



TASC - TGIC Reverse Industry Day 24 April 2019

Industry's Perspective on Pre-Proposal Issues and Protests and How They Can Be Avoided or Minimized During the Acquisition Planning and Solicitation Phases



Reverse Industry Day Purpose

- Provide value to both Government and Industry
- Improve communications, cooperation and consultation
- Industry presents its perspectives to the government workforce
- Government better understands what Industry is doing through the course of the Acquisition Timeline
 - Acquisition Planning/Strategy: The critical initial phase of an acquisition (CMBOOK 2.0)
 - 2.1 Acquisition Planning, Market Research and Marketing
 - 2.2 Drafting Solicitations



The Tidewater Association of Service Contractors (TASC)

- Focal point for industry collaboration toward greater awareness of Government business opportunities while sharing industry's experience and perspective with Government partners to more clearly define, understand, and improve the acquisition process to optimize support to the warfighter and Federal agencies, as well as stewardship to the taxpayer. TASC is focused on providing value to both membership bases: Industry and Government -
- Industry Member: Value through access to government decision makers and forecasted opportunities by facilitating various industry day, education and networking events.
- Government Member: Value through access to industry feedback, a conduit for market research participation, education, and networking events.



The Tidewater Government/Industry Council (TGIC)

- Provide for effective avenues of communications, cooperation and consultation between Government Contracting Activities, their Customer Activities and to private industry in the Hampton Roads, Virginia area in order to improve the productivity of contracting and the quality of the end product for the mutual benefit of the Government and industry.
- Explore and develop methods of quality/productivity improvement; foster a spirit of cooperation; provide a forum to share new ideas and initiatives; and suggest changes to applicable policies, regulations and/or statutes through the appropriate channels.
- It is not the purpose of the Council to discuss specific contractual actions or discuss particular future procurements.



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OLD DOMINION UNIVERSITY

Institute for Innovation & Entrepreneurship



The Hampton Roads Procurement Assistance Center exists to help area businesses in establishing themselves to bid competitively on federal, state, and local government contracts.

This office is a Procurement Technical Assistance Center (PTAC), as part of the Procurement Technical Assistance Program ([PTAP](#))- a Federal program that exists to help expand the number of businesses capable of participating in the government marketplace.

As part the ODU Institute for Innovation & Entrepreneurship's (IIE), HRPAC's goal is to expand business-government partnership in Hampton Roads, thereby increasing the vitality of the local economy.

SERVICES WE PROVIDE AT NO CHARGE:

- One-on-One Counseling
- Registrations and Certifications Assistance
- Marketing Strategies
- Identifying Subcontracting Opportunities
- Solicitation and Proposal Review
- Post Award Issues
- Training
- Small Business Outreach



Agenda

- Panelist Presentations
 - Kathryn Ravelo, Goldbelt C6
 - John Pyron, W R Systems
 - Don General, Watershed Security
 - Sara Crabtree, LightGrid
 - Dottie Romo, KD8 Consulting Services
- Break
- Audience Engagement with Questions and Answers



Rules of Engagement

- Non-attributional
- Contract, office, customer and contractor agnostic
- Submit questions at break
 - White Cards = Government
 - Colored Cards = Industry/Education
- Questions welcomed
 - As topics evolve
 - As time permits
- Please complete survey- your feedback is critical



Kathryn Ravelo, Goldbelt C6, LLC

- Corporate Background

- Goldbelt C6, LLC is a 8(a) subsidiary of Goldbelt Inc., an Alaska Native Corporation (ANC)
- We lead the Research and Development efforts for Goldbelt, Inc.
- Prime contracts include work for the U.S. Food and Drug Administration, U.S. Air Force Research Laboratory (AFRL), U.S. Coast Guard, and U.S. Army Corp of Engineers (USACE)

- Personal Background

- Current Vice-President of NCMA Norfolk Chapter
- Over 15 years in Government contract administration and management experience
- Specialized experience working with 8(a)'s and small businesses graduating from the 8(a) program

- Points

1. Would the government consider allowing follow on Q&A's after initial Q&A's are released?
2. How can we help the CORS/KO's understand what goes into pricing, possibly provide a definition of OH, G&A, Fringe and Fee are.
3. The limitations of using LPTA criteria. Best Value may be a better alternative.





John Pyron, W R Systems

- Corporate Background
 - W R Systems, LLC – Privately Held; Large Unrestricted except in Manufacturing NAICS
 - Engineering and Technical Services provided by Engineering Systems Division – Norfolk
 - Major Customers
 - Naval Information Warfare Center (NIWC)
 - NSWC Dahlgren and Carderock and their Field Activities – Dam Neck & Combatant Craft Division
 - AfterMarket: NAVSUP WSS – Mechanicsburg and DLA Columbus
 - PEO IWS – WNY | NSWC PD
- Personal Background
 - Retired US Navy Captain – Surface Line
 - Corporate Vice President – BD, Programs, Strategy
 - BSBA from UNC-CH; MBA from Vanderbilt University
- Points
 - Active engagement with Government is key
 - Meet Program Operational Requirements
 - Provide Best Value to Government



Don General, Watershed Security

- Watershed Security is an ISO 9001:2015 registered, ANAB Accredited Veteran-Owned Small Business specializing in:
 - Cybersecurity: A&A/RMF Validation, Vulnerability Management, Compliance and Policy, Engineering and
 - IT Engineering & Operations: Architecture, O&M, NetOps/NOC, Engineering and Operations
 - Program and Project Management: PMO, Program/ Project/Portfolio Management, ITIL
- Major Customers include (but are not limited to) :
 - Military Sealift Command (MSC), Naval Facilities Engineering Command (NAVFAC), Naval Sea Systems Command (NAVSEA HQs, NSWC Dahlgren, NSWC Carderock, NSWC Philadelphia, NSWC Dam Neck),Naval Criminal Investigative Service (NCIS), Department of Treasury's Financial Enforcement Crimes Network (FinCEN), Office of Naval Research (ONR)
- Personal Background
 - United States Marine Veteran
 - Former Dept of Navy Civilian (Executive Director, NETWARCOM GNOC/ CIO NMCI)
 - Former Vice President and Senior Executive for multiple Defense Contractors
 - Current Chief Operations Officer, Watershed Security
 - Education: M.S. Computer Systems Management , University of Maryland; Graduate Certificate in Project Management, Syracuse University, B.S. Management, Park University
- Points
 - 1) The cost and level of effort associated with Acquisition Planning is the same for a large and small businesses.
 - Since SBs do not have extensive resources we must be strategic in our approach, partnering where necessary.
 - 2) Clear, concise, realistic solicitations are easier to respond to and to provide competitive pricing.





Sara Crabtree, LightGrid

- Corporate Background
 - HUBZone certified small business specializing in IT and Telecommunications
 - Core capabilities: Technology Planning, Engineering Analysis, Implementation Solutions, Service and Project Management and GovCon Consulting Services
 - Helped architect the DoD transition to the Joint Information Environment (JIE) and supports DISA Communications Engineering Division (IE5) for all Defense Information Systems Network (DISN) technologies in all theaters of operation
- Personal Background
 - CFO, Director of Contracts and Director of GovCon Consulting Services division
 - MPA and MSA from ODU; Master's Certificate in Contract Management from Villanova
 - Almost 20 years experience in Business Operations in GovCon industry specializing in Finance/Accounting and Contracts
- Points
 - 1 – If the Government doesn't know what it wants, it is impossible for the Contractor to know how to provide it
 - 2 – Quarters are better than nickels and dimes
 - 3 – Don't be a hamster



Dottie Romo, KD8 Consulting Services

- Corporate Background
 - KD8 Consulting – Privately Held; Woman Owned Small Business
 - Education, Training, and Coaching for Federal Agencies and Contractors
 - Major Customers
 - Start up Government Contractors
 - All Industry Businesses working with the Federal Government
 - Federal Program and Procurement Professionals
- Personal Background
 - Over 16 years experience supporting the Federal Government as a Contracting Officer and Contractor
 - Experience with Army, Navy, DOJ, DHS, Department of Energy, and Millennium Challenge Corporation (MCC)
 - Federal Acquisition Certification in Contracting (*FAC-C*) Level III, PMP, MBA
- Points
 - Published Program and Contracting POCs are often inaccurate.
 - RFIs/SSNs are posted with unreasonable turnaround times.
 - Corporate Experience Requirements are excluding innovative and successful small businesses.



Break

- Return in 15 Minutes
- Please provide question cards



Audience Questions

- Audience engagement is appreciated to improve engagement on questions.
- Don't forget to return surveys!
- Take a Tri-fold to learn more about TASC, TGIC and ODU opportunities



How is this Accomplished?

Ask for TDP or Technical Specifications – earliest

Ask for earliest release of sections L & M

- Provide questions to the requirements & evaluations
- Request meetings – Contracts & Programs
- Ask for Delays

Exercise Barriers to Competition

- Raise if Incumbent – Execute PMR & Mothership sites w/broadened audience
- Lower if Upstart – Raise Transition Risk; Sell Mgmt. Approach; Cite Opp./Risk

Write a Pre-RFP Protest Letter to the Contracting Officer

Identify and Visit the Resource Sponsor and Requirements Driver to alter the Contracts and/or the Acquisition Strategy.

Go Political – House or Senate | MLO Engagement

- Seek plus up \$ to spur innovation & drive requirements

Execute an Integrated Marketing Communications Strategy aimed at TEB, Key influencers, & Users

- Advertising
 - Unsolicited White Papers to Program Office/Portfolio Manager
 - Press Releases
 - Solicited & Scientific Papers at Tech Conferences
 - Social Media
 - Capability Demonstrations
 - Ad Placement in Trade Press
 - Hire the Incumbent's human resources
 - High-Level Endorsers
 - Newspaper articles on industrial compliance

Alter Evaluation Criteria to best suit the offering:

- Past Performance
- Technical Capability
- Key | Non-Key Resumes
- Sample Task Order
- Site Visits
- Oral Presentations