

NATIONAL AERONAUTICS AND SPACE ADMINISTRATION (NASA)

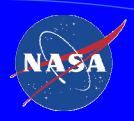
GEORGE C. MARSHALL SPACE FLIGHT CENTER (MSFC)

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:

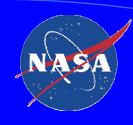
Aviation & Missile Command (AMCOM) Mr. Mit Merrett, Small Business Specialist (256) 876-5441 (Phone)

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





MSFC INDUSTRY ASSISTANCE OFFICE--YOUR INFORMATION SOURCE

ADDRESS:

George C. Marshall Space Flight Center

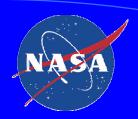
Procurement Office

Huntsville, AL 35812

FAX: (256) 544-5851

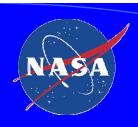
POINT OF CONTACT	TITLE	PHONE	EMAIL
Mr. Stan McCall	Small Business Officer	(256) 544-0254	stanley.e.mccall@nasa.gov
Mr. David Brock	Center Industry Assistance Officer	(256) 544-0267	david.brock@nasa.gov
Ms. Fran Thompson	Management Support Assistant	(256)544-8816	fran.thompson@nasa.gov
Ms. Barbara Jenkins	SBA PCR	(256) 544-5012	barbara.Jenkins@msfc.nasa.gov

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



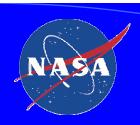
MSFC INDUSTRY ASSISTANCE OFFICE - YOUR INFORMATION SOURCE

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



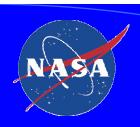
NASA FY03 SOCIOECONOMIC GOAL PROJECTIONS

CATEGORY	DIR.\$	SUB. \$	<u>CUM. \$</u>	% GOAL
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%



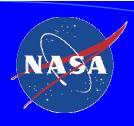
MSFC FY03 SOCIOECONOMIC GOAL ACHIEVEMENTS

CATEGORY	DIR. \$	<u>DIR. %</u>	SUB. \$	SUB. %	CUM. \$	% GOAL	% ACHVD.
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%



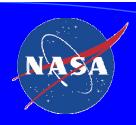
MSFC FY03 TOP 30 PRIME CONTRACTORS

<u>NO.</u>	PRIME	<u>LOCATION</u>	CONTRACT	TITLE C	LASS.	<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/	Chandra Science	NP	\$ 51.0M
			NAS8-39073	Center		
10.	Sverdrup	Huntsville, AL	NAS8-00187	EST	LB	\$ 49.3M



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

<u>NO.</u>	<u>PRIME</u>	LOCATION	CONTRACT	TITLE	CLASS.	\$ OBLG.
11.	McDonnell Douglas	Huntington Beach, CA	NAS8-01099	Orbital Space Plane	e LB	\$ 40.1M
12.	Lockheed Martin	Denver, CO	NAS8-01098	Orbital Space Plane	e LB	\$ 33.6M
13.	Northrop Grummar	n El Segundo, CA	NAS8-01100	Orbital Space Plane	e 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	on LB	\$ 23.1M
16.	Rocketbased	Canoga Park, CA	NAS8-02001	Air Breathing Rock	tet LB	\$ 23.0M
17.	Pratt & Whitney	W. Palm Beach, FL	NAS8-36801	Turbopump	LB	\$ 22.9M
18.	Teledyne Brown	Huntsville, AL	NAS8-02060	Microgravity Suppo	ort LB	\$ 17.6M
19.	EG&G Technical	Huntsville, AL	NAS8-03078/	Center Operations	LB	\$ 15. 9M
			NAS8- 97326			
20.	Boeing	Huntsville, AL	NAS8-50000	Space Station	LB	\$ 15.5M



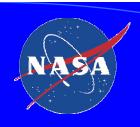
MSFC FY03 TOP 30 PRIME CONTRACTORS (Con't.)

<u>NO.</u>	<u>PRIME</u>	LOCATION	CONTRACT	TITLE	CLASS.	\$ OBLG.
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.	OAO 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

TOP OBLIGATIONS	% OF OBLIG.	% OF OBLIG.
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

CATEGORY	DIRECTS	SUBCONTRACTING CUMULATIV	E % GOALS
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	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%



RECENT SIGNIFICANT PURCHASE ORDER / CONTRACT AWARDS

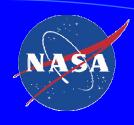
<u>AWARDEE</u>	COSS EG&G	LOGISTICS EG&G	MEDICAL AJT	OPPF Teledyne	AIRCRAFT Lear	UNITES SAIC
K/PO:	NAS8-03060	H36049D	NAS8-03079	NNM04AA05C	NNM04AD70P	NNM04AA02C
AWARDED	Jul-03	Jul-03	Jul-03	Nov-03	Jan-04	Jan-04
VALUE	\$60.0M	\$60.0M	\$ 9.0M	\$36.5M	\$ 8.0M	\$823.6M
SB %	25.0%	50.0%	25.9%	35.0%	10.0%	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)

AWARDEE	TITLE	CLASS.	<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

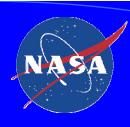
TITLE Facilities Engineering Design Services

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

INCUMBENT

K/PO

TITLE

CO/CS

EST.\$

ANTICIPATED COMPETITION

RFP RELEASE

POP EXPIRES

INCUMBENT

K/PO

TITLE

CO/CS

EST.\$

ANTICIPATED COMPETITION

RFP RELEASE

06-07-2005

CH2M Hill

NAS8-00150

Environmental Engineering Services

PS31/Bryan Williford, (256) 544-0373

\$20.0M

Full and Open

Nov/Dec 2004

06-30-2005

Eagle Systems & Services, Inc.

NAS8-02061

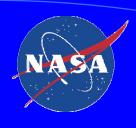
Procurement Support Services

PS20/Marty Hanson, (256) 544-0989

\$3.0M

8(a) Sole Source

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

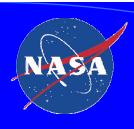
TITLE Engineering, Scientific, and Technical Services

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

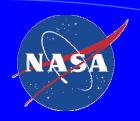
NASA-Wide Access To Full-Text Technical Standards

PS24/Debbie Matthews, (256) 544-8945

\$6.0.0M

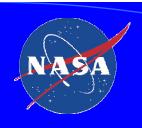
GSA Competitive

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

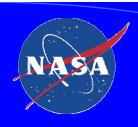
MSFC WEB Page: ADDRESS:

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



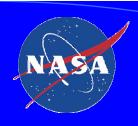
TODAY'S BUDGET REALITIES!

- 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.



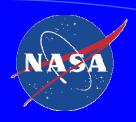
COUNT THE COST!

- 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.



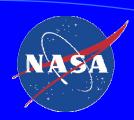
DESIGN CONSIDERATIONS!

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



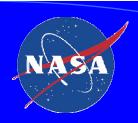
NEW EMPHASIS!

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



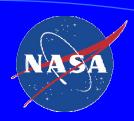
THE 5 KEYS TO SUCCESS DEVELOPING THE WINNING ATTITUDE

- '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

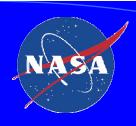
- "The will to win is nothing without the will to prepare to win." (*Bobby Knight*)
- •"If you don't have a dream, how can you ever have a dream come true?" (Rogers & Hammerstein)
- •Dreams are where we want to go in life. A goals program is how we get there.
- •Success is not the destination, it's the 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

INCUMBENT	TITLE	FY03 FUNDING	% OF TOTAL
Total Expenditures		\$2,005.0M	
Space Shuttle Progran	<u>1s:</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%
OSP/NGLT Programs:			
Boeing Company	X-37 Demonstrator Program	\$ 114.9M	5.1%
Boeing Company	RS84 Engine	\$ 77.4M	3.9%
Mcdonnell Douglas	Orbital Space Plane Architectur	e \$ 40.1M	2.0%
Lockheed Martin	Orbital Space Plane Architectur	e \$ 33.6M	1.7%
Northrop Grumman	Orbital Space Plane Architectur	e \$ 29.4M	1.5%
Rocketbased	Air Breathing Rocket	\$ 23.0M	1.1%
Orbital Sciences	Rendezvous Technology	\$ 13.9M	.7%
Orbital Sciences	Orbital Space Plane Architectur	e \$ 12.9M	.6%
TOTAL:		\$ 345.2M	17.2%
TOTAL:		\$1,311.2M	65.4%