



NATIONAL AERONAUTICS AND SPACE ADMINISTRATION (NASA)

GEORGE C. MARSHALL SPACE FLIGHT CENTER (MSFC)

NASA/JPL HIGH TECH CONFERENCE

“HOW TO DO BUSINESS WITH NASA”

Presented By Mr. David Brock

Tuesday, March 2, 2004



THE HUNTSVILLE FEDERAL GOVERNMENT MARKETPLACE

Huntsville 3rd largest federal spending Center in U.S.

Other Federal Agencies in Huntsville:

Aviation & Missile Command (AMCOM)
Mr. Mit Merrett, Small Business Specialist
(256) 876-5441 (Phone)

U.S. Corp Of Engineers
Ms. Judy Griggs, Small Business Specialist
(256) 895-1050 (Phone)

U.S. Army Strategic Missile Command
Ms. Christine Ryan, Small Business Specialist
(256) 955-3412 (Phone)

George C. Marshall Space Flight Center (MSFC)
Mr. Stanley McCall, Small Business Officer
(256) 544-0254 (Phone)
Mr. David Brock, Center Industry Assistance Officer
(256) 544-0267 (Phone)

Small Business Administration
Ms. Barbara Jenkins, Procurement Center Representative
(256) 544-5012 (Phone)



NATIONAL AERONAUTICS & SPACE ADMINISTRATION (NASA) THE GEORGE C. MARSHALL SPACE FLIGHT CENTER (MSFC)

- **MSFC located on the Redstone Arsenal Facility in Huntsville, AL.**
- **MSFC 3rd largest NASA field Center.**
- **FY04 total budget projected at \$2.3M**
- **FY04 total procurement budget projected at \$2.0M.**
 - **Approximately 2,760 civil servants work at MSFC.**
 - **Approximately 3,480 contractor employees work at MSFC.**



NASA Major and Component Installations



() Lead Management Center



MSFC INDUSTRY ASSISTANCE OFFICE--YOUR INFORMATION SOURCE

ADDRESS:

George C. Marshall Space Flight Center
Procurement Office
Huntsville, AL 35812
FAX: (256) 544-5851

POINT OF CONTACT

TITLE

PHONE

EMAIL

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WEB PAGE: http://ec.msfc.nasa.gov/msfc/doin_bus.html



MSFC INDUSTRY ASSISTANCE OFFICE - YOUR INFORMATION SOURCE

- Organizational Overview
- Procurement Process
- Marketable Areas
- Key Procurement & Technical Point-Of-Contacts
- Business Development Programs
- Upcoming Procurement Opportunities
- Prime Contractor Subcontracting Programs



NASA FY03 SOCIOECONOMIC GOAL PROJECTIONS

<u>CATEGORY</u>	<u>DIR. \$</u>	<u>SUB. \$</u>	<u>CUM. \$</u>	<u>% GOAL</u>
OBLIG.	\$4,100.0M	\$11,600.0M		
SB	\$1,972.0M	\$1,722.0M	\$ 3,694.0M	31.8%
SDB	\$ 754.0M	\$ 656.0M	\$ 1,410.0M	12.2%
WOSB	\$ 589.0M	\$ 369.0M	\$ 949.0M	8.1%
HUBZONE SB			\$ 348.0M	3.0%
VOSB/SDV			\$ 348.0M	3.0%
HBCU/OMI			\$ 116.0M	1.0%



MSFC FY03 SOCIOECONOMIC GOAL ACHIEVEMENTS

<u>CATEGORY</u>	<u>DIR. \$</u>	<u>DIR. %</u>	<u>SUB. \$</u>	<u>SUB. %</u>	<u>CUM. \$</u>	<u>% GOAL</u>	<u>% ACHVD.</u>
OBLIG.			\$505.8M		\$2,005.0M		
SB	\$138.7M	6.9%	\$267.3M	52.8%	\$ 406.0M	16.9%	20.2%
SDB	\$ 75.6M	3.8%	\$ 86.5M	17.1%	\$ 162.1M	6.4%	8.1%
WOSB	\$ 43.2M	2.2%	\$ 80.5M	8.8%	\$ 123.7M	3.6%	6.2%
HUBZONE					\$ 16.2M		.9%
VOSB/SDV					\$ 6.6M		.3%
HBCU/OMI					\$ 3.5M		.0%



MSFC FY03 TOP 30 PRIME CONTRACTORS

<u>NO.</u>	<u>PRIME</u>	<u>LOCATION</u>	<u>CONTRACT</u>	<u>TITLE</u>	<u>CLASS.</u>	<u>\$ OBLG.</u>
1.	ATK Thiokol	Brigham City, UT	NAS8-97238	Solid Rocket Motor	LB	\$394.8M
2.	Lockheed Martin	New Orleans, LA	NAS8-00016	External Tanks	LB	\$248.7M
3.	Boeing	Canoga Park, CA	NAS8-01140	Shuttle Main Engine	LB	\$240.9M
4.	Boeing	Huntington Beach, CA	NAS8-02070	X-37 Demonstrator	LB	\$114.9M
5.	Computer Sciences	Huntsville, AL	NAS8-60000	PRISMS	LB	\$105.9M
6.	Boeing	Canoga Park, CA	NAS8-01107	RS84 Engine	LB	\$ 77.4M
7.	Lockheed Martin	New Orleans, LA	NAS8-39243-F	Facilities	LB	\$ 58.7M
8.	Stanford University	Stanford, CA	NAS8-39225	Gravity Probe B	NP*	\$ 53.3M
9.	Smithsonian	Cambridge, MA	NAS8-03060/ NAS8-39073	Chandra Science Center	NP	\$ 51.0M
10.	Sverdrup	Huntsville, AL	NAS8-00187	EST	LB	\$ 49.3M



MSFC FY03 TOP 30 PRIME CONTRACTORS (Con't.)

<u>NO.</u>	<u>PRIME</u>	<u>LOCATION</u>	<u>CONTRACT</u>	<u>TITLE</u>	<u>CLASS.</u>	<u>\$ OBLG.</u>
11.	McDonnell Douglas	Huntington Beach, CA	NAS8-01099	Orbital Space Plane	LB	\$ 40.1M
12.	Lockheed Martin	Denver, CO	NAS8-01098	Orbital Space Plane	LB	\$ 33.6M
13.	Northrop Grumman	El Segundo, CA	NAS8-01100	Orbital Space Plane	LB	\$ 29.4M
14.	Hamilton Sundstran	Winsor Locks, CT	NAS8-98053	Water Processor	LB	\$ 23.8M
15.	Lockheed Martin	Huntsville, AL	NAS8-44000	Utilization & Mission	LB	\$ 23.1M
16.	Rocketbased	Canoga Park, CA	NAS8-02001	Air Breathing Rocket	LB	\$ 23.0M
17.	Pratt & Whitney	W. Palm Beach, FL	NAS8-36801	Turbopump	LB	\$ 22.9M
18.	Teledyne Brown	Huntsville, AL	NAS8-02060	Microgravity Support	LB	\$ 17.6M
19.	EG&G Technical	Huntsville, AL	NAS8-03078/ NAS8- 97326	Center Operations	LB	\$ 15.9M
20.	Boeing	Huntsville, AL	NAS8-50000	Space Station	LB	\$ 15.5M



MSFC FY03 TOP 30 PRIME CONTRACTORS (Con't.)

<u>NO.</u>	<u>PRIME</u>	<u>LOCATION</u>	<u>CONTRACT</u>	<u>TITLE</u>	<u>CLASS.</u>	<u>\$ OBLG.</u>
21.	Orbital Sciences	Dulles, VA	NAS8-01102	Rendezvous Technology	LB	\$ 13.9M
22.	Orbital Sciences	Dulles, VA	NAS8-01097	Orbital Space Plane	LB	\$ 12.9M
23.	Accenture		H33841D	Core Financial	LB	\$ 12.4M
24.	SAIC	Huntsville, AL	H32323D	Engineering Support	LB	\$ 12.3M
25.	A.I. Signal	Huntsville, AL	NAS8-02047	Customer & Employee	SDB/8(a)	\$ 11.5M
26.	Hernandez	Huntsville, AL	NAS8-00179	Safety & Mission	WOSB	\$ 10.3M
27.	OAQ Corporation	Huntsville, AL	H34606D	Outsourcing Desktop	LB	\$ 9.2M
28.	Cortez	Huntsville, AL	NAS8-97327	Logistics	SDB	\$ 9.0M
29.	Lockheed Martin	Palo Alto, CA	NAS8-01002		LB	\$ 8.7M
30.	Teledyne Brown	Huntsville, AL	NAS8-97256	OPPF	LB	\$ 7.3M



MSFC FY03 TOP 30 PRIME CONTRACTORS SUMMARY

<u>TOP OBLIGATIONS</u>	<u>% OF OBLIG.</u>	<u>% OF OBLIG.</u>
Total	\$2,005.0M	
Top 5	\$1,105.2M	55.1%
Top 10	\$1,394.9M	69.5%
Top 15	\$1,544.9M	77.0%
Top 20	\$1,639.8M	81.8%
Top 25	\$1,702.8M	84.9%
Top 30	\$1,746.5M	87.1%



MSFC FY04 SOCIOECONOMIC GOAL PROJECTIONS

<u>CATEGORY</u>	<u>DIRECTS</u>	<u>SUBCONTRACTING</u>	<u>CUMULATIVE</u>	<u>% GOALS</u>
EXPENDITURES	\$2,000.0M			
SB	\$ 130.0M	\$240.0M	\$ 370.0M	18.5%
SDB	\$ 49.6M	\$ 78.0M	\$ 127.6M	6.4%
WOSB	\$ 34.0M	\$ 50.0M	\$ 84.0M	4.2%
HUBZONE	\$.0M	\$ 5.1M	\$ 5.1M	.3%
VOSB	\$.0M	\$ 6.6M	\$ 6.6M	.3%
SDV	\$ 15.0M	\$.0M	\$ 15.0M	.8%
HBCU/OMI	\$.0M	\$ 1.0M	\$ 1.0M	.1%



RECENT SIGNIFICANT PURCHASE ORDER / CONTRACT AWARDS

<u>AWARDEE</u>	<u>COSS EG&G</u>	<u>LOGISTICS EG&G</u>	<u>MEDICAL AJT</u>	<u>OPPF Teledyne</u>	<u>AIRCRAFT Lear</u>	<u>UNITES SAIC</u>
K/PO:	NAS8-03060	H36049D	NAS8-03079	NNM04AA05C	NNM04AD70P	NNM04AA02C
AWARDED	Jul-03	Jul-03	Jul-03	Nov-03	Jan-04	Jan-04
VALUE	\$60.0M	\$60.0M	\$ 9.0M	\$36.5M	\$ 8.0M	\$823.6M
SB %	25.0%	50.0%	25.9%	35.0%	10.0%	34.6%
SDB %	12.5%	49.1%	22.8%	30.3%	4.0%	21.8%
WOSB %	8.0%	5.0%	24.5%	27.0%	1.0%	9.9%
HUBZONE SB	4.2%	5.0%	.0%	6.1%	1.0%	1.0%
VOSB/SDV %	3.5%	25.0%	.0%	3.0%	1.0%	1.0%
HBCU %	5.5%	1.9%	.0%	1.0%	.5%	1.0%

NOTE: Percentages based on total contract value.



SIGNIFICANT SB AWARDS (RECENT)

<u>AWARDEE</u>	<u>TITLE</u>	<u>CLASS.</u>	<u>VALUE</u>
Colsa	Huntsville Operation Support Center	SDV	\$110M
Marshall Communications	NASA Integrated Telecommunications	SDB/VOSB	\$ 25M
TKC	NASA Integrated Telecommunications	SDB (Tribe)	\$ 2.0M



MSFC UPCOMING TECHNICAL REQUIREMENTS 2-YEAR PROJECTION

POP EXPIRES 11-30-2004
INCUMBENT Science Application International Corporation
K/PO H32323D
TITLE Systems Management Office Tool Development
CO/CS PS22/Kathy Blevins, (256) 544-0284
EST. \$ \$12.0M
ANTICIPATED COMPETITION GSA MOBIS Schedule Full and Open
RFP RELEASE May/Jun. 2004

POP EXPIRES 03-23-2005
INCUMBENT AJT and Associates
K/PO NAS8-00144
TITLE Facilities Engineering Design Services
CO/CS PS32/Sandra Johnson, (256) 544-6698
EST. \$ \$20.0M
ANTICIPATED COMPETITION 8(a) Competition
RFP RELEASE Sep/Oct 2004



MSFC UPCOMING TECHNICAL REQUIREMENTS 2-YEAR PROJECTION

POP EXPIRES 06-07-2005
INCUMBENT CH2M Hill
K/PO NAS8-00150
TITLE Environmental Engineering Services
CO/CS PS31/Bryan Williford, (256) 544-0373
EST. \$ \$20.0M
ANTICIPATED COMPETITION Full and Open
RFP RELEASE Nov/Dec 2004

POP EXPIRES 06-30-2005
INCUMBENT Eagle Systems & Services, Inc.
K/PO NAS8-02061
TITLE Procurement Support Services
CO/CS PS20/Marty Hanson, (256) 544-0989
EST. \$ \$3.0M
ANTICIPATED COMPETITION 8(a) Sole Source
RFP RELEASE Jan/Feb 2005



MSFC UPCOMING TECHNICAL REQUIREMENTS 2-YEAR PROJECTION

POP EXPIRES 09-30-2005
INCUMBENT Hernandez Engineering
K/PO NAS8-00179
TITLE Safety And Mission Assurance Mission Services
CO/CS PS24/Anna Stovall, (256) 544-0741
EST. \$ SB Set-Aside
ANTICIPATED COMPETITION \$40.0M
RFP RELEASE Jan/Feb 2005

POP EXPIRES 10-14-2005
INCUMBENT Sverdrup Technology
K/PO NAS8-00187
TITLE Engineering, Scientific, and Technical Services
CO/CS PS24/Cathy Moore, (256) 544-8124
EST. \$ \$300.0M
ANTICIPATED COMPETITION Full and Open
RFP RELEASE Jan/Feb 2005



MSFC UPCOMING TECHNICAL REQUIREMENTS 2-YEAR PROJECTION

POP EXPIRES	01-03-2006
INCUMBENT	Cherokee Nation Industries
K/PO	NAS8-01058
TITLE	Microgravity Program Support
CO/CS	PS32/Glenn Alexander, (256) 544-3797
EST. \$	\$15.0M
ANTICIPATED COMPETITION	8(a) Competition
RFP RELEASE	Aug/Sep 2005
POP EXPIRES	01-16-2006
INCUMBENT	R. W. Beck
K/PO	NAS8-01045
TITLE	Inspection Services For MSFC On-site Construction
CO/CS	PS32 Sandra Johnson, (256) 544-6698
EST. \$	\$7.5.0M
ANTICIPATED COMPETITION	Full and Open
RFP RELEASE	Aug/Sep 2005



MSFC UPCOMING TECHNICAL REQUIREMENTS 2-YEAR PROJECTION

POP EXPIRES

INCUMBENT

K/PO

TITLE

CO/CS

EST. \$

ANTICIPATED COMPETITION

RFP RELEASE

04-30-2006

Lyme Computer Systems, Inc.

H34130D

NASA-Wide Access To Full-Text Technical Standards

PS24/Debbie Matthews, (256) 544-8945

\$6.0.0M

GSA Competitive

Nov/Dec 2005



GETTING STARTED

- **Small Business Office**
- **Statements Of Work (SOW)**
- **Niche Marketing**
- **Historical Data**
- **Contracting Officers (CO)**
- **Contracting Officer Technical Representatives (COTR)**
- **Competitors**
- **Strategic Planning**



MARKETING TOOLS

NASA Business Opportunities

NASA Acquisition Internet Service Online Registration

MSFC Support Contractor Listing

MSFC Prime Contractor Listing

MSFC WEB Page: ADDRESS:

http://ec.msfc.nasa.gov/msfc/doin_bus.html



TODAY'S BUDGET REALITIES!

- Shuttle OPERATIONS cost \$500M PER FLIGHT
- Shuttle Programs account for more than 35 percent of NASA budget
- International Space Station more than \$22B over budgeted and only 40 percent complete
- NASA budget remains at level funding



THE PRESIDENTIAL MANDATE! A NEW VISION FOR NASA

- 2008** **Design, build and test of Crew Exploration Vehicle (CEV).**
- 2010** **Assembly of International Space Station completed.**
 - **Retire Space Shuttle.**
 - **Beginning of robotic missions to moon.**
- 2014** **CEV first flight.**
- 2015** **Beginning of CEV missions to moon.**
- 2020** **Develop lunar base.**
- 2030** **Possible mission to Mars.**



COUNT THE COST!

- 5-year CEV design, build, and test projected at \$10B.
- NASA reallocation of current funding expected to contribute \$9B toward CEV cost.
- Congress expected to approve increase to NASA 5-year budget by \$1B.
- Shuttle cost savings to be utilized for funding back to moon project.



DESIGN CONSIDERATIONS!

- **Wing or capsule design.**
- **Reusability.**
- **Cargo capacity.**
- **People transport capability.**
- **Launch platform.**
- **Propulsion systems.**



NEW EMPHASIS!

- **Building on existing technology.**
- **Life sciences.**
- **Nuclear propulsion.**
- **Robotic rovers.**



THE 5 KEYS TO SUCCESS DEVELOPING THE WINNING ATTITUDE

- Life is 10 percent what happens to you, and 90 percent how you react to what happens to you.
- **OUTSTANDING SUCCESSES ARE A RESULT OF OUTSTANDING ATTITUDES**
- Attitude is not the result of success, success is the result of great attitude.
- More than 85 percent of those who get ahead in life do so because of great attitudes.
- A good attitude will improve one's ability to lead, communicate, and motivate more effectively.
- A bad attitude destroys relationships, marriages, businesses, organizations, Churches, and yes even you.
- Attitude is the fine line that separates winners from losers.
- Winners are those who do, can, and will.
- Losers are those who don't, can't, and want.



PLANNING: YOUR ROADMAP TO SUCCESS

- “The will to win is nothing without the will to prepare to win.”
(Bobby Knight)
- “If you don’t have a dream, how can you ever have a dream come true?”
(Rogers & Hammerstein)
- Dreams are where we want to go in life. A goals program is how we get there.
- Success is not the destination, it’s the journey we must take to achieve the success.
- Goals are not a wish list, they are a work list.
- “Absent planning is like a ship upon the sea without a rudder.”
(Earl Nightingale)
- Number one reason for business failures is lack of planning.



KNOWLEDGE: THE KEY THAT UNLOCKS THE DOOR

The Knowledge Explosion!

- Knowledge required for most everything we do in life.
- According to William Dewey, education is a life long process.
- Skills are acquired through knowledge.
- The information technology explosion.



THE ASSOCIATION FACTOR

- **Coaches Bryant and Holtz stated that the key to their successful careers was that they had always surrounded themselves with good people.**
- **Associate with winners!**
- **Associate with positive people!**
- **Surround yourself and your business with positive people!**
- **Be proactive!**



IMPROVING YOUR SERVE

- **Your rewards in life will match your service.**
- **Achieve your goals in life by helping others achieve their goals.**
- **Ann Sullivan hero in Helen Keller story.**
- **Real winners in life get what they want by helping others get what they need.**



MSFC FY03 MAJOR PROGRAMS

<u>INCUMBENT</u>	<u>TITLE</u>	<u>FY03 FUNDING</u>	<u>% OF TOTAL</u>
Total Expenditures		\$2,005.0M	
<u>Space Shuttle Programs:</u>			
ATK Thiokol	Solid Rocket Motors	\$ 394.8M	19.7%
Lockheed Martin	External Tanks	\$ 248.7M	12.4%
Boeing Rocketdyne	Space Shuttle Main Engines	\$ 240.9M	12.1%
Lockheed Martin	Michoud Assembly Facility	\$ 58.7M	2.9%
Pratt & Whitney	Turbopumps	\$ 22.9M	1.1%
TOTAL:		\$ 966.0M	48.2%
<u>OSP/NGLT Programs:</u>			
Boeing Company	X-37 Demonstrator Program	\$ 114.9M	5.1%
Boeing Company	RS84 Engine	\$ 77.4M	3.9%
Mcdonnell Douglas	Orbital Space Plane Architecture	\$ 40.1M	2.0%
Lockheed Martin	Orbital Space Plane Architecture	\$ 33.6M	1.7%
Northrop Grumman	Orbital Space Plane Architecture	\$ 29.4M	1.5%
Rocketbased	Air Breathing Rocket	\$ 23.0M	1.1%
Orbital Sciences	Rendezvous Technology	\$ 13.9M	.7%
Orbital Sciences	Orbital Space Plane Architecture	\$ 12.9M	.6%
TOTAL:		\$ 345.2M	17.2%
TOTAL:		\$1,311.2M	65.4%