



U.S. Army Contracting Command



OFFICE OF SMALL BUSINESS PROGRAMS “The Rule of Two”

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**ACC-
NCR
Vacant**

**ACC-
NCR
Vacant**



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Generating Forces

ACC-HQ ECC-HQ MICC-HQ ACC-APG ACC-NCR ACC-New Jersey ACC-Redstone ACC-Warren ACC-RI

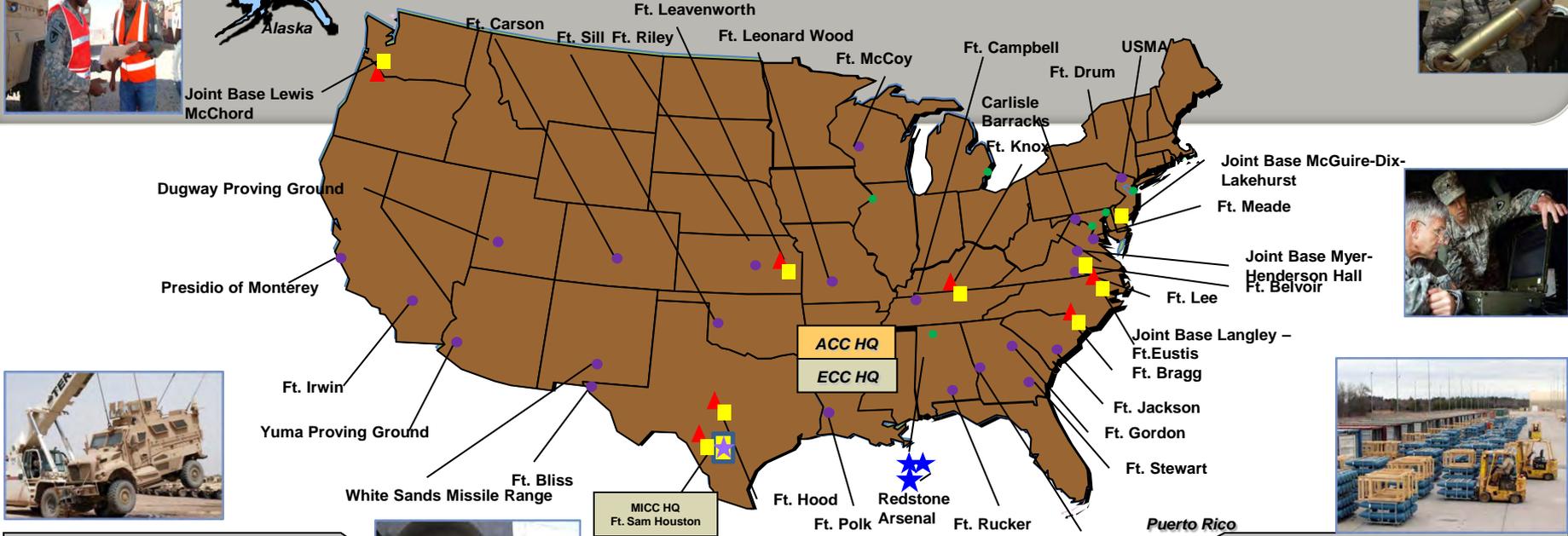
- Left Behind Equipment
- Reset
- Range Support
- Instrumentation
- Testing
- Defense Language Institute
- Cyber Command



MCC X 7
MCO X 9
ICO X 27



- Environmental Compliance
- Remediation
- Security Guards
- CONUS Support Base Services
- Installation Logistics
- National Maintenance Program



- Joint Readiness Training Center
- National Training Center
- Cultural Role Players
- Combined Arms Center Omnibus
- Battle Command Training Program
- School House Instructors



- ★ HQ ACC & ECC HQ
- ACC Contracting Centers
- ▲ Mission Contracting Center X 7
- Mission Contracting Offices X 9
- Installation Contracting Offices X 27



- Medical Command
- Distance Learning
- Program Executive Office Support
- Facility Infrastructure
- Battle Lab Support
- Doctrine Development

FORSCOM TRADOC IMCOM AMC ATEC PEO's

Generating Forces

\$71 Billion Base
75% Civilian & 25% Military

Operating Forces

Operating Forces

1 ECC

10 CC Bd

20 CC Bn

120 CCTs

30 CMC

- Water
- DFAC
- Vector Control
- NTV's
- Fire Fighting
- Waste Removal
- Billeting



Ice Plant Operations

559 X 51C Assigned
504 CCO's



Interpreter Services

- Class I Food
- Class II Individual Equipment/Tools
- Class III Fuel
- Class IV Construction Material
- Class V - Ammo
- Class IX - Repair Parts



Contractor Maintenance



Minor Construction

- HVAC
- O&M
- Power Generation
- Laundry
- Latrines
- Showers
- Fuel
- Local Transportation

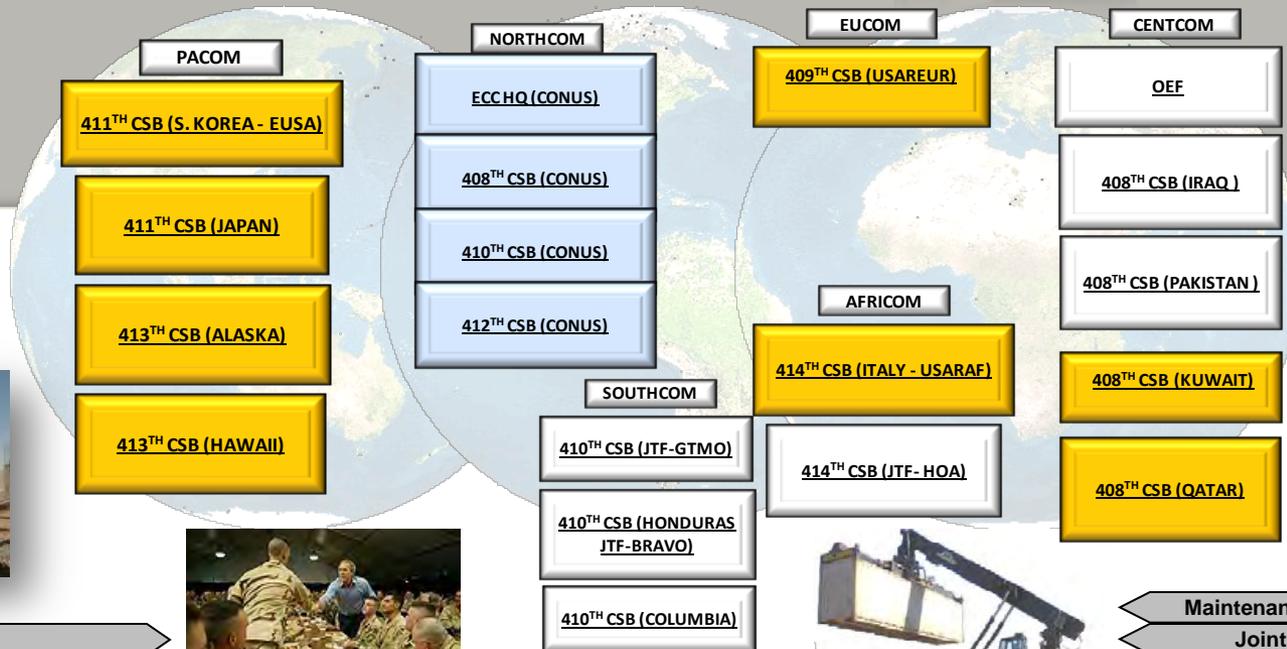


DFAC



Contract Support Integration Planning

Fuel/Water Distribution



Container Yard Support

- Maintenance Organizational/Direct
- Joint Distribution Center
- Central Issue Facility
- Ice Distribution
- Line Haul (Bulk Fuel/HET/Flatbeds)
- Mail Distribution
- Material Handling Equipment
- Maintenance/Recovery
- Movement Control

● CONUS
● Forward Deployed
○ Deployed

408th 409th 410th 411th 412th 413th 414th

Joint CORPS ASCC ARMIES DIV HQ BCTs NTC/JMTC Rotations Exercises

Generating Forces

\$71 Billion Base
75% Civilian & 25% Military

Operating Forces



U.S. Army Contracting Command



Contracting Workforce

"A Contact Sport"



A True Business Advisor

Training

Experience

Attack on Four Fronts

Partnership

A Focus on Performance

Industry

Innovation

Cooperation

Roles & Responsibilities

Warfighting Capability

Standardization

Agile, Transparent Processes

Contracting Process

Efficiencies

Communication

Accountability

Commitment to all Phases

Flexibility

Collaboration

Team Ownership Dividends:

- A stronger understanding of full picture
- United front for the Warfighter
- Plans that account for all considerations
- Solutions NOT pursued in a vacuum
- What we need and when we need it
- Holding vendors accountable
- Involvement end-to-end

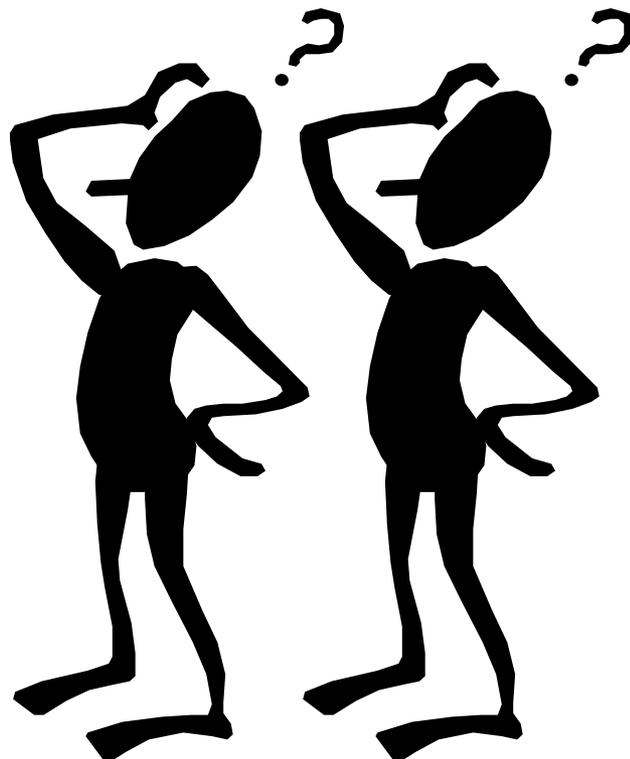
Pursuing Excellence:

- Completing military & civilian growth
- Developmental assignments
- Communities of practice
- Performance metrics
- Industry Executive Council & forums
- Standard tools & better communication
- Advising and assisting at all steps

Customers



WHAT IS “*THE RULE OF TWO*” AND WHEN DOES IT APPLY.....





Solicitations can be...

- **Unrestricted**
 - Full and Open Competition
- **Restricted for Small Business Program**
 - **Set-aside for Small Businesses**
"The Rule of Two"
- **Other than Full and Open competition**
 - In accordance with FAR Part 6.3, statutory authorities for procuring without full and open competition. (*Only one responsible source, Unusual & Compelling Urgency, International Agreement, National Security, etc.*)



Total Small Business Set-Asides FAR 19.502-2

Each acquisition of supplies or services that has an anticipated dollar value exceeding \$3,000 (\$15,000 for acquisitions as described in [13.201\(g\)\(1\)](#)), but not over \$150,000 (\$300,000 for acquisitions described in paragraph (1) of the Simplified Acquisition Threshold definition at [2.101](#)), **is automatically reserved exclusively for small business concerns and shall be set aside for small business** unless the contracting officer determines there is not a reasonable expectation of obtaining offers from **two or more responsible small business concerns** that are competitive in terms of market prices, quality, and delivery. If the contracting officer does not proceed with the small business set-aside and purchases on an unrestricted basis, the contracting officer shall include in the contract file the reason for this unrestricted purchase.

If the contracting officer receives only one acceptable offer from a responsible small business concern in response to a set-aside, the contracting officer should make an award to that firm.



Total Small Business Set-Asides Cont'd

FAR 19.502-2

- (b) The contracting officer shall set aside any acquisition over \$150,000 for small business participation when there is a reasonable expectation that
- (1) **offers will be obtained from at least two responsible small business concerns ; and**
 - (2) award will be made at fair market prices.



Small Business Programs

- Small Business (SB)
- Small Disadvantage Business (SDB) 8(a)
- Historically Underutilized Business Zones (HUBZone)
- Women-Owned Small Business (WOSB)
- Service Disabled Veteran Owned Small Business (SDVOSB)
- Historically Black Colleges and Universities/Minority Institutions (HBCU/MI)

Explanation/definition of categories go to www.sba.gov and Federal Acquisition Regulations (parts 19 and 26) go to <http://farsite.hill.af.mil/>



Determination to Set-aside

- Market Survey - FedBizOps Sources Sought Synopsis and Requests for Information
- Previous History of the Procurement
- Dynamic Small Business Search
- **Are there two or more “responsible” companies?**
 - Experience of personnel & staff
 - Competitive Prices, Qualifications, and Delivery
 - Financial Capability
 - Past Performance – Previous contracts and the relevancy





The “Rule of Two” applies to:

- **All New Requirements**
- **All Small Business Set-Aside Re-competes**
- **Multiple Award Contract Task Orders**



SOURCES SOUGHT

- Method of “market research”
- Synopsis posted in FEDBIZOPPS
- Invitation for interested parties to respond
”The Rule of Two”
- Summarizes requirements
- Requests capability statement (Limit to one page)



The Importance of Sources Sought

- Contracting Officer's use Sources Sought notices to develop and shape the acquisition strategy
- Small Business Advisors use your responses to sources sought notices to determine if small businesses are **capable** and **interested** in the work
 - **2 or more responses** are needed - we can recommend that it be set-aside
- When you fail to respond, the work is likely to go out full and open



Where Do I Find Sources Sought Notices?



- Find Federal Business Opportunities
- Notices of Sources Sought, Set-Asides, Awards
- Solicitation Postings



FEDBIZOPPS.GOV

Federal Business Opportunities



- Home
- Getting Started
- General Info
- Opportunities**
- Agencies
- Privacy

Buyers: [Login](#) | [Register](#) Vendors: [Login](#) | [Register](#) [Accessibility](#)

Opportunities

RETURN TO HOME

- Opportunities List**
- Advanced Search
- Archives

Search Tip: Use the [Advanced Search Form](#) for a wide array of search fields. To view opportunities by agency, go to the [Agencies](#) section. A quick search can be conducted using the fields below.

Keyword / Solicitation #: **TIPS** Posted Date:

Search by Agency, Set-aside, State, and Type Search by Classification, NAICS code, Recovery actions, and more

1 - 25 of 25

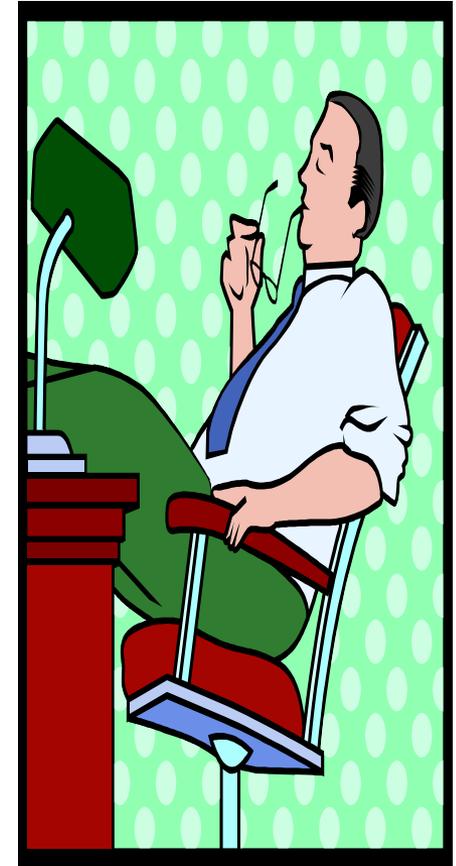
Sort By Showing per page

Opportunity	Agency/Office/Location	Type / Set-aside	Posted On
Office Furniture F2XTB92209A001 71 -- Furniture	Department of the Air Force Air Education and Training Command Maxwell AFB Contracting Squadron	Sources Sought / Total Small Business	Aug 28, 2012
66--Oscilloscope W31P4Q12B0005 66 -- Instruments & laboratory equipment	Department of the Army Army Contracting Command ACC-RSA - (Missile)	Sources Sought (Modified)	Aug 27, 2012
15--Amendment 0005 is issued to provide examples of entrance and exit criteria, a listing of references for EMI requirements, and an example of an AQP. W58RGZ12R0329 15 -- Aircraft & airframe structural components	Department of the Army Army Contracting Command ACC-RSA - (Aviation)	Sources Sought (Modified)	Aug 24, 2012
F2XHE32209A001 FurnitureReplacement F2XHE32209A001_FurnitureReplacement 71 -- Furniture	Department of the Air Force Air Education and Training Command Maxwell AFB Contracting Squadron	Sources Sought	Aug 21, 2012
Protestant Gospel Service Music Director/Musician F2X0CH2207A005 R -- Professional, administrative, and management support services	Department of the Air Force Air Education and Training Command Maxwell AFB Contracting	Sources Sought / Total Small Business	Aug 21, 2012



THINGS TO REMEMBER.....

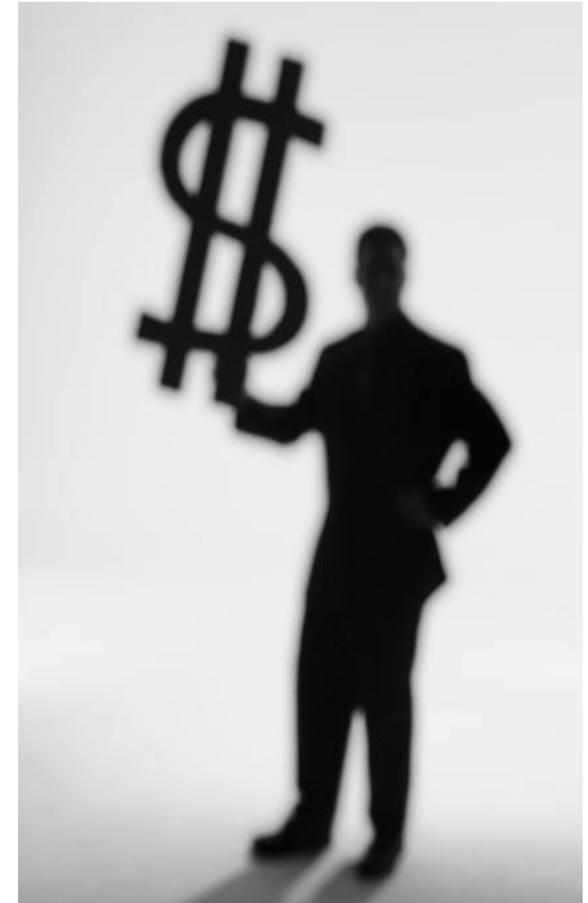
- **DO** choose notices carefully
- **DO** know the customer – who is the customer?
(It's not usually the contracting officer)
- **DO** read the notice closely
- **DO** prepare a tailored, complete submittal
- **DO** not submit “canned” response





WHAT'S THE BIG DEAL?

- The federal government procures billion's of dollars in supplies and services annually
- The federal government's FY12 small business goal is 23 Percent
- Example: 23 Percent of \$500 billion dollars is \$115 billion





Bottom Line:

The US Army Contracting Command is a global organization with a **STRONG COMMITMENT to our Nation's Small Businesses.**

Our Leadership is committed to the Small Business Program and will Maximize Small Business Opportunities in support of the Warfighter

And

Actively pursue ways to increase Small Business Participation and meet our SB goals!



U.S. Army Contracting Command



Questions?



Social Media 101 for Small Business



*Beth Clemons
U.S. Army Contracting Command
Web & Social Media Manager*

SOCIAL MEDIA EXPLAINED

TWITTER I'M EATING A #DONUT

FACEBOOK I LIKE DONUTS

FOUR SQUARE THIS IS WHERE
I EAT DONUTS

INSTAGRAM HERE'S A VINTAGE
PHOTO OF MY DONUT

YOU TUBE HERE I AM EATING A DONUT

LINKED IN MY SKILLS INCLUDE DONUT EATING

PINTEREST HERE'S A DONUT RECIPE

LAST FM NOW LISTENING TO "DONUTS"

G+ I'M A GOOGLE EMPLOYEE
WHO EATS DONUTS.

What is Social Media?

Social media – the positives

- A cost effective way to promote your business.
- Social media 'levels the playing field', allowing you to compete on equal footing with the big companies.
- Allows you to hear what your customers are saying.
- Increases your audience.
- Creates added value to your existing client's experience through deeper engagement.
- Tools are changing all the time.
- In the past, companies that had the most money to spend on marketing often won, today it's the company that produces great products and experiences for their customers.

Social media – the negatives

- Can be time consuming.
- Daunting if you are not sure where to start.
- The wrong online brand strategy could put you at a disadvantage and may even damage your reputation
- Benefits of social media are often seen in the months to come rather than immediately.
- Tools are changing all the time.

The Do's and Don'ts of SOCIAL MEDIA for BUSINESS



DO'S

Have a **PLAN** before you start.



Create **Measurable GOALS**



Be **Consistent**

- Keep your message on target and stick to your brand.
- Stick with business messages only.

Be a good **social citizen**



Give **GREAT CONTENT**

that your network will share.



Build a **Strong Network**



Be **Engaging**

Communicate regularly with your network.



Be **A Good Listener**

Hear what your network is telling you.



www.TheSteelMethod.com



DON'TS

Build your network too quickly



Besides diluting your network, you could be banned from the site.

Rely on one **application**

Each application has its own **strengths** and **weaknesses**.



Be **PUSHY**

People will not respond well... remember, everyone connected to you can see what you write.



Spam **social sites**



Forget to **thank people**

When people promote you to their network be overly polite.



Try and **sell people**

Allow your network to discover what you do.

SALE!

Use **generic marketing techniques**

Make it personal.



One size does not fit all.

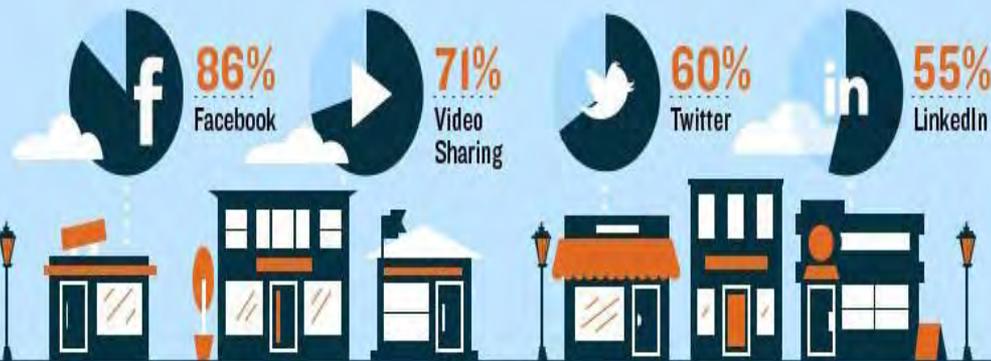


The Steel Method

FACEBOOK MOST EFFECTIVE FOR SMALL BUSINESSES

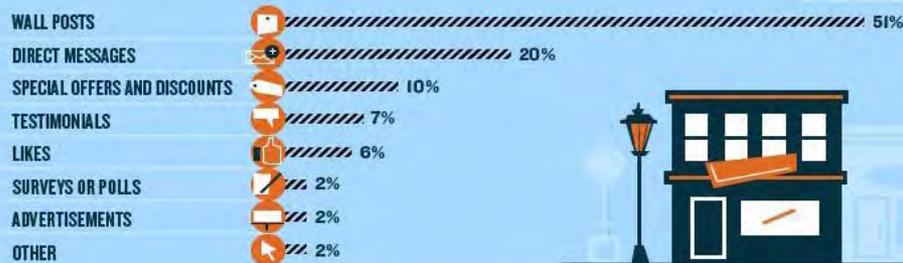
With so many sites available to small business owners, what's the best option? Constant Contact revealed the social sites small business owners find most effective — with Facebook on top. Today, 9 million small businesses are using Facebook to speak to their customers.

Social Media Sites Small Businesses Find Effective in Engaging Customers



WHAT'S THE MOST EFFECTIVE FACEBOOK TACTIC TO REACH CUSTOMERS?

According to Small Business Owner



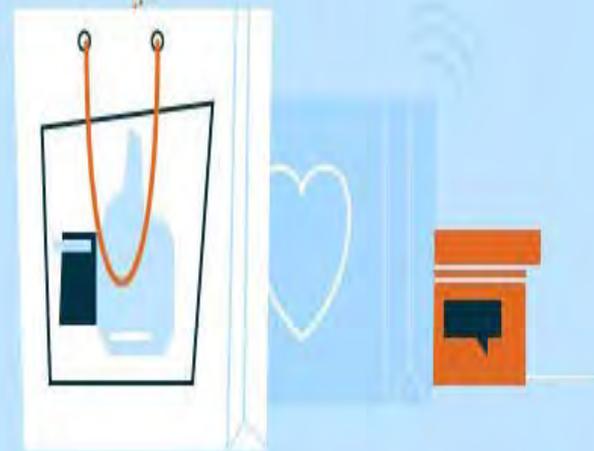
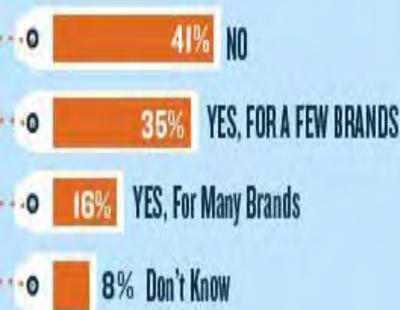
According to Consumers



FANS MORE LIKELY TO BUY

Facebook fans are more easily converted to customers; 51 percent of people who "fan" brands on Facebook say they're likely to buy a product since becoming a fan.

Percentage of Fans Likely to Buy From a Brand After Becoming a Fan



More resources:



www.facebook.com/dellsocialmedia



www.sba.gov/social-media



mashable.com/small-business/



www.socialmedialeaps.com/

Army Contracting online:



www.army.mil/ACC



www.armyhire.com



www.facebook.com/ArmyContracting



www.twitter.com/ArmyContracting



www.flickr.com/ArmyContractingCommand



www.linkedin.com/groups?gid=1900835



www.youtube.com/ArmyContracting



gplus.to/ArmyContractingCommand