DEPARTMENT OF THE NAVY
OFFICE OF THE ASSISTANT SECRETARY
(RESEARCH, DEVELOPMENT AND ACQUISITION)
1000 NAVY PENTAGON
WASHINGTON DC 20350-1000

JUL 12 2011

MEMORANDUM FOR DISTRIBUTION

SUBJECT: Increase Dynamic Small Business Role in the Defense Marketplace

The attached joint Director Office of Small Business Programs/Director Defense Procurement and Acquisition Policy memorandum of June 27, 2011 is forwarded for your information and action, as appropriate. It directs contracting officers to use market research to identify the capabilities of small businesses and new entrants into the marketplace. It also reminds contracting officers to adhere to procedures at Federal Acquisition Regulation 7.104 to engage small business specialists and Small Business Administration procurement center representatives in the acquisition planning process to ensure full consideration of small businesses. Further details are provided within the memorandum.

My point of contact is Gabrielle Trickett, gabrielle.trickett@navy.mil, 703-614-9641.

Allie Coetzee
CAPT, SC, USN
Executive Director
DASN (Acquisition & Procurement)

Attachment:
As stated

Distribution:
See next page

SUBJECT: Increase Dynamic Small Business Role in the Defense Marketplace

Distribution:
CMC (LB)
MARCORSYSCOM (CT)
MSC (N10)
NAVAIRSYSCOM (2.0)
NAVFACENGCOM (ACQ)
NAVSEASYSCOM (02)
NAVSUPSYSCOM (02)
ONR (02)
SPAWARSYSCOM (2.0)
SSP (SPN)
NAVICP (02)

Copy to:
AGC (RDA)
DON OSBP

OFFICE OF THE UNDER SECRETARY OF DEFENSE
3000 DEFENSE PENTAGON
WASHINGTON, DC 20301-3000

ACQUISITION,
TECHNOLOGY
AND LOGISTICS

JUN 27 2011

MEMORANDUM FOR COMMANDER, UNITED STATES SPECIAL OPERATIONS COMMAND (ATTN: ACQUISITION EXECUTIVE)
COMMANDER, UNITED STATES TRANSPORTATION COMMAND (ATTN: ACQUISITION EXECUTIVE)
DEPUTY ASSISTANT SECRETARY OF THE ARMY (PROCUREMENT)
DEPUTY ASSISTANT SECRETARY OF THE NAVY (ACQUISITION AND LOGISTICS MANAGEMENT)
DEPUTY ASSISTANT SECRETARY OF THE AIR FORCE (CONTRACTING)
DIRECTORS OF THE DEFENSE AGENCIES
DIRECTORS OF THE DOD FIELD ACTIVITIES

SUBJECT: Increase Dynamic Small Business Role in the Defense Marketplace

The Under Secretary of Defense for Acquisition, Technology and Logistics memorandum of September 14, 2010, entitled "Better Buying Power: Guidance for Obtaining Greater Efficiency and Productivity in Defense Spending" recognizes the vital role of small businesses and charges the Department to increase small business participation in our acquisition of goods and services. As he noted, small businesses provide the Department with an important degree of agility and innovation.

To that end, contracting officers should use market research to identify the capabilities of small businesses and new entrants into the marketplace. Additionally, you are reminded to follow the Federal Acquisition Regulation (FAR) procedures at FAR 7.104 to ensure that your small business specialists and, if possible, the SBA procurement center representative are fully engaged in the acquisition planning process. The objective is to provide full consideration of small businesses as an essential part of the planning process. Reviewing future acquisition requirements at least annually with the small business specialist will assist in identifying procurement opportunities for small businesses.

As you are aware, solicitations and contracts that offer subcontracting possibilities, and that meet the other criteria prescribed by FAR 19-708(b), must contain the clause at FAR 52.219-9. It requires that contracting officers review an offeror's small business subcontracting plan, and incorporate it as part of the contract. Contracting officers are also reminded to include in the solicitation and contracts, where appropriate, the clause at FAR 52.219-10, with accompanying incentives, to motivate further contractors to meet and improve their small business participation efforts.

The Department of Defense is committed to removing any barriers that impede the full utilization of small businesses. Your assistance is requested in supporting this effort.

The DPAP staff point of contact for small business procurement policy is Ms. Cassandra R. Freeman, 703.693.7062, or cassandra.freeman@osd.mil. The OSBP staff point of contact for subcontracting is Ms. Wendy Despres, 703.604.0157 x145, or wendy.despres@osd.mil.

Andre J. Gudger
Director, Office of Small Business Programs

Richard Ginman
Director, Defense Procurement and Acquisition Policy