

Data Driven Outreach Strategies



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MDA Office of Small Business Programs (OSBP)

Mission/Vision

- The **Mission** of the Office of Small Business Programs (OSBP) is to enable the Missile Defense Agency to gain access to the efficiency, innovation, and creativity offered by small businesses
- OSBP has a **Vision** to remain an integral player and value added advisor in the development of MDA acquisition strategies to ensure compliance with laws, directives, goals, and objectives related to small business initiatives; to serve as a facilitator for accessing untapped small business resources; and to serve as an advocate for small business in MDA procurements



Know Your Agency Goals

Why is this Important?

- **Knowing the Goals can help you understand where your marketing strategy can go and which areas to look into.**
- **Know your Market... This can help you navigate better. What is our Agency looking for?**
- **There is a National organization for nearly every Socio-Economic goal.**
 - **National 8(a) Association**
 - **National HUBZone Association**
 - **WBENC (Women's Business Enterprise National Council)**
 - **US National Women's Chamber of Commerce**
 - **Elite SDVOSB**
 - **Veterans Administration**
- **You can Google these organizations and find various outreach events that they are having.**
 - **Get to know the folks running these Organizations, they can help you tremendously**
- **PTAC's are a GREAT source of Outreach Event help.**



FY 2017 Small Business Goals/Performance as of 30 September 2017

<u>Size:</u>	<u>Goal</u>	<u>Performance</u>	<u>Dollars</u>
SB	7%	7.93%	\$ 414,789,331
SDB	1.3%	1.44%	\$ 75,168,289
SDVOSB	0.8%	1.02%	\$ 53,181,343
WOSB	1%	0.76%	\$ 39,761,424
HUBZONE	0.1%	0.14%	\$ 7,408,137
SAT	98%	98.26%	\$ 8,558,365

- Subcategory goals approved by MDA OSBP Director
- SB Goal provided by OSD
- SAT Performance based on Action Obligations per OSD standards



Know Your Agency Requirements & Goals

Sample Conferences that MDA Attends

Based on Socio-Economic Categories

- **National 8(a) Winter Conference**
- **National HUBZone Conference (2 per year)**
- **WBENC and the USWCC Different Matchmakers through the year**
- **National VETERAN Conference (VA)**
- **VETS 2018 (Scott Dennison Former VA OSBP)**
- **Elite SDVOSB Conference (different places)**

Support to the Services

Based On The Support To Each Agency or Service

- **Navy Gold Coast (Navy SB Conference)**
- **Army's AUSA**
- **Army's APBI**
- **Navy's Surface Warfare Symposium**
- **Air Force AFCEA Conferences**



Know Your Requirements in your Agency

You **MUST** have a road map before you can begin your acquisition journey

4 Major MDA Requirements for Small Businesses

- **Subcontracting Opportunities With Our Large System Prime Contractors**
- **Advisory and Assistance Services (TEAMS)**
- **Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) Programs**
- **Infrastructure Support**

Requirements DRIVE Outreach

- **Talk to the programs in your Agency to see what acquisition will be coming up over the next year to start to target Market Research**
- **This will help you identify what types of businesses you are looking for as well as what level they can participate (whether it be Prime or Subcontracting opportunities)**
- **Talk to your Agency Counterparts to see if there are ways Your outreach can help them**
- **Capture the data from the events you go to in a database where you can see if these events were historically useful over the coming years**



How Does MDA Track Data?

Weekly Performance to Goal Report

- Shows us where we stand on our Goals to date
- Helps us see where our target areas should be



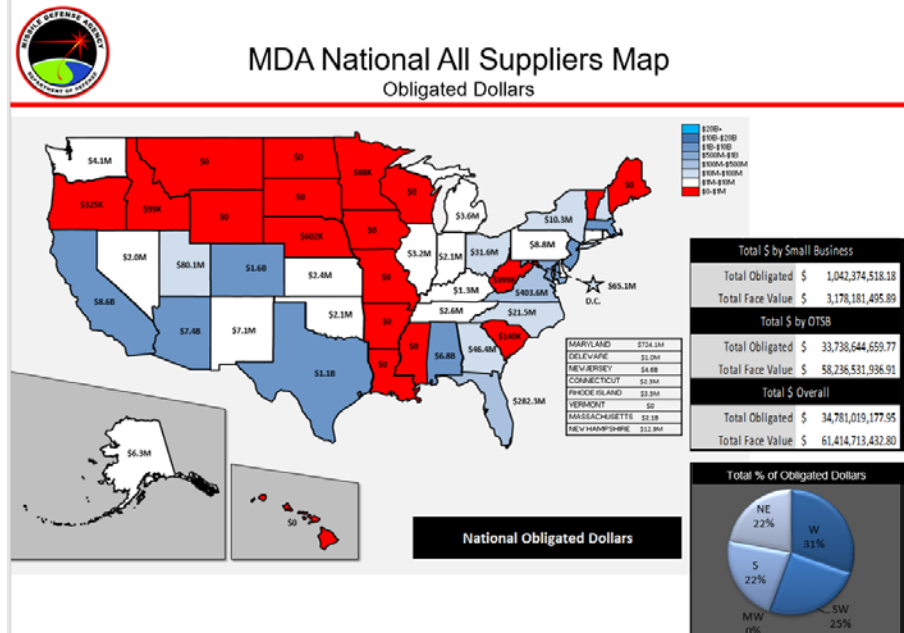
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- **Shows us where to target, and what is lacking**
- **This is where our PTACs come in VERY handy**



We use data from FPDS-NG, ACIBS and other sources to track the amount of total suppliers and obligated dollars nationwide.

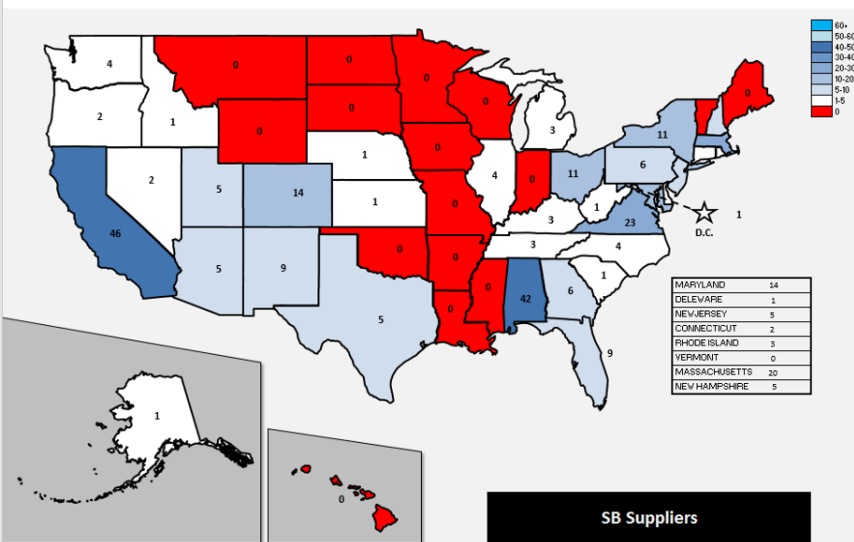
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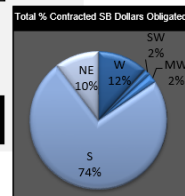
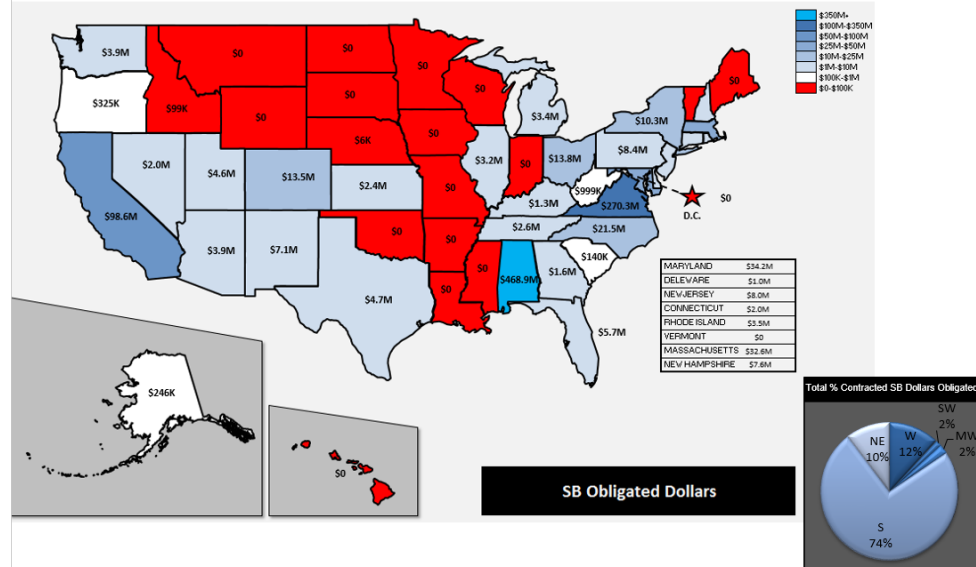
Map States Data



MDA National Small Business Map



MDA National Supplier Map (SMALL BUSINESS)
Obligated Dollars



Then extrapolate that data into just
Small Business suppliers and Small Business obligated dollars

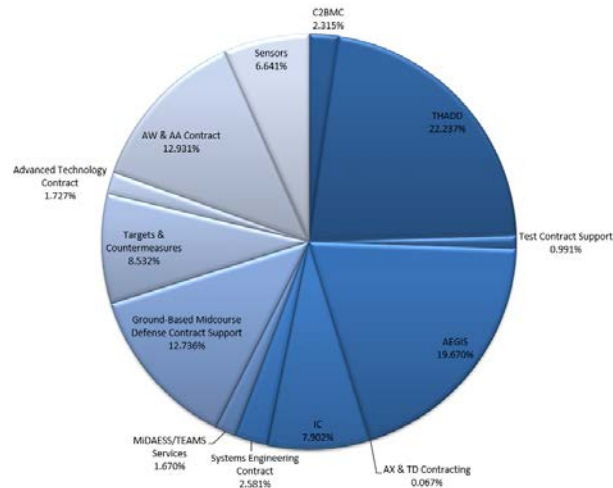
This helps us target areas of the country that we are in need of Small Business Suppliers



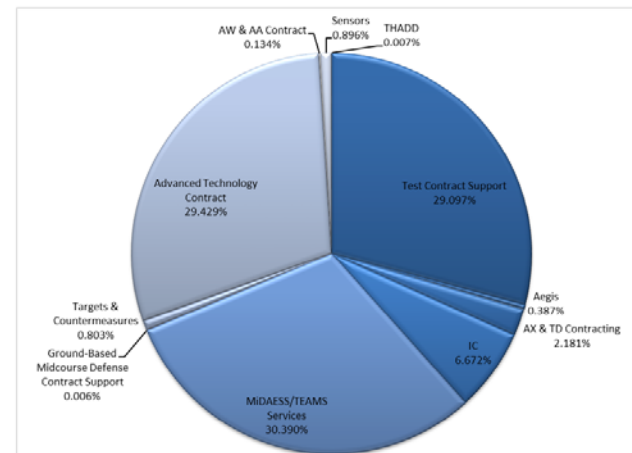
Map States Data



Distribution of MDA Contract Dollars
Total Obligated Dollars



Distribution of MDA Contract Dollars
Small Business Obligated Dollars



0 Percentages

C2BMC

Support Staff

This data is now fed into a pie chart to see where Total Obligated dollars
And Small Business Obligated dollars are being spent in the Agency

This helps us target areas of the Agency that we can insert ourselves into more to see if there
are opportunities for SB set aside's



How Does MDA Track Data?

Database Industrial Base Tracking

- **All Information gathered from ALL sources (Outreach Events, Industry Days, Capability Briefings etc.) are compiled and then keyed into our Access Database**
 - **Top NAICS Codes**
 - **Socio-Economic Categories**
 - **Where We Made Contact**
 - **Recommendations From Our Director**
- **Shows us with historical data if a particular conference is useful**
- **Helps us keep track and hopefully ONE DAY track ROI on these events**



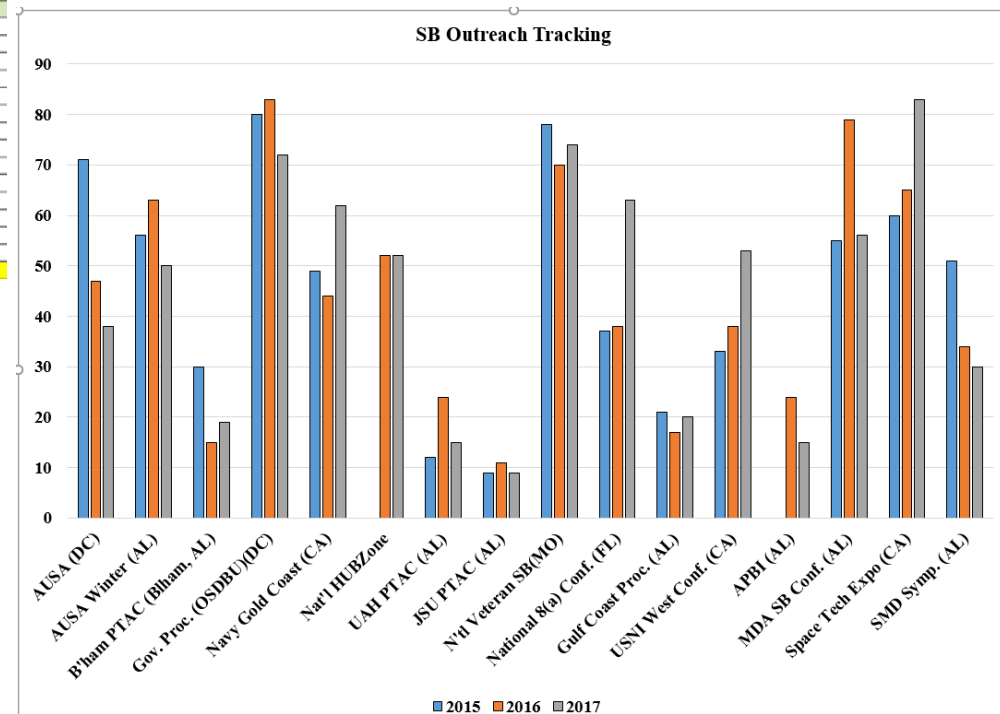
Database Tracking

SAMPLE DATA

DATE	CONFERENCE	CITY	ST	Other	LB	Not in SAM	SB	TOTAL	% SB Attendance
2/28/2017	2017 GM Industry Day	Huntsville	AL	0	1	0	11	12	92%
3/1/2017	2017 Air Warfare Symposium & Technology Expo	Orlando	FL	1	1	0	3	5	60%
3/5/2017	2017 Navy SB Contracting Summit	Jacksonville	FL	1	2	2	20	25	80%
3/13/2017	2017 AUSA Winter	Huntsville	AL	3	8	9	50	70	71%
3/22/2017	2017 B'ham PTAC	Birmingham	AL	0	0	6	19	25	76%
4/3/2017	2017 National Space Symposium (PA)	Colorado Springs	CO	5	9	2	14	30	47%
4/3/2017	OSD SB Training Week	Atlanta	GA	0	0	0	0	0	0%
4/17/2017	Nunn-Perry Review Panel	Washington	DC	0	0	0	0	0	0%
4/18/2017	2017 Government Procurement Matchmaker (OSDBU)	Washington	DC	1	1	11	72	85	85%
4/25/2017	2017 Dayton OH PTAC MM	Dayton	OH	1	0	7	48	56	86%
4/30/2017	2017 NJIT PTAC SB Procurement MM	Newark	NJ	1	1	9	27	38	71%
5/2/2017	2017 Northern VA B2G MM	Reston	VA	5	3	19	18	45	40%
5/9/2017	2017 NASA SDVOSB Industry Day	Huntsville	AL	0	2	5	46	53	87%
5/16/2017	2017 UNA PTAC	Florence	AL	0	1	5	7	13	54%
5/17/2017	2017 Troy PTAC	Troy	AL	4	0	3	9	16	56%
5/22/2017	2017 Space Tech Expo	Pasadena	CA	13	14	28	83	138	60%
6/6/2017	2017 National Cyber Summit	Huntsville	AL	9	3	5	13	30	43%
6/7/2017	DC SBDC Business Summit	Washington	DC	0	0	0	0	0	0%
6/21/2017	2017 MDA SB Conference	Huntsville	AL	1	3	2	56	62	90%
7/20/2017	2017 ChallengeHER MD	Silver Springs	MD	0	0	2	14	16	88%
7/26/2017	2017 ChallengeHER IL	Chicago	IL	0	1	3	18	22	82%
7/26/2017	2017 Ohio HUBZone MM	Columbus	OH	1	0	2	5	8	63%
8/1/2017	2017 NASA MSFC BWTP	Huntsville	AL	0	4	4	16	24	67%
8/2/2017	2017 ChallengeHER TN	Nashville	TN	2	0	2	21	25	84%
8/8/2017	2017 SMD Symposium	Huntsville	AL	3	9	12	30	54	56%
8/14/2017	2017 Mentor Protégé Conference	Chicago	IL	9	5	0	17	31	55%
8/14/2017	2017 Government Procurement Conference	Arlington	TX	5	1	7	30	43	70%
8/21/2017	2017 Navy Gold Coast	San Diego	CA	9	2	5	62	78	79%
8/22/2017	2017 MDA SBAC Breakfast w/ the Primes Aug	Huntsville	AL	1	2	1	22	26	85%
9/18/2017	2017 AFA, Air, Space & Cyber	National Harbor	MD	3	7	7	18	35	51%
9/19/2017	2017 5th Annual B2G Conference & Expo	Baltimore	MD	2	3	8	41	54	76%
9/21/2017	2017 NASA Small Business Council	Huntsville	AL	1	1	4	65	71	92%
TOTAL				91	113	201	1209	1614	75%

We track each conference historically to see the types of businesses we encounter. This data lets us know for future reference if a conference was worth the time, effort and expense.

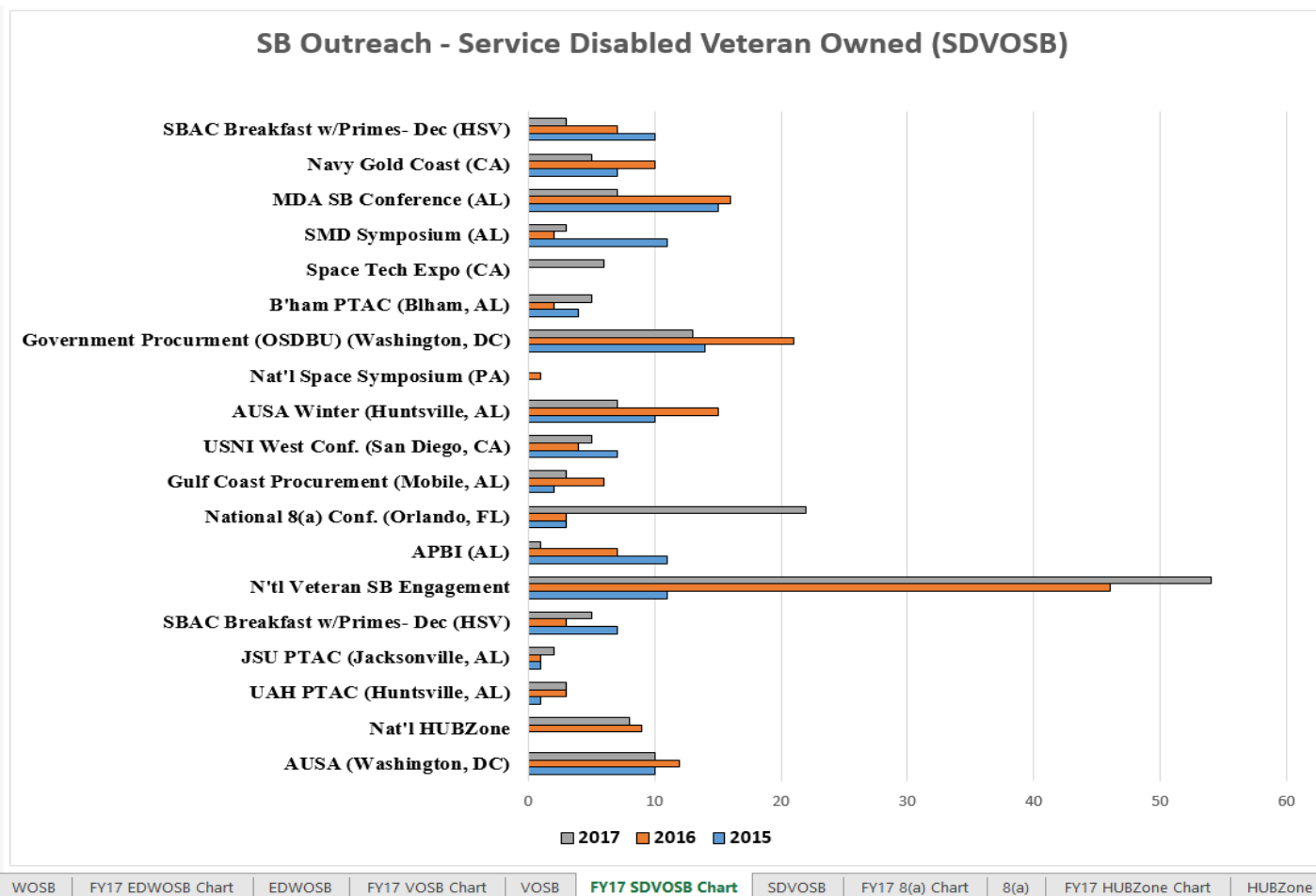
For conferences that we attend yearly, we track the data to see historical attendance data. This helps us understand if a conference is loosing or gaining in attendance year over year.





Database Tracking

SAMPLE DATA



Our most beneficial chart is where we can track (for each regularly attended event) what socio-economic categories are most prevalent at each particular conference we attend as well as Year over Year results.

This helps us target for our Goals



Outreach Planning

Once we have decided our Outreach Strategy for the year, we start to look for conferences that are conducive to what our needs are:

- We Network with other Agencies
 - See what conferences they are doing
 - See if they have a SB conference
- We use our Historical Database of Conferences
- Never underestimate the power of Google
- Check with Organizations:
 - NDIA
 - AFCEA
 - AUSA
 - SBA
 - SNA
 - CYBER Security Experts
- Check with Local and National PTAC's
- Go outside the box (look for conferences that are in the industry you are targeting i.e. Finance)
- Identify budget and understand your limitations
- Put together TENTATIVE outreach calendar of events and present to OSBP Director
- Ask organizations which you are targeting if they would like for our OSBP Director to brief
- Formulate a framework and have stats available
 - Ask how many people are attending
 - What is the historical SB participation
 - What types of SB's are generally in attendance
 - Are there areas where we can bring value
- Go to historical database to see what our records indicate (see next chart)



Outreach Calendar

SAMPLE DATA

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Conference	Date	End Date	Location	Venue
Navy Gold Coast	8/22/2016	8/25/2016	San Diego, CA	Convnetion Center
ChallengeHER	8/26/2016	8/26/2016	RFCU	RFCU
NASA Forum	9/22/2017	9/22/2016	Huntsville, AL	Jackson Center
AUSA	10/2/2016	10/6/2016	Washington, DC	Convention Center
Fall Triad	10/11/2016	10/12/2016	Chantilly, VA	Marriott westfields
National HUBZone	10/12/2016	10/15/2016	Chantilly, VA	Marriott westfields
JSU PTAC	10/13/2016	10/13/2016	Jacksonville State	University
National Womens Chamber of Commerce	10/19/2016	10/21/2016	Washington, DC	Multiple
Florida Defense Expo	10/25/2016	10/28/2016	Ponte Verde, FL (Jacksonville)	
UAHuntsville PTAC	10/27/2016	10/27/2016	Huntsville, AL	Jackson Center
National Veterans SB Engagement	10/31/2016	11/4/2016	Minneapolis, MN	
DMC	11/27/2016	12/1/2016	Denver, CO	
MDA SBAC Breakfast w/ the Primes	12/1/2016	12/1/2016	Huntsville, AL	Jackson Center
2016 Alamo ACE	12/4/2016	12/9/2016	San Antonio, TX	La Cantera Resort
2016 APBI	12/6/2016	12/7/2016	Huntsville, AL	Sparkman Center
Approved to This Point				
National S(a) Conference	2/6/2017	2/9/2017	Orlando, FL	Caribe Royale
Winter TRIAD -- TBD	2/9/2017	2/10/2017	Orlando, FL	~
Directed Energy Symposium	2/14/2017	2/16/2017	Huntsville, AL	Westin
USNI West Conference	2/20/2017	2/24/2017	San Diego, CA	Convention
Gulf Coast Procurement Matchmaker	2/21/2017	2/24/2017	Mobile, AL	Marriott
Air Warfare Symposium and Technology Expo	3/1/2017	3/4/2017	Orlando, FL	Rosen Shingle Creek
Navy SB Contracting Summit	3/5/2017	3/8/2017	Jacksonville, FL	

Once we identify what conferences we want to attend, we get approval from MDA OSBP Director, start the negotiation process with the conference organizer to set final price.

Always try to negotiate with the conference organizer.

Remember, your agency brings value to their conference and generally they will work with you on price

For your final reporting cost for approval, do not forget to add in Booth fees, Electricity, Furniture and Drayage (Material Handling). This cost can add up quickly



Marketing Material

Regional Office of Small Business Programs

Regional OSBP Offices

Command		Director / Chief	Email	Address	Phone
U.S. Army Space and Missile Defense Command (SMDC)		Austin David Wall (Associate Director, Acting)	austin.d.wall3.civ@mail.mil	Von Braun Complex Bldg., 3220, Room 1023 Redstone Arsenal, AL 35898	David Wall (256) 955-3412
Army Materiel Command (AMC)		Nancy Small (Director) Mary Birdsong	nancy.d.small.civ@mail.mil mary.a.birdsong.civ@mail.mil	HQ ACC 4505 Martin Rd. Redstone Arsenal, AL 35898	Nancy Small (256) 450-7953 Mary Birdsong (256) 955-5719
U.S. Army Aviation & Missile Command (AMCOM)		Debra Wood (Deputy Director)	debra.r.wood2.civ@mail.mil	Building 5303, Room 3135 Redstone Arsenal, AL 35898	Debra Wood (256) 876-0921
U.S. Army Engineering & Support Center Corps of Engineers (USACE)		Rebecca Goodsell Linda Spadaro (Mobile, AL)	rebecca.goodsell@usace.army.mil linda.l.spadaro@usace.army.mil	4820 University Square, Center A Huntsville, AL 35816	Rebecca Goodsell (256) 895-1385 Linda Spadaro (251) 690-3597
Defense Logistics Agency (DLA)		Louise Williams Small Business Specialist	louise.williams@dla.mil	5202 Martin Road Redstone Arsenal, AL 35898	Louise Williams (256) 690-5744
U.S. Small Business Administration (SBA)		Dr. Gary Heard	gary.heard@sba.gov gary.w.heard.civ@mail.mil	SBA PCR Building 5303, Room 3135 Redstone Arsenal, AL 35898	Dr. Gary Heard (256) 842-6240
U.S. Small Business Administration (SBA)		Douglas Gerard	douglas.gerard@sba.gov douglas.w.gerard@nasa.gov	MSFC Bldg. 4200, Room 228A MSFC, AL 35812	Douglas Gerard (256) 544-0681
Missile Defense Agency (MDA)		Lee Rosenberg (Director) Gemma Wooten (Deputy)	nancy.hamilton.ct@mda.mil	MDA/SB Building 5224, Martin Rd. Redstone Arsenal, AL 35898	Nancy Hamilton (256) 450-2872 Sr. Administrative Assistant
National Aeronautics and Space Administration (NASA)		David Brock Esther Varas Cheryl Webb	david.s.brock@nasa.gov esther.varas@nasa.gov cheryl.l.webb@nasa.gov	MSFC Bldg. 4200, Room 228C MSFC, AL 35812	David Brock (256) 544-0267 Esther Varas (256) 544-8816 Cheryl Webb (256) 544-6263
Arnold Engineering Development Complex(AEDC)		Stacey Lamb	stacey.lamb.1@us.af.mil	100 Kindel Dr., Ste. A-242 AAFB, TN 37389-2213	Stacey Lamb (931) 454-5868



Marketing Material

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MDA's Prime Contractor List

MISSILE DEFENSE AGENCY
DEPARTMENT OF DEFENSE

MDA's PRIME CONTRACTORS

 JOE WASLEY (JOEPLWASLEY@BAESYSTEMS.COM)	 KRISTI JULIEN GMD (KRISTI.K.JULIEN@BOEING.COM)	 ROB WATSON SPACE SATELLITE SYSTEMS (ROBERT.WATSON@NGC.COM)	 ANDREW VOLPENDESTA PROPULSION (ANDREW.VOLPENDESTA@ROCKET.COM)	 DEBBIE BATSON OBJECTIVE SIMULATION FRAMEWORK (DEBBIE.BATSON@TDL.COM)
 THOSIE VARGA (THOSIE.VARGA@K31.COM)	 BOB THOMPSON THAAD/TARGETS (BOB.THOMPSON@LMCO.COM) KIM LUKER AEGIS BMD (KIM.LUKER@LMCO.COM) GARY HARRER LRDR (GARY.HARRER@LMCO.COM) PAUL PFAHLER C2BM C (PAUL.PFAHLER@LMCO.COM)	 JAY MORTIMER RADMARS (JAYMORTIMER@RAYTHEON.COM) JOANNE N ARVIZU SM3 (JNARVIZU@RAYTHEON.COM)	 BRENDA NORWOOD (BRENDA.NORWOOD@ORBITALATK.COM) VANESSA MCKENZIE (VANESSA.MCKENZIE@ORBITALATK.COM)	 WESLEY GARNER IRES (WESLEY.GARNER@JACOBS.COM)

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Marketing Material

Major Prime Services Contractors

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**MDA's
PRIME CONTRACTORS
ADVISORY AND ASSISTANCE SERVICES (A&AS)**

 LUDMILLA PARNELL (LUDMILLA.PARNELL@GDIIT.COM)	 GWEN JOHNSON (GWEN.JOHNSON@PARSONS.COM)	 TODD BLOOD (TODD.BLOOD@MACB.COM)
 PARIS CREWS (CREWS_PARIS@BAH.COM)	 CRYSTAL CANJA (CRYSTAL.CANJA@CSRA.COM)	 JASON BRYANT (JASON.L.BRYANT@SAIC.COM)

JANUARY 2018
HSV-G-0093-18

