



# OSADBU Holiday Newsletter

Volume IV

October—December 2005

## Director's Holiday Message



### Inside this issue:

Director's Holiday Message	1
DoD, OSADBU, Outstanding Accomplishments	1
Spotlight on.....	2
How to Make A Small Business Program Successful	2
Update on Small Business HBCU/MI	3
Mentor-Protégé	4
SADBU Contacts	4

### Upcoming Events:

Jan 06	MEDCOM/AF - Joint Veterans Conference
Feb 06	MSI, Research Partnership Conference
Mar 06	DoD Mentor-Protégé Conference



As the holiday season comes to an end and the New Year quickly ap-

proaches, I would like to take this opportunity to wish all Army Small Business (SB) personnel a joyous and prosperous new year. I value your commitment and your tireless efforts to ensure that all Small Businesses (SBs), and Historically Black Colleges and Universities and Minority Institutions (HBCUs/MIs) have a genuine opportunity to participate in Army procurement opportunities.

This past year has presented our Nation and our Army with various challenges; some of which have been satisfied through innovation and creativity. However, the opportunities for SBs were only made possible by the commitment to ensure SBs

and MIs are kept at the forefront of Army contracting opportunities.

The success of the Army's SB program is attributable to the dedication of command leadership and the teamwork of the contracting and SB personnel. As a result, we can celebrate another banner year as we hit the \$19.6 billion mark for contract awards to SBs.

The Army has adopted its FY 2006 SB Continuous Improvement Plan. The plan includes the following initiatives: (1) Encourage greater collaboration among small disadvantaged businesses, HBCUs/MIs, and Army prime contractors through educational partnerships and collaborative research agreements; (2) Promote the use of the Mentor-Protégé Program in FCS acquisitions to increase utilization of SBs as subcontractors; (3) Increase utilization of SB concerns as subcontractors by encouraging the use of SB participation

as an evaluation factor in large Army services acquisitions and improving the quality of subcontracting plans; (4) Consult and advise communities economically impacted by base realignments and closures through utilization of the HUBZone Empowerment Program; (5) Develop a policy initiative that fosters SB participation in bundled contracting actions through innovative acquisition strategies, market research and subcontracting plan adherence; and (6) Implement the Army's six components of the SDVOSB strategic plan with special emphasis on broadening the vendor base and increasing direct participation in the Mentor-Protégé Program.

I remain committed to giving the Soldiers the top notch equipment & service they deserve and will continue my drive to ensure that our Nation's SB & MI communities are given fair opportunities to provide for the Soldier's needs.

## Department of Defense, OSADBU, Outstanding Accomplishments...



To view other upcoming events visit us on the web at:  
[www.sellingtoarmy.com/view\\_calendar.asp](http://www.sellingtoarmy.com/view_calendar.asp)

106 Army Pentagon  
Room 3B514  
Washington, DC 20310-0106  
Phone: 703-697-2868  
Fax: 703-693-3898  
Email: [sadbu@hqda.army.mil](mailto:sadbu@hqda.army.mil)



The Department of Defense (DoD), recognized the United States Army for outstanding accomplishments achieved under the DoD Small Business (SB) Pro-

gram. More specifically, the Army was honored as the major defense agency with the top performing Small Disadvantaged Business (SDB) Contracting Program and the top performing Historically Underutilized Business Zone (HUBZone) Program.

The Army's SDB Pro-

gram awarded over \$5 billion or 9.0% of its U.S. business base. The Army exceeded its target of 8.6% established for FY 04, exceeded the DoD goal of 5.7%, and exceeded the 5% National goal.

*con't on page 3*

## SADBU Spotlight

*Ms. Harriett Burton, Associate Director, U.S. Army Intelligence & Security Command (INSCOM)*



Ms. Harriett L. Burton is the newest assigned Associate Director, Office of Small and Disadvantaged Business Utilization, U.S. Army Intelligence and Security Command (INSCOM), Fort Belvoir, Virginia 22060.

During her previous assignment, Ms. Burton worked for over 19 years at the Marine Corps Systems Command (MCSC) as a Contract Specialist, Supervisor Contract Specialist, Independent Contracting Officer, Deputy for Small Business

and Associate Director for Small Business.

During her tenor at MCSC, Ms. Burton assisted SBs with opportunities to provide their products or services to the Government. Ms. Burton has been an advocate for SBs during all her assignments.

In addition to her duties as Associate Director, for SB at OSADBU, INSCOM, Ms. Burton is also responsible for her organization's outreach efforts. She accomplishes this by attending SB conferences and speaking to groups on doing business with the Government.

While Ms. Burton was

at MCSC, she was instrumental in improving the Command's failing SB Program by achieving the Navy's Secretary's Cup for most improved program.

Ms. Burton is a retired Army Officer and a serviced disabled veteran. She received a Bachelor of Science in Business Administration from Virginia State University, and a Master's Degree in Business Administration—Contracts Management from Florida Institute of Technology.

Ms. Burton is the proud parent of Ashley Burton, sophomore at Old Dominion University.



## How to Make A Small Business Program Successful

*Mr. Dan Shackelford, Associate Director, U.S. Army Medical Command (MEDCOM)*



In each of the last two years the Medical Command has received two Awards of Excellence for our small business programs. This led to the natural question, "What makes your programs so successful?" There really is no secret formula. We rely on three time-tested elements that will make any program successful.

**1. Command Support:** Our Commanders and managers at all levels take a personal interest in the success of the small business programs. I brief our HCA monthly on program activities, progress and issues, and I know that any issues brought to his attention will be addressed and resolved quickly. I also provide monthly reports to all Commanders and managers on the status of their small business programs.

**2. Dedication and Hard Work:** I am fortunate to have a small but extremely well qualified and dedicated staff that works very hard to locate and assist small businesses and to support the contracting staff. However, this element goes beyond the Small Business Programs Office. The dedicated staff that really counts is in the contracting offices. Our Contracting Officers and contract specialists truly believe in the value small businesses provide in supporting the health care needs of service members and their families. They consistently make the effort to set awards aside for small businesses whenever possible. We also provide annual recognition for outstanding support to the small business programs as a means of encouraging continued program support.

**3. Proper Tools:** In addition to the usual contracting tools available to any con-

tracting office, we have two tools that have contributed significantly to our success.

First we have IMAP contracts. IMAP is our Innovative Medical Acquisitions Program. This program has awarded two sets of Multiple Award Task Order (MATO) contracts. One set of nine contracts is for physician services, and one set of nine contracts is for ancillary healthcare services. All of these contracts were awarded to small businesses and are available for use by all of our contracting offices. These contracts have proven their value repeatedly by saving time when filling critical staffing requirements.

The second tool is our Small Business Program Scorecard. The scorecard tells each office how they are doing in each small business program compared to their goals for those programs and compared to each other.

*"Our Contracting Officers and contract specialists truly believe in the value small businesses provide in supporting the health care needs of service members and their families."*

## Update on Small Business Performance

*Ms. Judy Shifflett, Program Analyst*



Our Small business Program continues to make history; even though the FY 2005 data has not been declared "final," we expect that once again all records will be surpassed. The biggest growth rate was in contracts awarded to service-disabled, veteran owned small business. This category alone grew 94% over FY 2004; and

the awards to Historically Underutilized Business Zone (HUBZone) Zone firms grew 36% over FY 2004. Since FY 1996, our dollars have doubled, and in some categories, more than tripled. To give you an idea of the extent of our growth, below is a chart depicting the history for the past 10

years. Unfortunately, all these outstanding achievements have not equated to successful accomplishment of meeting each program target, but progress has been made. One of the special achievements for FY 2005, is that the Army was the first Federal agency to reach the \$2 billion mark for awards to firms located in HUBZones.

	US Bus	Small Business		SDB		WOSB		HUBZone		SDVOSB		Total Edu	HBCU/MI	
FY 05	\$69,240	\$19,863	28.7%	\$6,498	9.4%	\$2,508	3.6%	\$2,145	3.1%	\$454	0.7%	\$426	\$62	14.6%
FY 04	\$55,493	\$15,471	27.9%	\$5,005	9.0%	\$2,029	3.7%	\$1,573	2.8%	\$233	0.4%	\$381	\$44	11.4%
FY 03	\$48,576	\$13,596	28.0%	\$4,268	8.8%	\$1,815	3.7%	\$1,405	2.9%	\$100	0.2%	\$341	\$55	16.0%
FY 02	\$39,131	\$10,386	26.5%	\$3,356	8.6%	\$1,577	4.0%	\$888	2.3%	\$98	0.3%	\$297	\$35	11.9%
FY 01	\$33,797	\$9,204	27.2%	\$3,063	9.1%	\$1,346	4.0%	\$540	1.6%	\$68	0.2%	\$277	\$43	15.4%
FY 00	\$30,829	\$8,505	27.6%	\$2,695	8.7%	\$1,083	3.5%	\$253	0.8%			\$261	\$20	7.5%
FY 99	\$28,962	\$7,927	27.4%	\$2,753	9.5%	\$908	3.1%					\$202	\$19	9.2%
FY 98	\$26,558	\$7,478	28.2%	\$2,530	9.5%	\$860	3.2%					\$252	\$24	9.5%
FY 97	\$26,580	\$7,657	28.8%	\$2,565	9.7%	\$713	2.7%					\$292	\$27	9.1%
FY 96	\$27,786	\$8,232	29.5%	\$2,664	9.6%	\$782	2.8%					\$307	\$41	13.2%
<small>\$ in millions</small>														



Merry Christmas & Happy New Year!

## How to Make A Small Business Program Successful

*Mr. Dan Shackelford, Associate Director, U.S. Army Medical Command (MEDCOM)*

con't from page 2

It also provides them a score based on a system similar to the DoD Strategic Management System scoring system. The scorecard is updated monthly. It is used for Command briefings and as input for annual performance evaluations. This serves as a tremendous

incentive to the contracting offices to have the best programs possible.

That is really all there is to having a successful program. Command involvement and support. Dedication and hard work at all levels, but particularly in the contracting offices. And having the right tools.



## Department of Defense, OSADBU, Outstanding Accomplishment...

con't from page 1



Hon. Kenneth Krieg, Ms. Tracey Pinson & Mr. Frank Ramos

The Army exceeded the SB and SDB targets that were established based on FY02 accomplishments. We exceeded the DoD SB goal of 23% and we achieved over 100% of our target improvement. While the growth rate for U.S. business continues to grow (41.8% since FY02), our SB base grew 49.0%. Additionally, the SDB target was exceeded and the DoD goal of 5.7% was exceeded by 57%.

Even though the Army's HUBZone Program fell short of the 3.0% national goal by only .2%, it awarded over



Mr. Claude Bolton, Hon. Francis Harvey, LTC James Blanco & Ms. Tracey Pinson

agency to award over \$1 billion to firms located in HUBZones.

In addition, DoD announced the U.S. Army Maneuver Ammunition Systems (MAS) Team was selected to receive the SB Program Manager Award for innovative processes and methodologies, leadership and advocacy in support of the DoD SB Program.

By utilizing new statutory authority for joint venturing with SB, the U.S. Army MAS Team executed a dramatically

\$1.6 billion to firms located in HUBZones. This is a 77% increase over the Army's base year in FY02. the Army was the first Federal



US Army Maneuver Ammunition Systems Team

successful new systems contracting business model by awarding the largest SB contract (\$1.3B) in Army history to two SB teams. The team's initiative and dedication set an example for other DoD components to emulate.

The Honorable Kenneth Krieg, Under Secretary of Defense for Acquisition, Technology, and Logistics and Mr. Frank Ramos, the Director of the DoD Small Business Office presented the awards on Monday, December 12, 2005 during a ceremony held in the Pentagon's Hall of Heroes.

## Reflections on the HBCU/MI Program Mr. Ronald Blakely, Program Manager

"More than 1,500 students transferred to other institutions after losing 20 campus buildings to damaging winds and flood waters and three buildings to fire. Dr. Marvalene Hughes, President, Dillard University announced, that she has an agreement with Tulane University in New Orleans to utilize their satellite campus in January 2006."



As we approach this season of holiday greetings and cheer, let us not forget those college students and faculty mem-

bers from Dillard, Xavier and Southern Universities at New Orleans that bore the brunt of Hurricane Katrina. While these institutions stand closed, we need to remember the many institutions across the country who modified their admissions process so students from the New Orleans area could transfer with minimum disruption to their studies.

The three HBCU institutions in New Orleans will require extensive assistance in rebuilding their campuses. Let us now give serious consideration as to how we can best assist them in rebuilding. They will need items like laboratory, dormitory, and office

furnishings and computers and athletic equipment, just to name a few items.

The President of each affected school has started the arduous task of rebuilding their historical campuses. Hurricane Katrina reportedly left behind nearly \$400 million in damages on the Dillard University campus alone. More than 1,500 students transferred to other institutions after losing 20 campus buildings to damaging winds and flood waters and three buildings to fire. Dr. Marvalene Hughes, President, Dillard University announced, that she has an agreement with Tulane University in New Orleans to utilize their satellite campus in January 2006. Currently construction workers are working daily to re-open the campus. She plans to re-open their main campus in January 2007.

The Army Corps of Engineers, Philadelphia District, is

working feverishly under the leadership of Cheryl Watson-Chandler; District SADB, to finalize a Partnership Agreement with three HBCUs located in the Philadelphia metropolitan area. The three institutions are Lincoln-University of Pennsylvania, Cheyney University, and Delaware State University.

The Honorable Francis J. Harvey, Secretary of the Army will give the keynote address at the 2006 Minority Serving Institutions Research Partnership Conference, February 2-6, 2006. The University of Texas Pan American located in Edinburg, Texas is hosting the conference. Secretary Harvey with his experience as a scientist and senior manager at Westinghouse will discuss the growing significance of science and technology applications within the Army.



### SADB Point of Contacts

**Ms. Tracey L. Pinson**  
Director  
pinsotl@hqda.army.mil

**Mr. Paul L. Gardner**  
Deputy Director  
Program Manager, 8(a)/SDB; Small Business  
paul.gardner@hqda.army.mil

**Mr. James C. Lloyd**  
Assistant to the Director for Major Programs  
james.lloyd@hqda.army.mil

**LTC James A. Blanco**  
Assist to the Director  
Program Manager, VO/SDVOSB; HUBZone  
james.blanco@hqda.army.mil

**Mr. Ronald E. Blakely**  
Program Manager, HBCU/MI  
ron.blakely@hqda.army.mil

**Ms. Judy Shifflett**  
Program Manager, WOSB  
judy.shifflett@hqda.army.mil

**Ms. Wendy Despres**  
Program Manager, Mentor-Protégé;  
Subcontracting  
wendy.despres@hqda.army.mil

## Reflections on the Mentor-Protégé (MP) Program Ms. Wendy Despres, Program Manager



The Army Mentor-Protégé (MP) Program is alive and well. We've enjoyed a very success-

ful year and have begun to implement some program improvements. To recap Fiscal Year (FY) 2005, the Army awarded 15 new MP agreements valued at \$7,303,580. The new agreements include a promising agreement with Boeing Philadelphia Rotocraft, part of Boeing's Integrated Defense Systems division to mentor Pacific Contours Aerospace Machining and Assembly (a WOSB) in the manufacture of helicopter jettison doors for the Chinook CH-47 Helicopter. This agreement is significant because it is the only

Army MP agreement dealing with the manufacture/assembly of helicopter parts and is the first MP agreement that Boeing has managed at their facility for the Chinook program.

FY 2005 also resulted in some changes in management of the program. The Army MP program manager issued updated policies & procedures in addition to the FY 2006 proposal instructions. These documents can be located on the Army SADB website. A key difference is the Army is changing from 3 rounds of proposals to 2 rounds in FY 2006. The dates are: **December 15, 2005 and April 15, 2006.**

I encourage all of you to read the information and become familiar with

the basics of the program. I need your assistance in advising contractors and acquisition personnel on the program, facilitating endorsement letters, and working with my office to resolve issues.

Additionally, changes were made to the MP section of the Army SADB website. You will see a business development section that was added to provide useful information on the MP program. This section contains a briefing on the program that SB specialists may utilize for informational purpose.

You may contact me for assistance or Marina Sullivan, Project Manager, Monterey Consultants Inc. (support contractor). We look forward to working with all of you in FY 2006!



We are on the web:  
[www.sellingtoarmy.info](http://www.sellingtoarmy.info)

*Building the Future of the Army  
Through Small Business*

