

Mentor Protégé Program at the Department of Homeland Security (DHS)

An overview for businesses interested in DHS's Mentor
Protégé Program

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Disadvantaged Business
Utilization (OSDBU)



Homeland
Security

Background

- Established in 2003 as a tool to support DHS's small business program
- Published in the Federal Register via the DHS FAR supplement on December 4, 2003

Purpose

- Motivate and encourage approved mentors to provide developmental assistance to protégés
- Improve the performance of DHS contracts and subcontracts
- Foster the establishment of long-term business relationships
- Strengthen subcontracting opportunities and accomplishments

Assistance Provided by Mentors

- Technical and Management
- Financial - in the form of equity investments or loans
- Sub-contractual support
- Performance of prime contracts through joint ventures (JV)

Requirements to Be a Mentor

- Large business firm (in good standing in the federal marketplace)
- Demonstrated commitment and capability to assist in the development of small business protégés
- Not on the federal Debarred or Suspended List

Requirements to Be a Protege

- A small business concern that is independently owned and operated, not dominant in its field, and meets federal size standards in its primary NAICS code
- Not on the federal Debarred or Suspended List

Basic Questions – Before Initiating a Mentor Protégé Relationship

1. Which government agencies buy my products and services?
2. How do I get in touch with a federal representative?
3. How do I market to a federal agency/DHS?

Basic Questions – Before Initiating a Mentor Protégé Relationship

Answer to Question # 1 (who buys what I sell?)

Federal Procurement Data System

- www.fpds.gov - Identify who buys your product or service (hint: know your NAICS code)

USAspending.gov

- <http://www.usaspending.gov> - Find out where federal contracting dollars and grant awards go

Basic Questions – Before Initiating a Mentor Protégé Relationship

Answer to Question # 1 (who buys what I sell?)

- Review agency publications:
 - Forecast of Procurement/Contracting Opportunities
 - Subcontracting Directory
 - "How to" publications (if the agency has one)

Basic Questions – Before Initiating a Mentor Protégé Relationship

Answer to Question # 2 – Getting in Touch

- Check out these websites:
 - www.fedbizopps.gov – Register - get notices of government requirements for your NAICS code
 - www.fedbid.com – Register - Compete on-line for government requirements for your NAICS code
 - <http://www.mbda.gov-Register> – Phoenix Database to get free contract referrals.

Basic Questions – Before Initiating a Mentor Protégé Relationship

Answer to Question # 2 – Getting in Touch

- <http://web.sba.gov/subnet> - Prime Contractors post subcontracting opportunities here.
- www.ccr.gov – Register – You have to be registered to get paid!

Basic Questions – Before Initiating a Mentor Protégé Relationship

Answer to Question #3 – How do I market my goods/services?

- Generally speaking, the government is decentralized. Most agencies consist of numerous buying activities.
- Learn what each targeted organization does and how they spend their money!

Basic Questions – Before Initiating a Mentor Protégé Relationship

Answer to Question # 3 – Suggestions on how to market goods/services

- Participate in:
 - Targeted Outreach Activities
 - Local Conferences/Trade Shows

- Focus on 3-5 agencies and allow 18-24 months for relationship building.

Basic Questions – Before Initiating a Mentor Protégé Relationship

Answer to Question # 3 – Who should I market my goods/services to at DHS?

- To assist you, DHS is organized as follows:

Border & Transportation Security (BTS)

Responsible for maintaining the security of our nation's borders and transportation systems

- Bureau of Customs & Border Protection
 - Animal and Plant Health Inspection Service
- Bureau of Immigration & Customs Enforcement
 - Federal Protective Service
- Transportation Security Administration
- Federal Law Enforcement Training Center
- Office for Domestic Preparedness

Emergency Preparedness & Response (EP & R)

Ensures that our nation is prepared for, and able to recover from, terrorist attacks and natural disasters.

- Federal Emergency Management Agency
- Strategic National Stockpile and the National Disaster Medical System
- Nuclear Incident Response Team
- Domestic Emergency Support Teams
- National Domestic Preparedness Office

Science & Technology (S & T)

Responsible for the efforts in research and development, including preparing for and responding to the full range of terrorist threats involving weapons of mass destruction.

- Homeland Security Advanced Research Projects Agency (HSARPA)
- National and Federal Laboratories

Information Analysis & Infrastructure Protection (IAIP)

Identify and assess current and future threats to the homeland, map those threats against our vulnerabilities, issue timely warnings, and take preventive and protective action.

Management

Responsible for budget, appropriations, expenditure of funds, accounting and finance; procurement; human resources and personnel; information technology systems; facilities, property, equipment, and other material resources; and identification and tracking of performance measurements relating to the responsibilities of the Department.

Other Critical Components

- U.S. Coast Guard
- U.S. Secret Service
- Bureau of Citizenship and Immigration Services

Basic Questions – Before Initiating a Mentor Protégé Relationship

Answer to Question #3 – How do I market my goods/services to DHS?

Federal Agency One-On-One Counseling Sessions

- Department of Homeland Security Vendor Outreach Sessions: www.dhs.gov/openforbusiness , click on Small Business Outreach Activities

Basic Questions – Before Initiating a Mentor Protégé Relationship

Answer to Question #3 – How do I market my goods/services to other federal agencies?

Other Federal Agency One-On-One Counseling Sessions

- Treasury Vendor Outreach Sessions
www.treas.gov/osdbu, click on Outreach Activities
- Department of Justice Monthly Counseling Sessions
www.usdoj.gov/jmd/osdbu/

Basic Questions – Before Initiating a Mentor Protégé Relationship

Answer to Question #3 – How do I market my goods/services to other federal agencies?

Other Federal Agency One-On-One Counseling Sessions

- U.S. Department of Agriculture Vendor Outreach Program - www.usda.gov/osdbu/
- U.S. Department of Labor www.dol.gov/osbp/regs/procurement.htm

Basic Questions – Before Initiating a Mentor Protégé Relationship

Answer to Question #3 – How do I market them?

Other Federal Agency One-On-One
Counseling Sessions

- U.S. Department of Health & Human Services
<http://www.hhs.gov/osdbu/> , click on Calendar of Events

Basic Questions – Before Initiating a Mentor Protégé Relationship

Answer to Question #3 – How do I market my goods/services to other federal agencies?

Other Federal Agency One-On-One Counseling Sessions

- Department of Veterans Affairs
www.va.gov/osdbu/conference/register.htm
- U.S. Department of Housing and Urban Development
www.hud.gov/offices/osdbu/index.cfm

Basic Questions – Before Initiating a Mentor Protégé Relationship

Answer to Question #3 – Additional marketing strategies to consider

Develop a Marketing Plan/Strategy

- Subcontracts
- Prime Contracts
- Teaming/Joint Ventures
- Mentor Protégé Agreements
- Pre-existing Contract Vehicles

Getting Started

Key Sources of Assistance (locate the office in your local area)

- SBA – U.S. Small Business Administration
(<http://www.sba.gov/>) or <http://www.business.gov>
- SBDC – Small Business Development Center
(<http://www.sba.gov/sbdc/>)
- PTAC – Procurement Technical Assistance Center
(<http://www.aptac-us.org/new/>)

Getting Started

Key Sources of Assistance

(locate the office or event in your local area)

- OSDBU – Office of Small & Disadvantaged Business Utilization
(http://www.osec.doc.gov/osdbu/Acq_and_SB_Specialist_Offices.htm)
- Federal OSDBU Directors Interagency Council -
<http://www.osdbu.gov>, click on General; click on Upcoming Outreach Events

Basic Information

There are two types of contracting opportunities:

- Prime Contracting – you hold the contract
- Subcontracting – a larger company holds the contract and you get to work on a piece of it

Basic Information (continued)

After consideration of required sources (read FAR Part 8), the contracting officer has 2 choices:

1. use a pre-existing contract (FSS, GWAC, Department-wide contract)
2. use open market procedures

Basic Information (continued)

Key Tip:

If what you provide is listed on a GSA Federal Supply Schedule, then get on the schedule!

Why? because it is a faster method of buying

Do your research, find out what pre-existing vehicles are used by the agencies you have targeted and, most importantly, let agencies know what contract vehicles you have available to them.

Basic Information (continued)

Dollar amounts & methods of procurement you should know about:

- Up to \$3,000 – Micropurchase (credit card)
- \$3,001-\$100,000 – Simplified Acquisition Procedures (SAP)
- Over \$100,000 – Formal Contracting Procedures

Note: under commercial items test – \$5,000,000 can be considered SAP

Small Business Procurement Programs

- 8(a) Program set-aside
- HUBZone Program set-aside
- Service Disabled Veteran Owned set-aside
- Traditional Small Business set-aside
- Full & Open competition tools
 - SDB evaluation factor-prime proposes SDB targets
 - Subcontracting
 - HUBZone Price Evaluation Preference (10%)
 - SDB Price Evaluation Adjustment (10%)
- Mentor-Protégé Programs

Small Business Procurement Programs

Currently, there is no way to limit the competition to:

- Women Owned Small Business (stay tuned)
- Small Disadvantaged Business or
- Veteran Owned Small Business

Therefore, marketing is critical!

The "Model" Small Business Firm

Working in the federal marketplace understands:

- Core competencies
- Marketing and relationship building
- Schedules/Multiple award contracts
- Open Market procurement ([FedBizOpps](#))
- Prime contracting
- Subcontracting

The "Model" Small Business Firm

Equipped to do business with the Government:

- Accepts the government purchase card (Visa or MasterCard)
- Has good marketing materials
- Has a niche (What's yours?)
- Has resources (people, equipment)
- Is web savvy
- Is registered in Government pre-existing databases (Pro-Net, CCR)

In Summary

What Really Works...

- Relationships
- Networking
- Multiple Contracting Vehicles
- Continuous Marketing
- Being Prepared

In Summary

What Really Works...

- Get Involved
- Past Performance
- Share Information
- Patience
- Persistence

Remember

*Homework always comes before success in
the dictionary & Small Business
Procurement!*