

**6TH ANNUAL**  
**BLUE COAST SMALL BUSINESS PROCUREMENT EVENT**

COMMEMORATING THE BI-CENTENNIAL OF THE WAR OF 1812

**AMERICA'S SMALL BUSINESS -  
SHAPING THE DEPARTMENT OF THE NAVY  
FOR OVER 200 YEARS!**

**JUNE 11-12, 2012**

BALTIMORE MARRIOTT INNER HARBOR AT CAMDEN YARDS  
BALTIMORE, MD

[WWW.DONHQ.NAVY.MIL/OSBP](http://WWW.DONHQ.NAVY.MIL/OSBP)

REGISTER AT:

[HTTP://WWW.REGONLINE.COM/2012BLUECOASTSYMPOSIUM](http://WWW.REGONLINE.COM/2012BLUECOASTSYMPOSIUM)



**LATEST BUSINESS TRENDS  
MATCHMAKING  
NETWORKING OPPORTUNITIES**





# OSBP Mission

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The Small Business Program *promotes acquisition opportunities where small business can best support the needs of our Sailors and Marines.*

Through policy, advocacy and training we foster industry innovation, technology development and the acquisition of quality products, services and solutions from small business providers.



***Small Business – The First Option***



# The Department of the Navy Office of Small Business Programs



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**SECNAV Green Initiatives Portal**

U.S. DEPARTMENT OF THE NAVY ENERGY SECURITY

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- MSC
- NAVAIR
- NAVFAC
- NAVICP
- NAVAEA
- NAVSUP
- ONR
- SPAWAR
- SSP



**Plot Your Course into the Future**  
**Navy Long Range Forecasts**



<http://smallbusiness.navy.mil>

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DEPARTMENT OF THE NAVY, OFFICE OF SMALL BUSINESS PROGRAMS  
720 KENNON AVENUE, SE, BUILDING 36, ROOM 207, WASHINGTON, DC 20374-5015  
TELEPHONE: 202-685-6485 FAX: 202-685-6865  
E-MAIL: OSBP.INFO@NAVY.MIL

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NAVFAC: For Businesses: Small Business: NAVFAC Contract Listings

**\*\*\*NAVFAC WINS FY2011 DON SECRETARY'S CUP FOR ACHIEVEMENTS IN SMALL BUSINESS PI**

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## NAVFAC Long Range Acquisition Forecast (LRAF)

**!!UPDATED!! \*\*DISCLAIMER\*\*** United States Code Title 15, Section 637(A)(12)(C), requires the Department of the Navy to prepare a forecast of expected contract opportunities for the next and succeeding fiscal years and make the forecast available to small businesses. We fulfill this requirement by publishing this Long Range Acquisition Forecast (LRAF) and updating the information on an annual basis. The LRAF contains NAVFAC Indefinite Delivery/Indefinite Quantity requirements that are forecasted for the upcoming and next two fiscal years. The forecast is for informational marketing purposes only. It does not constitute a specific offer or commitment by the Navy to fund, in whole or in part, the opportunities referenced herein. This listing is not all inclusive and is subject to change. 5/9/2012

## NAVFAC Military Construction (MILCON) Forecast

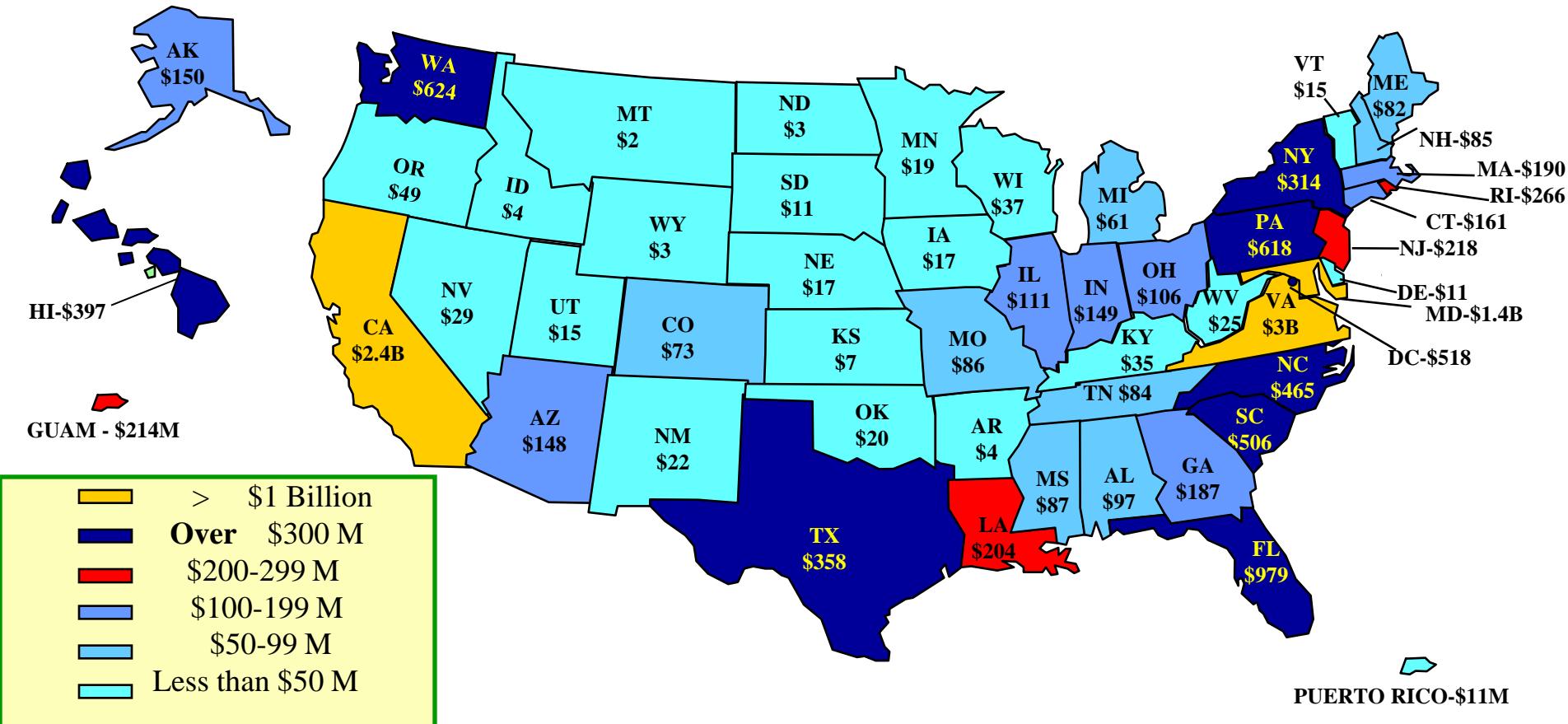
This document is in pdf format. It will typically be updated on a monthly basis prior to the 15th. This forecast is for advance planning only. See FEDBIZOPS for actual solicitations. Updated 03/30/2012

## NAVFAC Environmental Projects and Planning

Naval Facilities Engineering Command (NAVFAC) Environmental is pleased to announce the forecast of expected contract opportunities for FY11-13. This forecast strives to make the best contractual solutions available to meet the full range of the Environmental Business Line and clients needs. This is in compliance with 15 USC Section 6371(1)(12)(C) and for planning and informational purposes only and may not be all inclusive. See Federal Business Opportunities (FEDBIZOPS) and/or Navy Electronic Commerce Online (NECO) for official announcements, information, and requirements. Contact the Responsible Activity's Contracting Officer for official information.



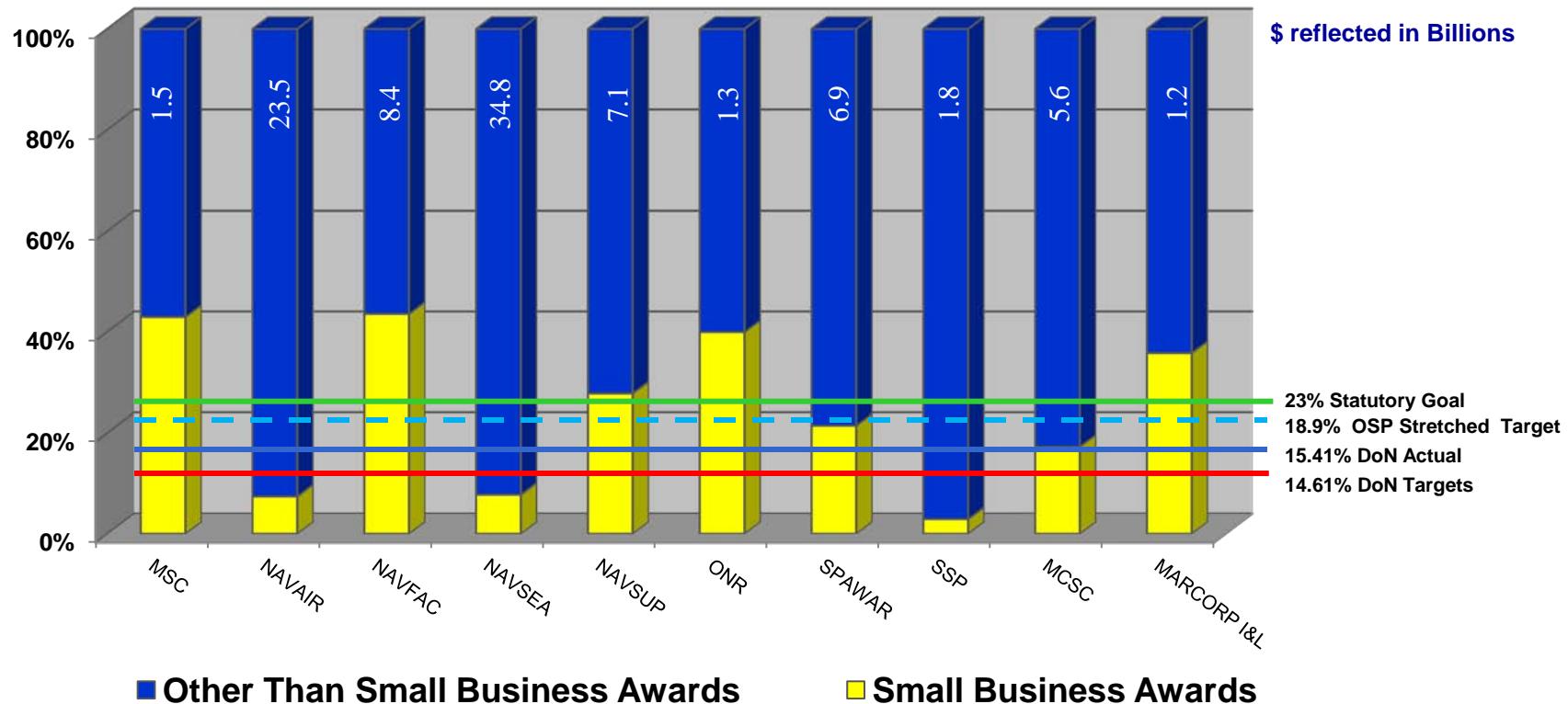
# National Impact of DON Small Business Awards (\$14.2B)



Department Prime Awards impact over 1/4 Million SB Jobs!



# DON Major Command FY2011 Performance



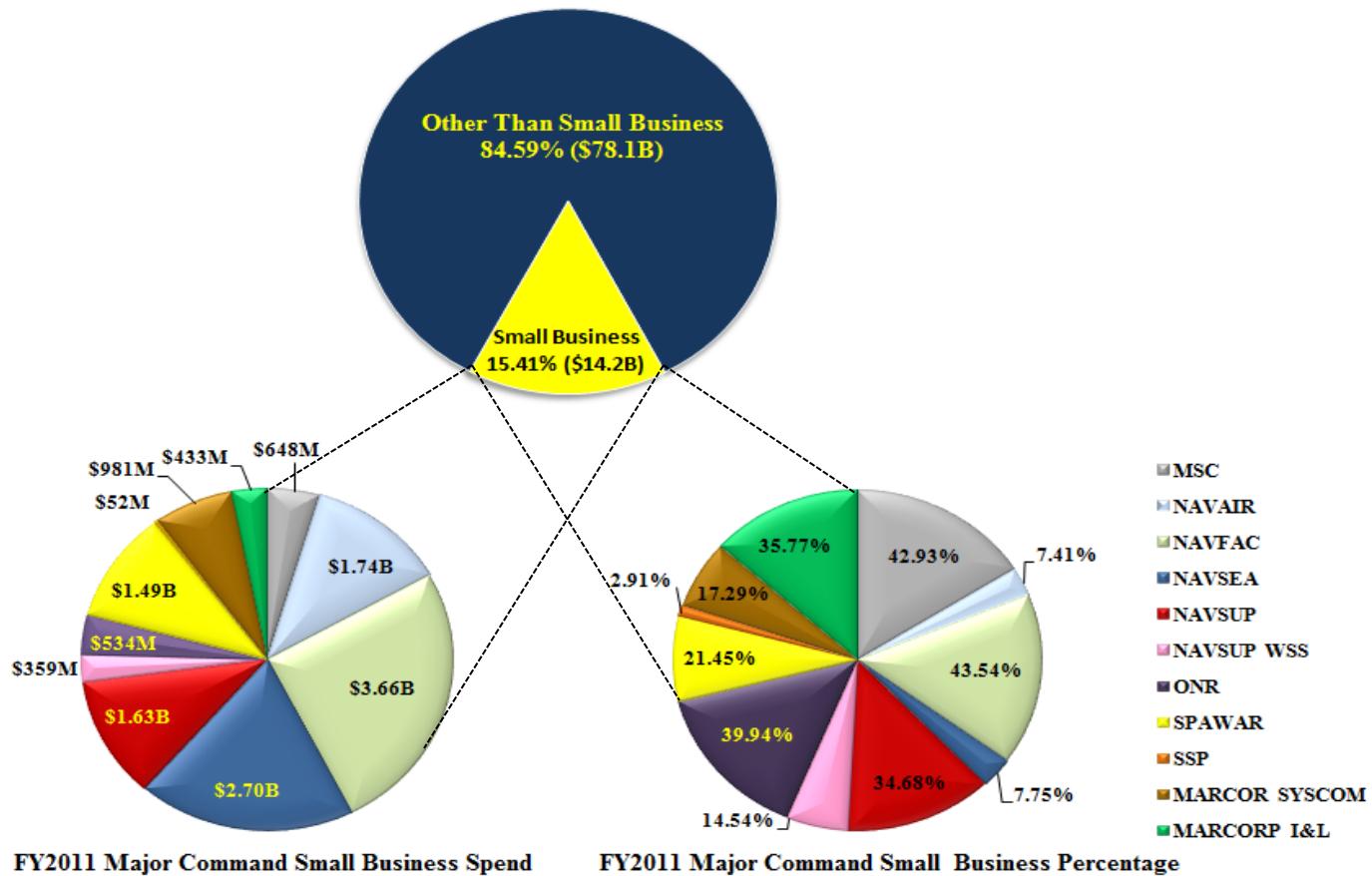
Data from FPDS-NG

January 11, 2012





# DoN Small Business Performance FY2011



- MSC
- NAVAIR
- NAVFAC
- NAVSEA
- NAVSUP
- NAVSUP WSS
- ONR
- SPAWAR
- SSP
- MARCOR SYSCOM
- MARCORP I&L



# Finding the Art of the Possible



## □ 11 Product Service Codes <1% SB Play

PSC	Description	Small Business	Total Spend	SB %
1410	Guided Missiles	\$0	\$305,748,242	0%
1510	Fixed Wing Aircraft	\$126,301	\$5,110,815,331	0%
1520	Rotary Wing Aircraft	\$30,100	\$2,711,751,527	0%
AC15	R&D Defense System	\$2,101,910	\$2,676,469,377	0%
1901	Aircraft Carriers	\$0	\$1,182,863,597	0%
1903	Destroyers	\$0	\$834,421,135	0%
1904	Submarines	\$23,179,588	\$3,174,341,087	1%
1905	Combat Ships and Landing Vessels	\$8,503	\$1,675,681,619	0%
1910	Transport Vessels, Passenger and Troop	\$0	\$322,186,164	0%
1911	Ended Amphibious Assault Ships	\$0	\$223,105,482	0%
4470	Nuclear Reactors	\$0	\$1,315,322,506	0%
TOTAL		\$25,446,402	\$17,522,554,735	

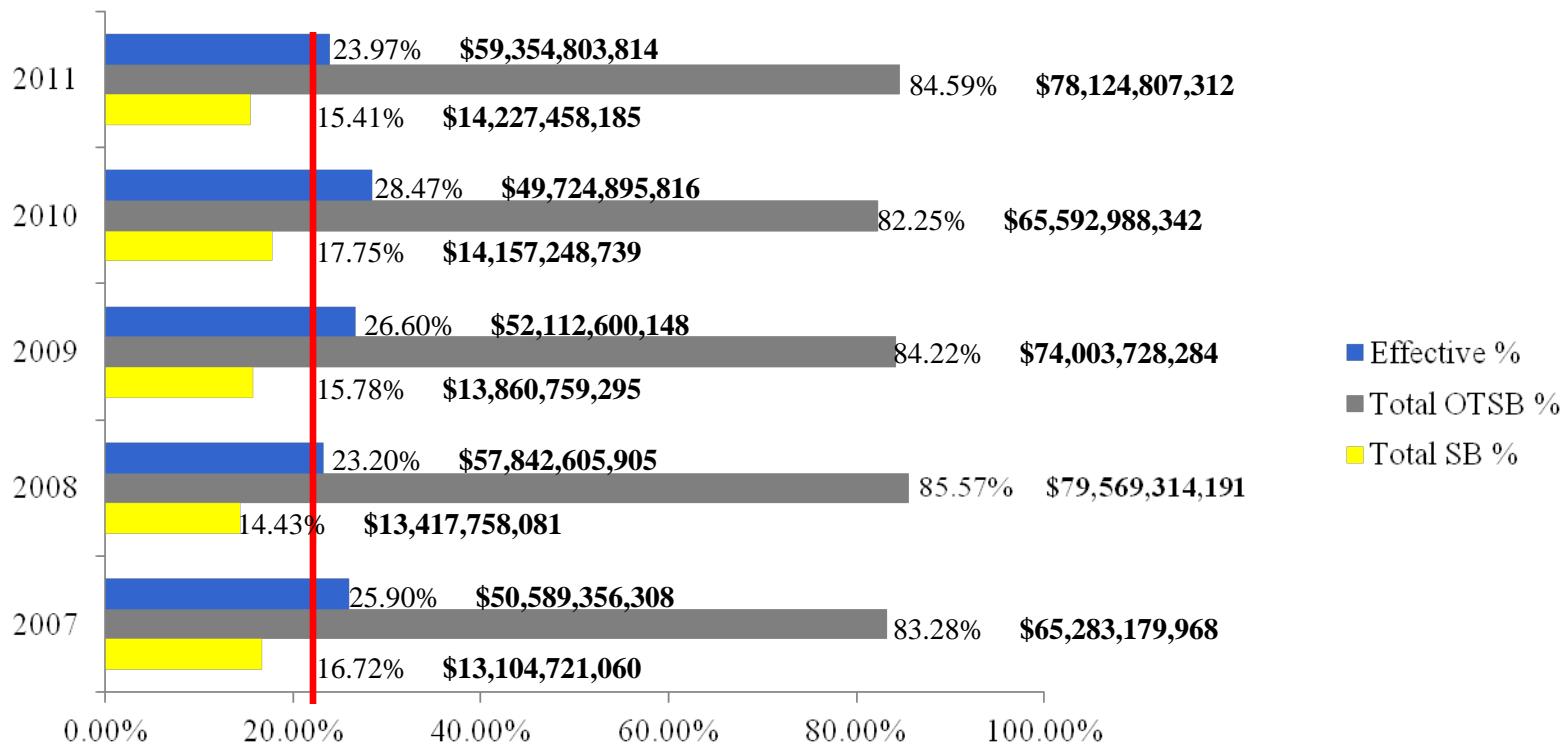
- Gross SB% Rate = 11.4%; Effective SB% Rate = 19%

***“Finding Maximum Practicable Opportunity”***



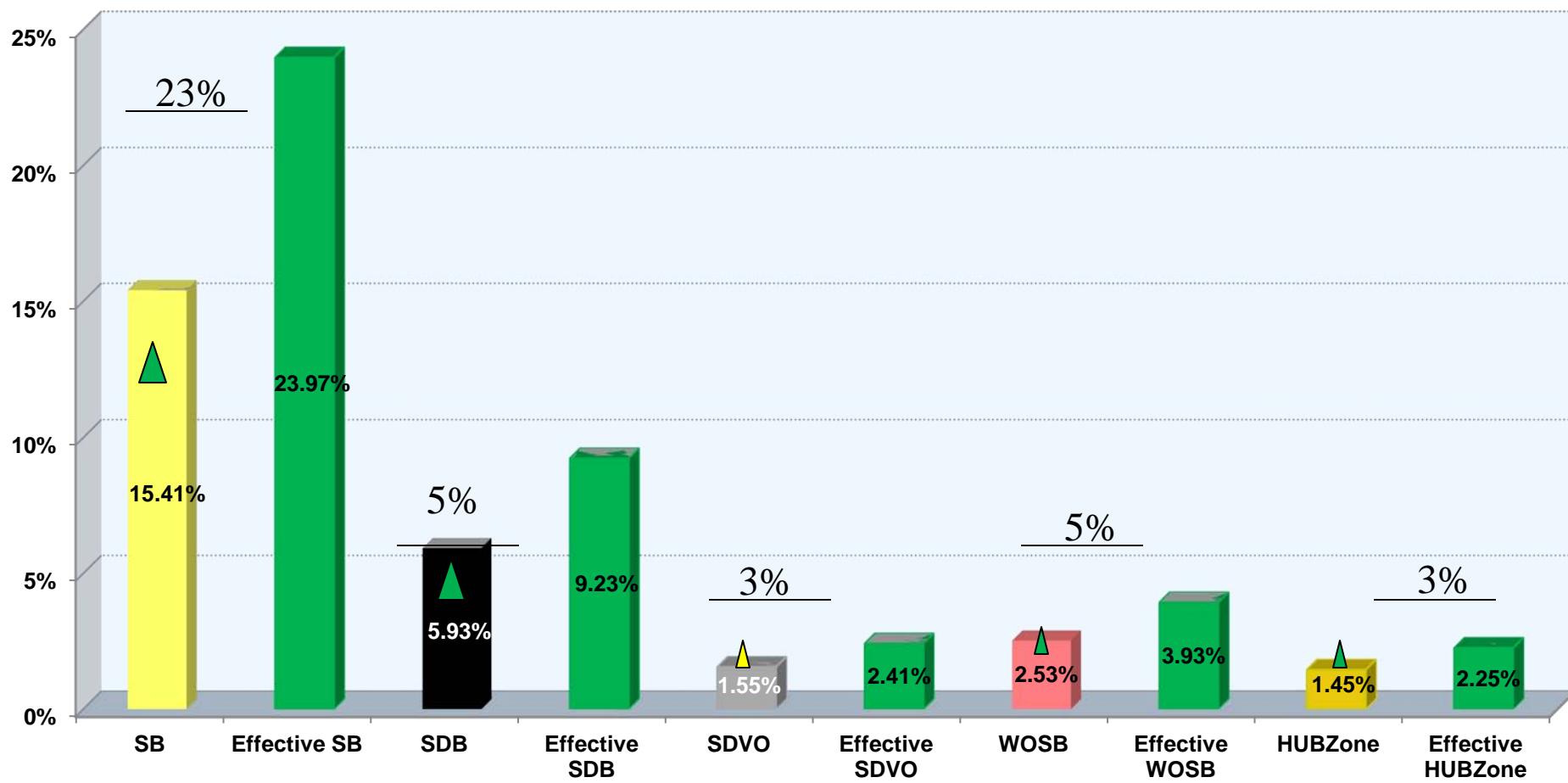


# DoN Net SB Effective Rate Over the past 5 years





# SB and Socioeconomic Performance FY11 Gross and Net Effective Rates





# Strategic Communications

THE UNDER SECRETARY OF THE NAVY  
WASHINGTON DC 20350-1000

August 5, 2011

## MEMORANDUM FOR DISTRIBUTION

SUBJECT: Maximizing Department of the Navy (DON) Opportunities for Small Businesses



DEPARTMENT OF THE NAVY  
OFFICE OF THE ASSISTANT SECRETARY  
(RESEARCH, DEVELOPMENT AND ACQUISITION)  
1000 NAVY PENTAGON  
WASHINGTON DC 20350-1000

## MEMORANDUM FOR DISTRIBUTION

July 19, 2011

SUBJECT: Increased Use of Small Business Concerns

The Department uses of small business initiatives, and to supp attained 22.7%.

In light of delay will require significant Navy's procurement d small business. DOD goal to be 18.9%. To business by an estim Don acquisition and c steps to measurably in acquisition business p term process improves with the initiatives to Under Secretary of De Power Initiatives estab

1) Immediate short te

- Federal Supply between the micro-pur should consider socio-competition for award from large business co small businesses on th ordering activity contr quotes are necessary, & sources in accordance

• Indefinite Deliv using IDIQ MACs and delivery orders set encouraged. Where o order requirements sho



DEPARTMENT OF THE NAVY  
OFFICE OF THE ASSISTANT SECRETARY  
(RESEARCH, DEVELOPMENT AND ACQUISITION)  
1000 NAVY PENTAGON  
WASHINGTON DC 20350-1000

APR 1 2012

## MEMORANDUM FOR UNDER SECRETARY OF DEFENSE (ACQUISITION, TECHNOLOGY & LOGISTICS)

SUBJECT: Improving Small Business and Competition Opportunities in Services Acquisitions

As requested by the Under Secretary of Defense (Acquisition, Technology & Logistics) (USD (AT&L)) memo dated 13 March 2012, the following Department of the Navy (DON) implementation plan for the improvement of small business competition opportunities in Service Acquisitions is provided.

The DON continues to demonstrate leadership throughout DOD in providing opportunity for small business. Analysis of effective measures is provided (MAXPAC) opportunity, where small business industry is available and has the capacity to compete, demonstrates achievement that has exceeded 23% on average annually over the past six years. However, recognizing that further improvement is possible, the following areas are addressed by the DON:

- a. Service Procurement Forecasts: The DON's 10 Head Contracting Activities (HCAs) each have a web-enabled forecast of opportunity available for small business. This has been a major DON initiative for the past year. Small Business can access these forecasts through the DON Office of Small Business Program (OSBP) website [www.donhq.navy.mil/osbp](http://www.donhq.navy.mil/osbp).
- b. Application of "MaxPac" Tool: This DOD market analysis tool is limited to a top level screening process only and, as a result, often indicates misleading information regarding opportunity for small business. Only through deeper analysis, which MaxPac cannot provide, is it possible to see if additional opportunity for small business exists. MaxPac training, with this caveat, is being provided to all HCAs and follow-on review of its use will be scheduled. MaxPac has been used in first level small business market analysis screening in the recommended portfolio groups and will be used as a tool in service acquisition review.
- c. Engagement of DON OSBP: DON OSBP is fully engaged with Assistant Secretary of the Navy Research, Development, and Acquisition (ASN(RD&A)). This collaboration resulted in two executive level memos

## DEPARTMENT OF THE NAVY OFFICE OF SMALL BUSINESS PROGRAMS EXECUTIVE SUMMARY

FISCAL YEAR 2011



"SMALL BUSINESS - THE FIRST OPTION"





# Leadership Small Business Improvement Memo's

- 19 July 2011: ASN/RD&A 8 point Memo
  - FSS – set-asides; IDIQ Set-asides; 8(a) competition; Forecasting; Acq strategy development; bundling/consolidation prohibition; subcontracting with SBIR; Senior Leader Accountability
- 5 August 2011: USN Executive Accountability
  - Includes those “influencing” requirements
- 10 April 2012: ASN/RD&A Service Contracts
  - Forecasting; Max-Prac Use; Acq Svcs SB Billet; 10% SB Increase in 3 PSCs Facilities; KBS; Elec/Telcom; Sweetspot; Dashboards; Contract Courts; PM Reviews; Outreach; Subk Task Force; SSIP for SB

*Institutionalizing Leadership*





# Navigating the Waters

## ➤ Day 1

- Engage with Navy & Civilian Leadership
- Presentations center on
  - Where we are going
  - Challenges affecting how we do business
  - Initiatives where small business is needed

## ➤ Network

## ➤ Day 2

- Senior Acquisition Leadership
- DoD Small Business Initiatives
- Navy Strategic Sourcing
- Prime Contractor insight
- Matchmaking with Government/Large Business



***Small Business – The First Option***



– in the final analysis  
they are what matter  
most.

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Oreta Stinson

