

National Defense industrial Association

7th Annual National Small Business Conference

Doing Business With DHS & The Federal Government & Closing The Deal!!

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May 26, 2010



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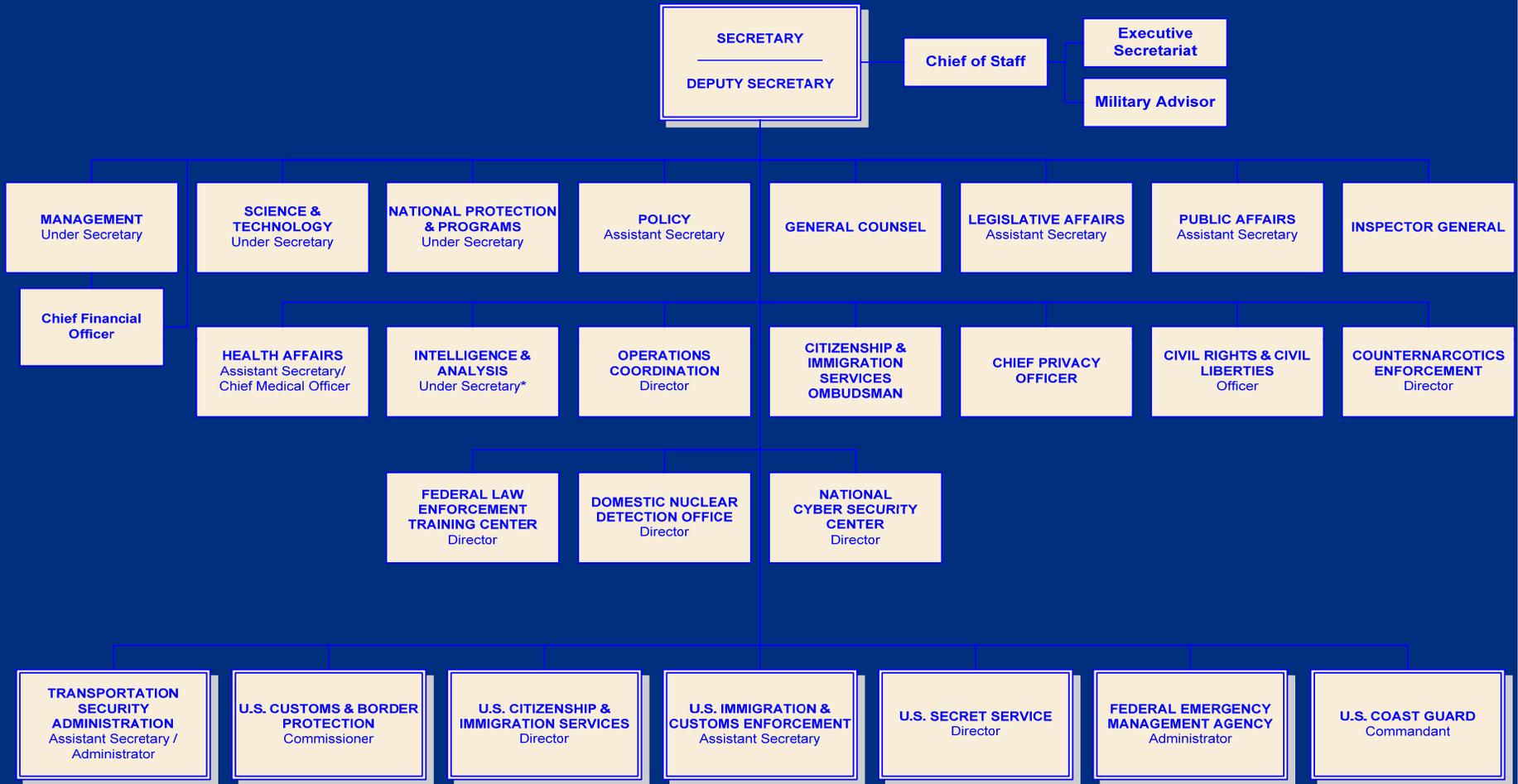
- **September 11, 2001:** Terrorists attack the United States
- **October 8, 2001:** President George W. Bush creates the White House Office of Homeland Security
- **November 19, 2002:** Congress passes legislation mandating the Department of Homeland Security
- **November 25, 2002:** President Bush signs the Homeland Security Act into law
- **January 24, 2003:** The department becomes operational
- **March 1, 2003:** Most component organizations merge to form the Department of Homeland Security



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U.S. DEPARTMENT OF HOMELAND SECURITY



* Under Secretary for Intelligence & Analysis title created by Public Law 110-53, Aug. 3rd, 2007

Approved 3/20/2008



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Federal Emergency Management Agency (FEMA)



Federal Emergency Management leads the federal government in preparing for, preventing, mitigating the effects of, responding to, and recovering from all domestic disasters, whether natural or man-made, including acts of terror



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Transportation Security Administration (TSA)



The Aviation and Transportation Security Act established the Transportation Security Administration to protect the transportation system and ensure freedom of movement for people and commerce



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U.S. Customs and Border Protection (CBP)

U.S. Customs and Border Protection is responsible for protecting the borders of the United States at and between official ports of entry. CBP is the front line in protecting against terrorists and instruments of terror



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United States Secret Service (USSS)

The United States Secret Service protects the President, Vice President, and other dignitaries and designated individuals; enforces laws relating to obligations and securities of the United States; and investigates financial and electronic crimes



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U.S. Citizenship and Immigration Services (USCIS)



U.S. Citizenship and Immigration Services secures America's promise as a nation of immigrants by granting immigration and citizenship benefits, promoting an awareness and understanding of citizenship, and ensuring the integrity of the immigration system



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U.S. Immigration and Customs Enforcement (ICE)

As the largest investigative arm of the department, U.S. Immigration and Customs Enforcement uses immigration and customs authorities protect the American people by preventing illegal goods and people, including people with criminal records and terrorist connections, from entering the United States



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United States Coast Guard (USCG)



The U.S. Coast Guard is the principal federal agency charged with maritime safety, security, and stewardship. The Coast Guard protects vital interests of the United States – the personal safety and security of our population, our natural and economic resources, and the territorial integrity of our maritime borders



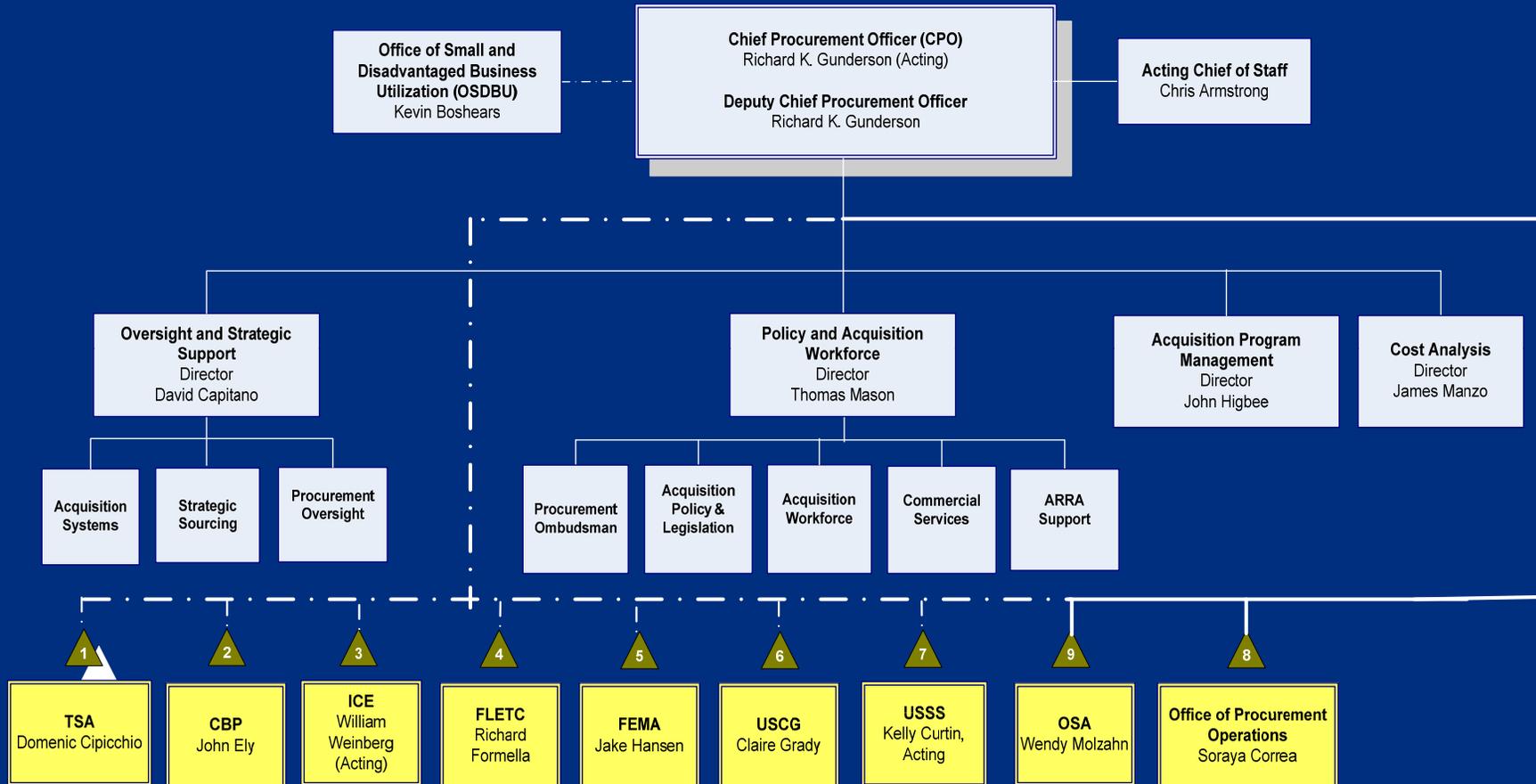
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DHS Small Business Prime Contracting Accomplishments – FY 2009 Preliminary

Category	Goal (%)	Accomplishment (\$)	Accomplishment (%)
Total Procurement Dollars	N/A	\$14,325,833,774	N/A
SB Prime Contracts	31.9%	\$4,608,845,692	32.2%
8(a) Contracts	4.0%	\$859,518,843	5.9%
SDB Prime Contracts [other than 8(a)]	4.0%	\$1,184,910,368	8.4%
SDB Prime Contracts [overall; including 8(a) contracts]	8.0%	\$2,044,429,211	14.3%
HUBZone SB Prime Contracts	3.0%	\$391,706,113	2.7%
SDVOSB Prime Contracts	3.0%	\$277,265,936	1.9%
VOSB Prime Contracts	N/A	\$626,880,008	4.4%
WOSB Prime Contracts	5.0%	\$1,138,608,469	7.9%



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▲ DHS Heads of Contracting Activities



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Enterprise Acquisition Gateway for Leading-Edge Solutions (EAGLE)

- Multiple-award indefinite delivery/indefinite quantity (IDIQ) contract vehicle, specifically designed as the preferred source of information technology (IT) services for the majority of the Department of Homeland Security's (DHS') enterprise infrastructure and initiatives
- DHS awarded 53 IDIQs to both large and small vendors across the industry



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EAGLE II (cont.)

- Period of Performance
 - Five (5) year Base Period with one (1) two-year Option Period
- EAGLE II program maximum contract value of ~\$22 Billion
- Separate source selections resulting in small business and unrestricted contracts
- IT support services aligned with current and anticipated DHS CIO requirements
- Program management processes consistent with DHS Secretary's Efficiency Initiative



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EAGLE II – SMALL BUSINESS PROCUREMENT

- Functional categories aligned with topic areas and DHS designated small business sources

EAGLE II SMALL BUSINESS FUNCTIONAL CATEGORIES		8(a)	HUBZone	SDVOSB	All SB
FC1	Service Delivery including:	X	X	X	X
	➤ Integration, Software Design/Development, Operations & Maintenance				
FC2	Program Support				X
FC3	IV&V				X

- Prospective vendors can propose on one, any or all categories
- Contract award is limited to one functional category due to organizational conflicts of interest
- Specific technical requirements will be defined at the task order level



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Vision for EAGLE II – Small Business includes both pre-award teaming and post-award teaming.

- The EAGLE II-Small Business pre-award core team:
 - For evaluation purposes, the core team is one (1) small business prime plus up to four (4) other small businesses
 - Prime does *not* have to be teamed with other firms from the same small business category
 - Core team must remain together for the life of the contract except for extraordinary circumstances with the Contracting Officer's consent



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Technical, Acquisition & Business Support Services (TABSS)

- Establish a Department-Wide Indefinite Delivery-Indefinite Quantity (IDIQ) Multiple Award Contract vehicle to provide technical, acquisition, and business support services.
- Coast Guard is conducting this department-wide acquisition
- Use of this contract vehicle will be limited to all DHS components
- Multiple unrestricted and small business set-aside awards
- The IDIQ contract will have an ordering period of five (5) years.



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DOMAIN TRACKS:

- Program Management, Engineering and Technology Support Services Domain; Unrestricted Track
- Program Management, Engineering and Technology Support Services Domain; Small Business Track
- Program Management, Engineering and Technology Support Services Domain; preferred 8(a) Track
- Business, Financial Management and Audit Support Services Domain; Unrestricted Track



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DOING BUSINESS WITH DHS & THE GOVT. TABSS (cont.)

DOMAIN TRACKS:

- Business, Financial Management and Audit Support Services Domain; Small Business Track
- Business, Financial Management and Audit Support Services Domain; preferred SDV Track
- Contract Management Support Services Domain; preferred 8(a) Track

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DHS Science & Technology Directorate's SBIR Program

SBIR FY10.2 solicitation, DHS SBIR-2010.2, was released on May 10, 2010. Closes June 24, 2010, 2:00 p.m., EDST.

Proposals are being sought in the following nine topic areas:

H-SB010-001: Detector for Smuggled Currency

H-SB010-002: Next Generation Vacuum Systems for Hand-held Mass Spectrometers

H-SB010-003: Large-Scale Network Survivability, Rapid Recovery, and Reconstitution



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DHS Science & Technology Directorate's SBIR Program (cont.)

H-SB010-004: Non-Detonable, Non-Hazardous, Low-Cost,
Hexamethylene Triperoxide Diamine (HMTD)
Training Aids for Canines

H-SB010-005: Automated Tool for Assessing Usability

H-SB010-006: Helmet with Embedded Active Display for
Emergency Responders (HEADER)

H-SB010-007: Accelerating Deployment of DHS Center of
Excellence Research through Advanced
Business Practices



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DHS Science & Technology Directorate's SBIR Program (cont.)

H-SB010-008: Handheld Multisensor Wand for the Detection of
Threat or Illicit Objects on Persons

H-SB010-009: Personal Situational Awareness App

Point Of Contact:

Elissa I. Sobolewski, DHS SBIR Program Director

Phone: (202) 254-6768

Website: <https://www.sbir.dhs.gov>



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- Review www.dhs.gov/openforbusiness.
- Register on www.fbo.gov to receive notices about DHS opportunities.
- Current in the Online Representations and Certifications Application (ORCA) at <https://orca.bpn.gov/>.
- Ensure your company is enrolled in the E-Verify Program, which can be found at <https://e-verify.uscis.gov/enroll/>.
- Be familiar with DHS contractor personnel security requirements.
- Accept the government purchase card (Visa or MasterCard).



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- Make Contact (build relationships)
 - Introduce your firm and yourself to the agency Small Business Specialist in each target Agency
 - First send capability statement
 - Participate in targeted outreach activities



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WORDS OF ADVICE

- When all else fails, read the RFP!
- Follow the RFP instructions!
- Don't be afraid to ask for clarifications. (Your proposal evaluation will not be negatively influenced.)

Proposal should be clear, concise, and practicable (Keep it simple)



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RFP Language

- Key Words:

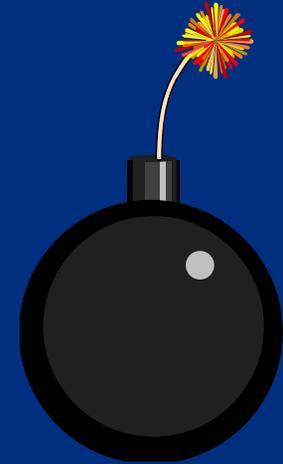
- Demonstrate: Has the offeror had experience in this area and what did they do?
- Similar scope and complexity: Address contracts that best mirror the RFP. (Partials are better than nothing.)
- Key personnel qualifications: Consider attributes required and does the person have it. Does the Project Mgr have solid management experience?



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- Common Mistakes
- Failure to Address Past Performance
 - References
 - Project Description
 - Term and value
- Methodology
 - No corporate information or technical resources mentioned
 - Mention tools, but not how to use them
- Staffing Plan
 - No rationale or inconsistent rationale
 - Startup team is on temporary assignment
 - Allocation of staff to functions unclear

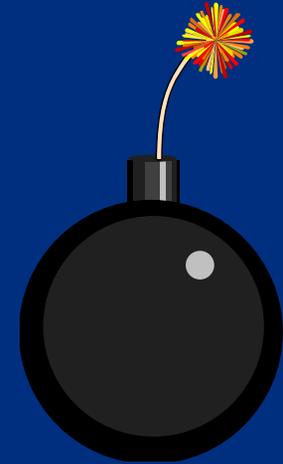


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Common Mistakes

- **Subcontractors**
 - Lack of coordination and cohesiveness
 - Roles & responsibilities unclear
 - Different incentives & benefits
- **Management**
 - Management layers too deep or complex
 - No decision tree or workflow
- **Capabilities and Qualifications**
 - Ignoring an issue is easy to interpret negatively
 - Address the issues surrounding the evaluation factors. Beyond these factors, there are no brownie points.
 - If you answer all of the requirements, you are acceptable. What makes you outstanding?



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- Not following font size and page count
 - Smaller font, while allowing more information, will be viewed negatively
 - Pages in excess of count will not be considered

- Make charts clear and
- understandable:

NOT like this; just KISS it



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Cost/Price Approach

- Propose on a supportable basis
- Data is accurate and complete
- Is it understandable?
- Is cost/price competitive?



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Contract Administration:

- Good news: You now have a Gov't contract
- Bad news: You now have a Gov't contract
- At the macro level:
How well you execute your contract will determine future Gov't business



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Contract Administration:

- Request a post-award conference ASAP after award (set expectations)
- Work in a partnership mode with the COTR and the CO
- Deliver what you promised
- If asked to perform work that is outside the scope (technical or price), consult with the CO
- Submit invoices to the paying office identified in the contract and in proper format



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Golden Rules

- Write proposal from a Gov't front-line COTR perspective, NOT from the corporate perspective
- Have a former Gov't COTR, or high level Contracts person review the proposal. (Someone not in the proposal writing process)
- In the final analysis, propose what the Gov't wants, not what you think we want
- Always request a "debrief", understand what the Gov't thought of your proposal-BUT come to the table to learn not to "Protest"



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Summary

- Gov't program dollars are declining given the balanced budget, therefore, the universe to propose on is shrinking
- Write the proposal from a Gov't technical point of view that emphasizes the requirements
- Address **ALL** the listed factors/subfactors in Section M, as amplified in Section L
- Convince the technical representative (COTR) that you understand what he/she wants and the firm is committed to delivering



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Summary (cont.)

- Consider teaming, subcontracting, partnerships

And Finally...

Deliver On The Promise!!!



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