

Air Armament Center Small Business Office



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AAC/SB

INTRODUCTION



- **Why Are We Here?**
 - Apprise Small Business of future opportunities at Eglin AFB FL
- **Expected Outcome**
 - Increased understanding of the marketplace at Eglin and how to be part of it

AAC-TARGET OF OPPORTUNITY?



Serving as the focal point for all Air Force armament, the center is responsible for the **development, acquisition, testing, and deployment** of all air-delivered weapons. AAC plans, directs and conducts **test and evaluation of U.S. and allied air armament, navigation and guidance systems, and command and control systems** and supports the **largest single base mobility** commitment in the Air Force.

AAC-TARGET OF OPPORTUNITY?



- Weapon Systems and test ranges are the major areas of emphasis
 - Includes program management and engineering support services
 - Various types of test support
 - Research and development
- Eglin AFB is like a small city too
 - All types of construction
 - Base support such as maintenance and repairs, commercial supplies and services



AAC-TARGET OF OPPORTUNITY? HOW TO FIND AAC OPPORTUNITIES



- Fedbizops – sources sought, RFIs, award notices, industry days, etc. (www.fbo.gov)
- GSA Advantage, DoD E-mall, etc.
- LRAE (www.selltoairforce.org)
- No separate source list for Eglin
 - We use CCR & DSBS (be in both!)
- Make yourself known!
 - Visit or Call
 - E-mail capabilities, line card, etc.
 - Outreach events



RECURRING CONTRACT LISTS



- AAC/SB maintains updated lists of recurring contracts in two areas:
 - Technical Support Contracts
 - Base Support Contracts
- These lists are updated regularly
 - Feel free to contact my office for an update
 - Or visit our website:

<http://www.eglin.af.mil/units/smallbusinessoffice.asp>

SAMPLE OF SB CONTRACTS AT EGLIN



- Support/Infrastructure

- Aerospace Ground Equipment (AGE) Services (TKC)
- Base-Level S/W Support Services (Hixardt)
- Civil Engineering Supplies Warehouse (C C Distrib)
- Combined Customer Support (IIa)
- Cranes & Hoists Mx & Cert (Enviro Safety Awareness)
- Custodial (Support Svcs of America and Creek Svcs)
- Guard Services – Unarmed (Xator)
- Library Operations (Labat Enviro)
- Logistics Mat'l Control for TW (Rohmann Svcs)
- Mx of Small Appliances (Corbett of NWF)
- Network Specialists (Bevilacqua)
- Refuse Collection (Dorado)
- Technical Library – AFRL (Will Technology)



SAMPLE OF SB CONTRACTS AT EGLIN



- Support/Infrastructure

- Telemetry Technicians (Bevilacqua)
- Transient Alert (The Orasa Group)
- Weather Observation (Control Sys Research)
- Asbestos Abatement (Cronin)
- Building Demolition (Dorado)
- Directional Boring (Barlovento)
- Fencing (Champion Contractors)
- Protective Coating/Painting Mx (Washington Painting)
- Roofing (RL campbell)
- SABER (Ace Engineering)
- Centralized Appointments (KMR)
- Dictation & Medical Transcription (America's Pride)
- Medical Coding (Mindleaf Technologies)



SAMPLE OF SB CONTRACTS AT EGLIN



- Technical Support
 - Aircraft Compabilities Eng Support (Tybrin)
 - C4I, Intelligence & Munitions Test Improvement (MilTec)
 - Computer Network Support (JAMS)
 - EO/IR Radiometric Instrumentation Upgrade/Mx (Control Sys Research)
 - IT Services (Advanced C4 Solutions)
 - Munitions Effectiveness & Target Vulnerability Assessments (Survice Engineering)
 - S/W Engineering Support (Tybrin)
 - Technical & Acquisition Mgt Support (BTAS & Colsa)
 - TW Tech Report Svcs & Admin (Erica Lane)



SAMPLE OF SB CONTRACTS AT EGLIN



- SPO Programs
 - Air Force Subscale Aerial Target/Drones
 - Containers
 - JASSM Adapter Assemblies
 - Modification/Repair of Nose Cones for Air Combat Training pods
 - Small, Medium and B2/Large Shelters
 - JSOW-Universal Bomb Lift Assemblies
 - Facilitator/Training Support



SMALL BUSINESS OFFICE CUSTOMER SERVICES



- **Maximize SB Participation**

- Review acquisitions and acquisition plans
 - Advise/discuss acquisition strategies and identify alternatives
 - Make Set-Aside Recommendations
 - Member of all Acquisition Strategy Panels
- Review Small Business Subcontracting Plans

- **Counsel Contractors**

- Type of items/services Eglin procures
- Current and future base level/high tech contracts
- Provide acquisition points of contact
- Referral source between primes and subcontractors



- **Assist small business contractors with contractual problems**

- Explanations of solicitation provisions
- Payment problems

Matchmaker and Advocate!

SMALL BUSINESS OFFICE

CUSTOMER SERVICES (cont'd)



- **Manage the Outreach Program**
 - Federal Procurement Conferences
 - DoD Southeast Area SB Council
 - Conduct & Attend Business Opportunity Conferences
 - Vendor Shows
 - Procurement Opportunity Conferences
 - Local Civic Groups
- **Education**
 - Training Sessions for Acquisition Community
 - Training for Small Businesses
 - Specialized Training as Requested





MARKETING TIPS



HOW DO YOU START?

- Target the locations with which you want to do business
 - Be realistic
 - Look close to home
- Read Government publications
 - Federal Business Opportunities (www.fbo.gov)
 - Go to small business opportunity conferences
 - You are one step ahead - you are here today!
- Decide which product or service you can offer to the DoD
- Does the location buy that product or service?
- Locate the DoD purchasing offices that buy your product or service
 - Research specific sites/missions (base websites, etc.)
 - **[US Air Force Small Business - http://www.selltoairforce.org/index.asp](http://www.selltoairforce.org/index.asp)**



MARKETING TIPS – Cont'd



- Look for help/advice from other organizations
 - Small Business Development Centers (SBDC)
 - Procurement Technical Assistance Centers (PTAC)
 - SBDCs and PTACs are funded to help you understand how to do business
 - Where are my best business opportunities?
 - How do I prepare a bid and is my bid OK?
- Get information on an activity **BEFORE** you visit
 - Do they have a website you can access?
 - Contact the Small Business Specialist
 - Do they have a need for your product or service?
 - Who should you talk to?
 - Contracting?
 - Program Managers, Engineers, other personnel?

MARKETING TIPS – Cont'd



- If, and when you decide to visit a DOD Activity -
MAKE APPOINTMENTS
 - Most bases have heightened security and restrict access
- Respond to Sources Sought Synopses
- Compete for requirements in your area (geographic and expertise)
 - Shows government what you can do
 - It also shows the government how you do it



MARKETING TIPS – Cont'd



- What information do you provide?
 - Sell your capabilities & experience (personnel, facilities, past performance, etc.)
 - Product demonstrations
 - Reference material (brochure, line card, etc.)
 - Establish customer contact
 - Debrief/feedback
- ***BE TRUTHFUL***
 - Have you had past performance problems?
 - Are you the subcontractor versus the prime?
 - Can your company currently handle the volume of work being discussed (personnel, facilities, capabilities)?
- Don't ignore subcontracting or teaming possibilities with major prime contractors (or other small businesses!)



MARKETING TIPS – Cont'd



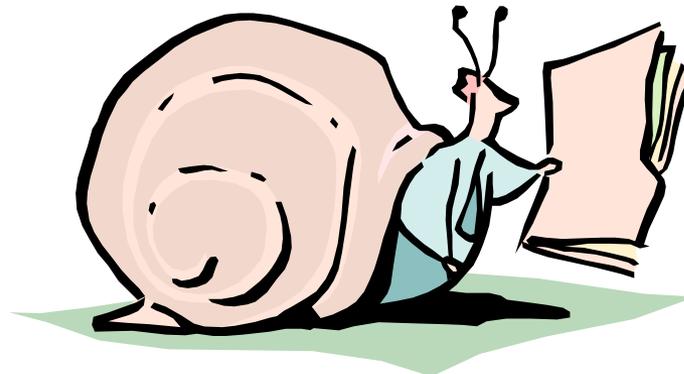
- End Users want to know:
 - Technical capability
 - Customer service
- Contracting Officers want to know:
 - Technical ability
 - Financial ability
 - Management ability
 - History/past performance
- Small Business Specialists want to know:
 - ALL OF THE ABOVE



MARKETING TIPS – Cont'd



- Follow-up
- Above all, you must be patient !!!
 - The Government moves “quickly” slowly
 - Things never seem to happen as quickly as you or the technical sponsor want them to
 - Learn the procurement cycle
 - However, when the government is ready to move
 - Be prepared to react - turn things around quickly



KEYS TO SUCCESS

- Research
- Market
- Demonstrate
- Request Feedback
- **PERFORM!!**
- Respond
- Be positive, passionate, and persistent
- Nurture client relationships
- **DON'T GIVE UP!**

SUMMARY



- **Take Aways?**

- **We actively encourage our program offices to seek small businesses FIRST**
- **Take the time to research each AFB's mission and procurement trends – saves you time and expense**

