



CONDUCTING BUSINESS WITH THE GOVERNMENT

UNITED STATES ARMY RESERVE COMMAND
25 October 2012



Purpose

To provide an overview of the challenges of doing business with the United States Government, and the available resources to help facilitate and mitigate those challenges.



Challenges

- \$475B projected defense budget reduction next 5 years
- 80,000 reductions in total US Army end-strength
- Constant changes in Contracting Policy
- In-sourcing Policy
- Sequestration



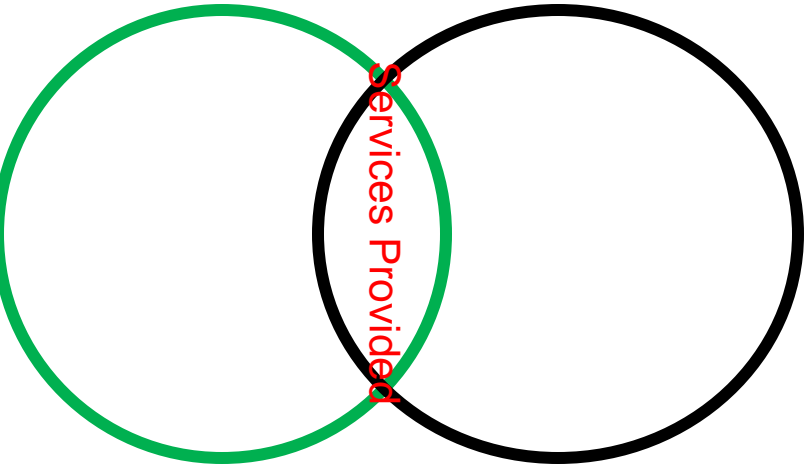
“There’s something happening here...What it is ain’t exactly clear....” *Buffalo Springfield, 1967*

What we Buy (Demand)

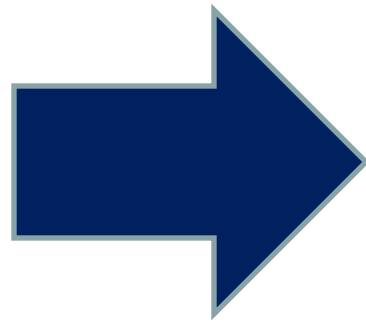
- Supplies
- Service
- Minor Construction/Repair/Maintenance
- Information Technology Services
- ❖ Fort Bragg Mission and Installation Contracting is responsible for base operations support/USARC requirements

What you Provide (Supply)

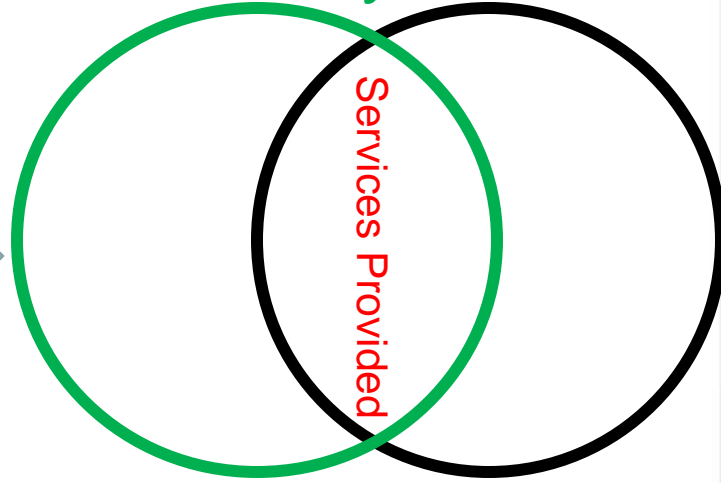
Local
Community



Military
Needs



Local
Community

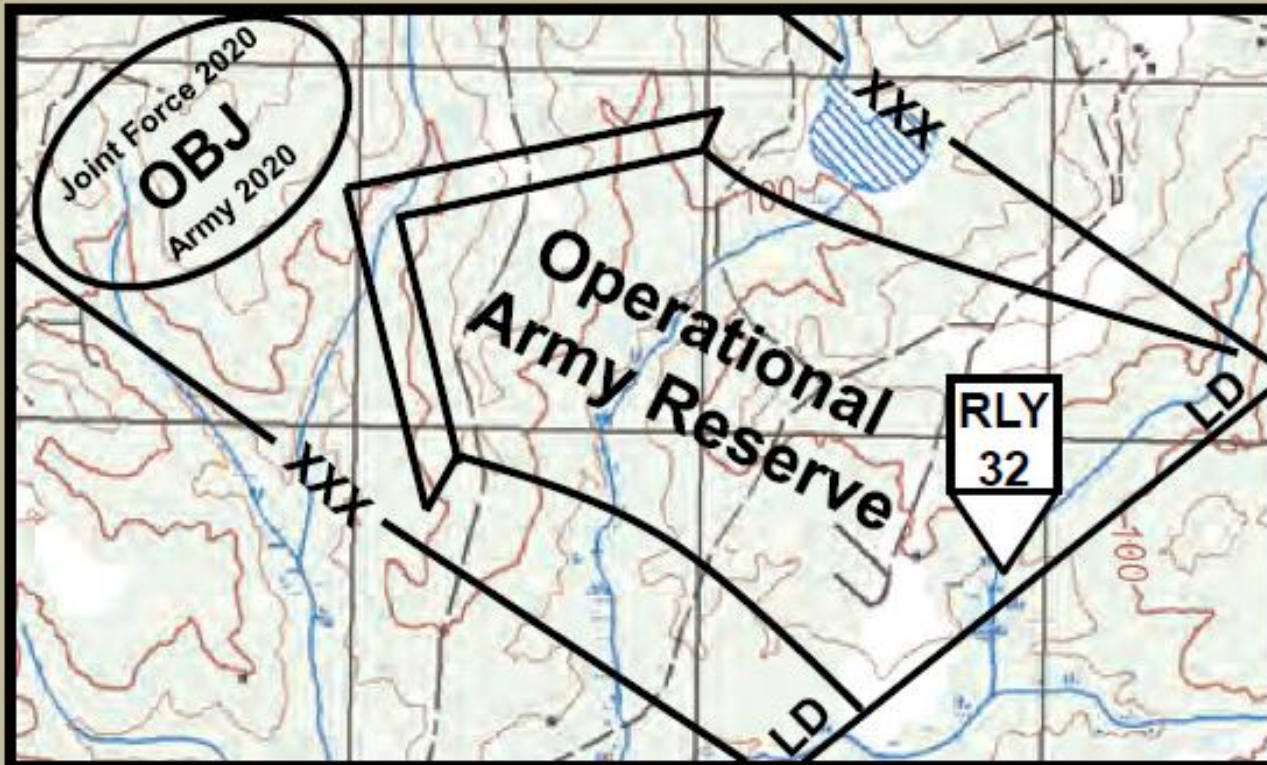


Military
Needs



RALLY POINT

32nd Chief of Army Reserve &
Commanding General, U.S. Army Reserve Command



*America's Enduring Operational Reserve
Force of Decisive Action*

June 2012





RALLY POINT 32



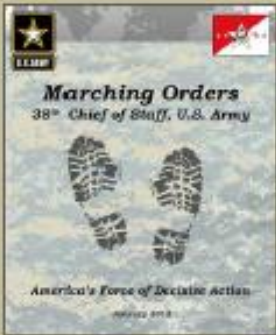
- America's enduring reserve force of decisive action
- Operational flexibility and strategic depth
- The right force mix
- Keeping balance in our personal and professional lives



America's Enduring Operational Reserve Force of Decisive Action



Role of the Army Reserve (AR) – Enabling Prevent, Shape, Win



AR Soldiers,
Leaders, &
Units in Action



CIVIL AFFAIRS



RAIL OPERATIONS



CONSTRUCTION



MEDICAL



DEFENSE
SUPPORT TO CIVIL
AUTHORITIES

Army Reserve Capabilities

In Support of Army & Joint Force Priorities

							
							
							
Engineers							
<ul style="list-style-type: none"> • Combat & Construction Engineering • Design, Planning, & Project Management 							
							
Logistics							
<ul style="list-style-type: none"> • Petroleum Pipeline & Distribution Management • Maintenance & Transportation • Railway & Water Terminal Operations 							
							
Military Intelligence							
<ul style="list-style-type: none"> • Multi-disciplined Tactical & Strategic Intelligence • Linguists 							
							
Medical & Dental							
<ul style="list-style-type: none"> • Theater Medical Support & Evacuation • Preventive, Laboratory, & Veterinary Services 							
							
Civil Affairs & Military Information Support Operations (MISO)							
<ul style="list-style-type: none"> • Military-Civilian Liaison/Cultural Communication • Establish/Restore Governance 							
							
Military Police							
<ul style="list-style-type: none"> • Internment & Resettlement Operations • Law Enforcement/Community Policing Capacity 							
							
Chemical							
<ul style="list-style-type: none"> • Chemical, Biological, Radiological, & Nuclear (CBRN) General Purpose • Biological & Chemical Detection 							
							
Soldier Support & Force Generation							
<ul style="list-style-type: none"> • Human Resources, Postal, Finance, Chaplain, & Legal • Institutional & Initial Military Training 							
							

PREVENT

- Credible deterrence requires AR capabilities and capacity
- AR enablers in theater exercises provide depth and versatility to the Joint Force
- AR units in force generation enhance Army readiness

SHAPE

- The AR provides additional capacity for shaping activities
- Unique AR military and civilian-acquired skills facilitate strategic access
- AR units provide continuity that fosters enduring partner relationships

WIN

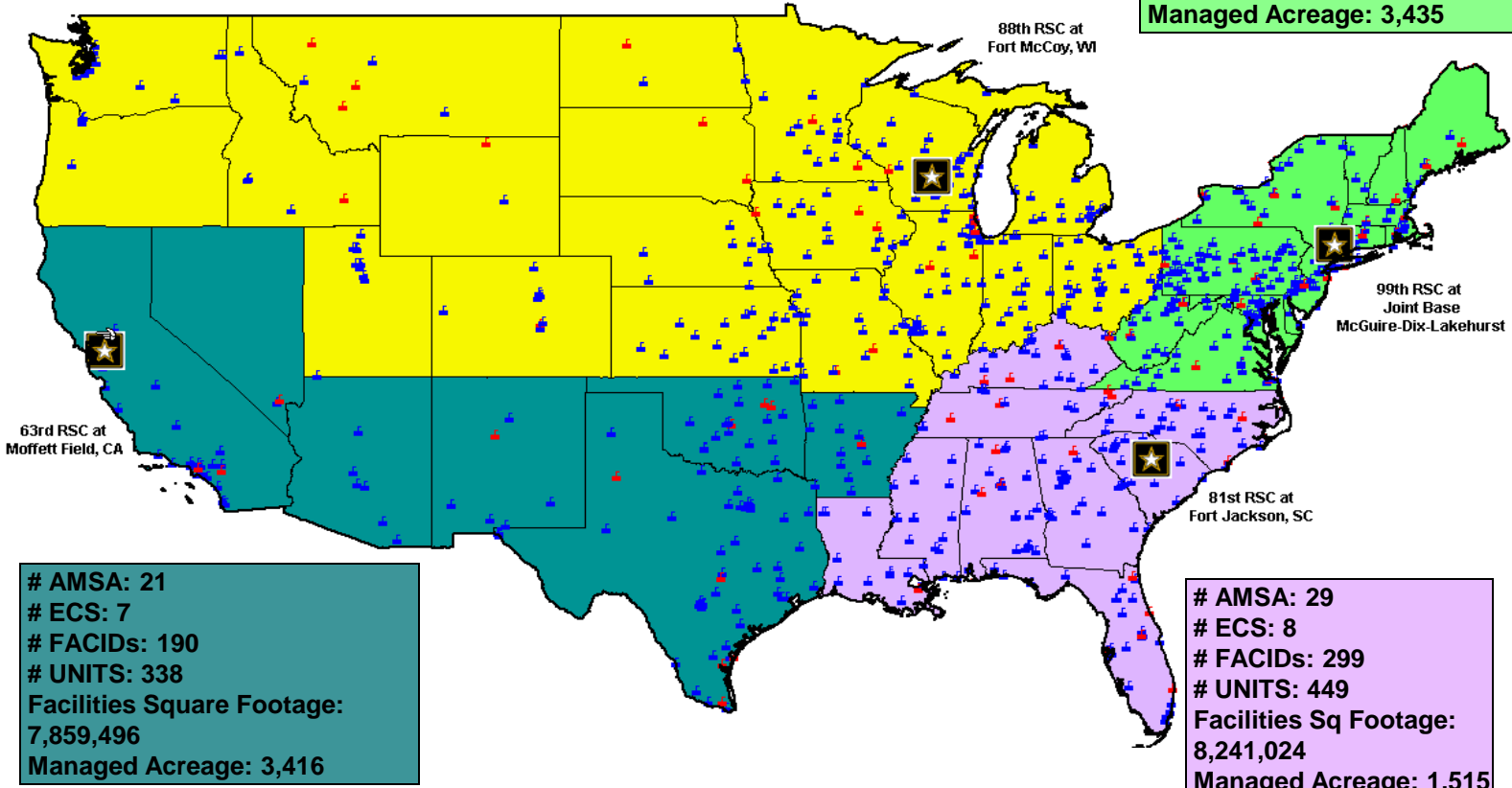
- The AR is an accessible enabling force for the Army
- The AR is an enduring operational force enhancing the Army's capabilities to win decisively
- The AR provides the Total Army with operational flexibility and strategic depth

The Army Reserve – Where Are We?

Bldg Avg. Age
39.2 years

AMSA: 40
ECS: 7
FACIDs: 336
UNITS: 654
Facilities Square Footage:
15,643,277
Managed Acreage: 11,468

AMSA: 25
ECS: 6
FACIDs: 286
UNITS: 472
Facilities Square Footage:
10,218,980
Managed Acreage: 3,435



AMSA: 21
ECS: 7
FACIDs: 190
UNITS: 338
Facilities Square Footage:
7,859,496
Managed Acreage: 3,416

AMSA: 29
ECS: 8
FACIDs: 299
UNITS: 449
Facilities Sq Footage:
8,241,024
Managed Acreage: 1,515



USAR Facilities in NC (42)



Pursuing Opportunities

Marketing Sets the Pace

- Know your product/service
- Know your Federal Supply Class or Service Codes (FSC/SVC) and North American Industry Classification System (NAICS) code for your product or service

All 8(a), HUBZone, Service Disabled Veteran (SDV), or otherwise are eligible for one of the set-aside programs

- Visit the Small Business Specialist (Inform of your capabilities)

Coordinate with the Small Business Administration

- To obtain certification
- Self-certify at www.sba.gov



Product/Service Requirements

- Focus your marketing efforts
- Research tools
- Develop a 1-page capabilities brief
- Investigate small business fairs or matchmaking sessions
 - Google “PTACS” – Provides location of state Procurement Technical Assistance Centers and small business fairs

Register your Business

Register your business before being eligible to receive award with the Federal Government:

- Obtain a DUNS number (Data Universal Number System (DUNS)—a unique 9-character ID.
- Contact Dun and Bradstreet for further information

Registration in System for Award Management (SAM) database is mandatory—<https://www.sam.gov>

- SAM, Small Business Search, as well as a wide variety of search engines, are used by the Government to identify small business concerns for potential prime contract opportunities



Subcontracting

Explore Subcontracting Opportunities

- Subcontracting opportunities through Prime contracts is a large secondary market
- Local contracting office's website contains a list of active, recurring type contracts - the Prime's information is available
- SBA Sub-Net is a resource which Prime contractors can post subcontracting opportunities-
<http://web.sba.gov/subnet/>
- Establish relationships with Prime contractors



Resources Available

Know the resources available to assist you

- Procurement Technical Assistance Centers (PTACS) are located in most states and provide small business concerns with information on how to do business with the Government
 - Small Business Specialists are normally available to provide information on how to do business with the Government as well as site specific information
 - Regional Based Community Colleges
 - Regional Small Business Administration (Charlotte, NC)
 - Vendors are not authorized to market “door-to-door” to units/activities
- ❖ Deborah L. Word, Assistant Director, Office of Small Business Programs, Fort Bragg, NC
Deborah.l.word4.civ@mail.mil



Know where to seek opportunities:

- Army Single Face to Industry
<https://acquisition.army.mil/asfi/>
- Federal Business Opportunities
www.fedbizopps.gov or www.fbo.gov





“Yes, there are two paths you can go by, but in the long run, there's still time to change the road you're on...”

Led Zeppelin, 1971





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