2012 Industry Day

Office of Small Business Programs (CENW0-SB)
Hubert J. Carter, Jr.
Deputy for Small Business
20120509
“An investment in knowledge pays the best interest.”
Office of Small Business Programs
Deputy for Small Business Role
Missions & Business Doctrine
Why Small Business?
Small Business Updates
Small Business Performance
Omaha District
Small Business Program

1. Commander
2. Deputy District Engineer (DPM)
3. Chief Contracting Activity
4. Deputy for Small Business
Col. Robert J. Ruch became the Commander of the Omaha District, U.S. Army Corps of Engineers, September 3, 2009. As Commander, Ruch oversees federal civil works activities in the upper Missouri River basin, engineering design and construction for the Army and Air Force in eight Mountain and Upper Midwest states, and environmental remediation work throughout the United States. A major focus of the civil works mission is the operation of the six, giant, multi-purpose dams and reservoirs on the main stem of the Missouri River and the flood pools of 21 tributary dams. The main stem dams and their impoundments comprise the largest Corps-managed reservoir system in the United States.
District Missions

- Protective Design MCX
- Transportation MCX
- USACE Rapid Response
- Interior Design CX
- Hydrant Fuels CX
- MMRP Design Center
- Religious Facilities Center of Standardization (COS)
- Access Control Points COS
- Regulatory Program in 6 states
- Real Estate Services in 10 states

- MILCON
  18 Active Installations
  3 Readiness Centers
  > 400 Projects

- CIVIL WORKS
  Flood Protection, Navigation, Hydropower, Recreation, Regulatory, Ecosystem Restoration, Flood Control and Coastal Emergencies (FCCE)

- Special Projects

- ER

- 700,000 square miles
- Nearly 60 locations
- 27 Dams (including 6 hydropower main stems)
- 247 miles River Navigation
- 284 Recreation Areas
- 99 miles Missouri National Recreation River
- 6,627 miles of Shoreline
- 4,910 Regulatory Permit Applications
- 53 Federally-recognized Tribal Nations
- Protected Cultural Sites
- 9-year Drought
- > 1,200 projects
Ted H. Streckfuss is the Omaha District Deputy Engineer for Project Management and the Chief Program and Project Management Division for the Omaha U.S. Army Corps of Engineers (USACE). Ted is directly responsible for execution of all Programs and project management within the District area of responsibilities. Responsibilities include support to 26 Army and Air Force installations in an eight-state area, water resources development in nine states of the Upper Missouri River Basin, and Hazardous, Toxic and Radioactive Waste cleanup work for the Department of Defense and other clients. Ted was born and raised in the Webster/Aberdeen areas of northeast, South Dakota. Ted holds a Bachelor of Science degree in civil engineering from South Dakota State University; and a Master of Science degree in environmental engineering. Ted and wife, Diana, have three sons, Lucas (26) Nathanael (25) And Benjamin (22).
Mission Execution

Construction Contractors:

- Unlimited Capability
- Perform 100% of Civil Works and Military Construction (~300K daily)
- 34,000 Corps Employees

Sponsors, Federal Agencies, Associations

Workforce and Industrial Base

Anticipate ★ Collaborate ★ Innovate ★ Communicate

BUILDING STRONG®
John Jacobson is the Chief of the Contracting Division for the Omaha District, U.S. Army Corps of Engineers (USACE). John is directly responsible for all contract execution and administration within the Omaha District. Responsibilities include contract support to 26 Army and Air Force installations in an eight-state area. The Omaha District is the most expansive district in USACE. Its boundaries cover more than 700,000 square miles. Prior to coming to Omaha, John served as the Commander of the 55th Contracting Squadron, Offutt Air Force Base, Nebraska. This squadron was the largest Contracting Squadron in Air Combat Command with 100 personnel under his command. As the Commander, he directed the award and administration of a contract portfolio valued at over $12 billion.
Position Title: Deputy for Small Business
Series: 1102 Procurement Analyst
Appointment: 17 March 1998
Education: Public Administration, BS
Acquisition Professional, Level III
Years of Federal Services: 38 years
Previous Assignments: USAF 1974’, DA 1982’, DOI 1984,
Date Assigned USACE: April 1994
Birth State: Arkansas
Status: Blessed, Married, Father, Public Servant
Strengths: Can-Do; Will Do Attitude; Generous; Loyal; Selfless Service; Resiliency
Weaknesses: Never Quit; Never Give Up

Hubert J. Carter, Jr.
Deputy for Small Business

- Appointed by the District Commander
- Responsible only to and report directly to the District Commander or Deputy District Commander
- Advisor to Commander on Small Business Issues
- Supervisory authority over personnel with functions related to sections 8, 15 and 31 of the Small Business Act.
- Formal Liaison with the Small Business Administration
Deputy for Small Business Role

- Develop Program Management Plan (PMP)
- Promote the Economic Development and the Security of the Nation through small business participation
- Ensure the National Contracting Organization and Project Delivery Teams (PDT) executes Commander’s SB programs and objectives
Deputy for Small Business Role

- Ensure the Project Delivery Team (PDT) execute SB Programs and Nation’s small business objectives
- Facilitate Training for PDT(s) and Stakeholders
- Optimize business opportunities for members of the Small Business Community
- Aggressively identify suitable requirements for the small business program
Mission-Focused Execution: Resource decision based of what is best for missions and Stakeholders (Customer, Consumer and Constituents)
Facilitating smart use of resources, technical competency and innovation with focus on mission execution.
Small Business Is A-Team Activity
WHY SMALL BUSINESS?
Why Small Business?

Construction Contractors:

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34,000 Corps Employees

Sponsors, Federal Agencies, Associations

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- 18 Active Installations
- 3 Readiness Centers
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CIVIL WORKS
- Flood Protection, Navigation, Hydropower, Recreation, Regulatory, Ecosystem Restoration, Flood Control and Coastal Emergencies (FCCE)

Special Projects

ER

MILCON
- Protective Design MCX
- Transportation MCX
- USACE Rapid Response
- Interior Design CX
- Hydrant Fuels CX
- MMRP Design Center
- Religious Facilities Center of Standardization (COS)
- Access Control Points COS
- Regulatory Program in 6 states
- Real Estate Services in 10 states
Why Small Business?

- It’s the Law
- Small Business Act
- Small Business Job Act of 2010
- Federal Acquisition Regulation Part 19
- Defense Federal Acquisition Regulation Supplement (DFARS)
- Army Federal Acquisition Regulation Supplement (AFARS)
- Engineers Federal Acquisition Regulation Supplement (EFARS)
Why Small Business?

- Economic Development – Prudent - Good Business
- 95% of all U.S. Service Providers firms are members of the Small Business Community (SBC)
- SBC accounts for 48% of non farm gross national product (GNP)
- 55% of the U.S. labor force is employed by firms under 100 employees
- SBC accounts for 2/3 of all new jobs
- SBC leads in innovative research and development (R&D) producing 13 times as many major innovations than Other than Small concerns
Small Business Job Act of 2010:
The law gives contracting officers the ability to reserve orders for small business participation on contracts with multiple awards including the Federal Supply Schedule (GSA Multiple Award Schedule). The law makes it harder for agencies to “bundle” contracts, a practice that makes it more difficult for small businesses to compete.
Small Business Act:

It is the policy of the Government to provide maximum practicable opportunities in its acquisition to members of the Small Business Community (SBC).

Section 8: Small Business Administration’s Business Development Program aka Section 8(a)

Section 15: Set-aside programs; bundling and consolidation requirements.

Section 31: Historically Underutilized Business Zones
Federal Acquisition Regulation Part 19.

Each acquisition of supplies or services that has an anticipated dollar value exceeding $3,000 but not over $150,000 is automatically reserved exclusively for small business concerns and shall be set aside for small business....
Federal Acquisition Regulation Part 19.5

The contracting officer shall set aside any acquisition over $150,000 when there is a reasonable expectation that Offers will be obtained from at least two responsible small business concerns and award will be made at fair market prices.
Engineers Federal Acquisition Regulation Supplement (EFARS) Subpart 19.8

- Architect-Engineer services may be obtained through the 8(a) Program using competitive procedures.
- Deputies for Small Business are re-delegated the authority to (1) respond to SBA requests for commitments to support business plans of Section 8(a) firms and to identify to SBA candidate projects for being accomplished by Section 8(a) Participants.
Proper Use and Management of Cost-Reimbursement Contracts

SUMMARY: DoD, GSA, and NASA have adopted as final, with changes, an interim rule amending the Federal Acquisition Regulation (FAR) to implement a section of the Duncan Hunter National Defense Authorization Act for Fiscal Year 2009 that addresses the use and management of cost reimbursement contracts.

Effective Date: April 2, 2012

Requirements for Acquisitions Pursuant to Multiple-Award Contracts

SUMMARY: DoD, GSA, and NASA have adopted as final, with changes, an interim rule amending the Federal Acquisition Regulation (FAR) to implement a section of the Duncan Hunter National Defense Authorization Act for Fiscal Year 2009 to enhance competition in the purchase of supplies and services by all executive agencies under multiple-award contracts.

Effective Date: April 2, 2012.

Socioeconomic Program Parity

SUMMARY: DoD, GSA, and NASA have adopted as final, with changes, the interim rule amending The Federal Acquisition Regulation (FAR) to implement a section of the Small Business Jobs Act of 2010 that clarifies that there is no order of precedence among the small business socioeconomic Contracting programs. Accordingly, this final rule amends the FAR to clarify the existence of socioeconomic parity and that contracting officers may exercise discretion when determining whether an acquisition will be restricted to small businesses participating in the 8(a) Business Development Program (8(a)), Historically Underutilized Business Zones (HUBZone) Program, Service-Disabled Veteran-Owned Small Business (SDVOSB) Program, or the Women-Owned Small Business (WOSB) Program.

Effective Date: April 2, 2012.

Priority Hierarchy

Section 8(a) — SDVOSB — HUBZone — WOSB

Small Business

Other than Small
Trade Agreements Thresholds

SUMMARY: DoD, GSA, and NASA are issuing a final rule amending the Federal Acquisition Regulation (FAR) to incorporate adjusted thresholds for application of the World Trade Organization Government Procurement Agreement and the Free Trade Agreements, as determined by the United States Trade Representative.

Effective Date: March 2, 2012.

Women-Owned Small Business Program

SUMMARY: DoD, GSA, and NASA have adopted as final, with changes, an interim rule amending the Federal Acquisition Regulation (FAR) to implement the Small Business Administration’s regulations establishing the Women-Owned Small Business (WOSB) Program. This rule authorizes the restriction of competition for Federal contracts in certain industries to economically disadvantaged women-owned small business (EDWOSB) concerns or WOSB concerns eligible under the WOSB Program.

Effective Date: April 2, 2012.

WOSB Program Third Party Certification

The SBA has approved four organizations to act as Third Party Certifiers under the WOSB Program. The four organizations and contact information are:

- El Paso Hispanic Chamber of Commerce
- National Women Business Owners Corporation
- US Women’s Chamber of Commerce
- Women’s Business Enterprise National Council (WBENC)

Women Owned Small Businesses may elect to use the services of a Third Party Certifier to demonstrate eligibility for the program, or they may self-certify using the process outlined here on this website. SBA will only accept third party certification from these entities, and firms are still subject to the same eligibility requirements to participate in the program.

*Please note, at the request of WBENC, SBA has approved WBENC only for the certification of WOSBs and not for the certification of Economically Disadvantaged WOSBs.*
Additional Requirements for Market Research

SUMMARY: Department of Defense (DoD), General Service Administration, and National Aeronautics and Space Administration (NASA) have adopted as final, with changes, the interim rule amending the Federal Acquisition Regulation (FAR) to implement section 826, Market Research, of the National Defense Authorization Act for Fiscal Year 2008. Section 826 requires the head of an agency to take appropriate steps to ensure that any prime contractor of a contract (or task order or delivery order) in an amount in excess of $5 million for the procurement of items other than commercial items engages in market research as necessary before making purchases.

Effective Date: April 15, 2011.

The United States Small Business Administration (SBA) has increased 37 small business size standards for 34 industries and three sub-industries (“exceptions” in SBA’s table of small business size standards) in North American Industry Classification System (NAICS) Sector 54, Professional, Technical, and Scientific Services. This rule also removes “Map Drafting” as the “exception” to NAICS 541340, Drafting Services.

Effective Date: 10 February 2012

www.dot.state.il.us/sbe/Engineering%20SBA%20Size%20Std%20increase
Proper Use and Management of Cost-Reimbursement Contracts

SUMMARY: DoD, GSA, and NASA have adopted as final, with changes, an interim rule amending the Federal Acquisition Regulation (FAR) to implement a section of the Duncan Hunter National Defense Authorization Act for Fiscal Year 2009 that addresses the use and management of cost reimbursement contracts.

Effective Date: April 2, 2012

WOSB Program Third Party Certification – Updated

- The SBA has approved four organizations to act as Third Party Certifiers under the WOSB Program. The four organizations and contact information are:
  - El Paso Hispanic Chamber of Commerce
  - National Women Business Owners Corporation
  - US Women’s Chamber of Commerce
  - Women’s Business Enterprise National Council (WBENC)

- Women Owned Small Businesses may elect to use the services of a Third Party Certifier to demonstrate eligibility for the program, or they may self-certify using the process outlined here on this website. SBA will only accept third party certification from these entities, and firms are still subject to the same eligibility requirements to participate in the program.

- Please note, at the request of WBENC, SBA has approved WBENC only for the certification of WOSBs and not for the certification of Economically Disadvantaged WOSBs.
SUMMARY: DoD, GSA, and NASA have adopted as final, with changes, an interim rule amending the Federal Acquisition Regulation (FAR) to implement a section of the Duncan Hunter National Defense Authorization Act for Fiscal Year 2009 to enhance competition in the purchase of supplies and services by all executive agencies under multiple-award contracts.

Effective Date: April 2, 2012.

Socioeconomic Program Parity

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Effective Date: April 2, 2012.

Trade Agreements Thresholds

SUMMARY: DoD, GSA, and NASA are issuing a final rule amending the Federal Acquisition Regulation (FAR) to incorporate adjusted thresholds for application of the World Trade Organization Government Procurement Agreement and the Free Trade Agreements, as determined by the United States Trade Representative.

Effective Date: March 2, 2012.

System for Award Management

The System for Award Management (SAM) is combining eight federal Procurement systems and the Catalog of Federal Domestic Assistance into one new system.

SAM is being deployed in phases, beginning with the "Entity Management" capability and the Exclusions portion of the "Performance Information" capability. Currently, this first phase is scheduled to be available in the first half of 2012.

One login _ One Process _ One reporting location

https://www.sam.gov/sam/
Electronic Subcontracting Reporting System (eSRS)

http://www.esrs.gov/
### CENWO TOTAL ADJUSTED BASELINE

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<td>VOSB (5%)</td>
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### CENWO PRIME AWARDS TO DATE

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### PROGRAM BASELINES

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<th>PPM-CP</th>
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<td>$9,670</td>
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### ADVISORIES AND UPDATES

1. CN12-0103SB: SDVOSB Set-Aside Validation Information
2. CN12-0104SB: Advisory for processing MATOC and Programmatic Acquisition Strategy and SB Coordination Record.
3. CN12-0106SB: FAR Changes Effective: 20120402
4. Sector 54, Professional, Technical and Scientific Services revised size status [34] effective 20120312.
5. SBA Surveillance Review of the National Contracting Organization postponed to first quarter FY13.
6. Notification of consolidated acquisitions forward to Office of Small Business Programs, Department of Army 20120420.

### Awards to Other Than Small Business

$175,929,650

20120509

Anticipate ★ Innvoate ★ Collaborate ★ Communicate

BUILDING STRONG®
# FY 12 CENWD SMALL BUSINESS PERFORMANCE

<table>
<thead>
<tr>
<th></th>
<th>CENWD</th>
<th>CENWK</th>
<th>CENWO</th>
<th>CENWS</th>
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<td>VOSB</td>
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### Performance: SB, WOSB, SDB, HBCU, HUBZ, SDV, VOSB, OTS

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<th>Category</th>
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<tr>
<td>VOSB (3.2%)</td>
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<td>OTS</td>
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<td>51%</td>
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### Legend
- Meets Statutory Goal
- Meets NWD Target
- Goal Unmet
- NWD Assigned Targets

- **Anticipate ★ Innovate ★ Collaborate ★ Communicate**

**20120509**

BUILDING STRONG®
<table>
<thead>
<tr>
<th>Series</th>
<th>Activity</th>
<th>Location</th>
<th>Sponsor</th>
<th>Date</th>
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<tr>
<td>S</td>
<td>FY12 SB Outreach</td>
<td>Anther Hilton Hotel Colorado Springs</td>
<td>Federal Agencies Chamber of Commerce</td>
<td>1-2 May 2012</td>
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<td>S</td>
<td>SAME 2012 Industry Day</td>
<td>Embassy Suites Omaha Omaha Nebraska Old Market Down Town</td>
<td>USACE – SAME</td>
<td>7-9 May 2012</td>
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<td>S</td>
<td>2012 National Veteran SB Conference &amp; Expo</td>
<td>Cobo Center Detroit Michigan</td>
<td>Department of the Army Center Of Veteran Enterprise</td>
<td>26-29 June 2012</td>
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<td>S</td>
<td>Diversity Business Networking Summit</td>
<td>Embassy Suites La-Vista Conference Center</td>
<td>Midwest Minority Supplier Development Council</td>
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<tr>
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<td>Sponsor</td>
<td>Date</td>
</tr>
<tr>
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</tr>
<tr>
<td>M</td>
<td>SAME General Membership Meeting</td>
<td><a href="https://www.sameomaha.org">https://www.sameomaha.org</a></td>
<td>SAME – Omaha Post</td>
<td>2nd Thursday 1130-1300</td>
</tr>
<tr>
<td>M</td>
<td>Federal Executive Association</td>
<td>Omaha Press Club</td>
<td>Omaha-Lincoln Federal Agencies</td>
<td>2nd Thursday 1130-1300</td>
</tr>
<tr>
<td>M</td>
<td>Small Business Empowerment Breakfast</td>
<td>Regency Lodge Omaha, NE</td>
<td>SBA and Local Federal Agency</td>
<td>2nd Friday 0700-8300</td>
</tr>
<tr>
<td>M</td>
<td>Veteran Business Owner Forum Breakfast</td>
<td>Regency Lodge Omaha Nebraska</td>
<td>PTAC - Nebraska Business Development Center</td>
<td>1st Friday 0800-0900</td>
</tr>
<tr>
<td>M</td>
<td>Winning Federal Contract Workshop</td>
<td>SBA Nebraska District Office</td>
<td>SBA , City of Omaha, PTAC, Offutt AFB, Omaha District</td>
<td>3rd Thursday 0730-0900</td>
</tr>
</tbody>
</table>

M: Monthly   S: Scheduled