

The background of the slide is a deep space scene. It features a dark blue and black sky filled with numerous stars of varying brightness and colors, including some blue and purple hues. A prominent, reddish-brown planet, likely Mars, is visible on the right side of the frame, showing its characteristic surface features and a thin atmosphere. The overall aesthetic is that of a high-quality space-themed presentation.

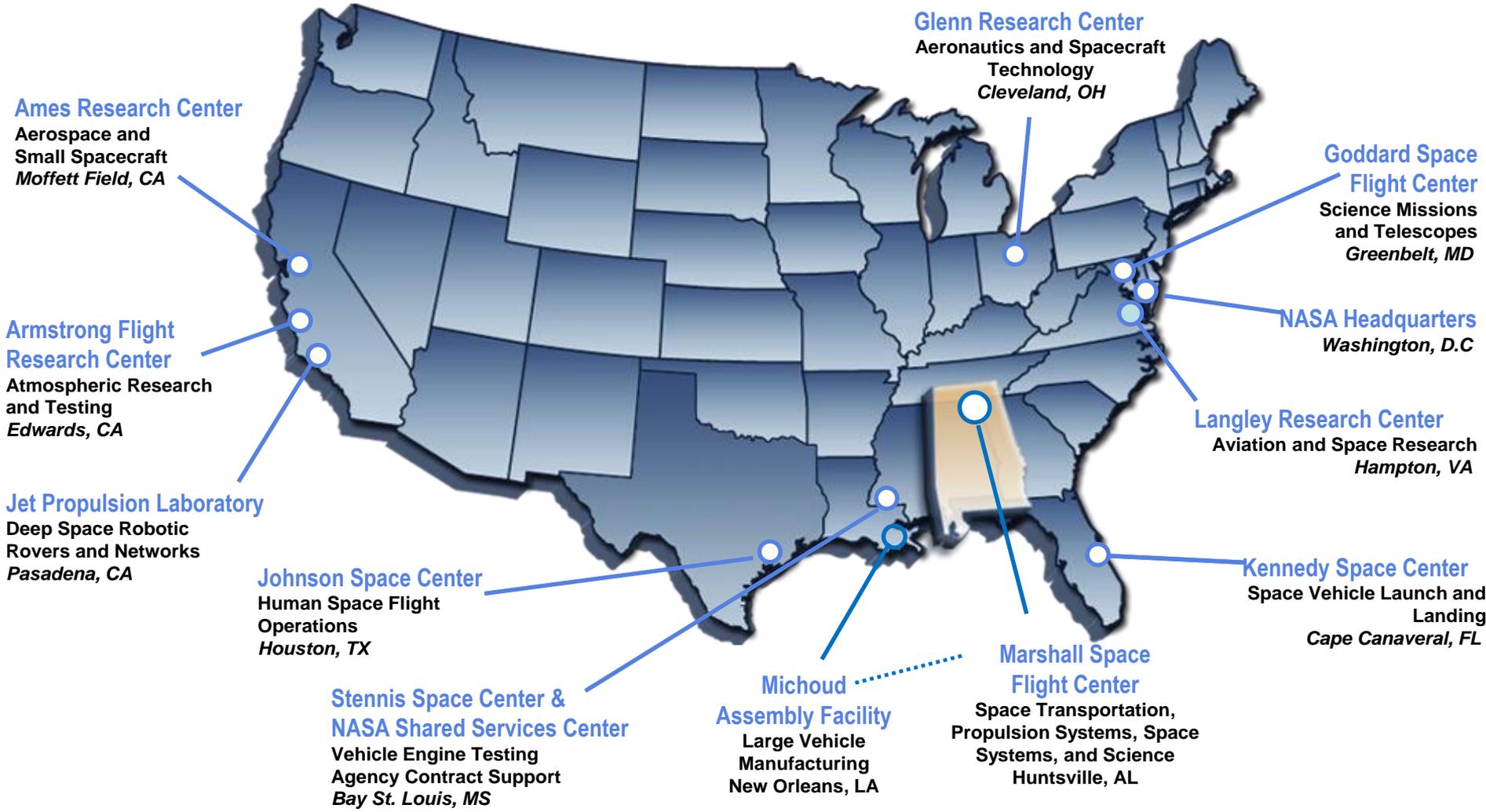
DOING BUSINESS AT THE NATIONAL AERONAUTICS AND SPACE ADMINISTRATION

Presenter: David E. Brock

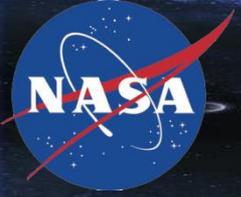
March 9, 2016



NASA Around the Country



Supporting NASA's mission with unique engineering expertise. 2



Marshall at a Glance



\$2.5 billion
budget in fiscal year 2015



6th largest
employer in the Huntsville -
Madison county area



> 5,500
employees at Marshall
(2,500 civil service employees in
fiscal year 2014)



4.5 million
square feet of space occupied
in Huntsville



MAF
2.2M square feet of
manufacturing space at
Michoud Assembly Facility in
New Orleans

Marshall is an engine of opportunity for its community and beyond.



MSFC Michoud Assembly Facility

Background

- Field site for Marshall Space Flight Center
- Unique large scale manufacturing capabilities
- Site comprises 832 acres, with over 2M square feet of manufacturing space (43 acres under one roof) and 900k square feet of office space
- Conveniently located and accessible:
 - Deep-water port
 - Less than 5 miles from intermodal rail stations and Class-One rails
 - Less than 1 mile from interstate highway
 - Convenient to lakefront airport



Significant State of Louisiana investment in manufacturing capability (\$62M)

MAF Transformation update

- Single- to multi-project facility to support NASA and commercial tenants
- Established a facility Pricing Policy
- Reduced facility operations costs by more than 30% since FY 10
- Increased commercial revenue by 35 % in FY 12



One-of-a-Kind Infrastructure Asset



Your First Stop

- Center Small Business Specialist (SBS) should be your first stop. SBS can assist by:
 - Introducing businesses to the NASA Marketplace;
 - discussing upcoming procurements;
 - pinpointing marketable areas;
 - providing access to a variety of resources and marketing tools; and
 - offering suggestions on how best to market a company's product and services.



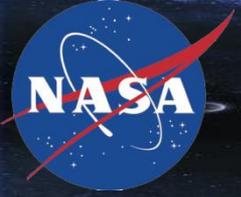
NASA Small Business Specialists

CENTER	CONTACT	PHONE	EMAIL
Ames Research Center	Christine Munroe	650-604-4695	christine.l.munroe@nasa.gov
Armstrong Flight Research Center	Robert Medina	661-276-3343	robert.medina-1@nasa.gov
Glenn Research Center	Teresa Monaco	216-433-8293	teresa.l.monaco@nasa.gov
Goddard Space Flight Center	Elizabeth Haase	301-286-3443	elizabeth.a.haase@nasa.gov
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Johnson Space Center	Charles Williams	281-483-5933	charles.t.williams@nasa.gov
Kennedy Space Center	Joyce McDowell	321-867-3437	joyce.c.mcdowell@nasa.gov
Langley Research Center	Randy Manning	757-864-6074	randy.a.manning@nasa.gov
NASA Management Office	Rick Ellerbe	818-354-2595	chanrick.m.ellerbe@nasa.gov
NASA Shared Services Center	Troy Miller	228-813-6558	troy.e.miller@nasa.gov
Stennis Space Center	Robert Watts	228-688-1720	robert.e.watts@nasa.gov



MSFC FY 2012 - 2015 Small Business Direct Dollar Achievements

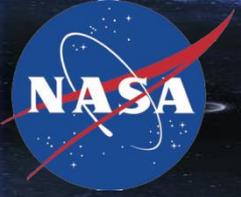
CATEGORIES	FY2012	FY2013	FY2014	FY2015
Proc. \$	\$1,958.5M	\$1,725.8M	\$1,844.5M	\$1,887.8M
SB % Goals	7.5%	7.6%	9.8%	11.8%
SB \$	\$257.1M	\$306.6M	\$293.5M	\$270.2M
SB % Achieved	13.1%	17.8%	15.9%	14.3%
SDB % Goals	2.3%	2.4%	3.6%	4.7%
SDB \$	\$101.7M	\$113.0M	\$111.6M	\$117.7M
SDB % Achieved	5.2%	6.5%	6.1%	6.2%
WOSB % Goals	1.5%	1.5%	1.1%	1.7%
WOSB \$	\$55.2M	\$72.2M	\$64.8M	\$68.0M
WOSB % Achieved	2.8%	4.2%	3.5%	3.6%
HUBZone SB % Goals	0.2%	0.2%	0.3%	0.3%
HUBZone SB \$	\$41.3M	\$50.8M	\$42.4M	\$35.7M
HUBZone SB % Achieved	2.1%	2.9%	2.3%	1.9%
SDVO SB % Goals	1.0%	1.1%	1.0%	1.7%
SDVO SB \$	\$23.1M	\$31.6M	\$36.3M	\$42.7M
SDVO SB % Achieved	1.2%	1.8%	2.0%	2.3%



Metrics (Through September 30, 2015)

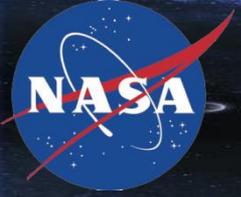
CATEGORIES	GOVT. % GOALS	NASA % GOALS	NASA \$ ACHIEVED	NASA % ACHIEVED	MSFC % GOALS	MSFC \$ ACHIEVED	MSFC % ACHIEVED	% OF AGENCY
PROC. \$			\$14,425.2M			\$1,889.4M		13.1%
SB	23.0%	17.0%	\$2,505.3M	17.4%	11.8%	\$270.3M	14.3%	10.8%
SDB	5.0%	5.0%	\$1,262.6M	8.8%	4.7%	\$117.7M	6.2%	9.3%
HUBZone	3.0%	3.0%	\$96.9M	0.7%	0.3%	\$35.7M	1.9%	36.8%
WOSB	5.0%	5.0%	\$493.4M	3.4%	1.7%	\$68.0M	3.6%	13.8%
SDVO SB	3.0%	3.0%	\$102.9M	0.7%	1.7%	\$42.7M	2.3 %	41.5%

*Data as of November 5, 2015



MSFC FY 2015 Cumulative Subcontracting Totals

CATEGORIES	NASA % GOALS	\$ ACHIEVED	% ACHIEVED
SV		\$ 669.3M	
SB	36%	\$ 285.9M	42.7%
SDB	5%	\$ 54.4M	8.1%
WOSB	5%	\$ 81.4M	12.2%
HUBZone	3%	\$ 15.6M	2.3%
VOSB	N/A	\$ 32.3M	4.8%
SDVO	3%	\$ 20.6M	3.1%
HBCU/MSI	N/A	\$ 1.3M	0.2%



MSFC FY 2015 Small Business Direct & Subcontracting Achievements

CATEGORIES	SUBCONTRACTING	DIRECTS	CUMULATIVE	% ACHIEVED
Available \$			\$ 1,889.4M	
SB	\$ 285.9M	\$ 270.3M	\$ 556.2M	29.4%
SDB	\$ 54.4M	\$ 117.7M	\$ 172.1M	9.1%
WOSB	\$ 81.4M	\$ 68.0M	\$ 149.4M	7.9%
HUBZone	\$ 15.6M	\$ 35.7M	\$ 51.3M	2.7%
VOSB	\$ 32.3M	\$ 80.3M	\$ 112.6M	6.0%
SDVO	\$ 20.6M	\$ 42.7M	\$ 63.3M	3.4%



MSFC FY 2015 Top 20 Prime Contractors

NO.	PRIME	BUSINESS CLASSIFICATION	FY 2015 FUNDING
1.	The Boeing Company	LB	\$ 719.5M
2.	Orbital ATK	LB	\$ 240.7M
3.	Jacobs	LB	\$ 194.9M
4.	Aerojet Rocketdyne	LB	\$ 175.8M
5.	Dynetics	SB & LB	\$ 86.1M
6.	Teledyne Brown Engineering	LB	\$ 59.9M
7.	Smithsonian Astrophysical Observatory	NP	\$ 57.6M
8.	IPC	SDB/WOSB/HUBZone	\$ 34.8M
9.	COLSA Corporation	SDVO SB	\$ 26.0M
10.	CH2M	LB	\$ 25.5M



MSFC FY 2015 Top 20 Prime Contractors (Cont.)

NO.	PRIME	BUSINESS CLASSIFICATION	FY 2015 FUNDING
11.	MTS	VOSB	\$ 25.2M
12.	Bastion Technology	SDB	\$ 25.1M
13.	URS	LB	\$ 23.0M
14.	Southwest Research Institute	NP	\$ 21.8M
15.	Al-Razaq Computing Services	SDB	\$ 11.8M
16.	Victory Solutions	WOSB/SDVO SB	\$ 11.0M
17.	Ball Aerospace	LB	\$ 10.1M
18.	Excalibur Associates	SB	\$ 9.0M
19.	University of Arizona	NP	\$ 7.1M
20.	KAYA & Associates	SDB/8(a)	\$ 6.8M



Acquisition Forecast

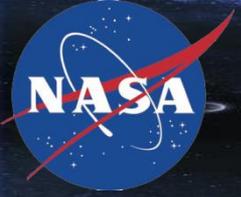
POP EXPIRES	INCUMBENT	CONTRACT	TITLE	PREVIOUS NAICS CODE	POTENT. VALUE	PREVIOUS COMP.	PROJECTED COMP.
*12/31/2015	IHS Global, Inc.	NNM11AA51C	NASA Integrated Technical Standard Systems	541910	\$11M	Full & Open	Full & Open
*01/31/2016	Dynetics	NNM10AA23C	Marshall Information Technology Services	517110	\$393M	SB Set-Aside	SDVO SB Set-Aside
*02/28/2016	KAYA Associates	NNM11AA39C	On-site Architect Engineering Design Services	541330	\$29M	8(a) Competition	8(a) Competition
*02/28/2016	Chugach	NNM11AA31C	MSFC Grounds Maintenance	561730	\$7M	8(a) Sole Source	8(a) HUBZone Sole Source
*03/08/2016	Great Southern	NNM11AA25C	Architect Engineering for Misc. Environmental Studies	541330	\$25M	SB Set-Aside	SB Set-Aside
*04/30/2016	Al-Razaq Computing Services	NNM11AA30C	Acquisition and Business Support Services	561210	\$99M	SB Set-Aside	WOSB Set-Aside
*08/31/2016	URS Federal	NNM08AA54C	Center Operations Support Services	561210	\$248M	Full & Open	Full & Open

*In competition/negotiation



Acquisition Forecast (Cont.)

POP EXPIRES	INCUMBENT	CONTRACT	TITLE	PREVIOUS NAICS CODE	POTENT. VALUE	PREVIOUS COMP.	PROJECTED COMP.
12/30/2016	Excalibur Associates	NNM12AA08C	Protective Services at MSFC and MAF	561612	\$46M	GSA SB Reserve	GSA SB Set-Aside
01/31/2017	Bastion Technology	NNM07AA74C	Safety & Mission Assurance	541712	\$376M	SB Set-Aside	SB Set-Aside
01/31/2017	CH2M	NNM12AA05C	Logistics Services	561210	\$84M	Full & Open	SB Set-Aside
02/28/2017	Multiple Awardees	Multiple BPAs	Misc. Construction Projects (Less \$25K)	236220	\$10M	SB Set-Aside	TBD
03/31/2017	COLSA	NNM12AA08C	Huntsville Operations Support Center	541712	\$131M	SB Set-Aside	TBD
05/31/2017	CH2M	NNM10AA17C	Architect Engineering for Environmental Engineering	541330	\$75M	Full & Open	TBD
06/23/2017	GMC-Merrick JV	NNM12AA49C	A&E for Misc. Studies & Design Tasks	541330	\$10M	Full & Open	TBD
07/31/2017	Jacobs	NNM12AA41C	Engineering & Science Systems & Skills Augmentation	541712	\$639M	Full & Open	Full & Open



Acquisition Forecast (Cont.)

POP EXPIRES	INCUMBENT	CONTRACT	TITLE	PREVIOUS NAICS CODE	POTENT. VALUE	PREVIOUS COMP.	PROJECTED COMP.
09/30/2017	Aetos	NNM14AA20C	Utility Control Systems	561210	\$3M	8(a) Sole Source	TBD
09/30/2017	Analytical Services	NNM12AA53C	Office of Strategic Analysis & Communication	541712	\$52M	GSA SB Reserve	TBD
02/22/2018	AQuate	NNM13AA21C	Custodial & Refuse Collection Services	561720	\$20M	8(a) Sole Source	TBD
02/28/2018	Teledyne Brown Engineering	NNM13AA29C	Mission Operations & Integration	541712	\$133M	Full & Open	TBD
09/03/2018	Multiple	Multiple	Construction IDIQs (\$25K to \$5M)	236220		SB Set-Aside	
10/31/2018	HPM	NNM13AA80C	Environmental Engineering & Occupational Health	621999	\$33M	SB Set-Aside	TBD
02/05/2019	Cepeda Systems & Software	NNM14AA07C	Engineering Support	541330	\$4M	8(a) Sole Source	TBD



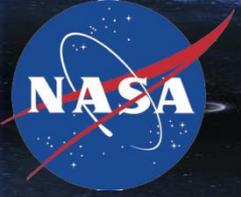
Acquisition Forecast (Cont.)

POP EXPIRES	INCUMBENT	CONTRACT	TITLE	PREVIOUS NAICS CODE	POTENT. VALUE	PREVIOUS COMP.	PROJECTED COMP.
02/28/2019	Victory Solutions	NNM13AA64T	Cost Estimating & Analysis	541330	\$8.6M	GSA SB Reserve	TBD
03/31/2019	MTS	NNM13AA65T	Program Planning & Control	541330	\$37M	GSA SB Reserve	TBD
03/31/2019	Victory Solutions	NNM13AA66T	Configuration & Data Management	541330	\$48M	GSA SB Reserve	TBD
03/31/2019	MTS	NNM13AA67T	Project Coordination	541330	\$44M	GSA SB Reserve	TBD
04/30/2019	MTS	NNM14AA02T	Subject Matter Expertise	541330	\$44M	GSA SB Reserve	TBD
05/31/2019	Aetos Systems	NNM14AA15C	Human Capital Support	541990	\$25M	8(a) Competition	TBD
03/31/2021	Aerie Aerospace	NNM15AA19C	Marshall Engineering Technician & Trade Support	541330	\$232M	8(a) Competition	TBD
06/30/2021	Hanks, Hanks, & Associates	NNM16AA10C	Center-wide Administrative Support Services	541611	\$29M	8(a) Competition	TBD



In Competition

TITLE	INCUMBENT	PREVIOUS COMPETITION	CURRENT COMPETITION
Acquisition & Business Support Services	Al-Razaq Computing Services	SB Set-aside	WOSB Set-aside
A&E for Misc. Environmental Engineering Services	Great Southern	SB Set-aside	SB Set-aside
Facility Operations & Maintenance Support Services	URS	Full & Open	Full & Open
Marshall Information Technology Services	Dynetics	SB Set-aside	SDVO SB Set-aside



When Pursuing Competitive Acquisitions

- Start the marketing process 18 to 24 months prior to the period of performance expiration date.
- Let the SBS know of your interest.
- Review the Performance Work Statement (if available).
- Ask questions.
- Respond to Sources Sought Notices.
- Closely review draft request for proposals.
- Attend industry briefings and participate in site visits.



FOIA Requests

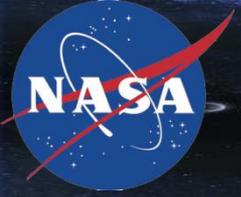
Performance work statements may be requested in writing from:

NASA, George C. Marshall Space Flight Center
Freedom of Information Act Office
Judi Hollingsworth, CS20
MSFC, AL 35812
(256) 544-1837
foia@msfc.nasa.gov



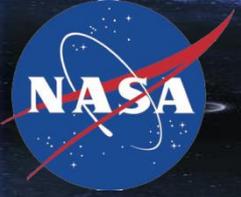
Doorways To The MSFC Marketplace

- Marshall Small Business Alliance (MSBA)
- Business Forums
- NASA Industry Days



NASA 2016 Industry Days

DATE	EVENT	LOCATION
March 1	NASA SDVO SB Industry Day	Jet Propulsion Laboratory Pasadena, CA
May 3	NASA WOSB Industry Day	Glenn Research Center Cleveland, OH
August 9	NASA HUBZone Industry Day	Goddard Space Flight Center Greenbelt, MD



Small Business Resources and Marketing Tools

- “Doing Business at MSFC” web site:
http://ec.msfc.nasa.gov/doing_business/
- Acquisition planning tool:
http://ec.msfc.nasa.gov/doing_business/index.php?apt
- Acquisition forecast tool:
<http://www.hq.nasa.gov/office/procurement/forecast/>
- Small Business Marketing Guide



Vendor Registration Sites

- NASA Vendor Data Base found at:
http://osbp.nasa.gov/vendor_database.html
- MSFC Small Business Directory found at:
<https://ec.msfc.nasa.gov/cgi-bin/sbd/sbdp.cgi>
- System for Award Management at:
<https://www.sam.gov/portal/public/SAM/>
- SBA Dynamic Small Business Search Site:
http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm



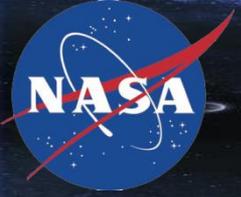
The NASA Mentor Protégé Program

- Rollout in January 2008.
- Mentor Requirements:
 - Mentors must be approved by NASA OSBP;
 - have a NASA prime contract; and
 - have an approved subcontracting plan.
- Protégés are limited to two mentor protégé agreements (MPA)
- To date MSFC prime contractors have entered into 14 MPAs (Agency total 33) including agreements with:
 - 1 SBIR/STTR Phase II Small Business
 - 5 HBCUs
 - 1 MI
 - 2 SDVO SBs
 - 3 HUBZone SBs
 - 2 WOSBs



Business Realities

- More than 53 percent of business failures occur within first 5 years, approximately 30 percent from 6 to 10 years, and remaining 10 percent above 10 years.
- Only 1 in 30 will grow a business to exceed a million dollars.
- Retail, service, and construction businesses account for more than 70 percent of business failures.
- Majority of business bankruptcies have less than 100 employees.



Reason for Business Failures

- Business is 15 percent technical and 85 percent people.
- Technicians who start businesses are good at what they do, but seldom good at doing many other things required to sustain and maintain business growth.
- Reality is that people make business with technology a distant second.



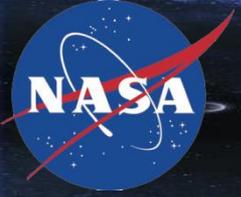
Need a Team to Obtain a Dream

- Steve Jobs said “Creativity requires collaboration, innovation a team.”
- James Collins in his book “Good to Great” said
 - The who questions must come before the what questions.
 - Get the bad off the bus, and the good on the bus then figure out where to drive it.
 - Make sure the values of your team members align with your vision and values.
 - When recruiting, place more emphasis on character attributes than on specific educational background. Practical skills, specialized knowledge, or work experience can be taught.
 - Put your best people on your biggest opportunities, not your biggest problems.
 - If you have the need to have to tightly manage someone, you made a hiring mistake.



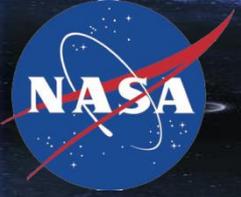
Striving for Entrepreneurial Success

- Look for opportunities to do something better than anyone else.
- Setting goals not enough, need a plan.
- Make sure the math works, if it does not, the business will not either.
- Make sure employees understand your vision, and are willing to work toward accomplishing the mission to fulfill the vision.
- Business success is not about the income, it's about the outcome.



Desirable Contractor Attributes

- Team player.
- Customer focus.
- Reasonable cost.
- Good safety record.
- Relevant experience.
- Reliable, responsive, and flexible.



MSFC Small Business Program Contacts

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Lynn Garrison	Small Business Technical Advisor	virginia.b.garrison@nasa.gov	256-544-6719
Doug Gerard	SBA PCR	douglas.gerard@sba.gov	256-544-0681

Location: Bldg. 4200/Rm. 228C
Office hours: 7:00 a.m. – 4:30 p.m. (CST)