

# Air Force Materiel Command

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## Small Business: Life Cycle Industry Days Presentation



Ms. Farris Welsh  
AFMC/SB

14 September 2016



# HQ AFMC Small Business Mission

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- **Mission**: *The mission of AFMC Small Business is to create and deliver strategies that bring innovative, agile and efficient Small Business solutions to the Air Force to fly, fight and win in air, space and cyberspace.*
- **Vision**: *Champions of Small Business solutions for the warfighter*



# Who We Are

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## AFMC/SB: Who We Are



# Who We Are

**AFMC/SB**  
**Executive Director**  
**Ms. Farris Welsh**

**Procurement Analyst / SB Specialist**

Mrs. Lynne Imhoff

**Procurement Analyst / SB Specialist**

Mr. Norman Willis

**Market Analyst-Data Analysis-Metrics**

Mr. Damon Oakes

**Market/Data Analyst**

Mr. Matthew Howard

**Management Analyst**

Ms. Kara L. Fletcher

**Phone:**

Commercial 937-257-3211

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**Email:**

First Name. Last Name@ us.af.mil

**Public Web Site:**

<http://www.afmc.af.mil/About-Us/Featured-Topic-Archive/AFMC-Small-Business-Office/>



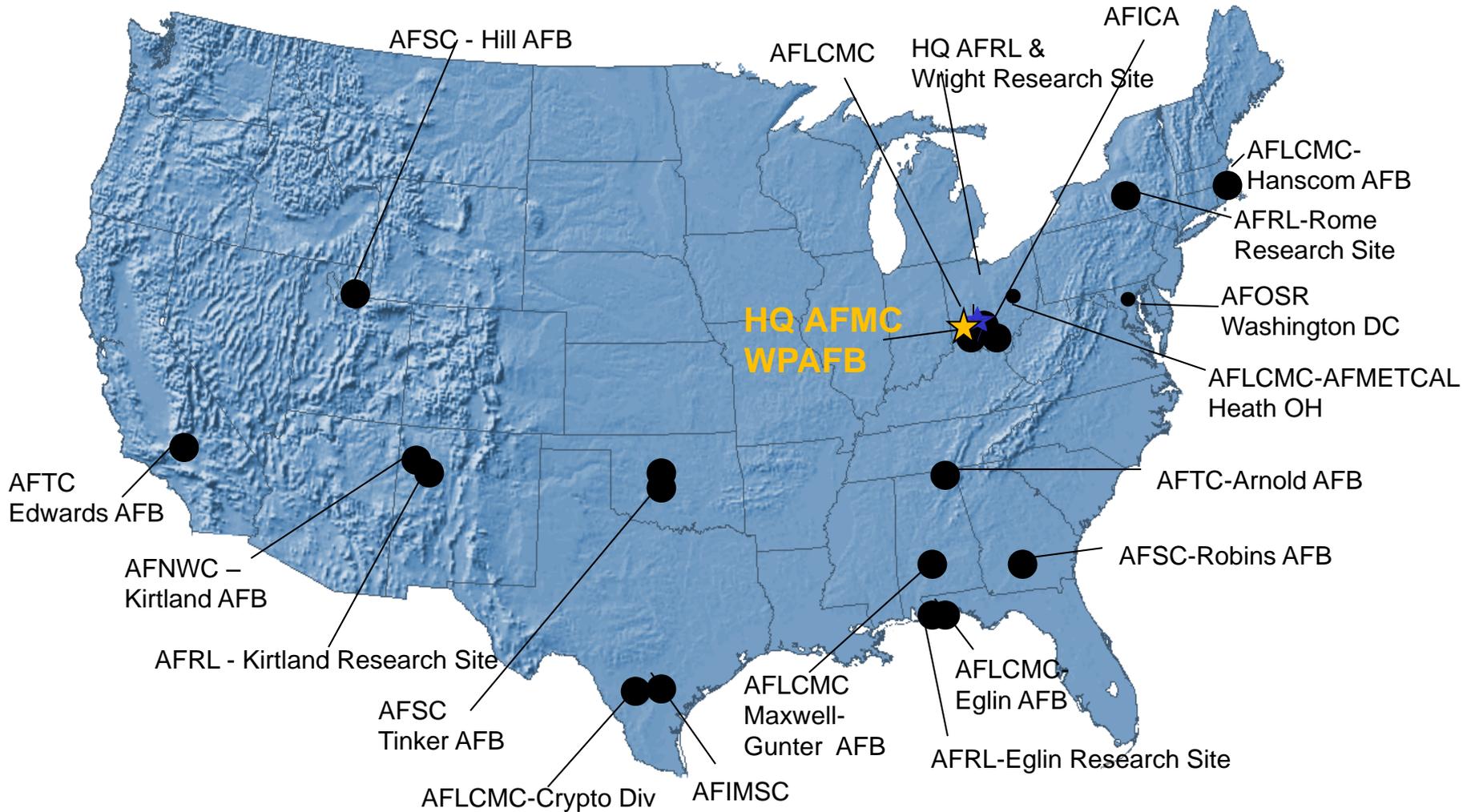
# Who We Are

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- **AFMC Portfolio:**
  - ***AFLCMC – Life Cycle Management***
    - ***SB Office- (937)904-5999***
  - ***AFRL – Discovery & Development***
    - ***SB Office- (937)656-9171***
  - ***AFSC – Sustainment & Logistics***
    - ***SB Office- (405)739-2601***
  - ***AFTC – Test & Evaluation***
    - ***SB Office- (661)277-4519***
  - ***AFIMSC – Installation & Mission Support***
    - ***SB Office- (210)395-8907***
  - ***AFNWC – Nuclear Systems Management***
    - ***SB Office- (505)853-7199***



# AFMC Small Business Offices





# What We Do

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## What We Do: Small Business Professional Duties



# Myth Busters

- **We are an Industrial Base Program**
  - **Small Business Programs Are Not a Goals Program**
  - **Large and Small Businesses are Part of the SB Programs**
  - **Congress is Very Interested in SB Programs**
- **Statutory and Regulatory Mandates Dictate the Duties and Responsibilities of the SB Programs and Professionals**
  - **Duties of the SB Programs are Found in the U.S. Code, the FAR, DFARS and AFFARS**
  - **Duties Include:**
    - **Advice**
    - **Training**
    - **Policy**
    - **Advocacy and Liaison**
    - **Agency/Office Operations**
    - **Market Research**
    - **Acquisition Functional**
    - **Compliance**
    - **Reporting**



# Myth Busters

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- **We Do Not Just Sign 2579s**
  - **DD2579 is a compilation of the Acquisition process**
  - **All Documentation Should be Completed Prior to the SBP Signature**
- **We are a Professional Career Field Series**
  - **Small Business Specialists/Professionals (SBPs)**
  - **Formally Codified**
  - **Full Time and Part Time Positions**
- **We are Multi-Functional**
  - **1101s, 1102s, and 800 Series Functionals Serve as SBPs**
  - **SBPs are Acquisition Specialists and Business Advisors**



# What We Do

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## What Is Leadership and Industry Telling Us?



# Better Buying Power Emphasis

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- **BBP 1.0: Affordability and Productivity**
  - **Involve Dynamic Small Businesses in Defense**
  - **Increase Small Business Participation in Services Acquisition**
- **BBP 2.0: Efficiency and Productivity**
  - **Increase Small Business Roles and Opportunities**
  - **Increase Small Business Participation through more Effective Use of Market Research**
- **BBP 3.0: Innovation, Technical Excellence, Quality**
  - **Increase Small Business Participation in Research and Development**
  - **Increase Small Business Participation by Broadening the Use of Market Research**



# What is Leadership and Industry Telling Us?

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- **Industrial Base**
  - **Department of Defense Responsibilities in Maintaining a Viable Industrial Base**
  - **Other Than Small Business Subcontracting Responsibilities**
  - **Small Business Responsibilities**
- **Early and Continuous Market Research**
  - **Types**
    - **Business Intelligence- Portfolio/Category**
    - **Market Intelligence- Program-wide**
    - **Market Research- Action Specific**
  - **Responsibilities**
    - **Government**
    - **Industry**
  - **Documentation: RFIs, Industry Day, Market Research Report**



# What is Leadership and Industry Telling Us?

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- **Market Research Websites**

- **Small Business Dynamic Search -**  
[http://dsbs.sba.gov/dsbs/search/dsp\\_dsbs.cfm](http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm)
- **System for Award Management (SAM) -**  
<https://www.sam.gov/portal/SAM/#1>
- **Defense Innovative Marketplace -**  
<http://www.defenseinnovationmarketplace.mil/>
- **Federal Business Opportunities -** <https://www.fbo.gov/>
- **One Acquisition Solution for Integrated Services (OASIS) -**  
<http://www.gsa.gov/portal/content/161367>
- **U.S. Army Corps of Engineers, Louisville District -**  
<http://www.lrl.usace.army.mil/BusinessWithUs/SmallBusiness.aspx>
- **Air Force Network-Centric Solutions-2 Smart Book -**  
<http://www.gunter.af.mil/shared/media/document/AFD-160601-009.pdf>



# What is Leadership and Industry Telling Us?

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- **Communication**
  - **Talk to Your Small Business Specialist**
  - **Participate in Outreach and Networking Events**
  - **Talk to Industry Early and Often Prior to RFP Release**
  - **Use Clear and Concise Language in RFIs/RFPs, and Proposal Responses**
  - **Use Multiple RFIs Focused on Specific Topics**
- **Provide Industry Day Subcontracting Opportunities for Interaction Between Primes and SB**
  - **Involve One-On-Ones**
  - **Provide Environment for Networking**
  - **Provide Opportunity for SBs to Reach Out to Primes on Strategic Vehicles**
  - **Identify Primes on Accessible Websites.**



# What is Leadership and Industry Telling Us?

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- **Requirements**
  - **Forecasting Requirements**
  - **Minimum Requirements**
  - **Industry Responses Should Address All Aspects of the RFP**
  - **Government Evaluators Should Not Use Non-Program Requirements as Discriminators**
    - **CAS Accounting System**
    - **CMMI Level**
- **Strategic Future Environment**
  - **On-Ramping is Essential**
  - **Competition may be Reduced**
  - **Breakouts of SB Capable Elements**
  - **Exclusions for 8(a) or Lower Dollar Requirements**



# AFMC/SB FY 16 Data Analysis

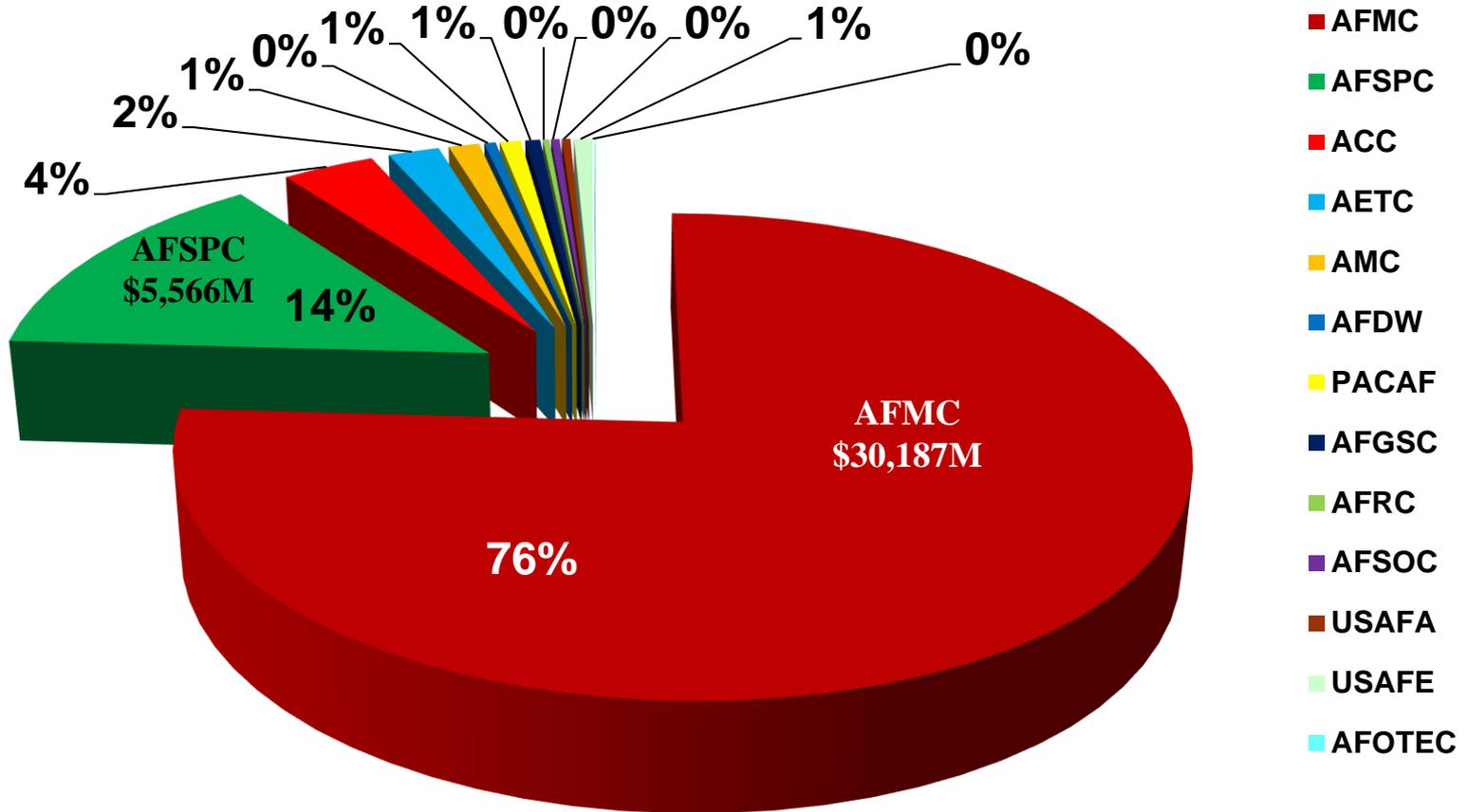
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**What Do the Numbers Tell Us?**



# AF MAJCOMs – FY16-YTD \$s

AF – Total contract obligations: \$39,770M



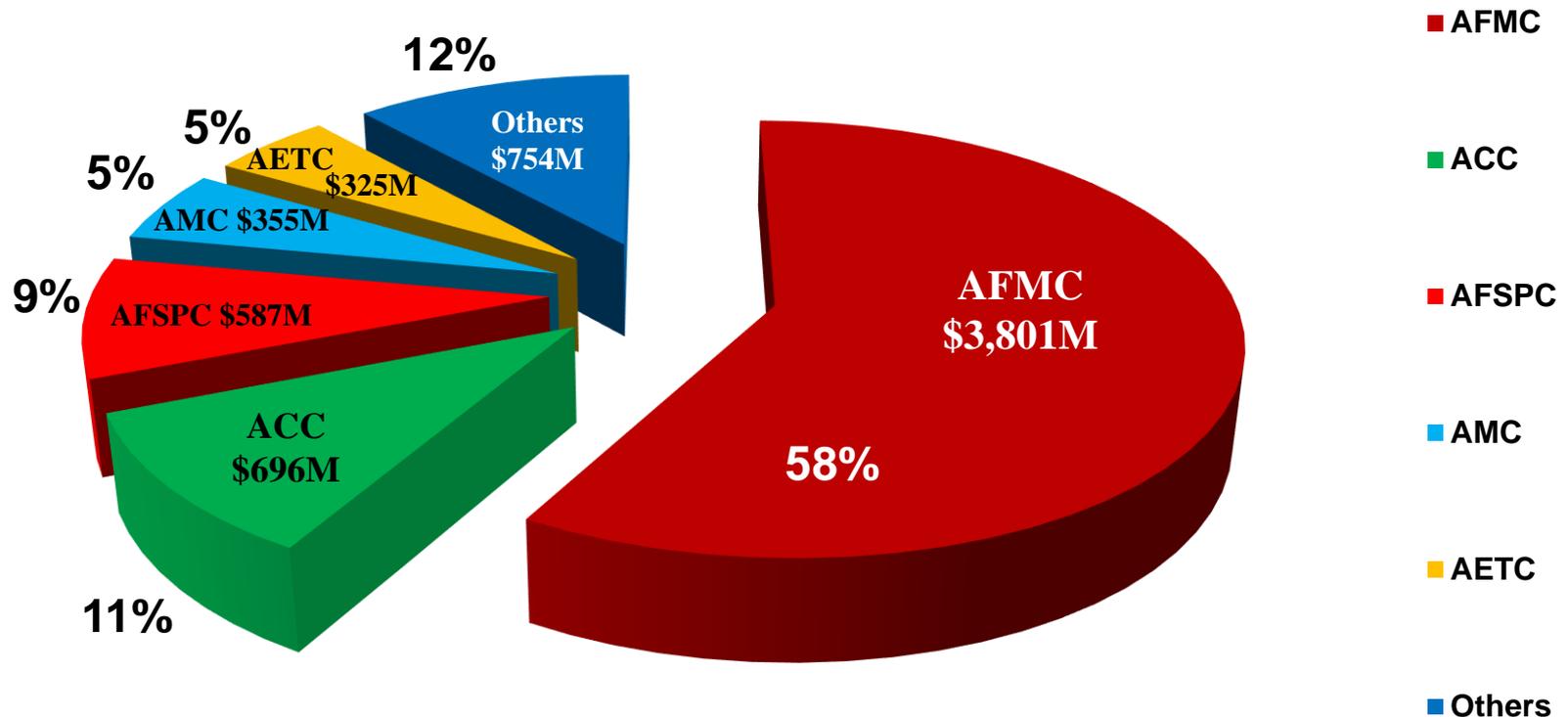
AFMC & AFSPC- 90% of AF “contract obligations”

Source: FPDS-NG, 08/01/16, Actions thru 07/31/16. Based on total procurement obligations for large & small business, excluding FMS, Ability One, nonprofit institutions, UNICOR (Federal Prison Industries)



# AF MAJCOMs – FY16-YTD SB \$s

AF – Total SB obligations: \$6,519M



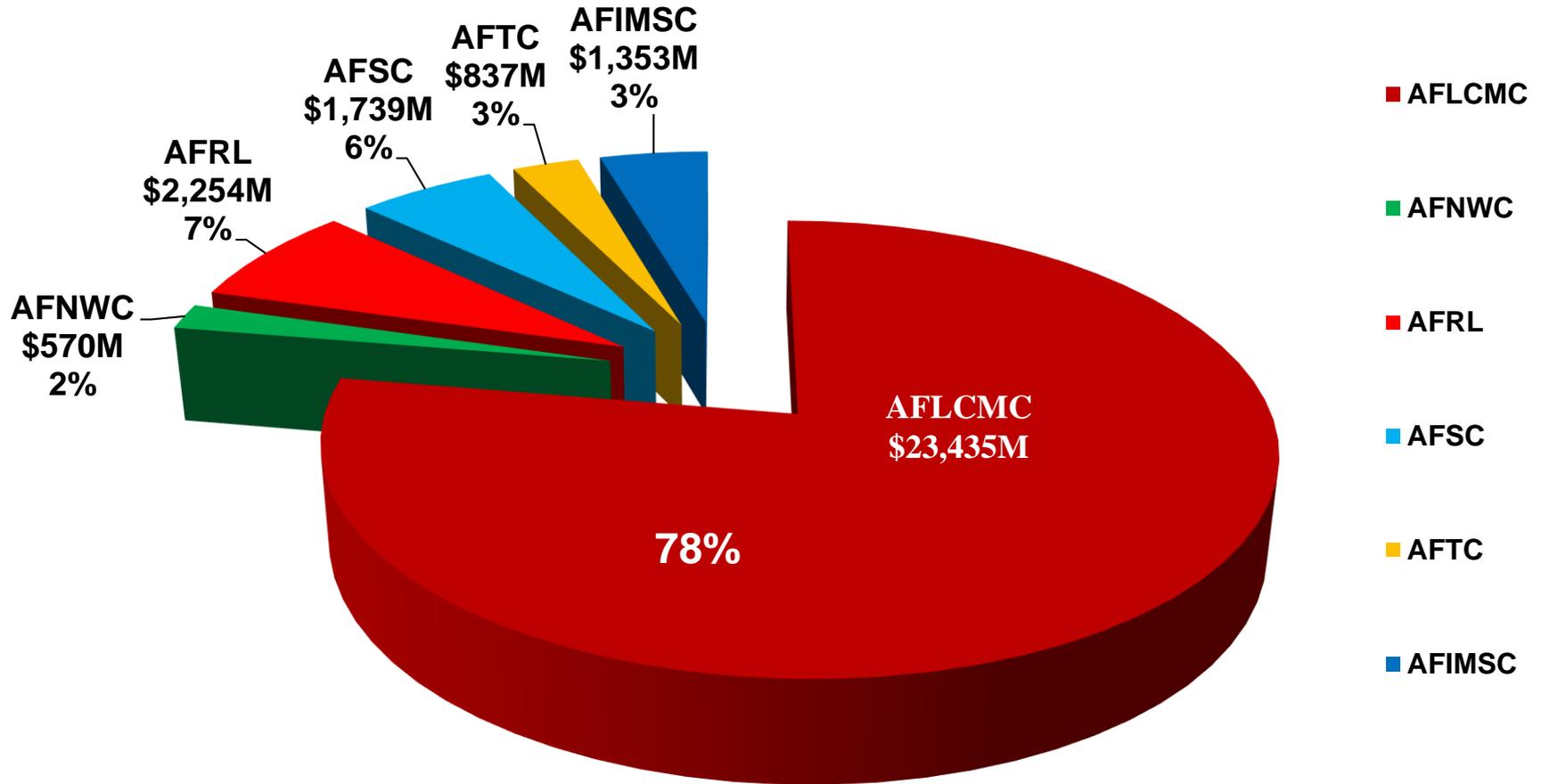
AFMC is the largest proportion of AF “SB contract obligations”

Source: FPDS-NG, 08/01/16, Actions thru 07/31/16. Based on total procurement obligations for large & small business, excluding FMS, Ability One, nonprofit institutions, UNICOR (Federal Prison Industries)



# AFMC Centers - FY16-YTD \$s Total Obligations

**AFMC – Total contract obligations: \$30,187M**

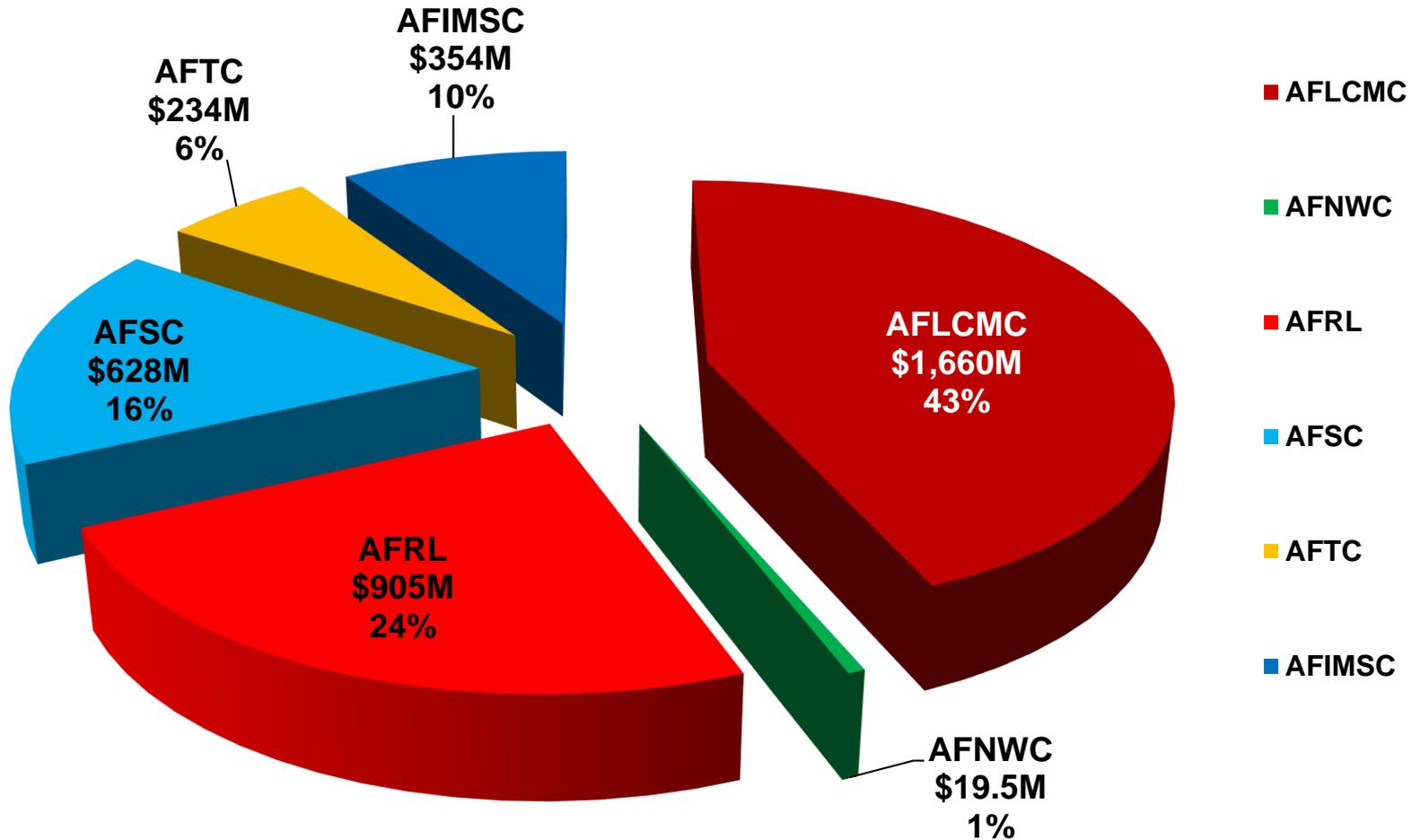


*Source: FPDS-NG, 08/01/16, Actions thru 07/31/16. Based on total procurement obligations for large & small business, excluding FMS, Ability One, nonprofit institutions, UNICOR (Federal Prison Industries)*



# AFMC Centers - FY16-YTD \$s SB Obligations

AFMC – Total SB contract obligations: \$3,801M

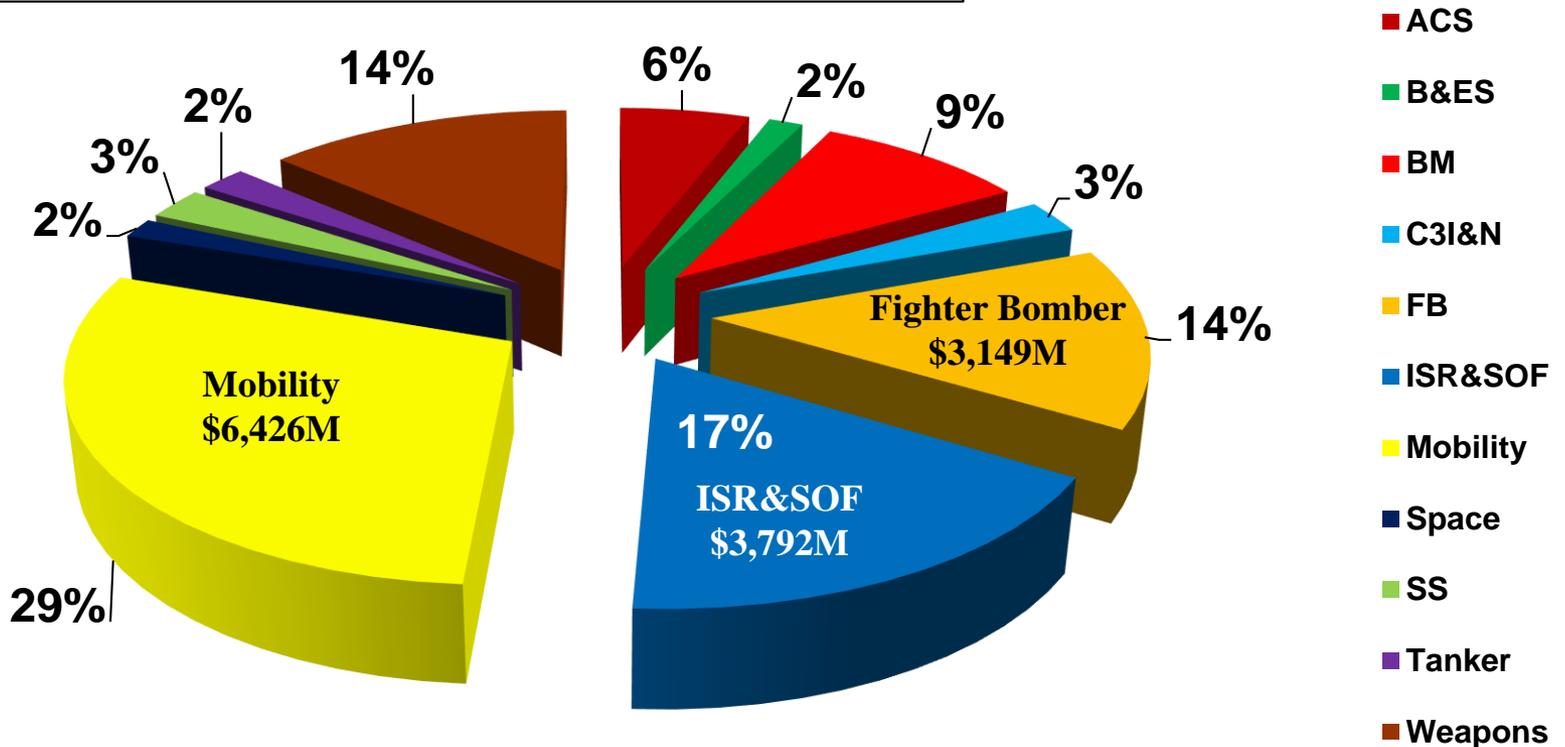


*Source: FPDS-NG, 08/01/16, Actions thru 07/31/16. Based on total procurement obligations for large & small business, excluding FMS, Ability One, nonprofit institutions, UNICOR (Federal Prison Industries)*



# PEO – FY16-YTD Obligations

**AFMC – Total contract obligations: \$30,187M**  
**PEO – Total contract obligations: \$21,924M**



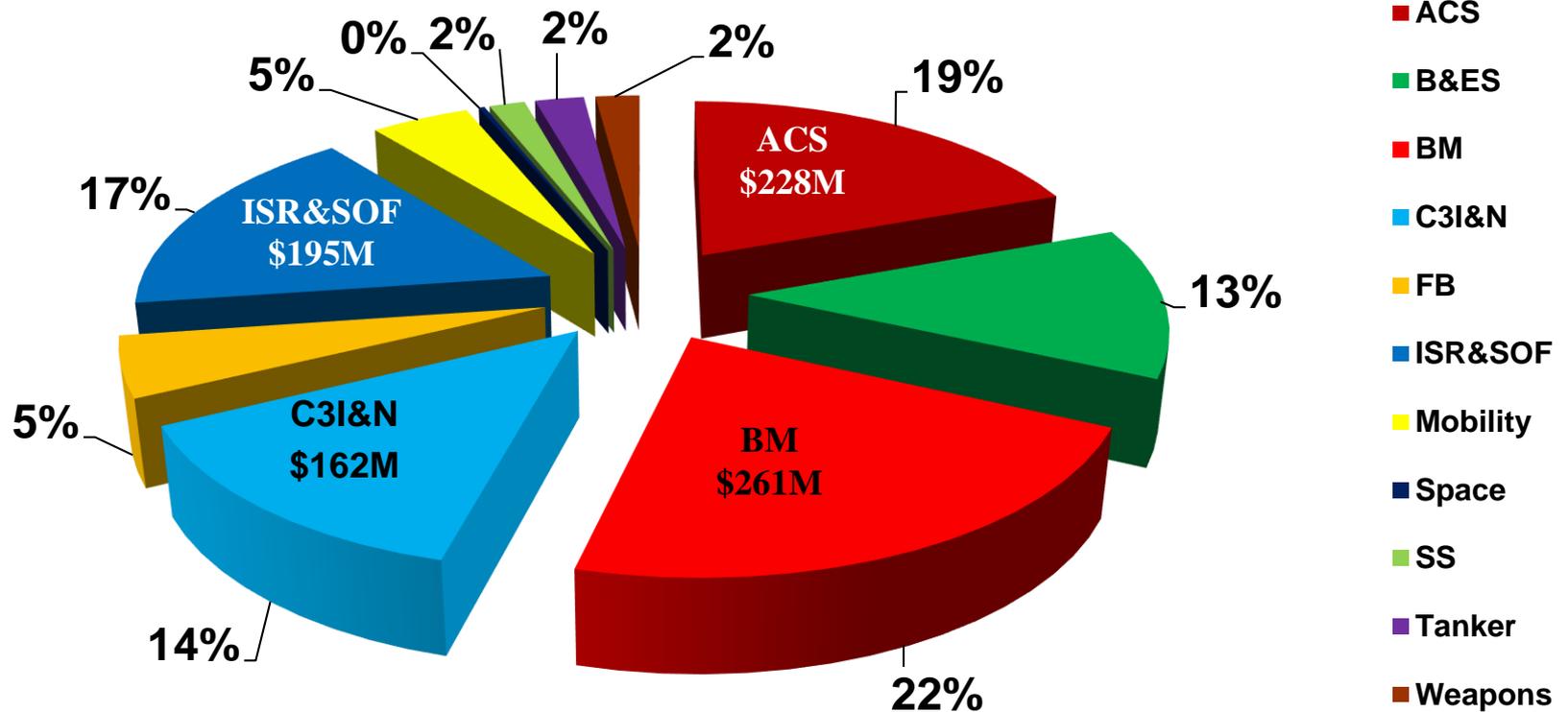
**AFMC PEOs account for 73% of total obligations and 31% of SB obligations**

*Source: FPDS-NG, 08/01/16, Actions thru 07/31/16. Based on total procurement obligations for large & small business, excluding FMS, Ability One, nonprofit institutions, UNICOR (Federal Prison Industries)*



# PEO – FY16-YTD SB Obligations

**AFMC – SB contract obligations: \$3,801M**  
**PEO – SB contract obligations: \$1,182M**



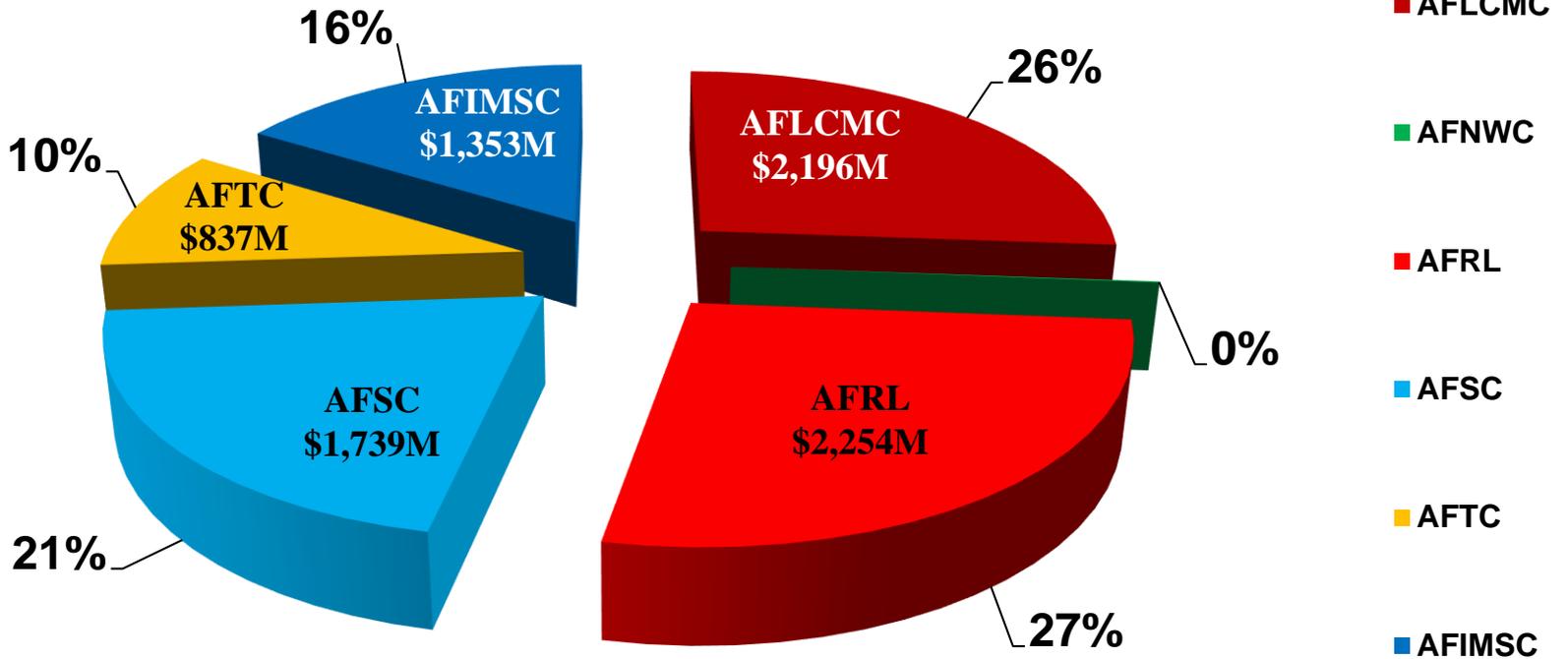
**AFMC PEOs account for 31% of SB obligations and 73% of total obligations**

*Source: FPDS-NG, 08/01/16, Actions thru 07/31/16. Based on total procurement obligations for large & small business, excluding FMS, Ability One, nonprofit institutions, UNICOR (Federal Prison Industries)*



# Non-PEO – FY16-YTD Obligations

**AFMC – Total contract obligations: \$30,187M**  
**Non-PEO – Total contract obligations: \$8,386M**



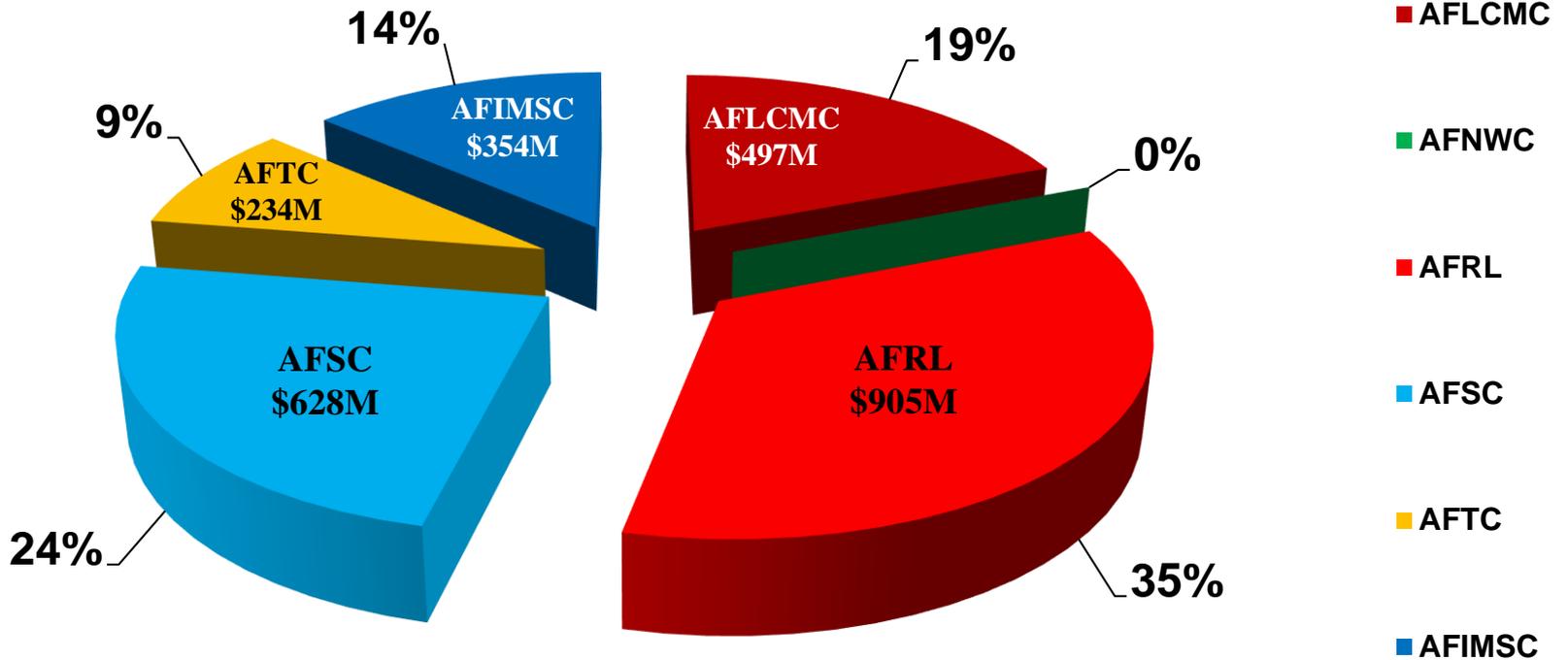
**AFMC Non-PEOs account for 27% of total obligations and 69% of SB \$s**

*Source: FPDS-NG, 08/01/16, Actions thru 07/31/16. Based on total procurement obligations for large & small business, excluding FMS, Ability One, nonprofit institutions, UNICOR (Federal Prison Industries)*



# Non-PEO – FY16-YTD SB Obligations

**AFMC – SB contract obligations: \$3,801M**  
**Non-PEO – SB contract obligations: \$2,620M**



**AFMC Non-PEOs account for 69% of SB \$s and 27% of total obligations.**

*Source: FPDS-NG, 08/01/16, Actions thru 07/31/16. Based on total procurement obligations for large & small business, excluding FMS, Ability One, nonprofit institutions, UNICOR (Federal Prison Industries)*



**QUESTIONS?**

