



Small Business Professional Bootcamp

Key Parts of Your Small Business Program

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KEY PARTS OF YOUR SMALL BUSINESS PROGRAM

- **Mission**
- **Training**
- **Outreach**
- **Compliance**





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MISSION

- **Small Business Professionals are always “battle-book ready”**
- **Know your role and how to communicate to:**
 - **Internal stakeholders**
 - **External stakeholders**
 - ***Industry wants to know about your activity & who you are,***
 - ***what you do/do not procure,***
 - ***how to do business with you, and***
 - ***how to find opportunity***
- **Collect what you need to tell your story**

Educate – Change the Culture



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MISSION

Why do we have a separate small business program?

- **Statutorily required (including SBP office separate & distinct from contracting)**
 - **All agencies are “graded” on compliance (your report card)**
- **High Visibility Politically:**
 - **Numbers are the political story**
 - **Your activity’s accountability for key performance goals**
 - **Flows up the chain of command to SBA/Executive, Congress, and OSB**

What the Small Business Program is not...

- ***Not* a social welfare program,**
- ***Not* a socioeconomic program, and**
- ***Not* just about goals**
- ***Not* contracting/AQ**



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TRAINING

- **Identify the career field training you need to take**
 - **Ensure your own readiness**
 - **Complete SBP career program training**
 - **Get smart with DAU Small Business Community of Practice: <https://acc.dau.mil/smallbusiness>**
- **Mentor – Train – Equip**
...ensure the readiness of your multifunctional team...
 - **Acquisition professionals**
 - **Leaders in your organization**
 - **Industry**
 - **Are you getting what you need?**



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OUTREACH

**You are the premier advocate
for government customers and industry**

- **How you maintain your outreach program will determine your success...*build your network***
- **Vendor library tools to assist both small businesses and the contracting office**
- **Vendor visit requests**
- **Relationships and partnerships with the contracting office decision makers**



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OUTREACH & BUILDING YOUR NETWORK

- **Contracting Offices and Program Managers**
- **Director - Consolidation/Bundling**
- **Ombudsman - SB Complaints/Questions**
- **Competition Advocate - Resolve program differences**
- **Contracting Officers - Where rubber meets the road**



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OUTREACH & BUILDING YOUR NETWORK

- **Procurement Technical Assistance Centers (PTACS) <http://www.aptac-us.org/>**
- **DOD Regional Councils**
 - **<http://www.acq.osd.mil/osbp/sbs/councils/index.shtm>**
- **Small Business Program Offices**
 - **Located at every DoD & Federal buying activity**
 - **All DoD: www.acq.osd.mil/osbp**
- **Introduce yourself to other Federal, State, and Local SB Advocacy personnel**



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OUTREACH & VENDOR VISITS

- **Are you going to schedule visits on an ad-hoc basis or a certain day of the week?**
- **Capabilities – *“Do we buy what they sell”***
- **Would vendor benefit from PTAC assistance?**
- **Does vendor need a base pass/directions?**
- **GWAC/GSA/Mandatory Use contracts**
- **Can they perform a current or future requirement?**
- **One page capability sheet**
- **SB name, website, contact info, locations.**
- **Socioeconomic Certifications**
- **DoD/Federal/State contracts with POC info**



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COMPLIANCE

- **Regulatory Guidance: FAR/DFARS Part 19: the small business specialist shall review & make recommendations for all acquisitions....**
- **DoD Instruction 4205.01, DoD Small Business Programs, (June 8, 2016)**
- **DoD Instruction 5134.04, Director of Small Business Programs (SBP), (Sept 27, 2005), *update pending***
- **As SBP's how do you work with your activity to ensure that a fair proportion of DoD total purchases, contracts, and other agreements for property and services be placed with small business programs?**



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COMPLIANCE

- **How will you ensure compliance?**
 - **Inspection checklists**
 - **Program management reviews**
 - **Collaboration with your activity OSBP**
 - **Consensus with the SBA PCR**
 - **Do you have a plan of operations?**



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ADVICE 15 U.S.C. §644(k)

Acquisition Planning/Strategy Review
15 U.S.C. §644(k)(12)

Program Reviews

Set Aside Advice
15 U.S.C. §644(k)(10) & 15 U.S.C. §644(a)

Assist SB to Obtain Late Payments
15 U.S.C. §644(k)(6)

MARKET RESEARCH 15 U.S.C. §644(k)(12)

FAR 10.002
• Contracting officer conducts
• SB Specialist assists - Helps identify capability

Qualitatively
• Good Market Research is thorough
• SB and CO need to know the business
• Informs decisions
• High quality and reliable

TRAINING 15 U.S.C. §644(k)(13)

Internal
• Small Business Specialist
• Contracting Officer
• Program Manager
• SES/GO/SL Training

External
• Acquisition Training
• Interagency
• For Small Businesses

ADVOCACY & LIAISON 15 U.S.C. §644(k)(4)

Outreach
• Conferences
• Industry Days
• Website
• Materials/ Information
• Tie with Market Research
• Understand Agency Requirements & SB Capabilities

Inreach
• Pentagon Leadership
• Commands
• ASARC AOIPT Attendance
• Procurement Planning Meetings
• Dashboard
• Communication

Consult & Cooperate with SBA on duties - in Sections 8 and 15 of the SB Act
15 U.S.C. §644(k)(9)

Unsolicited Proposal Processing
15 U.S.C. §644(k)(14)

- **Agency Statutory Requirements 15 U.S.C. § 631 et. seq.; specifically 15 U.S.C. § 644(k)**
- **DoD Instruction 4205.01, DoD Small Business Programs, (June 8, 2016)**
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LESSONS LEARNED...TIPS FOR SUCCESS

- **Always do your homework before advocating your position**
- **Use sugar before vinegar**
- **Make yourself relevant**
- **Be aware of hidden agendas (i.e. vendor preference)**
- **Know your strengths and weaknesses – consider a mentor**
- **Get top cover early – engage your HQ OSBP**
- **Rekindle your human spirit – when you leave the office...*leave the work there***
- ***YOU ARE APPRECIATED***

**QUESTION AND ANSWER
SESSION**





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FOR MORE INFORMATION
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