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C-1: Industry Outreach Strategy

Executive Summary

The Defense Industry Adjustment Program seeks to support companies that provide operations, maintenance, and mission support to the Department of Defense. While Washington State is in the top ten states for hosting a large military population, we are listed as twenty-third in procuring military contracting dollars. As defense budgets decrease, it will become increasingly important to maintain a strong, competitive defense supply chain in our state to ensure continued ability to serve the mission and operational needs of military installations in Washington State and throughout the nation and to mitigate the economic impacts of anticipated decreased defense spending in the state.

The DIAP will lead efforts to ensure a strong defense supply chain in Washington State by helping defense contractors and subcontractors increase their competitiveness for Department of Defense contracting opportunities, with special emphasis on firms with:

- **Diversification Opportunities:** Firms overly dependent on defense contracts, defined as 40% or more of annual revenue dependent on defense work.
- **Expansion Opportunities:** Businesses doing business with a limited number of DoD customers that could benefit from understanding how to leverage that experience to do business with additional DoD buying offices and other federal agencies.
- **DoD Contractor Potential:** Businesses not currently doing business with the DoD, but with a product/service offering relevant to DoD requirements and a high likelihood of success doing business with DoD if provided technical assistance and education about defense and other federal contracting regulations and procedures.

The Defense Business Development Manager will conduct outreach, provide government contracting technical assistance, refer firms to partners as applicable, and explore strategic initiatives to better support the defense contractor community.

Target Audience

- Current defense contractors and subcontractors in Washington State
 - List of 1900 defense contractors in the state
 - Procurement data from USASpending/Federal Procurement Data Systems
 - Award notices on FBO.gov and Defense Contract Listserv

- Established, experienced firms offering goods or services regularly purchased by Department of Defense buyers. Identify good and services using procurement data and purchasing forecasts and identify prospective contractors through:
 - SBA Dynamic Small Business Search
 - Outreach partners
 - OMWBE certification list
 - Internet search

Outreach partners

Request reciprocal referrals and/or assistance marketing program to industry from the following:

- Department of Commerce Industry Sector Leads
- Department of Commerce Business Services Team
- WMA Partners including:
 - PNDC
 - Washington PTAC
 - Economic Development Councils statewide
 - Chambers of Commerce
- U.S. Small Business Administration, Seattle District Office
- Defense and other federal agency small business utilization officers
- Defense prime contractor small business liaisons

Marketing Tools

- Salesforce
- Website (Update pending) <http://wamilitaryalliance.org/defense-industry-adjustment/government-contracting/>
- Flyer- program
- Flyer template – workshops and events
- Email template – contracting opportunities (See Attachment 1)
- Email template – workshops & events

Planned Outreach

- Specialized outreach to List of 1900 DoD contractors
 - Targeted email from DIAP to all firms on list
 - Introduce DBDM
 - Outline service offering
 - Provide workshop schedule

- Invitation for higher level, strategic discussion about defense supply chain needs
 - Follow up phone call to firms identified for diversification and/or expansion opportunities to proactively schedule one-on-one meeting or conference call
- Utilize current and upcoming contracting opportunities as awareness building outreach to firms
 - Phone call by DIAP or PTAC notifying about opportunity
 - Follow-up email from DIAP or PTAC with next steps and offer for technical assistance (See sample verbiage, Attachment 1)
- Market individualized, one-on-one assistance (by DBDM/PTAC) including the following:
 - Strategic Market Research
 - Federal Acquisition Regulations and the various Defense Supplements (*i.e. Non-manufacturer rule, Davis Bacon, Service Contract Act, Buy America Act, EEO Compliance and reporting*)
 - Marketing Review (DSBS profile, Capability Statement)
 - RFP/RFQ Review
 - Proposal Development
 - Invoicing
 - Certifications
- Workshops

Workshops function as an outreach tool to attract prospective clients for additional one-on-one technical assistance counseling sessions.

Given gap in Washington PTAC services to firms in Seattle area, workshops will also be utilized to provide group technical assistance, making maximum use of DBDM's time while ensuring that the State Department of Commerce and DIAP are responsive to all interested firms in what has been an underserved geographical area. Companies that do not fit within the "target audience" outlined above will be referred to additional workshops and Washington PTAC and/or SBA resource partners for follow-up assistance as appropriate.

Bi-Monthly: DoD/Government Contracting Essentials (Could hold monthly depending on demand)

Quarterly: Beyond DoD: Leveraging Your Defense Contracting into Other Federal Agencies

Marketing to Government Buyers

Certifications for Government Contractors

- 8a
- HUBZone
- VOSB
- WOSB

Bi-Annual: Proposal Development

GSA Schedule Contracts

Methods of Procurement

As scheduled:

Alliance NW 2016

Meet the Buyer Events

OFCCP – Labor Laws (*Will become increasingly relevant to federal contractors due to the recent Fair Pay and Safe Workplace Presidential Executive Order*)

Small Business Innovation Research Program

Attachment 1 - Contracting Opportunity Outreach Email

Sources Sought Notice Email:

The **Joint Base Lewis McChord Mission and Installation Contracting Command** is conducting market research to help them determine how they will select **product/service** for an upcoming contract.

JBLM has posted a *sources sought notice*, which is your opportunity to tell the contracting office that you are here and potentially influence how they procure for the eventual contract.

The Washington State Department of Commerce Defense Industry Adjustment Program is here to help you! We provide no-cost technical assistance to help businesses compete for government contracts. See below for our recommended next steps.

What should you do if you are interested?

1. Review the sources sought notice **here**, **responses due January 27 by 10:00 am**.
2. If you plan on responding, ensure that your business has an active registration in the [System for Award Management](#) (FREE!) and that your registration has not expired. See attached guide and feel free to contact our office if you run into trouble. The registration process can take a week or more, so be sure to do this ASAP. If your registration is not active by the time you respond, indicate that SAM registration is pending.
3. Follow the submittal instructions found in the sources sought notice exactly—give them no more and no less than they've asked for. If something they ask for doesn't make sense, we are happy to explain.
4. Our Defense Business Development Manager is available to review your response before you submit it. Email or call to schedule a time to review over the phone or in person.
5. Be sure to watch www.fbo.gov for the eventual solicitation notice, which is your opportunity to respond and potentially get on the contract. We can walk you through registering on the site to receive emails about opportunities that fit your search criteria.

Please put the Washington State Department of Commerce to work to help you succeed in the government market place!

Pre- Solicitation Email:

The **Joint Base Lewis McChord Mission and Installation Contracting Command** is conducting a buy for **fill in.**

You'll find a pre-solicitation notice posted at **INSERT LINK HERE.** This is the agencies way of giving you advanced notice of the buy. You will see a solicitation with full information about the buy soon.

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What should you do if you are interested?

1. Ensure that your business has an active registration in the [System for Award Management](#) (FREE!) and that your registration has not expired. See attached guide and feel free to contact our office if you run into trouble. The registration process can take a week or more, so be sure to do this ASAP. Your registration must be active by the time the contract is awarded.
2. Be sure to watch www.fbo.gov for the upcoming solicitation notice, which is your opportunity to respond and potentially get on the contract. We can walk you through registering on the site to receive emails about opportunities that fit your search criteria.
3. When the solicitation notice is posted, follow the submittal instructions exactly-- give them no more and no less than they've asked for. If something they ask for doesn't make sense, we are happy to explain.
4. Our team is available to review your response before you submit it. Email or call to schedule a time to review over the phone or in person.

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Solicitation Email:

The **Joint Base Lewis McChord Mission and Installation Contracting Command** is conducting a buy for **fill in.**

You'll find a solicitation notice posted at **insert link here.**

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What should you do if you are interested?

1. Review the solicitation in its entirety, including any links to additional attachments and any amendments. You'll find a *statement of work* or *performance work statement* that outlines what is being purchased, *evaluation factors for award* that explain how you will be evaluated, the *terms and conditions* for the contract, as well as additional information. Contact our Defense Business Development Manager for help understanding the solicitation.
2. If you plan on responding, ensure that your business has an active registration in the [System for Award Management](#) (FREE!) and that your registration has not expired. See attached guide and feel free to contact our office if you run into trouble. The registration process can take a week or more, so be sure to do this ASAP. Your registration must be active by the time the contract is awarded.
3. Follow the submittal instructions exactly-- give them no more and no less than they've asked for. If something they ask for doesn't make sense, we are happy to explain.
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Attachment 2 – Outreach Letter

Dear <<Defense Contractor>>,

As one of the estimated 1,900 defense contractors and subcontractors in Washington State, you play a critical role in maintaining a strong defense supply chain in our state. The work you do ensures continued ability to serve the mission and operational needs of military installations throughout the nation while growing your business, keeping your valuable workforce employed, and strengthening the Washington State economy.

For the past year, the Washington Department of Commerce's Military and Defense Sector has led efforts to support the defense contractor community and mitigate the impacts of defense spending cuts on contractors through a \$5.2 million grant with the DoD Office of Economic Adjustment. The work funded by this grant will inform the State's future strategies to support Washington defense contractors and provides resources to help firms with immediate needs. For more information on this work, visit <http://wamilitaryalliance.org>.

We'd like to introduce you to the newest member of our team, Defense Business Development Manager Stephanie Scott. With a strong background in federal contracting and workforce development, Stephanie is here to help with:

- **Individualized technical assistance**
Strategic market research, understanding Federal Acquisition Regulations and Defense Supplements, marketing to government buyers, understanding and responding to federal solicitations, small and diverse business certifications and more!
- **Expansion and Diversification Opportunities**
Explore how to increase the defense work you are doing or leverage your success in the DoD marketplace into doing business with civilian federal agencies.
- **Trade and Export**
Learn about resources, training, and support available to help you explore or expand your company's export efforts.
- **Workforce**
In partnership with Washington Employment Security Department and other community partners, learn about resources available to help you find qualified employees and retain them when workloads change.

We also want to hear from you to learn how the State of Washington can better support defense contractors. Please contact Stephanie Scott today at (206) 384-8211 or Stephanie.Scott@commerce.wa.gov.