



ACQUISITION,
TECHNOLOGY,
AND LOGISTICS

THE UNDER SECRETARY OF DEFENSE

3010 DEFENSE PENTAGON
WASHINGTON, DC 20301-3000

DEC 09 2016

MEMORANDUM FOR SECRETARIES OF THE MILITARY DEPARTMENTS
DIRECTORS OF THE DEFENSE AGENCIES
COMPONENT ACQUISITION EXECUTIVES
PRESIDENT, DEFENSE ACQUISITION UNIVERSITY
DIRECTOR, AT&L HUMAN CAPITAL INITIATIVES
DIRECTORS, COMPONENT OFFICES OF SMALL BUSINESS
PROGRAMS

SUBJECT: 2016 Department of Defense Small Business Vanguard Awards Program's Call for Nominations

To recognize the Defense acquisition workforce's collaborative commitment in creating small business opportunity and maximizing small business contributions to support the Department's mission, I formally announce the call for nominations for the 2016 Department of Defense (DoD) Small Business Vanguard Awards Program. The following five awards will be presented to Defense acquisition individuals, teams, and a component organization exhibiting the utmost dedication to the Better Buying Power (BBP) initiatives and DoD goals through the promotion of small business.

The *Vanguard Award* recognizes the DoD component organization that best exemplifies a commitment to the Small Business Programs (SBP) mission and goals across a variety of activities, such as small business participation and utilization, senior leader commitment, and outreach efforts.

The *Revolutionary Leadership Award* recognizes an individual's leadership, despite obstacles, in advocating for the inclusion of small business in DoD procurements.

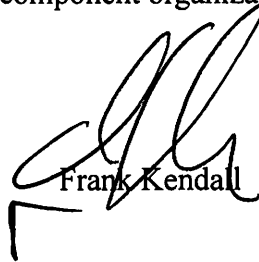
The *Ms. Tracey L. Pinson Small Business Professional of the Year Award*, in honor of Ms. Pinson's lasting legacy, recognizes an individual's commitment to the Small Business mission to ensure a healthy and modernized industrial base through the utilization of small business.

The *Small Business Innovation Research Award* recognizes an individual or team that exhibits innovative approaches, outstanding support, and implements processes to significantly advance the Small Business Innovation Research and Small Business Technology Transfer programs.

The *Verdure Award* recognizes a team that best demonstrates innovative approaches to balance the development of efficient buying methods and the utilization of small business.

Eligibility criteria, application procedures, and nomination forms for all five awards are attached. Nominations for the 2016 DoD Small Business Vanguard Awards Program must be submitted electronically by January 13, 2017, to osd.vanguard.awards@mail.mil. Winners will be honored during an awards program hosted by the Under Secretary of Defense for Acquisition, Technology, and Logistics in FY 2017.

Thank you for your support and participation during the 2016 DoD Small Business Vanguard Awards Program's call for nominations, which recognize the exemplary efforts of Defense acquisition individuals, teams, and component organizations.



Frank Kendall

Attachment:
As stated

2016 DoD Small Business Vanguard Awards Program Nomination Instructions

Please read the following information carefully before completing and submitting application(s) for the Vanguard Award, Revolutionary Leadership Award, Ms. Tracey L. Pinson Small Business Professional of the Year Award, Small Business Innovation Research Award, and Verdure Award.

Background: Members of the Department of Defense (DoD) acquisition workforce, through concerted effort, sustain and improve the health of the Defense industrial base. It is imperative as the workforce strives to meet Better Buying Power (BBP) initiatives and Departmental goals that the acquisition community's extraordinary efforts are recognized. This marks the second annual DoD Small Business Vanguard Awards Program, which honors DoD acquisition personnel that influence small business participation in Defense acquisitions for the significant contributions they make towards assuring the preparedness of the Department.

Eligibility: All DoD component organizations (e.g., Army, Defense Logistics Agency, Washington Headquarters Services), DoD military and civilian acquisition teams (i.e., two or more DoD acquisition military and/or civilian individuals from a DoD component organization), and DoD acquisition military and civilian individuals that affect procurements directly or indirectly. Contractors are not permitted to apply.

Evaluation Criteria: Nominations will be considered based on demonstration of excellence and contribution to Small Business mission success for specific achievements during the period of October 1, 2015, to September 30, 2016. Given that many achievements result from one's efforts and cumulative contributions over a period of time, achievements over more than the 12-month window may be reported, but the culmination of the work must be within FY 2016. Contributions should support the continuous achievement and improvement of one's office, DoD component organization, and Defense leadership's priorities, including but not limited to BBP. Quantifiable descriptions of achievements are particularly desired.

Submission Deadline: Submit complete nomination packages to osd.vanguard.awards@mail.mil. Applications must be received by close of business **January 13, 2017**. Neither late nor incomplete submissions will be considered. The award coordinator will acknowledge receipt of each application. If the applicant or submitter has not received a confirmation email within two business days after submission, please contact the award coordinator at osd.vanguard.awards@mail.mil. An award application will not be considered complete until the applicant or submitter has received a confirmation email from the award coordinator.

Selection Process: The Director, DoD Small Business Programs (SBP) manages the awards process on behalf of the Under Secretary of Defense for Acquisition, Technology, and Logistics (USD(AT&L)). The Director, DoD SBP will identify the Vanguard Awards Selection Panel, to be comprised of senior Government leaders in small business utilization, commercialization, and workforce development. The Director, DoD SBP will present the Vanguard Awards Selection Panel's recommendations to USD(AT&L) for final selection and approval.

Recognition Program: USD(AT&L) will recognize the winners through the presentation of an appropriate trophy or certificate at an awards program. The DoD component organization Vanguard Award winner's contributions will be featured for one year in the Pentagon's Defense Acquisition Workforce recognition display. The Small Business Functional Leader will ensure all winners are announced via various communication media.

Travel Costs: All travel costs associated with the awards presentation will be borne by the nominating organization. Component acquisition leadership and winners will be notified several weeks in advance in order to facilitate travel arrangements. Due to limited space at the awards program, winners who elect to bring guests at their own expense will be limited to two guests.

Questions: Address questions regarding the awards program or application process to the DoD Small Business Vanguard Awards Program coordinators at osd.vanguard.awards@mail.mil or 571-256-7791.

Vanguard Award – Detailed Instructions:

Nomination Approval: A written endorsement memorandum, on appropriate letterhead, from the Component Acquisition Executive, their equivalent, or position above must be included in the DoD component organization's nomination package for the Vanguard Award.

Nomination Format, Content, and Logo: The nomination package for the Vanguard Award must be submitted under an endorsement memorandum as indicated in the above Nomination Approval section.

Submissions must also include the completed nomination form (TAB C). The form consists of contact information, a narrative summary supporting the evaluation criteria described below (four-page maximum not including contact information or citation), and the award citation (one-page/two hundred word maximum). In addition, a high-resolution DoD component organization logo in either JPG or TIFF format must be included with the email submission.

Narrative Summary: USD(AT&L) will present the Vanguard Award, which is the programs' top Small Business award. The Vanguard Award is presented to the **DoD component organization** that best exemplifies a commitment to SBP in a multitude of areas. In the nomination package's narrative section, the DoD component organization must address the following in order to be considered:

1. Commitment to small business utilization to include, but not limited to, goaling information concerning:
 - a. Prime contracting small business goal assigned and achieved eligible and obligated dollars and percentages
 - b. Assigned socioeconomic categories' goals and performance in dollars and percentages
 - c. Prime contracting small business portfolio groups: knowledge based services, electronic and communication services, and facility related services performance in obligated and eligible dollars and percentages
 - d. Simplified acquisition threshold performance in eligible and obligated dollars and percentages
2. Senior leader involvement in maximizing small business participation
3. Small business outreach
4. Training and education of DoD small business professionals, acquisition professionals, and small businesses
5. One of the following:
 - a. Documented commitment to incorporation of Small Business Innovation Research (SBIR), Small Business Technology Transfer (STTR), and Rapid Innovation Fund technologies into programs of record
 - b. Documented commitment to ensuring data integrity and improving communication with industry
 - c. Documented commitment to a culture of entrepreneurship through proactively looking for ways to meet unmet customer needs and identifying ways to remove or avoid bureaucratic processes

Revolutionary Leadership Award, Ms. Tracey L. Pinson Small Business Professional of the Year Award, Small Business Innovation Research Award, and the Verdure Award – Detailed Instructions:

Nomination Approval: A written endorsement memorandum from the individual or team’s respective DoD Component Director of SBP, must be included on appropriate letterhead in the nomination package for the Revolutionary Leadership Award, Ms. Tracey L. Pinson Small Business Professional of the Year Award, Small Business Innovation Research Award, and Verdure Award. Only if the nominee is a DoD Component Director of SBP, in lieu of an endorsement from the DoD Component Director of SBP, the written endorsement memorandum must be from the Component Acquisition Executive, their equivalent, or position above.

There are no limits to how many endorsements DoD Component Directors of SBP and Component Acquisition Executives, their equivalents, or position above may submit for the aforementioned award categories.

Nomination Format, Content, and Logo: A nomination package for the Revolutionary Leadership Award, Ms. Tracey L. Pinson Small Business Professional of the Year Award, Small Business Innovation Research Award, and Verdure Award must be submitted under an endorsement memorandum as indicated in the above Nomination Approval section.

Submissions must also include the completed nomination form (TAB C). The form consists of contact information, a narrative summary supporting the evaluation criteria described below (three-page maximum not including contact information or citation), and the award citation (one-page/two hundred word maximum). In addition, a high-resolution DoD component organization logo in either JPG or TIFF format must be included with the email submission.

Narrative Summary: In the case of the Revolutionary Leadership Award, Ms. Tracey L. Pinson Small Business Professional of the Year Award, Small Business Innovation Research Award, and Verdure Award, applicants must address the following evaluation criteria in the narrative summary: specific achievements, value of contributions, and demonstration of leadership. Applications must tie their narrative response to the award’s theme (listed below) in which they are applying.

- *The Revolutionary Leadership Award.* This **individual** persists in efforts to include small business, notwithstanding the obstacles that may arise, because they understand that small businesses significantly contribute to the capability and preparedness of the Department. They respond to challenges with inventive ways of ensuring small businesses are included in the DoD marketplace, and they pave the way for bringing innovations into the Department through small business utilization. They demonstrate leadership, including by example, mentoring, and best practice sharing, to enhance the success of one’s team and the greater acquisition community in achieving SBP success.
- *The Ms. Tracey L. Pinson Small Business Professional of the Year Award.* Ms. Tracey Pinson tirelessly upheld the small business mission and dedicated her career to advocating for small businesses. Because of her efforts, countless members of the

industrial base were able to stimulate their businesses, create jobs, and contribute to the economy. In her honor, this award goes to the **individual** who exhibits this quality through embodiment of the Small Business mission to ensure a healthy and modernized small business industrial base that is capable of assisting the Department in fulfilling all missions and goals.

- *The Small Business Innovation Research Award.* This award goes to the **individual or team** that exhibits innovative approaches, outstanding support, and implements processes to significantly advance the SBIR/STTR programs. Individuals or teams demonstrate novel approaches to awarding any Phase SBIR/STTR contracts that reliably and significantly decrease the time of award; they also utilize innovative outreach programs for target audiences; and their Technical Points of Contact creatively and effectively enhance a specific SBIR/STTR technology area with a consistently high record of transitioning technologies.

- *The Verdure Award.* This award goes to the **team** that demonstrates fresh approaches to balancing the development of efficient buying methods and the utilization of small businesses. The team clearly communicates policy and/or creates innovative solutions to mitigate the adverse effects or processes that limit competition and serve as barriers to small business participation. The team consistently shows a commitment to ensuring the health of the industrial base on which it relies through comprehensive market research practices, results-based outreach efforts, and training to small businesses.