

Department of the Navy Gold Coast Symposium

DOING BUSINESS WITH THE MARINE CORPS



Stanley C. Daise
stanley.daise@usmc.mil
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Agenda - 4 C's

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b. The role of the Marine Corps

Construct- One Corps: Two Contracting Activities (HCAs)

a. Installations & Logistics Department (I&L)

b. Marine Corps Systems Command (MCSC)

Capture- Forecast , SBIR, e-business portals, Industry Days, APBI

a. Long Range Acquisition Tool

b. Upcoming opportunities

Counsel- Advice from your advocate

a. Create a “win-win”

b. SEMPER FI



Culture- “Marine”

“The spirit of our Corps, embodied in the eagle, globe and anchor, lives within the soul of every Marine. This spirit is born through arduous rites of passage at boot camp and officer training, after which a young man or woman is called a “United States Marine” for the first time.

Individual Marines are the bedrock upon which our Corps is built. *What makes us Marines — it is the hardening of body and mind, the infusion of discipline and the casting of an indelible esprit de corps forged in the cauldron of “things endured and things accomplished, such as regiments hand down forever.” It is almost spiritual!*

Small unit leadership, unit cohesion, an expeditionary mindset, education, the spirit of innovation and fidelity form the foundation of our Corps. These timeless qualities enable Marines to respond and adapt, and are fundamental to how we approach warfighting. *Semper Fidelis — “Always Faithful” — to each other and to our Nation — the willingness to sacrifice ourselves for others and the mission is more than just our motto; it is in our DNA! Shared hardship and adversity create a unique bond between all Marines — past, present and future. We recognize that uncompromising standards, rigorous training and tough discipline are the foundation for our success in the most austere environments. We are all, regardless of rank or MOS, fiercely proud of the title “Marine.” Simply being a Marine is what we value most.*

2010 Commandant’s Planning Guidance



Culture- The Role of the Marine Corps

The Marine Corps is America's Expeditionary Force in Readiness- a balanced air-ground-logistics team. We are forward deployed and forward engaged: shaping, training, deterring, and responding to all manner of crises and contingencies. We create options and decision space to our Nation's leaders. Alert and ready, we respond to today's crisis with today's force... *Today!*

Responsive and scalable, we team with other Services, interagency partners, and allies. We enable and participate in joint and combined operations of any magnitude. A middleweight force, we are light enough to get there quickly, but heavy enough to carry the day upon arrival, and capable of operating independent of local infrastructure. We operate throughout the spectrum of threats – irregular, hybrid, conventional – or the shady areas where they overlap. Marines are ready to respond whenever the Nation calls...wherever the President may direct.

General James F. Amos, 35th Commandant of the Marine Corps
"Planning Guidance"



Construct : Two Contracting Activities

The Installations & Logistics Department Mission:

Shape logistics plans and policies to sustain excellence in warfighting. The focus of effort is to increase Marine Air Ground Task Force (MAGTF) lethality through:

- Modernizing logistics processes
- Implementing proven technology and best practices
- Developing standards of performance
- Integrating bases and stations as the fifth element of the MAGTF





Construct : Two Contracting Activities

The Marine Corps Systems Command Mission:

- We're the Commandant of the Marine Corps' agents for acquisition and sustainment.
- We provide competency resources, policies and processes to PEOs and Program Offices.
- We field systems and equipment used by the Marine Corps and joint operating forces to accomplish their warfighting mission.
- We manage the life cycle of MCSC acquired systems and equipment.



**Equipping the
Warfighter to Win**



Forecast

There are two types of forecasting techniques: qualitative and quantitative.

The qualitative method relies on subject matter experts and is used when historical data is not available.

Quantitative forecasting methods employ historical data.

There are two types of quantitative techniques: time series on past data of the variable that is being forecasted and time series based on cause-and-effect relationships.

Source: <http://www.referenceforbusiness.com/encyclopedia/Fa-For/Forecasting.html>
[Anandi P. Sahu, Ph.D., Professor & Chair, Economics, Oakland University, Rochester, MI]
Permission obtained from Dr. Sahu 7/25/2011



Forecast- Long Range Acquisition Tool

Headquarters Marine Corps, I & L developed a “Long Range Acquisition Tool” available at www.marines.mil/unit/logistics/Pages/DivisionLKOrgInfo.aspx

The data for building the projection tool is limited to FYs 2006, 2007, 2008, 2009, and 2010.

The data is provided in the form of excel workbooks, one workbook per FY.

In order to maintain simplicity and flexibility for use of the projection tool in future years, the data provided was used to establish visual for basic applications (VBA) modules. The VBA modules employ excel simple linear regression functions (LinEst) as the basis for predictions. The user defines number of out-years and the number of standard errors they wish to use to Build the prediction interval.

LinEst is used for the premise of the prediction. The data has a single X and Y variable. X is defined as the year a certain NAIC was contracted for, while Y is the total value spent towards that NAIC during that year.

The user is responsible for providing the number of years they are interesting in predicting. The number of years is simply how many out years the user would like to advertise an estimate for future business volume. This number will be collected by the VBA code and a prediction will be made using the linear regression model of the data.

The NAICS worksheet is used to define the NAICS and their descriptions.



Forecast- Long Range Acquisition Tool

DISCLAIMER United States Code Title 15, Section 637(A)(12) (C) requires the Department of the Navy (DoN) to prepare a forecast of expected contract opportunities for the next and succeeding fiscal years and make the forecast available to small business. the Long Range Acquisition Forecast (LRAF) contains HQMC, Installations and Logistics Department requirements forecasted for the upcoming and next two fiscal years. The forecast is for informational and marketing purposes only. Points of contact in the small business offices can be obtained by e-mailing stanley.daise@usmc.mil. This does not constitute a specific offer or commitment by the Navy or Marine Corps to fund, in whole or in part the opportunities referenced herein. The listing is not all inclusive and is subject to change.

This prediction uses the Microsoft Excel Forecast Function. 4 Outyears are forecasted. For each year forecasted, +/-2 standard errors are computed. The lowest and highest of these values are reported in the "Low" and "High" columns. If the "Low" is computed to be a negative value, zero is reported.



Forecast-Long Range Acquisition Tool

NAICS	NAICS DESCRIPTION	LOW	HIGH
33351	Metalworking Machinery Manufacturing	\$0.00	\$20,606,128.44
71312	Amusement Arcades	\$0.00	\$2,089.40
56291	Waste & Treatment Disposal	\$0.00	\$0.00
33392	Material Handling Eqpt Mfg.	\$0.00	\$1,116,281.56
33399	All Other General Purpose Machinery Mfg.	\$0.00	\$3,960,725.26
61143	Professional & Mgt Development Trng	\$5,183,564.22	\$17,906,547.44
33421	Telephone Apparatus Manufacturing	\$545,812.27	\$4,225,677.81
33422	Radio & TV Broadcasting & Wireless Comm Eqpt Mfg.	\$7,762,674.34	\$26,730,385.56
33429	Other Communications Eqpt Mfg	\$0.00	\$9,625,703.61
56142	Telephone Call Centers	\$0.00	\$1,937.40
33451	Semiconductor & Other Electr Comp Mfg	\$37,967,068.00	\$165,222,016.90



Capture

SBIR (Small Business Innovation Research) and /STTR (Small Business Technology Transfer) are congressionally mandated programs designed to:

Stimulate Innovation

Use Small business to meet Federal needs

Encourage participation of socially & economically disadvantage businesses

Encourage commercial use technology developed under this program

SBIR/STTR Process

Up to 3 Calls for Solicitations per year

MCSC and PEO funding for this program is about \$16M per year

Solicitations are posted on <http://www.dodsbir.net>



Capture

SBIR Program Manager

Mr. Paul Lambert

(703) 432-3033

paul.a.lambert@usmc.mil



Capture

- ✓ Visit Navy Electronic Commerce Online (NECO) website at www.neco.navy.mil
- ✓ Contact PEO and MCSC Program Managers and Product Group Directors through MCSC Corporate Communications (sanford.mclaurin@usmc.mil) or PEO Public Affairs (david.branham@usmc.mil)
- ✓ Participate in MCSC Small Business Opportunities Conference (**15 Nov 11 – Fredericksburg, VA**)
- ✓ Learn More about Acquisition Center for Support Services at www.marcorsyscom.usmc.mil/sites/acss
- ✓ Participate in **MDM**, Advanced Planning Briefing to Industry (**APBI**), Marine South (Camp Lejeune) and Marine West (Camp Pendleton), and Industry Days



Capture

- Propose New Technologies and Ideas by Contacting MCSC's Contracting Business Operations (donald.myers@usmc.mil)
- Pursue Small Business Innovation Research Programs www.marcorsyscom.usmc.mil/sites/tto/sbit/
- Learn More About USMC Technology needs
 - ✓ Office of Naval Research www.onr.navy.mil
 - ✓ USMC Strategic Plan www.onr.navy.mil
 - ✓ MCSC and PEO Science and Technology Office www.marcorsyscom.usmc.mil
 - ✓ Contact Science & Technology Transition Office, Lou Carl (louis.carl@usmc.mil 703-432-3095)



Capture

Modern Day Marine Expo (MDM)

MCSC Small Business Pavilion

Event Dates

9/27/2011 - 9/29/2011

Lejeune Parade Field, Quantico, VA

Please contact Dave Dawson for more information

(703) 432-3946 or david.j.dawson@usmc.mil



Capture

MCSC PEO LS SMALL BUSINESS OPPORTUNITIES CONFERENCE

NDIA Event Number: TBA

**Event Date
November 15, 2011**

**Event Location
Fredericksburg Expo Center**



Capture

Advanced Planning Briefings to Industry (APBI)

NDIA Event Number: 2900

APBI Event Date

4/30/2012 - 5/2/2012

APBI Event Location

Marriott Norfolk Waterside

<http://www.ndia.org/meetings/2900/Pages/default.aspx>



Capture

1. **SeaPort-e** <http://www.seaport.navy.mil/default.aspx>
2. **CEOss / ACSS**
<http://www.marcorsyscom.usmc.mil/sites/acss/>
3. **GSA Schedule Contracts**
4. **Other GWAC / DWAC Contract Vehicles that we can utilize**



Capture-Upcoming Opportunities

Seaport-e: (All NAICS 541330)

Civilian Leadership Development: 100% SB Set-aside

Aviation Training System Support: 8(a) competitive

Combat Trauma/Live Tissue Training: NAICS 611699
(undetermined)

G-6 CIO Support Services: (undetermined)



Capture-Upcoming Opportunities

Open Market:

Advertising Contract for MCRC - NAICS 541810; Open Market (unrestricted)

Promotional and Incentive Items for MCRC - Open Market; 100% SB Set-aside

Museum Restoration for M198 Howitzer Gun, NAICS 332995 (undetermined)

Museum Restoration for M60 Tank, NAICS 336992 (undetermined)

Museum Restoration for HUMMWV Humvee, NAICS 336992 (undetermined)

Museum Restoration for Mobile Amphibious Assault Vehicle (AAV7), NAICS 336992 (undetermined)



Counsel- Advice From Your Advocate

The Marine Corps wants to continue to do business with small business.

In order to create a “win-win”, small business needs to perform due diligence in terms of compliance with the regulations for size standards; status, and ensuring eligibility when evaluation preferences are used in acquisitions.

If there is a question regarding meeting size standards or any other issue, contact the U.S. Small Business Administration to avoid the risk of suspension, debarment, or being deemed ineligible for the award of Federal contracts.



Counsel- Advice From Your Advocate

- S**tudy your potential customers
 - E**ngage SBS as your allies, not your adversaries
 - M**easure yourself against your peers; consider teaming
 - P**erform, Perform, Perform = the key to success
 - E**valuate the market
 - R**espond in a timely manner
 - F**ocus on your capabilities and solutions not your status
 - I**nvest in yourself; get professional certifications, training, etc.
- Semper Fi!**



Counsel-Know Your Customer

The Few, The Proud, The Marines





Stan Daise
stanley.daise@usmc.mil
(703)614-6810