

# MARSHALL SPACE FLIGHT CENTER

DOING BUSINESS AT MSFC

PRESENTED AT:

MODEL BASED ENTERPRISE  
SUPPLIER EDUCATION TRAINING  
SUMMIT

PRESENTER:

MR. DAVID E. BROCK

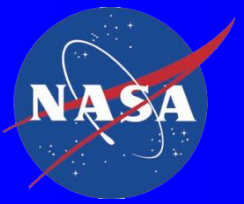
MSFC SMALL BUSINESS SPECIALIST



# NASA Major and Component Installations



( ) Lead Management Center



# Four Mission Directorates and Ten Centers

## ● Space Operations

- Johnson Space Center
- Marshall Space Flight Center
- Kennedy Space Center
- Stennis Space Center

## ● Aeronautics

- Langley Research Center
- Glenn Research Center
- Dryden Flight Research Center

## ● Science

- Goddard Space Flight Center
- Ames Research Center
- Jet Propulsion Laboratory (JPL)- Cal Tech

## ● Exploration Systems

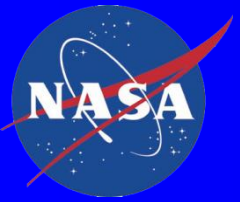
- Various



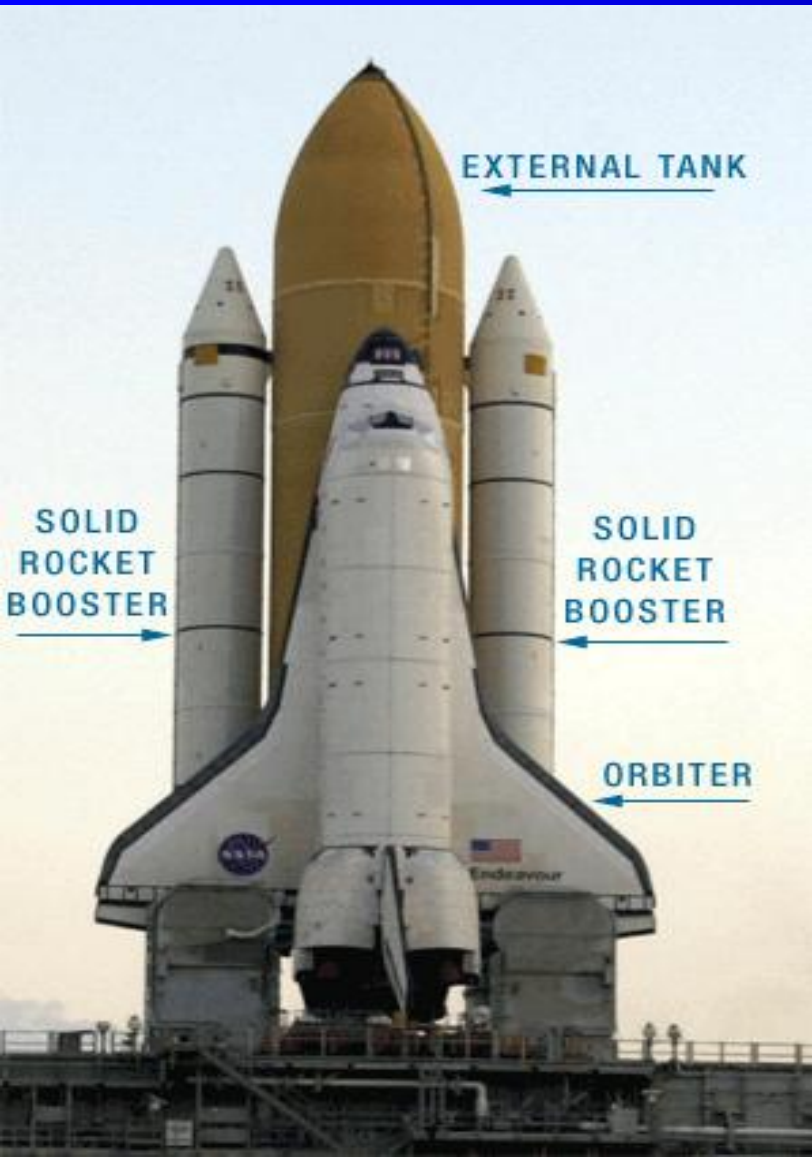


# Center Missions

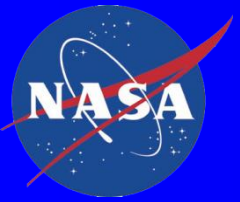
Center	Mission
Ames Research Center	Aerospace & Small Spacecraft
Dryden Flight Research Center	Atmospheric Research & Testing
Glenn Research Center	Aeronautics & Spacecraft Technology
Goddard Space Flight Center	Science Missions & Telescopes
Jet Propulsion Laboratory	Deep Space Robotic Rovers & Networks
Johnson Space Flight Center	Operations
Kennedy Space Center	Shuttle Launch & Landing
Langley Research Center	Aviation & Space Research
Marshall Space Flight Center	Space Transportation, Systems & Selected Science
Michoud Assembly & Facility	Shuttle & Constellation Manufacturing
Stennis Space Center	Shuttle Engine Testing



# Space Shuttle Program



- The world's first usable spacecraft in history that can carry large satellites both to and from orbit.
- Launches like a rocket, maneuvers in Earth orbit like a spacecraft and lands like an airplane
- Orbits the earth at 115 to 400 statute miles with a velocity of over 17,321 mph.
- **The most reliable launch record of any rocket now in operation.** Since 1981, it has boosted more than 1.36 million kilograms (3 million pounds) of cargo into orbit. More than 600 crew members have flown on its missions.



# International Space Station Program

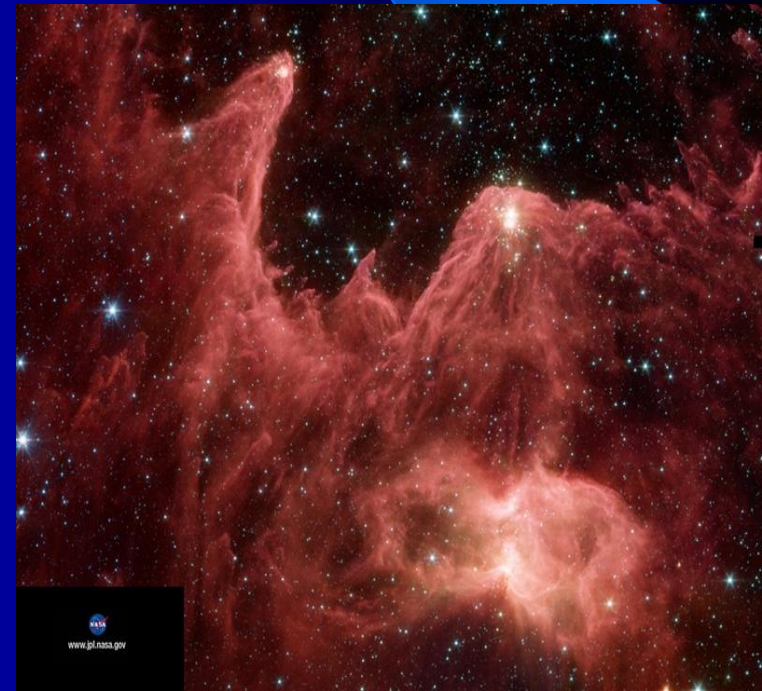


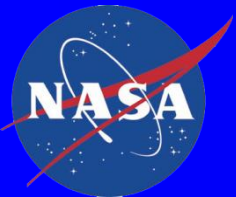
- Altitude: ~200 miles above earth
- Velocity: 17,240 mph, completing 15.7 orbits per day
- Joint project between United States (USA), Russia (RKA), Japan (JAXA), Canada (CSA), and several European countries (ESA), and Brazil (AEB)
- World-class research platform for biomedical, biotechnology, fluid physics, material science, quantum physics, astronomy, and meteorology
- Permanently manned since Nov. 2, 2000. Visited by over 137 people to date.



# NASA Centers

- Have individual Industry Assistance Offices
- Have dedicated Small Business Specialists(s)
- Engage in outreach efforts
- Do procurements Independently of other Centers

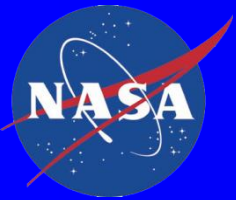




# NASA Small Business Specialists

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AMES Research	Lupe Velasquez	(650) 614-4522	Lupe.m.velasquez@nasa.gov
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Marshall Space Flight Center	David Brock	(256) 544-0267	David.e.brock@nasa.gov
NASA Shared Services Center	John Cecconi	(228) 813-6810	<a href="mailto:John.a.cecconi@nasa.gov">John.a.cecconi@nasa.gov</a>
Stennis Space Flight Center	Michelle Stracener	(228) 688-1720	Michelle.m.stracener@nasa.gov





# Marshall at a Glance



**\$2.7 billion**  
budget in fiscal year 2009



**6<sup>th</sup> largest**  
employer in the Huntsville -  
Madison county area



**> 7,000**  
employees at Marshall  
(2,634 civil service employees in  
fiscal year 2008)



**4.5 million**  
square feet of space occupied  
in Huntsville

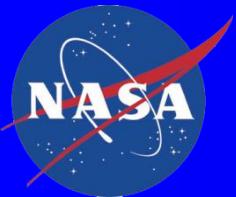


**\$1.26 billion (FY2009)**  
impact to Alabama  
economy



**MAF**  
2.2M square feet of  
manufacturing space at  
Michoud Assembly Facility in  
New Orleans

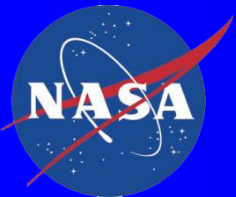
*Marshall is an engine of opportunity for its community and beyond.*



# MSFC FY 2010 SB

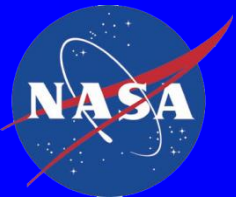
## Direct Goal Achievements

<b>CATEGORIES</b>	<b>% GOALS</b>	<b>\$ ACHIEVED</b>	<b>% ACHIEVED</b>
Proc. \$		\$2,431.2	
SB	5.90%	\$ 237.8	9.78%
SDB	2.14%	\$ 86.9	3.58%
WOSB	1.11%	\$ 50.7	2.09%
HUBZone SB	.30%	\$ 36.8	1.52%
SDVO SB	1.10%	\$ 34.3	1.41%



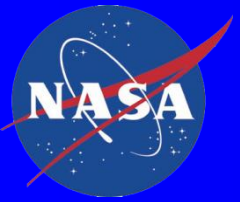
# FY 2010 Cumulative Subcontracting Achievements

<b>CATEGORIES</b>	<b>% GOALS</b>	<b>\$ ACHIEVEMENTS</b>	<b>% ACHIEVED</b>
<b>TOTAL</b>		\$948.1	
SB	42.36%	\$437.9	46.19%
SDB	18.06%	\$152.5	16.08%
WOSB	11.11%	\$ 89.4	9.42%
HUBZone SB	2.50%	\$ 23.8	2.51%
VOSB	2.50%	\$ 43.2	4.56%
SDVO SB	1.94%	\$ 16.4	1.73%
HBCU/MI	.80%	\$ 10.4	1.10%



# FY 2010 Cumulative Small Business Achievements

<b>CATEGORIES</b>	<b>DIRECTS</b>	<b>SUBCON- TRACTING</b>	<b>CUMULATIVE</b>	<b>% ACHIEVED</b>
Proc. \$			\$2,431.2	
SB	\$237.8	\$437.9	\$ 675.8	27.8%
SDB	\$ 86.9	\$152.5	\$ 239.4	9.8%
WOSB	\$ 50.7	\$ 89.4	\$ 140.9	5.8%
HUBZone SB	\$ 36.8	\$ 28.8	\$ 60.6	2.5%
VOSB	\$ 39.4	\$ 43.2	\$ 65.7	3.4%
SDVO SB	\$ 34.5	\$ 16.4	\$ 50.9	2.1%



# Space Shuttle Full Scale Production Support at MSFC

- Space Shuttle flying since 1981
- Two flights remaining
- MSFC Programs:
  - External Tank
  - Solid Rocket Booster
  - Solid Rocket Motor
  - Space Shuttle Main Engine



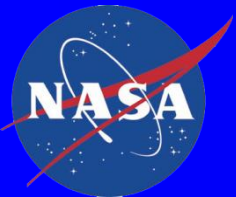
# Project Constellation Programs Supported at MSFC

- Ares I managed:
  - First Stage
  - J-2X Liquid Engine
  - Upper Stage Avionics
  - Upper Stage Production
- Continue to work on program of record



# FY 2006-2010 Top Contracts

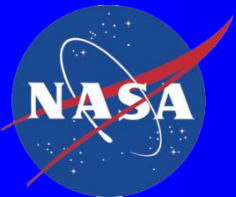
<b>CATEGORIES</b>	<b>FY 2007</b>	<b>FY2008</b>	<b>FY2009</b>	<b>FY2010</b>
Proc. \$	\$2,204.9	\$2,535.6	\$2,243.8	\$2,442.9
Space Shuttle	\$ 975.6	\$ 781.6	\$ 773.3	\$ 584.9
% of Proc. \$	44.2%	30.8%	34.5%	23.9%
Ares I	\$ 208.9	\$ 725.6	\$ 478.1	\$ 892.8
% of Proc. \$	9.5%	28.6%	21.3%	36.5%
Total	\$1,184.5	\$1,507.2	\$1,251.4	\$1,477.7
% of Proc. \$	53.7%	59.4%	55.8%	60.9%



# FY 2010 Top 10 Contracts by Obligations

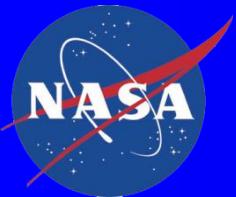
No.	Prime	Contract	Title	Class.	Oblig.
1.	ATK	NNM07AA75C	Ares I First Stage	LB	\$396.8
2.	Pratt & Whitney	NNM06AB13C	J-2X Engine	LB	\$286.0
3.	Lockheed Martin	NAS8-00016	External Tank	LB	\$219.8
4.	Pratt & Whitney	NAS8-01140	Shuttle Main Engine	LB	\$192.1
5.	ATK	NAS8-97238	Shuttle Solid Rocket	LB	\$173.0
6.	Jacobs	NNM05AB50C	Engineering Support	LB	\$160.3
7.	SAIC	NNM04AA02C	IT Services	LB	\$158.7
8.	Boeing	NNM07AB03C	Upper Stage Production	LB	\$143.5
9.	Jacobs	NNM09AA20C	MAF O&M	LB	\$ 84.0
10.	Boeing	NNM08AA16C	Upper Stage Avionics	LB	\$ 66.5





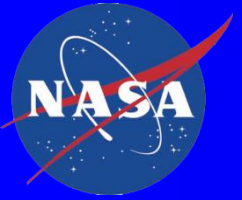
# Broad Agency Announcement for Space Launch Systems – Heavy Lift and Propulsion Technologies

<b>AWARDEE</b>	<b>CITY/STATE</b>	<b>CONTRACT NUMBER</b>	<b>CLASSIFI -CATION</b>	<b>CONTACT</b>
Aerojet	Rancho Cordova, CA	NNM11AA05C	LB	Carol Rice 916.355.3235
Analytical Mechanics Associates	Huntsville, AL	NNM11AA06C	SB	Kenneth Smith 256.830.4811
Andrews Space	Tukwila, WA	NNM11AA07C	SDWB	Marion John 206.438.0600
ATK	Huntsville, AL	NNM11AA08C	LB	Jenifer Scoffield 435.863.2017
Lockheed Martin	Huntsville, AL	NNM11AA10C	LB	Mary Merritt 303.971.6118
Northrop Grumman	Huntsville, AL	NNM11AA11C	LB	Mariano Javier 310.332.3376
Orbital Sciences	Chandler, AZ	NNM11AA13C	LB	Mark Pieczynski 714.677.2444



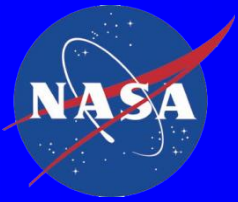
# Broad Agency Announcement for Space Launch Systems – Heavy Lift and Propulsion Technologies (Cont.)

<b>AWARDEE</b>	<b>CITY/STATE</b>	<b>CONTRACT NUMBER</b>	<b>CLASSIFICATION</b>	<b>CONTACT</b>
Pratt & Whitney Rocketdyne	Canoga Park, CA	NNM11AA14C	LB	Patty Rice 561.796.4314
SAIC	Huntsville, AL	NNM11AA12C	LB	Sharon Brown 652.594.7361
Space Exploration Technologies	Hawthorne, CA	NNM11AA15C	SB	Maxx Vozoff 310.363.6311
The Boeing Company	Huntsville, AL	NNM11AA09C	LB	Brad Bruce 256.464.4697
United Launch Alliance	Centennial, CO	NNM11AA16C	LB	Randall Tanner 303.269.5397
United Space Alliance	Huntsville, AL	NNM11AA17C	LB	Joellen Moore 321.861.5249



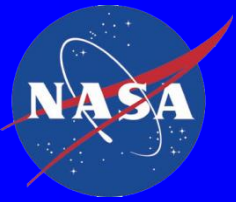
# Engineered Solutions and Prototyping (ESP) Performance Work Statement Summary

- Space structures development
- Hardware Integration & testing
- Technology maturation through bench testing and prototype and process development via prototypes



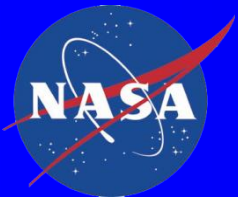
# ESP Background Data

Incumbent:	New requirement
Estimated Value:	Maximum quantity value of \$500 million
Period of Performance:	5 years
Contract Type:	CPFF with performance Incentive IDIQ
NAICS Code/Size Standard:	541712 – 1000 employees
Projected Competition:	Multiple awards



# ESP Procurement Milestones

Procurement Strategy Meeting:	June 20, 2011
Draft RFP Release:	August 3, 2011
Industry Day:	August 8, 2011
Final RFP Release:	September 10, 2011
Proposal Due Date:	October 28, 2011
Evaluation Completed:	March 18, 2012
Projected Award Date:	March 31, 2012



# ESP Recommended Subcontracting Percentage Goals

## TARGETS

## % GOALS

SB

26.0%

SDB

8.0%

WOSB

5.0%

HUBZone SB

3.0%

VOSB

2.5%

SDVO SB

2.0%



# New Postings

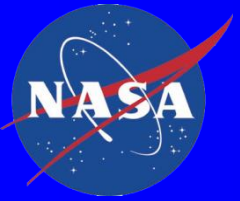
- NASA Acquisition Internet Service
- NASA Acquisition Internet Service  
Online Registration



# Doing Business with the George C. Marshall Space Flight Center Web Site

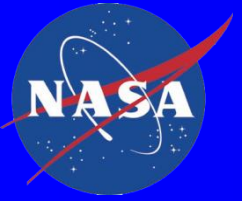
[http://ec.msfc.nasa.gov/msfc/doin\\_bus.html](http://ec.msfc.nasa.gov/msfc/doin_bus.html)





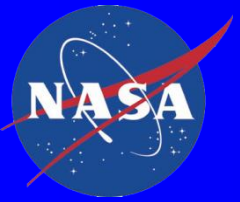
# NASA/MSFC Small Business Vendor Database & Directories

- MSFC Web Base Directories
  - Small Business Directory
  - Hardware, Fabrication, Machining, & Assembly Services Directory
  - Product Offerings Directory
- Directories found at:  
[http://ec.msfc.nasa.gov/msfc/doin\\_bus.html](http://ec.msfc.nasa.gov/msfc/doin_bus.html)
- To register, contact Amy Watson at 256.544.6263
- NASA Vendor Database
  - [https://vendors.nvdb.nasa.gov/index.cfm?fuseaction=Vendor.challenge\\_screen](https://vendors.nvdb.nasa.gov/index.cfm?fuseaction=Vendor.challenge_screen)



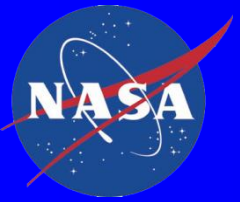
# Making the Connection

- MSFC joint counseling initiative
- In-house counseling
- Marshall Small Business Alliance meetings



# When Pursuing Competitive Acquisitions

- Start the marketing process 18 to 24 months prior to the period of performance expiration date
- Let the SBS know of your interest
- Review the performance work summary (If available)
- Respond to sources sought/request for information
- Closely review draft request for proposals
- Attend industry briefings and participate in site visits



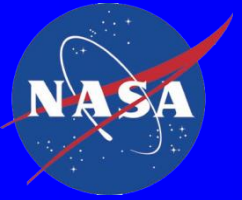
# Other Things to Consider

- Competition type
- North American Industry Classification System (NAICS) Code and size standard to be utilized
- Level of subcontracting (If applicable)
- Request for proposal (RFP)/request for quote (RFQ) release date
- Key procurement and technical contacts



# Other Things to Consider (Cont.)

- Aligning core competencies to PWS
- Competitive determinations (Prime or Subcontractor)
- Teaming



# Desirable Contractor Attributes

- Team player.
- Customer focus.
- Reasonable cost.
- Good safety record.
- Relevant experience.
- Reliable, responsive, and flexible.



# Keys to Success

- Planning: Your Roadmap To Success:

“Absent planning In One’s Life or Business is like a ship upon the sea without a rudder” (*Earl Nightingale*)

- Planning Primary Reason For Business Failures

- Build A Dream Team:

- Need A Team To Obtain A Dream

- Attract To Your Team The Best, Keenest and Brightest

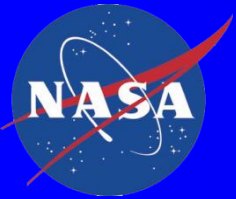
- Team Is “Together Everyone Achieves Miracles”

- Network Your Way To Success:

- Your Network Will Determine Your Net Worth

- You Have To Make Contacts To Make Contracts

- Create Relationships With Hinges That Never Rust



# MSFC Small Business Program Contacts

<u>CONTACT</u>	<u>TITLE</u>	<u>EMAIL</u>	<u>PHONE</u>
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Lynn Garrison	Small Business Tech Advisor	Virginia.b.garrison@nasa.gov	(256) 544-6719
Barbara Jenkins	SBA PCR for MSFC	Barabara.j.jenkins@nasa.gov	(256) 544-5012

Location: Bldg. 4202, Room 211

[http://ec.msfc.nasa.gov/msfc/doin\\_bus.html](http://ec.msfc.nasa.gov/msfc/doin_bus.html) (Web Site)