LAKEHURST SMALL BUSINESS ROUNDTABLE QUARTERLY BUSINESS MEETING JULY 18, 2016

TOPIC DISCUSSION

LKE-SBR SPONSORED 2016 INDUSTRY DAY EVENT

- Benefits of Participating in the Industry Day Event
- How to Get the Most from the Industry Day Event
- What to Expect & Look For
- Taking Advantage of Specific Business
 Opportunities Presented

Goals & Expected Outcomes:

- The focus of the October SBR-Sponsored Industry Day Event will be to highlight upcoming business opportunities at Lakehurst (LKE)...
- and facilitate conversation between LKE and small business attendees about those opportunities
- This is an important meeting to our knowledge it's the only general requirements Industry Day Event held at LKE on an annual basis

Goals & Expected Outcomes (cont.)

- As planned, this event will include presentations by knowledgeable LKE representatives from, but not necessarily limited to, the following areas:
 - Aircraft Launch and Recovery Equipment (ALRE)
 - Common Support Equipment (CSE)
 - Peculiar Support Equipment (PSE)
 - Expeditionary Airfield (EAF)
 - Prototyping and Manufacturing Division (PMD)
 - Joint Strike Fighter Multi-Service Support Equipment
 - Services-type Contracts

Goals & Expected Outcomes (cont.)

 Following LKE presentations, time will be provided for membership to briefly discuss the follow-up process with LKE representatives and LKE-SBR Executive Steering Committee members

Who Should Attend?

- Industry Day will highlight actual upcoming & future business opportunities at LKE
- Attendees should include management and technical people who are capable of determining which opportunities are worthy of follow-up
- Attendees should be influential in the go/no go decision making process

Networking

Practical Application Activities

- Long Range Acquisition Forecast (LRAF)
- Business Opportunity Follow-up Process
- Capture Management/Proposal Development
- Focused Company Literature
- Resource Archive (Select Previous General Meeting Briefings)

Accessing, Reading & Understanding the LRAF





informational Industry Day on Thursday, 20 August 2015 located in California, Maryland. The objective of this event was to enhance Government-industry communication, conduct market research, and increase compatibilities of Naval Aviation by presenting information regarding AIR-4.11 capabilities and the requirements for the procurement of services in support of AIR-4.11 missions. Industry has requested that the Government post future information relevant to the AIR-4.11 missions. Industry has requested that vice a Sources Sought Announcement. At this time, the Government will continue to communicate with Industry using this Sources Sought Announcement (Control No. 07200215). At this time, the Government arktigates providing updated information on or before 30 September 2015. Mease check the announcement periodically and/or at the time and date specified for more information. Should you have any questions, please contact Marc Concilio at Marc.Concilio@navy.miil. Thark you for your interest in AIR 4.11.

Sources Sought Cyber Security Support Services: Solicitation Number: N6893616R0030 July 11, 2016

The purpose of this sources sought notice is to conduct market research to determine if responsible sources exist, to assist in determining if this effort can be competitive and to gain market knowledge of potential qualified sources and their size dassifications relative to the North American Industry (Dassification Stytems (NAICS) code S41512 for Computer Systems Design Services which has a corresponding size standard of \$27.5 M for evenues. Response to this sources sought synopsis will be utilized by the Government to determine the best acquisition strategy for this procurement and make appropriate determinations about potential sources. Response date is July 22, 2016 by 12 noon Pacific Time. Click here to view the entire announcement.

NAVAIR OSBP Meet & Greet June 10, 2016

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As part of our ongoing effort to engage small businesses in future requirements, the NAMAIR Office of Small Business Programs (OGBP) is hosting an Empowering Small Business - Meet B Greet on 20 July, at the Southern Maryl and Higher Education Center in California, Maryland. The focus of the event is to inform our small business industry partners of the Commander's Intent and Science/Technology needs for the next 3 to 7 years, with emphasis on how small businesses can maximize their participation. The event will include a panel discussion with NAVAIR leadership at 1500 and a QSA session to follow. We are also planning a Matchmaking Event with mall businesses (potential probage), large businesses (potential mentors), and PMAs (potential requiring activities) from 1700 to 1500 hours. On behalf of the Office of Small Business Programs' Associate wide spread interest, and your participation will prove to be rewarding. You can register at the following link: https://www.aventhite.com/ofmari-small-business-meat-opatchitece-25726249006

Fleet Readiness Center Southwest (FRCSW) Depot Level Maintenance (DLM) Support Services June 7, 2016

The purpose of this Advance Notice is to notify interested parties that the Naval Air Systems Command, Weepons Division, Contracts Department (Code 2.5.4.3), China Lake, California intends to release the Draft Solicitation for the follow-on requirement to the Flaar Readiness Center Southwast (FRCSW) Depat Level Maintenance (DLM) Support Services (M68936-10-C-0062). The requirement will be solicited as a Small Business BA Sot-Aside and the Draft Solicitation is anticipated to be released on or about May 26, 2016 with a follow-on industry day/site visit tentatively scheduled for 11-13 July 2016 at MAS North Island, San Diego, CA. Additional information will be released with the Draft Solicitation. https://www.fbo.gov/notices





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Long Range Acquisition Forecast (LRAF)

		CONTRACTOR SUPPORT	
T I M E	<u>C</u> S P S	CAPABILITIES SOURCES SOUGHT PRE-SOLICITATION SOLICITATION	VISIBILITY

To optimize a Contractor's success in the procurement process, starting at the Capabilities Level of CSPS increases the Time & Visibility with the customer (Program Manager & Engineers)

If a Contractor waits until the Solicitation is posted; they have lost valuable Time and Visibility in the Procurement Process.

Long Range Acquisition Forecast (LRAF)

		CONTRACTOR SUPPORT	
T	C	CAPABILITIES	VISIBILITY
I	S	SOURCES SOUGHT	
M	P	PRE-SOLICITATION	
E	S	SOLICITATION	

Starting at the Capabilities Level:

- 1. Review the Long Range Acquisition Forecast (LRAF)
- 2. Sort by Contracting Office
- 3. Identify projects that match your company's capabilities
- 4. Develop Capability Statements for each project
- 5. Determine who are the Program Manager & Engineer's that support the LRAF posting, See PMA Listing
- 6. Reach out to them to introduce your Company and Capabilities (Remember this is before the solicitation is posted; otherwise, they will not discuss a solicitation that has been posted)

Doing Your Pre-Industry Day Homework

- Research LRAF for opportunities of interest
- Prepare Industry Day questions in advance
- Consider how much effort you're willing to invest in pursuing a Lakehurst opportunity (e.g. opportunity research, Market Research Meetings with the Government, briefings, etc.)
- Consider the balance between capabilities needed and cost of maintaining those capabilities (e.g. resumes vs early employment)
- Consider the need for teaming partners/subcontractors

WHAT TO EXPECT & LOOK FOR

Expect to gather useful intelligence about upcoming and future business opportunities at

Lakehurst



Expect to initiate first contact with potential customers about specific Lakehurst requirements

WHAT TO EXPECT & LOOK FOR (cont.)

Prepare to take the first steps toward researching and potentially bidding specific business opportunities at Lakehurst



Look for potential teaming arrangements with attending SBR Members

Initiate Specific Opportunity Follow-up

- Introduce Your Company during the
 Networking Segment
 Introduce Industry
- Utilize Idea Day Interest Forms (Market Research Briefing Requests)

request follow-up briefs (Idea I Government requirements. If it	LKE-SBR Sponsored Industry Day Event will be provided the opportunity to bays) to explain their capabilities and solutions specific to upcoming interstetic please complete the following Idea Day Interest Form during the event e LKE-SBR Executive Steering Committee.
Requirement of Interest:	
Company Name:	
General Products/Services:	
Primary Point of Contact:	
(Name)	
POC Company Address;	
POC email:	
POC phone:	
Company web address:	
Check One:	
Interested as a Prime Control Interested as a Subcontractor	
Other Information:	
(Optional)	

Prepare for Specific Opportunity Follow-up

- Show Interest in Doing Business w/Lakehurst
 - Learn what LKE does
 - Learn "Where it Hurts" at LKE, and research how your company can help ease the pain
 - Tailor your thinking toward supporting the LKE
 Mission and Specific Opportunity Requirements

Prepare for Specific Opportunity Follow-up (cont.)

- Develop Tailored Company Capabilities Information
 - Focused Company Fact Sheets (brief & to the point)
 - Capabilities Briefings (general & focused)
 - Company Data Sheets (tailored to LKE)
 - Company Mission Relating to NAVAIR's Strategic Priorities
 - Company Products/Services Intellectual Property Rights
 - Current DoD Utilization Small Business Certification CAGE Code
 - Product Maturity Quantitative Data
 - Current Govt. Contracts

Prepare for Specific Opportunity Follow-up (cont.)

 Involve teaming partners/key subcontractors for joint marketing & bidding <u>early on</u>

Specific Opportunity Follow-up

- RFIs, Sources Sought Announcements, Draft RFPs, Formal Solicitations
- Contact the right people to meet
- Attend Market Research Meetings with the Government
- Overcoming a Small Business Utilization Confidence-Gap

Business Opportunity Response Overview

- Capture Management/Proposal Development
 - Shipley Slides General Membership Meeting March 2015
 <u>www.harrykahn.com/LKE-SBR</u>
- Navigating the Source Selection Process
 - Source Selection Presentation Slides General Membership Meeting May 2016

www.harrykahn.com/LKE-SBR

NEXT STEPS

Networking

Practical Application Activities

- Long Range Acquisition Forecast (LRAF) Alice Wright (United SS)
- Business Opportunity Follow-up Process Will Mumma (HKA)
- Capture Management/Proposal Development Bruce Brooke/ Pamela Hall (EPS)
- Focused Company Literature Kanti Pandya (MILSPRAY)
- Resource Archive (Select Previous General Meeting Briefings)

Pre-Industry Day Homework

- Research the LRAF
- Develop LKE-focused company literature
- Determine what your company goals are at LKE
- Schedule influential management & technical persons to attend