Becoming A Strategic Partner
with the
U.S. Department of Commerce

April 1, 2014
Presenters:

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U.S. Department of Commerce

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Interested In Doing Business With DOC?

Tired of Chasing Elusive Opportunities?
Sources For Pre-Acquisition Planning Information
Search for Repetitive Requirements

https://www.fpds.gov
Monitor and Respond
To Market Research Notices

www.fbo.gov
Examples of FBO notices to target:

NOAA Link Strategic Management Services (SMS) Refresh
Solicitation Number: ST-1330-14-RP-0003
Agency: Department of Commerce
Office: National Oceanic and Atmospheric Administration (NOAA)
Location: Acquisition and Grants Office

Notice Details
Packages
Interested Vendors List

Return To Opportunities List  Watch This Opportunity
Add Me To Interested Vendors

Notice Type: Presolicitation

NOAA Human Resources Support Services
Solicitation Number: RFI-HR-Services
Agency: Department of Commerce
Office: National Oceanic and Atmospheric Administration (NOAA)
Location: Acquisition and Grants Office

Notice Details
Packages

Return To Opportunities List  Watch This Opportunity
Add Me To Interested Vendors

Notice Type: Sources Sought

Synopsis:

Solicitation Number: RFI-HR-Services
Synopsis:

Added: Mar 20, 2014 2:40 pm
Please see attached.
Search For Contract Opportunities

- Federal Business Opportunities (FBO): http://www.fbo.gov/
- Federal Procurement Data System (FPDS) https://www.fpds.gov/
What Commerce Buys

Top NAICS Codes
(Percentage of Total Obligation)

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>541512</td>
<td>Computer Systems Design Services</td>
<td>23%</td>
</tr>
<tr>
<td>541519</td>
<td>Other Computer Related Services</td>
<td>23%</td>
</tr>
<tr>
<td>541620</td>
<td>Environmental Consulting Services</td>
<td>10%</td>
</tr>
<tr>
<td>541611</td>
<td>Administrative Mgmt &amp; General Mgmt Consulting</td>
<td>9%</td>
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<tr>
<td>541511</td>
<td>Custom Computer Programming</td>
<td>6%</td>
</tr>
<tr>
<td>541712</td>
<td>R&amp;D Physical, Engineering &amp; Life Sciences</td>
<td>6%</td>
</tr>
<tr>
<td>541513</td>
<td>Computer Facilities Management</td>
<td>4%</td>
</tr>
</tbody>
</table>
Targeted Sources: Small Business

DOC’s annual average contract obligation is $3.2 billion, and a large percent is awarded to small business concerns.
Major Acquisitions

Bureau of the Census: In the planning phase for the 2020 Decennial Census.

- The bureau awarded well over $1 billion in contracts in support of 2010 census.

- Examples of contract opportunities:
  - Advertising services
  - Systems Integration
  - Hiring enumerators
  - Furniture
  - Community Outreach
  - Facilities Maintenance

POC: DiJon Ferdinand  301-764-1822
Major Acquisitions

National Oceanic and Atmospheric Administration (NOAA):

- Biggest spender within DOC

- In the planning process of adding small businesses to existing IDIQ IT services contract (NOAAALink)

POC: Jeff Hale  301-628-1411
Market Your Firm
(Cultivate Prospective Customers)

**First Contact:** Small Business Specialists

Use the meeting to gather intelligence about:

- Specific requirement and possible acquisition strategy and
- Program office mission, responsible manager, relevant program history, etc.
Market Your Firm (Meeting with SBS)

Ask questions such as:

- Is this a new, follow-on, or repetitive procurement?
- Who is the incumbent contractor? Contract number? Contract value?
- Has a notice about the procurement been posted on FBO.gov?
- Has market research been initiated?
- Will you facilitate a meeting with the program office?
Market Your Firm
(Cultivate Prospective Customers)

Second Contact: Program Officials

Use the meeting to establish your credentials

- Discuss your firm’s successful projects that are relevant or similar to potential requirement (in terms of scope and size)

- Share evidence of your firm’s expertise and past performance (e.g., published research or white paper, letters of reference or testimonials from recent customers)

- Bring your subject matter expert to meeting so that the program official can experience a meaningful exchange of information on technical aspects of the requirement.

- Provide your direct contact information
DOC Small Business Specialist

NIST:     Jo-Lynn Davis    301/975-6337
NOAA:    Jeff Hale       301/628-1411
Census:  DiJon Ferdinand  301/763-1822
PTO:    Cynthia Gardner  571/272-8421
OS:      Kirk Boykin     202/482-2292
U.S. Department of Commerce

Office of Small and Disadvantaged Business Utilization

La Juene Desmukes
Director

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Business Brokers for Program Success
MBDA
Federal Procurement Center

- Focused solely on federal contracting
- Part of national network of 44 business centers and a wide range of strategic partners
- Provides federal contracting assistance to 72 experienced minority owned federal contractors with strong federal past performance
- Distributes federal agency opportunities and market research requests to the entire MBDA network
- Provides services to supplement each company’s business development capabilities
MBDA
Federal Procurement Center

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Q&A Segment