U.S. Army Contracting Command
“Our People - Providing the Best Support!”

How to Do Business with
the Army Contracting Command

Mary Birdsong
Assistant Director
Office of Small Business Programs
16 November 2016

“My #1 priority is readiness across the Total Force. There is no other #1.”

GEN Mark A. Milley
Chief of Staff of the Army
Overview

• Gansler Commission

• Mission & Vision

• Headquarters Army Contracting Command (HQ-ACC) & subordinate commands

• ACC Organization Structure/Footprint/Procurement

• ACC Office of Small Business Programs (OSBP)
  ➢ Functions
  ➢ Small Business Goal Achievements

• Doing Business with the Federal Government

• Contact Info
The US Army Contracting Command is a global organization with a STRONG COMMITMENT to our Nation’s Small Businesses.
Gansler Commission

General Order #6
Establishment of Army Contracting Agency, Oct 02

Gansler Report, Oct 07

Realignment of ACA to AMC, Jan 08

General Order #20
Establishment of ACC, ECC and MICC, Jan 08
Mission
Delivering readiness through contracting solutions in support of the Army and Unified Land Operations, anytime, anywhere.

Vision
A professional workforce providing quality contracting solutions in support of our warfighters.
Mission and Installation Contracting Command (MICC)  
https://www.army.mil/micc/

Provide Army commands, installations, and activities with disciplined and responsive contracting solutions and oversight. On order, aligns and provides Contracting Forces to enable Army Unified Land Operations.

Expeditionary Contracting Command (ECC)  
https://www.army.mil/ecc/

Plan and execute effective and agile contracting support for U.S. Army Service Component Commanders in support of Army and Joint Operations. Provide effective and responsive contracting support for OCONUS installation operations.
ACC/ECC Worldwide Footprint

ACC Operates at more than 107 locations worldwide
What ACC Procures

- Systems: 30%
- Knowledge Based Services: 24%
- IT & Coms: 13%
- Facilities & Construction: 11%
- Equipment: 6%
- Ammo & Weapons: 7%
- RDT&E: 7%
- Misc: 2%

Major Customers:
- AMC
- USAR
- ATEC
- TRADOC
- FORSCOM
- DA Staff

- PEOs/PMs
- ASCC

What (ACC) Procures

- PEOs/PMs
- ASCC

UNCLASSIFIED
ACC OSBP Organization Chart

Ms. Mary Birdsong
Assistant Director
Phone: 256-955-5719
E-mail: mary.a.birdsong.civ@mail.mil
Location: Bldg. 4505, Redstone Arsenal

Mr. Christopher A. Evans
Deputy Assistant Director
Phone: 256-955-5718
E-mail: christopher.a.evans.civ@mail.mil
Location: Bldg. 4505, Redstone Arsenal

Ms. Dawn Robinson
Service Disabled Veteran Owned Small Business Program Manager
Phone: 256-955-8339
E-mail: dawn.s.robinson2.civ@mail.mil
Location: Bldg. 4505, Redstone Arsenal

Mr. Gaither (Glenn) West
HUBZone Small Business Program Manager
Phone: 256-955-8693
E-mail: gaither.g.west.civ@mail.mil
Location: Bldg. 4505, Redstone Arsenal

Ms. Constance Jones-Hambrick
Women-Owned Small Business Program Manager
Phone: 256-955-5402
E-mail: constance.a.jones12.civ@mail.mil
Location: Bldg. 4505, Redstone Arsenal

Mr. James Mastin
Procurement Analyst
Expeditionary Contracting Command
Phone: 808-656-1093
E-Mail: james.a.mastin.civ@mail.mil
Location: RCO Hawaii

VACANT
Procurement Analyst
Expeditionary Contracting Command
Phone: 907-353-2464
E-Mail: Location: RCO Alaska

410th Expeditionary Contracting Command
San Antonio, TX
**ACC OSBP Functions**

- Senior advisor to the Commander on all small business matters
- Develop and implement small business policies and training programs
- Maximize small business opportunities
- Recommend and monitor small business goals
- Provide counseling and outreach to industry
- Support AMC, MICC, ECC, and Centers/LCMC’s
# Small Business Achievements vs Goals FY14 – FY16 (MICC & ECC)

<table>
<thead>
<tr>
<th>Small Business Category</th>
<th>FY14 Dollars</th>
<th>FY14 Goal</th>
<th>FY14 Achieved</th>
<th>FY 15 Dollars</th>
<th>FY15 Goal</th>
<th>FY15 Achieved</th>
<th>FY16 Dollars</th>
<th>FY16 Goal</th>
<th>FY16 Achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small</td>
<td>$2.6B</td>
<td>40%</td>
<td>49.38%</td>
<td>1.5B$</td>
<td>43.5%</td>
<td>50.11%</td>
<td>$851.2M</td>
<td>43.5%</td>
<td>52.73%</td>
</tr>
<tr>
<td>Small Disadvantaged</td>
<td>$1.5B</td>
<td>18%</td>
<td>27.66%</td>
<td>$751M</td>
<td>21%</td>
<td>27.44%</td>
<td>$475.1M</td>
<td>21%</td>
<td>32.31%</td>
</tr>
<tr>
<td>HUBZone</td>
<td>$358.5M</td>
<td>5%</td>
<td>6.77%</td>
<td>$155.4M</td>
<td>5.6%</td>
<td>6.95%</td>
<td>$73.9M</td>
<td>5.6%</td>
<td>8.74%</td>
</tr>
<tr>
<td>Women-Owned</td>
<td>$517M</td>
<td>7.5%</td>
<td>9.76%</td>
<td>$284M</td>
<td>9%</td>
<td>10.72%</td>
<td>$169.6M</td>
<td>9%</td>
<td>11.8%</td>
</tr>
<tr>
<td>Service-Disabled Veteran-Owned</td>
<td>$497.5M</td>
<td>5%</td>
<td>9.4%</td>
<td>$336.3M</td>
<td>7.3%</td>
<td>11.17%</td>
<td>$136.2M</td>
<td>7.3%</td>
<td>10.08%</td>
</tr>
</tbody>
</table>
## ACC/AMC Small Business Achievements vs Goals - FY16

<table>
<thead>
<tr>
<th>Small Business Category</th>
<th>FY16 Goal</th>
<th>FY16 Achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small</td>
<td>19%</td>
<td>21.9%</td>
</tr>
<tr>
<td>Small Disadvantaged</td>
<td>8.0%</td>
<td>9.68%</td>
</tr>
<tr>
<td>HUBZone</td>
<td>1.3%</td>
<td>1.34%</td>
</tr>
<tr>
<td>Women-Owned</td>
<td>3.6%</td>
<td>4.13%</td>
</tr>
<tr>
<td>Service-Disabled Veteran-Owned</td>
<td>3.0%</td>
<td>3.28%</td>
</tr>
</tbody>
</table>
Doing Business with the Federal Government
Procurement Technical Assistance Centers

- Website: [www.aptac-us.org/new](http://www.aptac-us.org/new)
- Located nationwide
- Provides assistance with marketing & preparing proposals
  - Determine if your business is ready for government contracting
  - Help you register in the proper places
  - See if you are eligible for any small business certifications
  - Research past contract opportunities
- In addition, a PTAC can help you identify and bid on a contract, and if you are awarded the contract, measure your performance and help with contract audits.
- Educational seminars & workshops
Small Business Development Centers

Website: www.sba.gov/aboutsba/sbaprogams/sbdc

- Located Nationwide at Colleges & Universities
- Funded by SBA

- Provides a variety of Management & Technical Assistance Services
  - Business plan development
  - Manufacturing assistance
  - Financial packaging and lending assistance
  - Exporting and importing support
  - Disaster recovery assistance
  - Procurement and contracting aid
  - Market research help
  - 8(a) program support
  - Healthcare guidance
Small Business Professionals

Headquarters Level

- Personnel are focused on policy, strategic planning, outreach and training
- Responsible for reviewing strategies over $250M

Field Level

- Personnel are focused on making determinations for set-asides for all actions over $10K prior to Contracting Officer’s release of solicitation
- Looks for 2 or more small firms to make a determination
Doing Business with the Federal Government

- Register to do business with the Government; maintain updated information

- Check the FedBizOpps for current and active opportunities. ACC contracting opportunities are posted at [www.fbo.gov](http://www.fbo.gov). Enter one of the DODAACs of the agency that you are looking to do business with in the **Keyword/Solicitation #** field:
  - W91247 – Fort Bragg
  - W9124D – Fort Knox
  - W911S2 – Fort Drum
  - W58RGZ – ACC-Redstone
  - W31P4Q – ACC-Redstone

- Contact the Small Business Representative at the office you are marketing to
Get to Know Your Targeted Customer!

- Who are they? For what purpose were they established (their mission)?
- Where are they located?
- What services/supplies do they buy? Where is their Forecast?
- What solutions can I offer them?
- What contractors have prime contracts (do they have subcontracting requirements)?
• Research GSA Schedule Program. Government-Wide Acquisition Contracts (GWACs) and the General Services Administration (GSA) Federal Supply Service (FSS) Schedule Contracts.

• Respond to Sources Sought Synopsis

• Know your product or service North American Industry Classification System (NAICS) code(s) for your business and Federal Supply Classification (FSC)

• Subcontracting/Joint Venture/Teaming Opportunities

• Get familiar with statutes, regulations, and contracting procedures (FAR/DFARS/AFARS)

• Network-Industry Days, APBI (Advanced Planning Briefing to Industry)
Be Ready With Your Business Card

- **First Impression of your business**
  - Who you are
  - What you sell
  - What are your qualifications
  - Logos/Certifications (Veteran-Owned Business)

- **Make it clear what your business does**
  - (service type, hardware manufacture, research, IT, etc.)

- **Ensure the contact and website information is correct**

- **Make use of the back of the card**
  - NAICS
  - GWAC Information

- **Keep them clean and neat!**
Capability Brief – One Page

- Company Overview – Concise summarization of services/products
- Small Business Categories:
  - SB  WOSB  SDVOSB  8(a)  VOSB  EDWOSB  SDV
- Past Performance Summary ($ amounts are helpful)
- Personnel & Facility Clearances
- NAICS
- DUNS & CAGE Code
- Website Link - Hyperlink to any schedules
- Point of Contact
Marketing Emails

Small business advisors get several emails per day, the emails that get the **fastest response** relate to current work posted on the FedBizOpps (because we have a small window of opportunity to find suitable small businesses to fit the job.)

**SAMPLE Subject**

- Ref Sources Sought W912CL-16-R-8912
- Ref Solicitation W912C3-16-R-2342
Contact Info

Mary Birdsong (256) 955-5719

Email: mary.a.birdsong.civ@mail.mil
Summary

• ACC Organization
• What ACC buys
• Small business assistance
• How to market and do business with the Government
Questions?