Report Documentation Page

<table>
<thead>
<tr>
<th>1. REPORT DATE</th>
<th>2. REPORT TYPE</th>
<th>3. DATES COVERED</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 AUG 2014</td>
<td></td>
<td>00-00-2014 to 00-00-2014</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4. TITLE AND SUBTITLE</th>
<th>5a. CONTRACT NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry Forum Navy Gold Coast</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>6. AUTHOR(S)</th>
<th>5b. GRANT NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>7. PERFORMING ORGANIZATION NAME(S) AND ADDRESS(ES)</th>
<th>5c. PROGRAM ELEMENT NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Naval Facilities Engineering Command, NAVFAC Southwest, 1220 Pacific Highway, San Diego, CA, 92132-5190</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>8. PERFORMING ORGANIZATION REPORT NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>9. SPONSORING/MONITORING AGENCY NAME(S) AND ADDRESS(ES)</th>
<th>10. SPONSOR/MONITOR’S ACRONYM(S)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

12. DISTRIBUTION/AVAILABILITY STATEMENT
Approved for public release; distribution unlimited

13. SUPPLEMENTARY NOTES

14. ABSTRACT

15. SUBJECT TERMS

16. SECURITY CLASSIFICATION OF:
<table>
<thead>
<tr>
<th>a. REPORT</th>
<th>b. ABSTRACT</th>
<th>c. THIS PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>unclassified</td>
<td>unclassified</td>
<td>unclassified</td>
</tr>
</tbody>
</table>

17. LIMITATION OF ABSTRACT
Same as Report (SAR)

18. NUMBER OF PAGES
22

19a. NAME OF RESPONSIBLE PERSON

---

Standard Form 298 (Rev. 8-98)
Prescribed by ANSI Std Z39-18
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

**READINESS**
Strengthen our ability to respond to Supported Commands and contingencies by cultivating a high-performing workforce and ensuring our equipment, facilities and command alignment enable success.

**PERFORMANCE**
Ensure quality, timely and efficient products and services that meet the needs of our Supported Commanders at optimal total ownership cost.

**SUSTAINABILITY**
Lead Navy and Marine Corps efforts in sustainable land, infrastructure and equipment to achieve energy security, energy efficiency and environmental stewardship.

**SUPPORTED COMMANDERS’ MISSION ACCOMPLISHMENT**
What NAVFAC Southwest Buys

• Capital Improvements
  – Construction Services
  – Architect & Engineering Services
  – Design In-House
  – Specialized Technical Services
  – Ocean Engineering

• Public Works
  – Facility Sustainment
  – Utility & Energy Management
  – Base Operation and Maintenance
  – Facility Services

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

• Asset Management
  – Real Estate
  – Land & Installation Planning
  – Facilities Planning
  – Encroachment Management
  – Facilities Integrated Logistics Support
  – Real Property Acq, Mgmt & Disposal
Types of Contracts

- **Basic Ordering Agreements (BOA)**
  (Construction only)
- **Job Order Contracts (JOC)**
  (Construction)
- **Base Operation and Support (BOS)**
  (Services)
- **Multiple-Award Contracts**
  (Construction, Environmental, and Services)
- **Indefinite Delivery Indefinite Quantity (IDIQ)**
  (Construction, Environmental, Services, Architectural & Engineering Services)
- **Stand-Alone, Single Award Procurement**
  (All types of services)
Multiple Award Contracts (MACs)

- NAVFAC Southwest has MACs for
  - Construction (MACC),
  - Environmental (EMAC), and
  - Services (MASC)

- MACs are awarded based on SOURCE SELECTION
  - Limited number of awards per MAC (usually 3 – 5)

- Types of MACs at NAVFAC Southwest
  - 8(a) MACs
  - HUBZone/SDVOSB
  - SB
  - Unrestricted
  - Wide Scope of Work
  - Narrow/Specialty Scope of Work

Procurement strategy is determined by Market Research and Agency need.
8(a) Tripwire Limitations

• Applicable to all 8(a) sole-source awards (basic contracts and task orders)
• Calculated on a FY basis

• 8(a) sole source awards limited to
  ➢ 10 basic contracts
  ➢ $15M aggregate obligation against sole source basic contracts.

• Work on previously awarded sole source basic contracts (such as JOCs and sole source IDIQs) counts toward the $15M limitation.
# Top 10 NAICS Codes for FY2013

<table>
<thead>
<tr>
<th>NAICS</th>
<th>Description</th>
<th># of Actions</th>
<th>$000</th>
<th>% of spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>236220</td>
<td>Commercial and Institutional Building Construction</td>
<td>1725</td>
<td>450,118</td>
<td>33.20%</td>
</tr>
<tr>
<td>238220</td>
<td>Plumbing, Heating and Air Conditioning</td>
<td>248</td>
<td>145,856</td>
<td>10.76%</td>
</tr>
<tr>
<td>562910</td>
<td>Remediation Services</td>
<td>459</td>
<td>122,128</td>
<td>9.01%</td>
</tr>
<tr>
<td>561210</td>
<td>Facility Support Services</td>
<td>805</td>
<td>121,828</td>
<td>8.90%</td>
</tr>
<tr>
<td>237990</td>
<td>Heavy Civil Engineering Construction</td>
<td>150</td>
<td>100,995</td>
<td>7.45%</td>
</tr>
<tr>
<td>541330</td>
<td>Engineering Services</td>
<td>779</td>
<td>88,389</td>
<td>6.52%</td>
</tr>
<tr>
<td>237310</td>
<td>Highway, Street, and Bridge Construction</td>
<td>392</td>
<td>85,407</td>
<td>6.30%</td>
</tr>
<tr>
<td>237120</td>
<td>Oil and Gas Pipeline Construction</td>
<td>48</td>
<td>32,707</td>
<td>2.41%</td>
</tr>
<tr>
<td>561720</td>
<td>Janitorial Services</td>
<td>120</td>
<td>30,251</td>
<td>2.23%</td>
</tr>
<tr>
<td>237130</td>
<td>Power and Communication Line Construction</td>
<td>143</td>
<td>23,472</td>
<td>1.73%</td>
</tr>
</tbody>
</table>

**Totals for FY2013:** 7,030 Actions, $1,361,596,962.35
### Top 10 NAICS Codes for FY2014 to date

<table>
<thead>
<tr>
<th>NAICS</th>
<th>Description</th>
<th># of Actions</th>
<th>$000</th>
<th>% of $$ spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>236220</td>
<td>Commercial and Institutional Building Construction</td>
<td>788</td>
<td>169,121</td>
<td>28.64%</td>
</tr>
<tr>
<td>561210</td>
<td>Facility Support Services</td>
<td>612</td>
<td>90,259</td>
<td>15.29%</td>
</tr>
<tr>
<td>562910</td>
<td>Remediation Services</td>
<td>326</td>
<td>69,874</td>
<td>11.83%</td>
</tr>
<tr>
<td>541330</td>
<td>Engineering Services</td>
<td>517</td>
<td>47,385</td>
<td>8.02%</td>
</tr>
<tr>
<td>237310</td>
<td>Highway, Street, and Bridge Construction</td>
<td>190</td>
<td>28,877</td>
<td>4.89%</td>
</tr>
<tr>
<td>237130</td>
<td>Power and Communication Line Construction</td>
<td>82</td>
<td>22,609</td>
<td>3.83%</td>
</tr>
<tr>
<td>238220</td>
<td>Plumbing, Heating and Air Conditioning</td>
<td>163</td>
<td>22,569</td>
<td>3.82%</td>
</tr>
<tr>
<td>238990</td>
<td>All Other Specialty Trade Contractors</td>
<td>275</td>
<td>15,450</td>
<td>2.62%</td>
</tr>
<tr>
<td>237110</td>
<td>Water and Sewer Line and Related Structures Construction</td>
<td>92</td>
<td>14,882</td>
<td>2.52%</td>
</tr>
<tr>
<td>238160</td>
<td>Roofing Contractors</td>
<td>79</td>
<td>11,885</td>
<td>2.01%</td>
</tr>
</tbody>
</table>

**Totals for FY2014:** 4,324 Actions, $568,564,918.84
# 2013 to FY 2014 Comparison

<table>
<thead>
<tr>
<th>2013 NAICS</th>
<th>2013 Dollars (000)</th>
<th>2014 NAICS</th>
<th>2014 Dollars (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>236220</td>
<td>450,118</td>
<td>236220</td>
<td>169,121</td>
</tr>
<tr>
<td>238220</td>
<td>145,856</td>
<td>561210</td>
<td>90,259</td>
</tr>
<tr>
<td>562910</td>
<td>122,128</td>
<td>562910</td>
<td>69,874</td>
</tr>
<tr>
<td>561210</td>
<td>121,828</td>
<td>541330</td>
<td>47,385</td>
</tr>
<tr>
<td>237990</td>
<td>100,995</td>
<td>237310</td>
<td>28,877</td>
</tr>
<tr>
<td>541330</td>
<td>88,389</td>
<td>237130</td>
<td>22,609</td>
</tr>
<tr>
<td>237310</td>
<td>85,407</td>
<td>238220</td>
<td>22,569</td>
</tr>
<tr>
<td>237120</td>
<td>32,707</td>
<td>238990</td>
<td>15,450</td>
</tr>
<tr>
<td>561720</td>
<td>30,251</td>
<td>237110</td>
<td>14,882</td>
</tr>
<tr>
<td>237130</td>
<td>23,472</td>
<td>238160</td>
<td>11,885</td>
</tr>
</tbody>
</table>

- **7,030 Actions**  **$1,361,597**  
- **4,324 Actions**  **$568,564,919**
So how is NAVFAC Southwest doing relative to SB awards?

<table>
<thead>
<tr>
<th>Category</th>
<th>FY13 Prime Award Target (Goal)</th>
<th>FY13 Actual Prime Awards</th>
<th>FY13% above/below target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Business</td>
<td>36.00%</td>
<td>54.30%</td>
<td>50.8% Above</td>
</tr>
<tr>
<td>HUBZone</td>
<td>10.00%</td>
<td>11.55%</td>
<td>15.5% Above</td>
</tr>
<tr>
<td>SDVOSB</td>
<td>3.00%</td>
<td>5.08%</td>
<td>69.3% Above</td>
</tr>
<tr>
<td>SDB</td>
<td>22.83%</td>
<td>40.45%</td>
<td>77.2% Above</td>
</tr>
<tr>
<td>WOSB</td>
<td>6.50%</td>
<td>9.44%</td>
<td>45.2% Above</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FY14 Prime Award Target (Goal)</th>
<th>FY14 Actual Prime Awards to date</th>
<th>FY14% above/below target</th>
</tr>
</thead>
<tbody>
<tr>
<td>40.50%</td>
<td>63.86%</td>
<td>57.7% Above</td>
</tr>
<tr>
<td>10.00%</td>
<td>14.79%</td>
<td>47.9% Above</td>
</tr>
<tr>
<td>4.00%</td>
<td>4.97%</td>
<td>24.3% Above</td>
</tr>
<tr>
<td>29.00%</td>
<td>50.04%</td>
<td>72.6% Above</td>
</tr>
<tr>
<td>7.00%</td>
<td>15.48%</td>
<td>121.1% Above</td>
</tr>
</tbody>
</table>
How to work with NAVFAC SW
Basic instructions for new contractors

• Step 1 – Determine your NAICS Codes  http://www.census.gov/eos/www/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


• 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

Monitor solicitation websites!
-- spend at least one hour per week mining sites.
Forecasting Tools

Sources Sought Announcements

Requests for Interest

Industry Forums

Publicized Forecast Announcements for MILCON and other special programs.

Special Notices publicized on solicitation websites.
Marketing Tips

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.

QUIZ
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
- 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

Lacks focus
Dynamic Small Business Search Database:
- Update frequently as info for your firm changes
- Capabilities narrative
- Performance History (References)
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

NAVFAC Small Business Websites
https://smallbusiness.navfac.navy.mil
Questions?