10 Ways To Do Business with AMC

3 November 2015

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Director, OSBP
U.S. Army Materiel Command
AMC OSBP Mission & Vision

VISION:
Achieving optimum small business participation by seeking small business solutions first

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

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
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)

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

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
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

<table>
<thead>
<tr>
<th></th>
<th>FY12</th>
<th>FY13</th>
<th>FY14</th>
<th>FY15*</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMALL BUSINESS TOTAL</td>
<td>$10.0B</td>
<td>$8.3B</td>
<td>$9.0B</td>
<td>$9.2B</td>
</tr>
<tr>
<td>Small Disadvantaged (8a)</td>
<td>$3.4B</td>
<td>$3.6B</td>
<td>$3.9B</td>
<td>$3.9B</td>
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<tr>
<td>Women-Owned Small</td>
<td>$1.8B</td>
<td>$1.5B</td>
<td>$1.6B</td>
<td>$1.6B</td>
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<tr>
<td>Certified HUBZone</td>
<td>$0.7B</td>
<td>$0.5B</td>
<td>$0.6B</td>
<td>$0.6B</td>
</tr>
<tr>
<td>Service-Disabled Veteran-Owned</td>
<td>$1.1B</td>
<td>$1.2B</td>
<td>$1.1B</td>
<td>$1.1B</td>
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FY15 AMC Small Business Performance

<table>
<thead>
<tr>
<th></th>
<th>FY15 US Business Dollars thru 29 Sept 15</th>
<th>FY15 Goal</th>
<th>FY15 Actual Thru 29 Sept 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Business Total</td>
<td>$8.8B</td>
<td>19.50%</td>
<td>24.72%</td>
</tr>
<tr>
<td>Small Disadvantaged (8a)</td>
<td>$4.0B</td>
<td>7.00%</td>
<td>11.21%</td>
</tr>
<tr>
<td>Women-Owned</td>
<td>$1.7B</td>
<td>3.30%</td>
<td>4.65%</td>
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<tr>
<td>Certified HUBZone</td>
<td>$0.6B</td>
<td>1.30%</td>
<td>1.60%</td>
</tr>
<tr>
<td>Service-Disabled, Veteran-Owned</td>
<td>$1.4B</td>
<td>2.20%</td>
<td>3.89%</td>
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### DoD-Wide Acquisition of Services Taxonomy

<table>
<thead>
<tr>
<th>Research &amp; Development</th>
<th>Electronics &amp; Communication Services</th>
<th>Logistics Management Svcs</th>
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</thead>
<tbody>
<tr>
<td>- Systems Development</td>
<td>- IT Services</td>
<td>- Logistics Civil</td>
</tr>
<tr>
<td>- Operational Systems</td>
<td>- Telecom Services</td>
<td>Augmentation</td>
</tr>
<tr>
<td>- Development</td>
<td>- Equipment Maintenance</td>
<td>- Logistics Support</td>
</tr>
<tr>
<td>- Technology Base</td>
<td>- Equipment Leases</td>
<td></td>
</tr>
<tr>
<td>- Commercialization</td>
<td>- Maintenance, Repair &amp; Overhaul</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Equipment Modification</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Installation of Equipment</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Quality Control</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Technical Representation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Purchases &amp; Leases</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Salvage Services</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Structure &amp; Facilities</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Conservation &amp; Facilities</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Restoration Activities</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Knowledge Based Services</th>
<th>Equipment Related Services</th>
<th>Construction Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Engineering &amp; Technical</td>
<td>- Maintenance, Repair &amp;</td>
<td>- Structure &amp; Facilities</td>
</tr>
<tr>
<td>- Program Management</td>
<td>- Overhaul</td>
<td>- Conservation &amp; Facilities</td>
</tr>
<tr>
<td>- Management Support</td>
<td>- Equipment Modification</td>
<td>- Restoration Activities</td>
</tr>
<tr>
<td>- Administrative &amp; Other</td>
<td>- Installation of Equipment</td>
<td></td>
</tr>
<tr>
<td>- Professional</td>
<td>- Quality Control</td>
<td></td>
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<tr>
<td>- Education Training</td>
<td>- Technical Representation</td>
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<tr>
<td></td>
<td>- Purchases &amp; Leases</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Salvage Services</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Transportation Services</th>
<th>Facility Related Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Transportation of Things</td>
<td>- Architect/Engineering Services</td>
</tr>
<tr>
<td>- Transportation of People</td>
<td>- Operation/ of Government Owned Facilities</td>
</tr>
<tr>
<td>- Other Travel &amp; Relocation Services</td>
<td>- Machinery &amp; Equipment Maintenance</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Medical Services</th>
<th>Knowledge Based Services</th>
<th>Transportation Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>- General Medical</td>
<td>- Engineering &amp; Technical Program Management</td>
<td></td>
</tr>
<tr>
<td>- Dentistry Services</td>
<td>- Management Support</td>
<td>- Transportation of Things</td>
</tr>
<tr>
<td>- Specialty Medical Services</td>
<td>- Administrative &amp; Other</td>
<td>- Transportation of People</td>
</tr>
</tbody>
</table>

**9 Services Portfolio Groups, 40 Services Portfolios**
AMC Outreach Events

Aug 16 – 4QFY16
- Tank-Automotive and Armaments Command
- Tactical Wheeled Vehicles
- Ground Based Distribution & Sustainment Systems
- Warren, MI

3 - 5 Nov 15* – 1QFY16
- Communications & Electronics Command
- Research, Development & Engineering Command
- Aberdeen Proving Ground, MD
- Communications & Electronic Equipment
- Science & Technology

8 - 9 Mar 16* – 2QFY16
- HQ Army Materiel Command
- Army Contracting Command
- Aviation & Missile Command
- U.S. Army Security Assistance Command
- Redstone Arsenal, AL
- Aviation & Missile Support
- Foreign Military Sales & Training
- Contracting

15 – 16 Jun 16* – 3QFY16
- Joint Munitions Command
- Army Sustainment Command
- Rock Island, IL
- Munitions Production & Support
- Installation & Operational Support
- Materiel Management

Fiscal Year Basis
Office of Small Business Programs

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

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How to Reach US