



10 Ways To Do Business with AMC

3 November 2015



Nancy D. Small
Director, OSBP
U.S. Army Materiel Command



Commanders & Small Business Reps



TACOM LCMC

★★
MG Marie Gapinski
Gwendolyn Bingham

HQ, Army Materiel Command

★★★★ GEN Dennis L. Via
★★★ LTG Larry D. Wyche
EDCG, Ms. Lisha Adams
Ms. Nancy D. Small

JMC/JM&L LCMC

★ BG Stephen Farnen
Eric Bankit

Army Sustainment Command

★★ MG Kevin O'Connell
Robert Matthys



CECOM LCMC

★★ MG Bruce Crawford
Cathleen Perry

Army Contracting Command

★★ MG James Simpson
Mary Birdsong

Aviation & Missile LCMC

★★ MG James Richardson
Donna Ragucci

RDECOM

★★ MG John Wharton
John O'Brien



AMC OSBP Mission & Vision



MISSION:

Ensure that a fair portion of contract awards is placed with small business enterprises

VISION:

Achieving optimum small business participation by seeking small business solutions first



SMALL BUSINESS PROGRAMS:

- Small Business
- Small Disadvantaged Business
- 8a
- Women Owned Small Business
- Historically Underutilized Business Zone
- Service Disabled Veteran Owned Small Business
- ❖ Historically Black Colleges & Universities/Minority Institutions
- ❖ Notational Goal



Small Business Can Compete at AMC



Personal Brand

Bottom Line Up Front (BLUF)

- You Are Your Brand
- Your Capabilities (2 Min. Elevator Speech)
- NAICS Codes (What is Your Target Market)

Passion

- Key: Stay Motivated
- Head and Heart Excitement
- Allow Your Passion:
 1. Shine
 2. Make Money
 3. Repackage (Adjustments)

NAICS Code	FY 15 Top 10 AMC Small Business NAICS Description	Small Business Dollars
236220	COMMERCIAL AND INSTITUTIONAL BUILDING CONSTRUCTION	\$693,536,052
541330	ENGINEERING SERVICES	\$285,060,586
541712	RESEARCH AND DEVELOPMENT IN THE PHYSICAL, ENGINEERING, AND LIFE SCIENCES (EXCEPT BIOTECHNOLOGY)	\$199,879,517
561210	FACILITIES SUPPORT SERVICES	\$199,302,956
237990	OTHER HEAVY AND CIVIL ENGINEERING CONSTRUCTION	\$147,234,883
541512	COMPUTER SYSTEMS DESIGN SERVICES	\$115,685,944
541611	ADMINISTRATIVE MANAGEMENT AND GENERAL MANAGEMENT CONSULTING SERVICES	\$112,820,426
236210	INDUSTRIAL BUILDING CONSTRUCTION	\$96,175,323
541519	OTHER COMPUTER RELATED SERVICES	\$94,579,496
562910	REMIEDIATION SERVICES	\$90,112,164



Small Business Can Compete at AMC

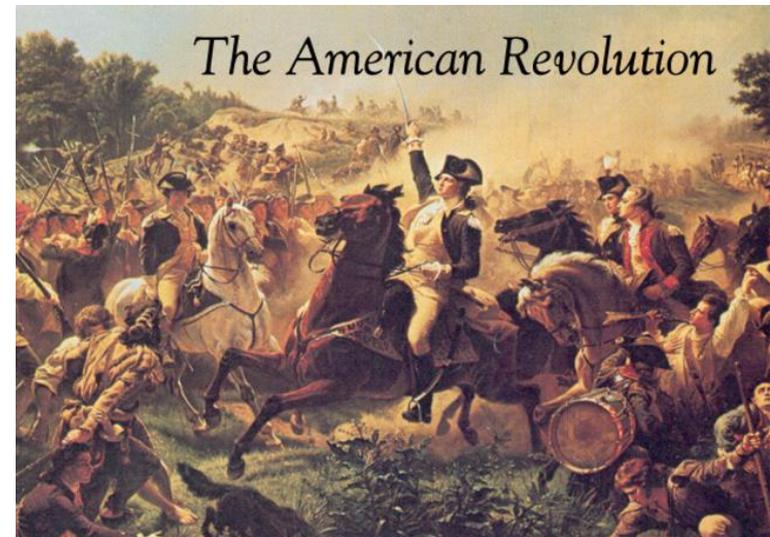


Agility

- Leverage Size – Start /Stay Agile
- Benefits of Agility:
 - Innovation
 - Market Research
 - Marketing Execution
 - Leverage of Social Media

Innovation

- Passion + Agility = Innovation
- Important Formula:
 1. Plan it!
 2. Do it!
- Innovate Quick and Smart
 - Don't sit on Ideas too long!



Contractors → supports Warfighters on the battlefield



Small Business Can Compete at AMC



Service

- Advantage → Small Businesses
- Human Touch → Customers Feel Special
 - Leverage
 1. Your SB Brand
 2. Personal Relationships
- Set Expectations
 1. Under Promise
 2. Over Deliver

Better Buying Power 3.0

Continue Strengthening Our Culture of: Cost Consciousness, Professionalism, and Technical Excellence



Riches are in the Niches

- SB focus on Niche Markets
- Select 1 or 2 Markets to Attack
- Know Your Audience
 1. Know What Keeps Audience Up All Nights (Problems)
 2. FOCUS → Everyone is NOT Your Audience



Small Business Can Compete at AMC



Plan for Scalability Now /Save Time Later

- Think **BIG**
- Plan for GROWTH
 - Believe
 1. Yourself
 2. Vision
 3. Goal Achievement

Slow Down to Speed Up

- Set Yourself Up For **SUCCESS!**
- Take Time to:
 - Plan
 - Set Goals
 - Set Objectives
 - Research Your Market

DID YOU KNOW?

This Multi-Billion Dollar Company Started Off as a Small Business Financed By The Sale of a VW Bus & a HP Scientific Calculator.





Small Business Can Compete at AMC



DON'T Wait → Launch Social Media Campaign

- Launch Mobile Marketing Plan EARLY
 - Twitter
 - Facebook
 - YouTube
 - LinkedIn



Develop an Influencer Program For Launch

- Tap Into the Power of Other People's Community
- Influencers:
 - Your Employees
 - Influencers who are:
 - Passionate about the Industry and Your Niche Market
 - Passionate for Delivering Value and Helping Others Succeed!



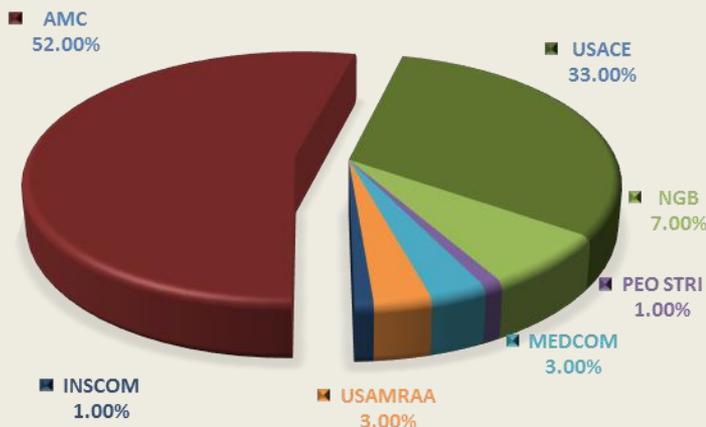
FY15 AMC Small Business Performance



Team Effort

FY15* TOTAL ARMY SB

*As of 18 Oct 2015



FY12-15 AMC Small Business Performance

	FY12	FY13	FY14	FY15*
SMALL BUSINESS TOTAL	\$10.0B	\$8.3B	\$9.0B	\$9.2B
Small Disadvantaged (8a)	\$3.4B	\$3.6B	\$3.9B	\$3.9B
Women-Owned Small	\$1.8B	\$1.5B	\$1.6B	\$1.6B
Certified HUBZone	\$0.7B	\$0.5B	\$0.6B	\$0.6B
Service-Disabled Veteran-Owned	\$1.1B	\$1.2B	\$1.1B	\$1.1B

FY15 AMC Small Business Performance

	<i>FY15 US Business Dollars thru 29 Sept 15 \$35.6B</i>	<i>FY15 Goal</i>	<i>FY15 Actual Thru 29 Sept 2015</i>
Small Business Total	\$8.8B	19.50%	24.72%
Small Disadvantaged (8a)	\$4.0B	7.00%	11.21%
Women-Owned	\$1.7B	3.30%	4.65%
Certified HUBZone	\$0.6B	1.30%	1.60%
Service-Disabled, Veteran-Owned	\$1.4B	2.20%	3.89%



U.S. ARMY



DoD-Wide Acquisition of Services Taxonomy

Research & Development

- Systems Development
- Operational Systems Development
- Technology Base
- Commercialization



Electronics & Communication Services

- IT Services
- Telecom Services
- Equipment Maintenance
- Equipment Leases



Logistics Management Svcs

- Logistics Civil Augmentation
- Logistics Support



Knowledge Based Services

- Engineering & Technical Program Management
- Management Support
- Administrative & Other Professional
- Education Training



Equipment Related Services

- Maintenance, Repair & Overhaul
- Equipment Modification
- Installation of Equipment
- Quality Control
- Technical Representation
- Purchases & Leases
- Salvage Services



Construction Services

- Structure & Facilities
- Conservation & Facilities
- Restoration Activities

Transportation Services

- Transportation of Things
- Transportation of People
- Other Travel & Relocation Services



Facility Related Services

- Architect/Engineering Services
- Operation/ of Government Owned Facilities
- Machinery & Equipment Maintenance
- Building & Plant Maintenance
- Natural Resources Management
- Utilities
- Housekeeping & Social Services
- Purchases & Leases



Medical Services

- General Medical
- Dentistry Services
- Specialty Medical Services



AMC Outreach Events



Aug 16 – 4QFY16

Warren, MI

✓ Tank-Automotive and Armaments Command

✓ Tactical Wheeled Vehicles

✓ Ground Based Distribution & Sustainment Systems

14 March 2016
TEAM
REDSTONE
SMALL
BUSINESS
INDUSTRY
OUTREACH!

3 - 5 Nov 15* – 1QFY16

Aberdeen Proving Ground, MD

✓ Communications & Electronics Command

✓ Research, Development & Engineering Command

✓ Communications & Electronic Equipment

✓ Science & Technology

8 - 9 Mar 16* – 2QFY16

*Tentative

Redstone Arsenal, AL

✓ HQ Army Materiel Command

✓ Army Contracting Command

✓ Aviation & Missile Command

✓ U.S. Army Security Assistance Command

✓ Aviation & Missile Support

✓ Foreign Military Sales & Training

✓ Contracting



15 – 16 Jun 16* – 3QFY16

*Tentative

Rock Island, IL

✓ Joint Munitions Command

✓ Army Sustainment Command

✓ Munitions Production & Support

✓ Installation & Operational Support

✓ Materiel Management



Office of Small Business Programs



HQ AMC – Redstone Arsenal, AL

Ms. Nancy D. Small, Director
 Ms. Beth Scherr, Deputy Director
 Mr. Tony F. Hodge, Program Manager

ACC HQ – Redstone Arsenal , AL
 Mary Birdsong, Associate Director
 Email: Mary.A.Birdsong.civ@mail.mil

AMCOM – Redstone Arsenal, AL
 Ms. Donna Ragucci, Associate Director
 Email: Donna.M.Ragucci.civ@mail.mil

ASC – Rock Island, IL
 Mr. Robert Matthys, Associate Director
 Email: Robert.J.Matthys.civ@mail.mil

CECOM – Aberdeen Proving Ground, MD
 Ms. Cathleen Perry, Acting Associate Director
 Email: Cathleen.Perry.civ@mail.mil

JM&L – Picatinny, NJ
 Mr. Eric Bankit, Associate Director
 Email: Eric.J.Bankit.civ@mail.mil

RDECOM – Aberdeen Proving Ground, MD
 Mr. John O'Brien, Associate Director
 Email: John.J.Obrien122.civ@mail.mil

TACOM – Warren, MI
 Ms. Marie Gapinski, Associate Director
 Email: Marie.T.Gapinski.civ@mail.mil

Email: usarmy.redstone.usamc.mbx.small-businessSmall Business

Website: <http://www.amc.army.mil/amc/opportunities.html>

Phone: 256-450-7953