on work within the last five years
- Provide references with POC information
- List socio-economic certifications, professional licenses, NAICS codes, CAGE and DUNS numbers.
- What makes you unique and better than your competition? Why should the customer hire your firm?

Common Mistakes in Marketing Materials



- Too long.
 - Tries to cover too much material
 - Poorly organized information
 - Too generic
- } *Lacks focus*
- Takes credit for work not performed by firm giving presentation (work experience from employees while working for another firm).
 - Missing information (NAICS, bonding, CAGE, DUNS, socio-economic certifications, licenses, etc.)
 - Past performance references either too lengthy or too short.
 - Information not relevant to customer buying needs or procurement authority

Dynamic Small Business Search Database



Dynamic Small Business Search Database:

- Update frequently as info for your firm changes
- Capabilities narrative
- Performance History (References)

Skip Navigation Accessibility Options
 Mobile View Print Exit Help
 DSBS Quick Market Search TM OnLine

SBA Search Results

Ready

SBA Search Results

Table Listing, where
 the firm is small in any of these NAICS codes: 541620;
 the profile location is in: Kentucky;
 the profile's status is Active;
 at least one word of the Capabilities Narrative, Special Equipment/Materials or Keywords is mold;
 and randomized by original start time of search: 2014-03-18 06:11:49 PM.

Data validation took 0.01 seconds. The count and search queries took 0.46 seconds and 0.48 seconds, respectively.

Displaying profiles 1 - 8 (of 8 profiles matching criteria):

View	Name and Trade Name of Firm	Contact	Address and City, State Zip	Capabilities Narrative
1	INTERSTATE ENVIRONMENTAL SERVICES, INC.	MARK YOUNKIN	83 ROY GLOVER RD GLASGOW, KY 42141-8866	
2	DOUGLAS W PETERS & ASSOCIATES, INC ENVIRONMENTAL HEALTH MANAGEMENT	DOUGLAS PETERS	3701 TAYLORSVILLE RD STE 1 LOUISVILLE, KY 40220-1351	Environmental Health Management provides Industrial Hygiene, Safety, and Environmental Services. Our services include asbestos/lead/mold project design and management, indoor air quality surveys, OSHA compliance audits, and industrial hygiene surveys.
3	ABATEMENT SOLUTIONS TECHNOLOGIES, INC. MOLD EXIT	CHARLES RISSMAN	4800 STRAWBERRY LN STE B LOUISVILLE, KY 40209-1455	
4	TRIECO LLC	NEIL TALWAR	7710 SPRINGVALE DR STE 201 LOUISVILLE, KY 40241-2745	Hazardous, Radioactive Waste Management Asbestos, Lead, Mold and Fungi Remediation Environmental Site Remediation Monitoring Well Installation Waste Treatment Services UST Removals
5	AMERIPHYSICS ENERGY, LLC	GARY Stone	389 WALLER AVE STE 210 LEXINGTON, KY 40504-2900	Ecological & mining restoration, environmental remediation, radiological decommissioning, radiological disposal, demolition, mold, asbestos, lead paint, energy upgrade, HVAC, building renovation, civil earth work, general construction, roads.
6	Wireman's Construction & Excavation	WILBUR WIREMAN	6055 Falcon Rd Salyersville, KY 41465-9137	asbestos, demolition, excavation, mold
	THE EVERGREEN GROUP INC	KRIS J.	74.16 HWY STE 329	Env.Audits&Permitting;OSHA Training&Consulting;Underground Storage Tank Mgt;Soil,Water,Pb,Mold&Asbestos

Additional Resources



Small Business Administration

<http://www.sba.gov>

Procurement Technical Assistance Center

<http://www.dla.mil/SmallBusiness/Pages/ProcurementTechnicalAssistanceCenter.aspx>

DoD Small Business Professionals

http://www.acq.osd.mil/osbp/doing_business/DoD_Contracting_Guide.htm

NAVFAC Small Business Websites

<https://smallbusiness.navfac.navy.mil>

https://portal.navfac.navy.mil/portal/page/portal/navfac/navfac_ww_pp/navfac_navfacsw_pp/sw_sb

Questions?

