Philadelphia Post
Industry Day 2020

Joint Base McGuire-Dix-Lakehurst’s
87th Contracting Squadron

Growing Local Small Businesses

Jim Burke - Small Business Professional
March 2020
Contracting Process Life Cycle
Air Force Contracting Steps for Government

Gov’t exercises options, rates contractor performance, & starts reprocurement

Gov’t develops performance work statement, specifications, drawings, cost estimate, requested delivery date

Gov’t surveys the market to build contracting strategy including Small Business Set-Aside decisions

Gov’t receives proposals based on evaluation criteria

“Win As One”
What We Bought in FY19

<table>
<thead>
<tr>
<th>Spend ($M)</th>
<th>FY2015</th>
<th>FY2016</th>
<th>FY2017</th>
<th>FY2018</th>
<th>FY2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commodities</td>
<td>$9.3</td>
<td>$13.8</td>
<td>$13.0</td>
<td>$16.1</td>
<td>$9.5</td>
</tr>
<tr>
<td>Construction</td>
<td>13.6</td>
<td>22.0</td>
<td>19.0</td>
<td>24.1</td>
<td>26.6</td>
</tr>
<tr>
<td>Services</td>
<td>73.1</td>
<td>65.6</td>
<td>76.8</td>
<td>78.8</td>
<td>79.9</td>
</tr>
<tr>
<td>Totals ($M)</td>
<td>$96.0</td>
<td>$101.4</td>
<td>$108.8</td>
<td>$119.0</td>
<td>$116.0</td>
</tr>
</tbody>
</table>

“Win As One”
Navigating Federal Contracts

Life Cycle Steps for NJ Businesses

Exceptional performance improves strength of future proposals

Register Business in SAM

Communicate Capability to Gov’t

Strong Proposals = Awarded Contracts

Find FBO opportunities

Contractor tailors proposal to meet evaluation criteria

Companies deliver products/perform services in accordance with contract/submit invoice

Update with NAICS code & Socio-Economic Status for SB Set-asides

Respond to Gov’t market surveys with capability statements & Socio-Economic status

“Win As One”
PTAC and SBDC-NJ Service Examples

Services & Resources Provided to New Jersey-Based Businesses

- Free Individualized Counseling
- Market Research - Target Marketing
- Capability Statements
- Electronic Bid Match
- SAM, DIBBS, Vendor Registrations
- Dynamic Small Business Search (DSBS)
- Certifications & Verifications
- Matchmaking – Public & Private Sectors

- Proposal/Solicitation Assistance & Reviews
- Supply Chain Events - Industry & Pitch Days
- Government Buying Processes
- GSA Schedules
- Wide Area Workflow – E-Payment Systems
- Government Regulations – FAR, DFARS
- Defense Contract Audit Agency Checklist
- Training Seminars, Workshops & Webinars
Example Construction Contract
Bldg 5634 HVAC Upgrade with Local HUBZone Vendor

Received Requirement
• Upgrade HVAC to more energy efficient system
• Magnitude $250K - $500K
22 Apr 19

Acquisition Strategy
• FBO, SAM search, & emails found 2 or more HUBZone vendors
• HUBZone Set-Aside
22 May 19

Request Proposals
• Evaluation factors: Past Performance & Price
• Received 5 proposals on 12 Jul
13 Jun 19

Evaluate/Award Contract
• Awarded lowest-priced vendor with Substantial Confidence
• Contract price $568K
28 Aug 19

Contract Performance
• Pre-construction meeting
• Approved HVAC material submittal
3 Oct 19

"Win As One"
Partnering With NJ Vendors
To Build Local Small Business Innovation Base & Increase Speed

• Trying new contracting methods like Pitch Day that remove red tape.
  Sol. # FA4484-20-S-C002 – POC: MSgt Jason Falkner 609-754-5919

• Accelerating DoD payment times - Expanded Gov. Purchase Card Program

• JBMDL-NJ **Small Business Round Table** inception partnering w/ Local Industry Leaders **aligns** NJ Small Businesses w/ 87 CONS, PTAC, SBDC, NJVCC, GSA, SBA & our base requirements

• Wednesday **April 22, 2020 from 0930-1230** @ Burlington County Library Auditorium, 5 Pioneer Blvd. Westhampton, NJ 08060

• Meeting **Face to Face** with NJ Business Owners outreach events

  • PTAC (Procurement Technical Assistance Ctr.) @ NJIT, Newark, NJ (May 2019)
  • NJVCC (NJ State Veterans Chamber of Commerce) @ Rowan BCC, Mt. Laurel (June 2019)
  • SBDC (Small Business Development Ctr.) @ Rutgers, Camden (July 2019)
  • NJVCC (NJ State Veterans Chamber of Commerce) @ Newark, NJ (Nov 2019)
  • SAME (Society of American Military Engineers) @ Philadelphia, PA (Mar 2020)
  • JBMDL SBR (JB MDL Small Business Roundtable) @ Burlington County Library (Apr 2020)

www.njit.edu/ptac  https://njsbdc.com

PTAC
RUTGERS-NEWARK
and CAMDEN
TCNJ Trenton

NEW JERSEY STATE
VETERANS CHAMBER
OF COMMERCE
https://njveteranschamber.com

https://njveteranschamber.com
FY19 Small Business & Local Dollars

87 CONS Total Dollars = $116M*  
Small Business Spending - $73.6M  
Large Business Spending - $15.2M  
Other Business Spending (e.g. AbilityOne) - $27.2M

87 CONS Total Local Dollars = $40.8M  
NEW JERSEY SPENDING - $35.5M  
NEW YORK SPENDING - $0.5M  
PENNSYLVANIA SPENDING - $4.8M

“Win As One”
# FY20 Small Business Goals

<table>
<thead>
<tr>
<th>Category</th>
<th>JB MDL Goals FY19*</th>
<th>JB MDL FY19 YTD</th>
<th>SB Goal Meter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Business (SB) Overall</td>
<td>76.46%</td>
<td>71.14%</td>
<td>93%</td>
</tr>
<tr>
<td>Small Disadvantaged Business (SDB)</td>
<td>26.98%</td>
<td>31.32%</td>
<td>116%</td>
</tr>
<tr>
<td>HubZone</td>
<td>11.17%</td>
<td>25.88%</td>
<td>232%</td>
</tr>
<tr>
<td>Women Owned Small Business (WOSB)</td>
<td>7.14%</td>
<td>10.09%</td>
<td>141%</td>
</tr>
<tr>
<td>Service Disabled Veteran Owned Small Business (SDVOSB)</td>
<td>15.69%</td>
<td>27.03%</td>
<td>172%</td>
</tr>
</tbody>
</table>

* The above small business goals are based on the percent of awarded small business contract actions to total small business eligible dollars after exclusions applied. (Source: FPDS-NG)
Jim Burke

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