

SAME OMAHA INDUSTRY DAY

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HQ USACE

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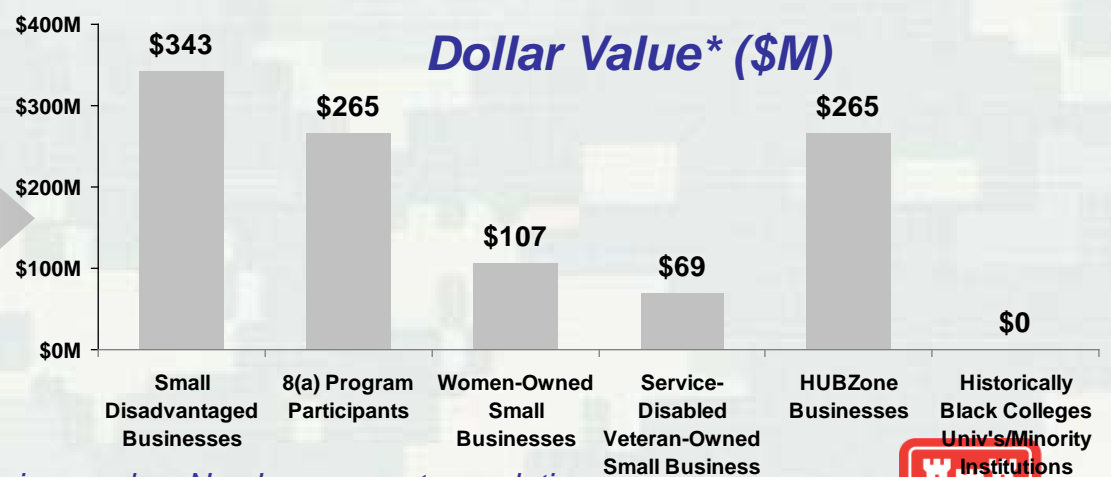
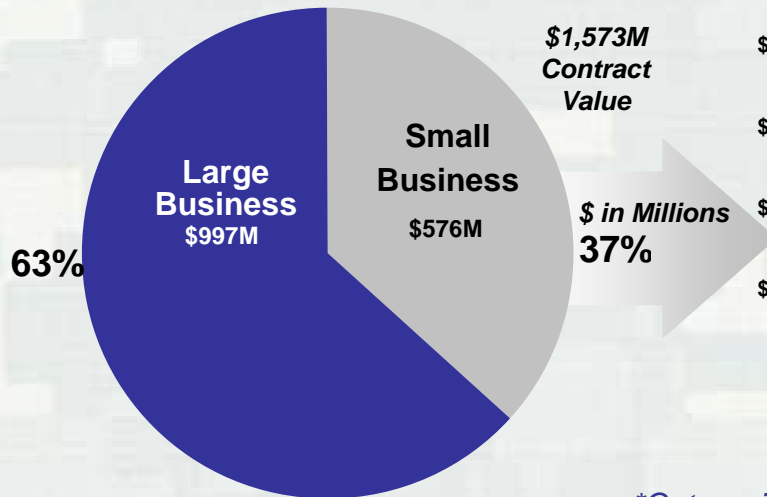
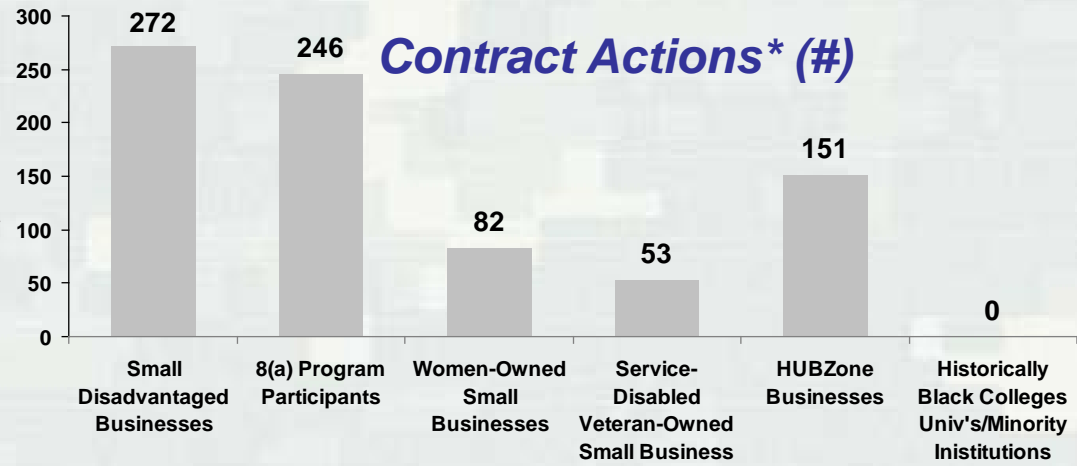
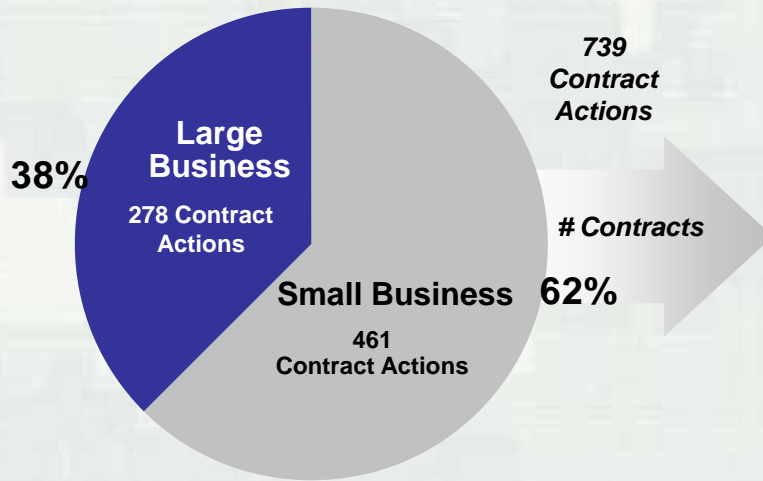


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**US Army Corps of Engineers
BUILDING STRONG®**



Military Programs Recovery Act Contract Actions

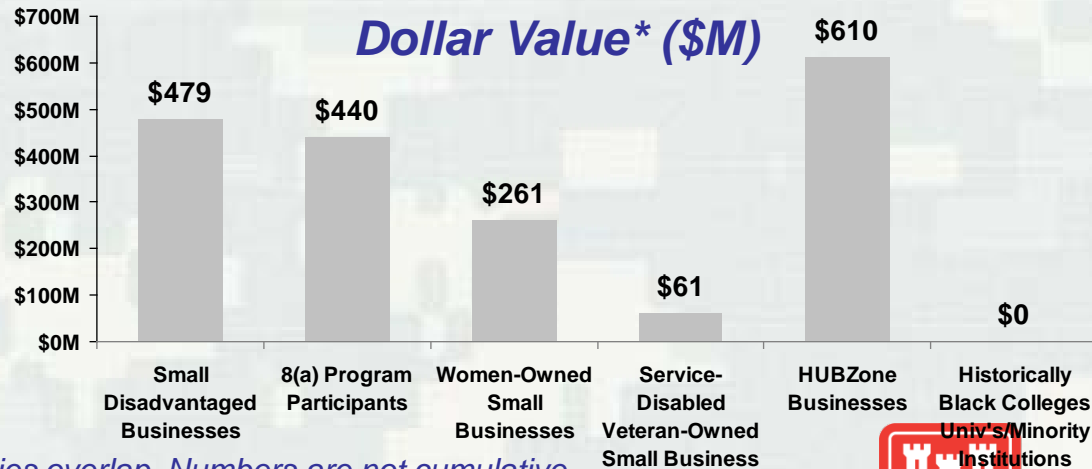
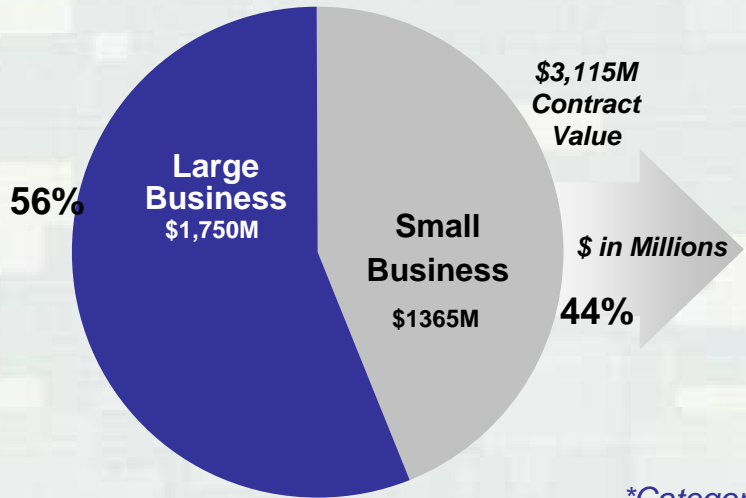
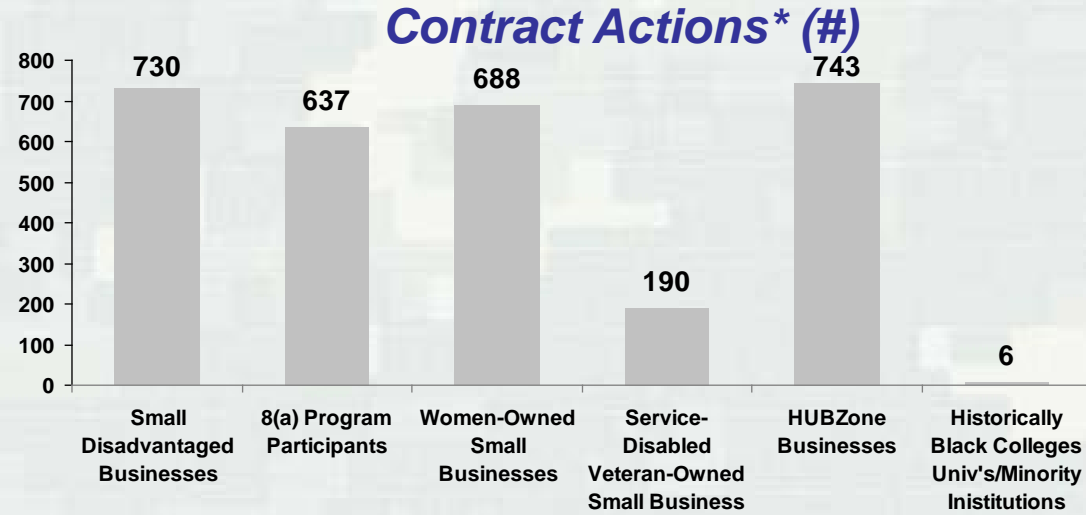
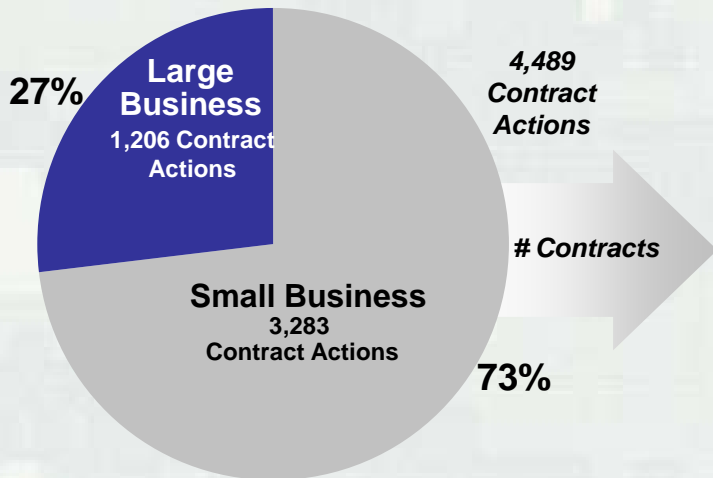


*Categories overlap. Numbers are not cumulative.



Out of 739 Contract Actions, 62% (37% Dollar Value) are for Small Business

Civil Works Recovery Act Contract Actions



*Categories overlap. Numbers are not cumulative.



Out of 4,489 Contract Actions, 73% (44% Dollar Value) are for Small Business

U. S. Army Corps of Engineers

HQ

Military Programs

9 Divisions

(Direct Funded)

FY10:

\$ 24.8 BILLION

11,700 personnel

46 Districts

(Project Funded)

Civil Works

FY10:

\$ 7.9 BILLION

24,900 personnel

**Engineer
Commands**

**Private
Industry
Partners**

Engineer Research and Development Center

\$ 1 BILLION @ Seven diverse research laboratories



Good to Great



**MARKETING YOUR FIRM
TO PRIME CONTRACTORS**



BUILDING STRONG®

1. HOW DOES A SMALL BUSINESS MARKET THEIR COMPANY AND ABILITIES TO A LARGE BUSINESS?

- **Contact the firm's Small Business office**
 - **Become pre-qualified and entered into their individual potential subcontractor database**
 - **Register in CCR-Have your DUNS #**
 - **All of the firms indicated that a small business' pro-activity in reaching out to the large primes is crucial to being considered by them.**
- They need to know who you are!!!!!!**



- **Direct Personal Contact (Continued)**
 - ▶ **Web Sites**
 - ▶ **Register in databases CCR SDVOSB, WOSB>visit PCR SBA**
- **First time or follow-up to contact, provide:**
 - ▶ **Firm's credentials, experience**
 - ▶ **Past Performance references**
 - ▶ **Letter of interest indicating company size and what functions you wish to perform**
 - ▶ **Current Customers**



2. Do suppliers market themselves in the same manner as subcontractors?

- Some responded that suppliers are not initially considered a part of the team - while others say they are.**
 - ▶ Most indicated suppliers market themselves the same way subcontractors market**
 - ▶ Most of the primes look for suppliers in the area considered local to the work performed**
 - ▶ Specific, highly technical supplies may warrant pre-qualification of suppliers**



▪ **SUPPLIER SPECIFICS**

- ▶ **Letters of Interest**
 - ▶ **Line cards**
 - ▶ **Company brochures**
 - ▶ **Personal visits by appointment**
 - ▶ **Telephone calls**
 - ▶ **Ads in newspapers and trade journals**
- **One prime indicated a full quality survey is performed of the firm either at or just after award.**



3. Do primes “pre-qualify” subcontractors or do they solicit when the need arises?

- **Four of the seven responding firms said they pre-qualify and look for sources when the need arises.**
 - ▶ **One firm said that if they have a short-time line, the pre-qualified firms will be looked at first.**
 - ▶ **Another firm said they look at statistical process control and the track record regarding quality and delivery history closely**



Why do they pre-qualify?

“We have a responsibility to demonstrate to the government that we are ready to assume responsibility for the project from the outset and a crucial piece of this “proof” is the fact that we have not only identified teaming partners and suppliers, but that we have actually interviewed them and qualified them based upon their business reputation and capability to provide the service for which we are proposing them to the government.”



4. Do primes solicit publicly? If yes, what are the mediums utilized?

- **Web Sites**
- **Advertise in site-location publications like the Montgomery Advertiser for the Maxwell effort**
- **Open house - publicized in the papers**
- **Direct contact with interested subcontractors**
- **Local Business Development Sources**
- **Small Business Seminars**
- **Their own specific pre-qualification sites**



5. What do primes specifically look for in a subcontractor?

- **High quality past performance in the area of the desired proposed work requirements**
- **Financial stability**
- **Ability to work as a team**
- **Excellent reputation/quality projects**
- **Reasonable Costs**
- **Good Safety Record**



Subcontractor Specifics (Continued)

- **Committed to quality**
- **Relevant experience**
- **Quality management and people**
- **Reliability**
- **Customer focus**
- **Ability/willingness to take on new work**
- **Willingness to partner**
- **Willingness to strive for a win/win situation**



6. What are the subcontracting requirements that primes will be looking for to support their effort?

- **Some firms are looking for “niche” work requirements**
- **Some are not sure what they will subcontract at this time, but are willing to entertain possibilities**
- **One said most any presentation by a subcontractor will be considered if it can validate competency and financial stability**



7. What presentation formats do primes prefer, and are there only certain times they will entertain these presentations?

- **Should be short - 15-20 minutes**
- **To the point**
- **Make an appointment**
- **Explain how your firm will fit into potential requirements**
- **Leave behind concise written information**
- **Validate competency and financial stability**



8. How far out do primes begin the process of looking for subcontractors?

- **As soon as the requirements are known**
- **On identification of need**
- **Depends upon the solicitation, if we have a good idea of what will be in the solicitation before the draft RFP is issued, will search then**
- **Ideally 3-6 months prior to RFP release**
- **NLT 6 months prior to the issuance of the RFP**



9. If a subcontractor finds himself/herself “behind the power curve” how do they recover and market themselves to primes?

- **May be behind the “power curve” but not out of contention**
- **Read the RFP and identify what areas they are experienced in and be prepared to market that aspect of their company**
- **Have pertinent, concise information available at outreach efforts**



Behind the “power curve?” (Continued)

- **Watch for RFP’s which may be issued by some of the firms in the near future**
- **Continue to market since the interview processes will continue for some of the firms through the solicitation process**
- **Watch for advertisements in local papers and trade journals**
- **Market! Market! Market! Market! Market!
Small businesses are being sought!**



Parting Thoughts....

- **Do your homework!**
- **Have a plan - early development is a plus!**
- **Participate in the client requirement**
- **Bring something to the table**
- **Be innovative and creative**
- **Offer something of interest such as: a new product, new technology, a new market or an irresistible value**



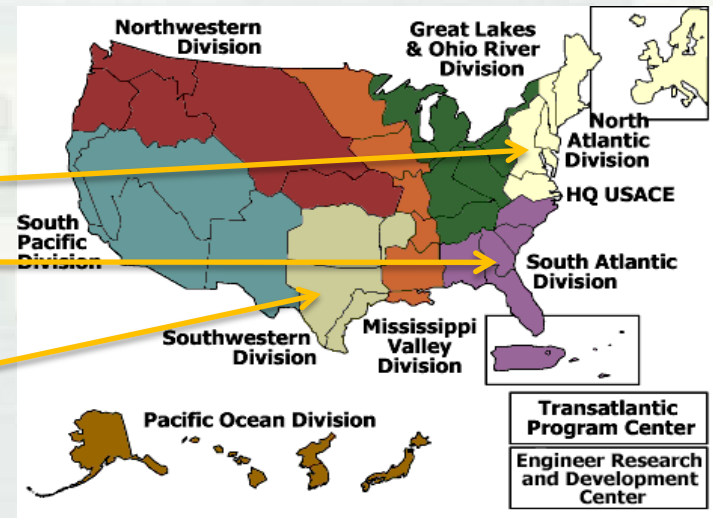
Parting Thoughts (Continued)

- **Do the legwork for your new potential customer/partnership - facilitate the ice-breaking process**
- **Work through the Small Business Liaison Officer or other designated point of contact**
- **Be ready to participate in brown bag presentations**
- **Put yourself in the Prime Contractor's Place!**

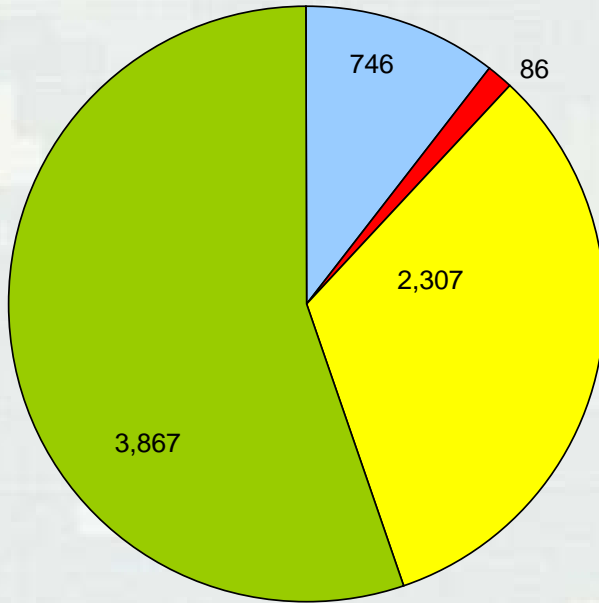


Future USACE Outlook: FY11

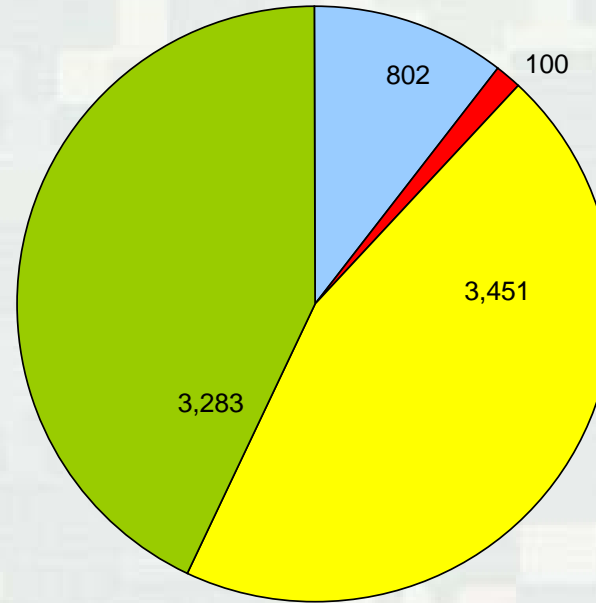
- FY11 Budget Overview Document can be found at:
 - ▶ <http://comptroller.defense.gov/Budget2011.html>
 - ▶ Links to Budget Materials: US Army Budget Documentation, US Air Force Budget Documentation, and Defense Wide Budget Documentation
 - <http://asafm.army.mil/Documents/OfficeDocuments/Budget/BudgetMaterials/FY11/milcon//mca-afh-hoa.pdf>
 - http://comptroller.defense.gov/defbudget/fy2011/budget_justification/pdfs/07_Military_Construction/11-TMA.pdf
- Potential USACE FY11 MILCON \$7.5B
- Divisions with the largest programs:
 - ▶ North Atlantic – 61 projects / \$1,844M
 - ▶ South Atlantic – 53 projects / \$1,421M
 - ▶ Transatlantic – 49 projects / \$986 M
 - ▶ South West – 37 projects / \$817M



Future OCONUS Outlook: *FY10-11 International Workload*



FY10
\$7.0B



FY11
\$7.6B

\$ MILLION

- EUROPE
- SOUTH AMERICA
- PACIFIC
- MIDDLE EAST



This is Your Energy Bus and you are the Driver!

**Have confidence in yourself and
your firm that if you have done a
little thing well, you can do a bigger
thing well too!**

