



# Acquisition Directorate

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## Procurement Policy & Oversight

### Small Business & Industry Programs Overview

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Director of Small Business & Industry Liaison Programs





# USCG CONTRACTING ENTERPRISE

**A Community of Practice**

*The USCG Contracting Enterprise is an effective and high-performing organization, demonstrating flexibility, responsiveness, efficiency, agility and transparency and is recognized as a strategic asset in accomplishing the USCG mission set. We are trusted advisors, delivering reliable expertise and valued services to our partners throughout the acquisition life cycle. We are committed to results and our decisions drive optimal business outcomes. We employ best practices and creative strategies to continuously improve our performance. USCG is an employer of choice and a center of excellence for contracting professionals. -Semper Paratus*



## STRATEGIC GOALS FOR 2016-2021

### People

Build and Develop the USCG Contracting Workforce to be Prepared for 21st Century Challenges

### Culture

Establish the USCG Contracting Enterprise as a High Performing Organization and an Employer of Choice

### Processes

Modernize Business Processes and Raise Technical Caliber of the USCG Contracting Enterprise

### Technology

Enable the USCG Contracting Enterprise with Effective Tools to Promote Agility and Efficiency



The USCG Contracting Enterprise  
CG-912 & CG-913  
ALC  
C4ITSC  
SILC-BSS  
SILC-CON  
SFLC

## OUR CORE VALUES

### Integrity

*We are committed to the highest ethical standards, exhibiting honesty and fairness in everything that we do and we are willing to do the same things we ask of others.*

### Partnership

*We are dedicated to satisfying customer needs through thoughtful collaboration, focused communication and trusted relationships.*

### Respect

*We cultivate a positive teamwork environment where everyone is encouraged to openly share opinions and views and everyone's contributions are valued.*



### Empowerment

*We foster a high-performing workforce which takes initiative and responsibility for proactive decision-making and we hold ourselves accountable for results.*

### Quality

*We set high standards and are committed to achieving excellence in our work products and in the guidance we provide.*

### Innovation

*We are open-minded, pioneering and creative in delivering our best business judgment.*

### Purpose-driven Commitment

*We are committed to our purpose of supporting the USCG mission by continually evolving as an organization to provide outstanding contracting and procurement support.*

Mission execution begins here.



Acquisition Directorate  
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# PRIORITIES FOR USCG CONTRACTING ENTERPRISE

## Competition

- ❖ Drives innovation
- ❖ Drives down costs

## Standardization and Commonality

- ❖ Timely award of contracting instruments
- ❖ Portfolio management and compliance oversight
- ❖ Mission execution with current resources using demand signal optimization
- ❖ Enable continuity between current and new/planned assets
- ❖ Facilitate asset maintenance (acquisition-to-sustainment)

# PRIORITIES FOR USCG CONTRACTING ENTERPRISE

## Affordability

- ❖ New assets, equipment and services must fit into the Coast Guard budget
- ❖ Accurate life-cycle cost estimates are crucial in demonstrating affordability

## Industry Outreach

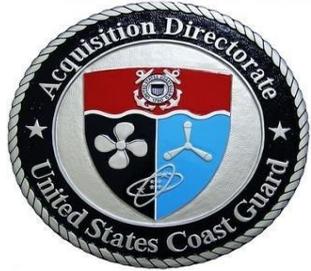
- ❖ Establish more effective communication between Coast Guard and Industry to inform better mission outcomes

## Delivering Value

- ❖ Leverage USCG Contracting as a strategic asset with the ability to impact the Service's fiscal position



# FY18-20 Small Business & Industry Engagement Strategic Plan



## MISSION STATEMENT

“To maximize and expand small business inclusion, industry engagement and business opportunities within the USCG Contracting Enterprise.”

## VISION STATEMENT

“Create a USCG Contracting Enterprise culture that views small businesses and industry as:  
1) Relevant 2) Economical 3) Advanced  
4) Deliverable and 5) Yielding (R.E.A.D.Y)  
to support the execution of the USCG mission.”

- 1 LEADERSHIP:** Empower the USCG Contracting Enterprise to drive meaningful engagement, industry outreach and small business inclusion for mission achievement
  - FY18** Engage the USCG acquisition community across all levels to define empowerment needs, myth-busting roles and responsibilities, as well as strategic outreach priorities
  - FY19** Implement myth-busting industry communication roles and responsibilities plan, annual strategic outreach plan and common core knowledge checks
  - FY20** Instill a culture of success through federal government-wide thought leadership by executing the USCG’s commitment to value-add industry engagement



- 3 SERVICE:** Provide sustainable and innovative business solutions that meet strategic priorities and business needs of the USCG Contracting Enterprise
  - FY18** Define engagement business needs that identify and address gaps between the USCG Contracting Enterprise’s current state and those of its desired state, while socializing the role of the Director of Small Business & Industry Liaison Programs
  - FY19** Implement streamlined processes, policies and/or programs to increase efficiency and drive alignment with the USCG Contracting Enterprise community of practice and industry development
  - FY20** Provide sustainable, tailored and innovative programs and policies that deliver accurate, timely and transparent solutions for the USCG Contracting Enterprise and industry



- 2 STAKEHOLDER ENGAGEMENT:** Collaborate to implement databased industry analysis to produce robust industry engagement outcomes for the USCG Contracting Enterprise
  - FY18** Identify the business needs of USCG internal acquisition stakeholders (i.e. KOs/PMs/CORs) to increase acquisition transparency and enhance the relationship between the USCG Contracting Enterprise and industry
  - FY19** Identify the business needs of stakeholders external to the USCG in support of program outcomes and mission achievement
  - FY20** Establish formal information exchange systems, engagements and/or resources that ensure stakeholders’ (internal and external) needs are advanced



- 4 OUTREACH:** Promote the dissemination of information related to mission outcomes for stakeholders
  - FY18** Assess policies, technology, processes and outreach methods to determine their return on mission outcomes
  - FY19** Execute foundational outreach strategies and initiatives that remove barriers and maximize return on mission outcomes
  - FY20** Promote the results of the USCG Small Business & Industry Liaison Program to value-add stakeholders (internal/external)





# R.E.A.D.Y...SET...GROW



## RELEVANT

1

**INDUSTRY**

- Industry is a valued partner to the USCG Contracting Enterprise

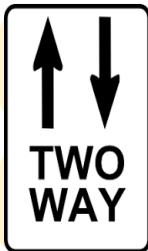
**USCG CONTRACTING ENTERPRISE**

- The USCG Contracting Enterprise is open for business to industry



2

## ECONOMICAL



**INDUSTRY**

- Understands competitive and innovative pricing

**USCG CONTRACTING ENTERPRISE**

- Communicates the business need(s) for mission outcomes

3

## ADVANCED

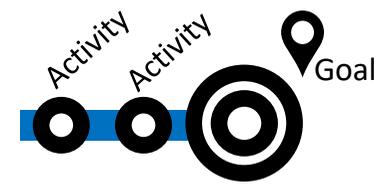
- Industry and USCG Contracting Enterprise embrace innovation
- Industry and USCG Contracting Enterprise embrace risk
- Industry and USCG Contracting Enterprise create business value metrics



4

## DELIVERABLE

- USCG Contracting Enterprise communicates milestones for mission outcomes
- Industry activities are actionable, measurable, and will result in the intended mission outcomes



5

## YIELDING

- Mission achievement
- Industry and the USCG Contracting Enterprise are:

**“Semper Paratus”**

For small business policy and industry engagement inquiries contact:

Dwight D. Deneal  
Director of Small Business & Industry Liaison Programs

Email: [Dwight.D.Deneal@uscg.mil](mailto:Dwight.D.Deneal@uscg.mil)  
Phone: 202-475-3105

NOTE:  
Please contact the cognizant Small Business Specialist (SBS) in the command or logistics center with procurement questions regarding specific requirements germane to each Chief of Contracting Office (COCO) and marketing capabilities. For SBS point of contact Information visit:  
<http://www.dcms.uscg.mil/Our-Organization/Assistant-Commandant-for-Acquisitions-CG-9/Doing-Business/Small-Business-Representatives/>



**R.E.A.D.Y....SET...GROW**

# Doing Business with the USCG Contracting Enterprise

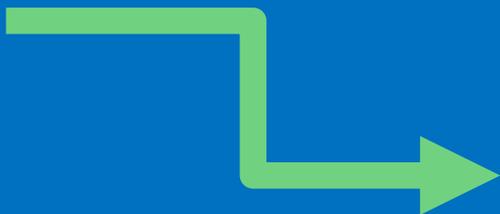




# Acquisition Directorate

By the Numbers.....

**FY 17 Dollars**  
**\$3.4B**



### FY 17 TOP 5 NAICS

NAICS	\$'s
336611 SHIP BUILDING AND REPAIRING	\$1.1B
541330 ENGINEERING SERVICES	\$234M
336413 OTHER AIRCRAFT PARTSEQUIPMENT MANUFACTURING	\$172M
541611 ADMINISTRATIVE MANAGEMENT CONSULTING SERVICES	\$144M
541512 COMPUTER SYSTEMS DESIGN SERVICES	\$106M

### FY 17 SB Achievements

Category	Achieved
Total SB	40.21%
SDB	16.20%
WOSB	6.43%
SDVOSB	5.12%
HUBZone	4.43%

### FY 17 TOP 5 PSCs

1990 MISCELLANEOUS VESSELS
1905 COMBAT SHIPS AND LANDING VESSELS
R425 ENGINEERING TECHNICAL SUPPORT
J016 MAINT/REPAIR OF EQUIPMENT
D399 IT AND TELECOM



Mission execution begins here.



# UNITED STATES COAST GUARD Chiefs of Contracting Office

## Who and Where are We?

**SILC-Construction**  
Seattle, Washington  
COCO(d)-Mark Snell

**Surface Forces Logistics Center**  
Baltimore, Maryland  
COCO-Mille Figueroa  
COCO(d)-Thomas Fout

**CG-912**  
Washington, DC  
COCO-Jennie Peterson  
COCO(d)-Andrew Carrington

**HCA (Head of Contracting Activity)**  
Washington, DC  
HCA-Michael Demos  
HCA(d)-Eric Thaxton  
HCA Chief of Staff-Trena Mills

**C4IT (Command Control, Communication, Computer & Information Technology)**  
Alexandria, Virginia  
COCO-Orle Davis

**SILC-BSS**  
Norfolk, Virginia  
COCO-Mia Grant  
COCO(d)-Jeanie Thome

**SILC-Construction**  
Norfolk, Virginia  
COCO-Ross Woodson

**ALC (Aviation Logistics Center)**  
Elizabeth City, North Carolina  
COCO-David Burgess  
COCO(d)-Tabitha Calton





# Acquisition Directorate

## Chief of Contracting Offices (COCO) Areas of Responsibilities (AORs)

### Office of Contract Operations (CG-912)

Support Acquisitions for:

- ❖ CG HQs
- ❖ C4IT
- ❖ Aircraft Major Systems
- ❖ Marine Vessel Major Systems

### Aviation Logistics Center (ALC)

Support Acquisitions for Aviation Fleet:

- ❖ Engineering
- ❖ Supply
- ❖ Logistics
- ❖ Depot Maintenance

### Command, Control, Communications, Computer & Information Technology (C4IT)

Support Acquisitions for C4IT Service Center:

- ❖ IT Operations and Maintenance
- ❖ Hardware
- ❖ Software
- ❖ IT Services

### Shore Infrastructure Logistics Center-Construction (SILC-CON)

Support Acquisitions for shore infrastructure:

- ❖ Construction
- ❖ Architecture
- ❖ Engineering

### Shore Infrastructure Logistics Center-Base Support (SILC-BSS)

Support Acquisitions for Base Operations:

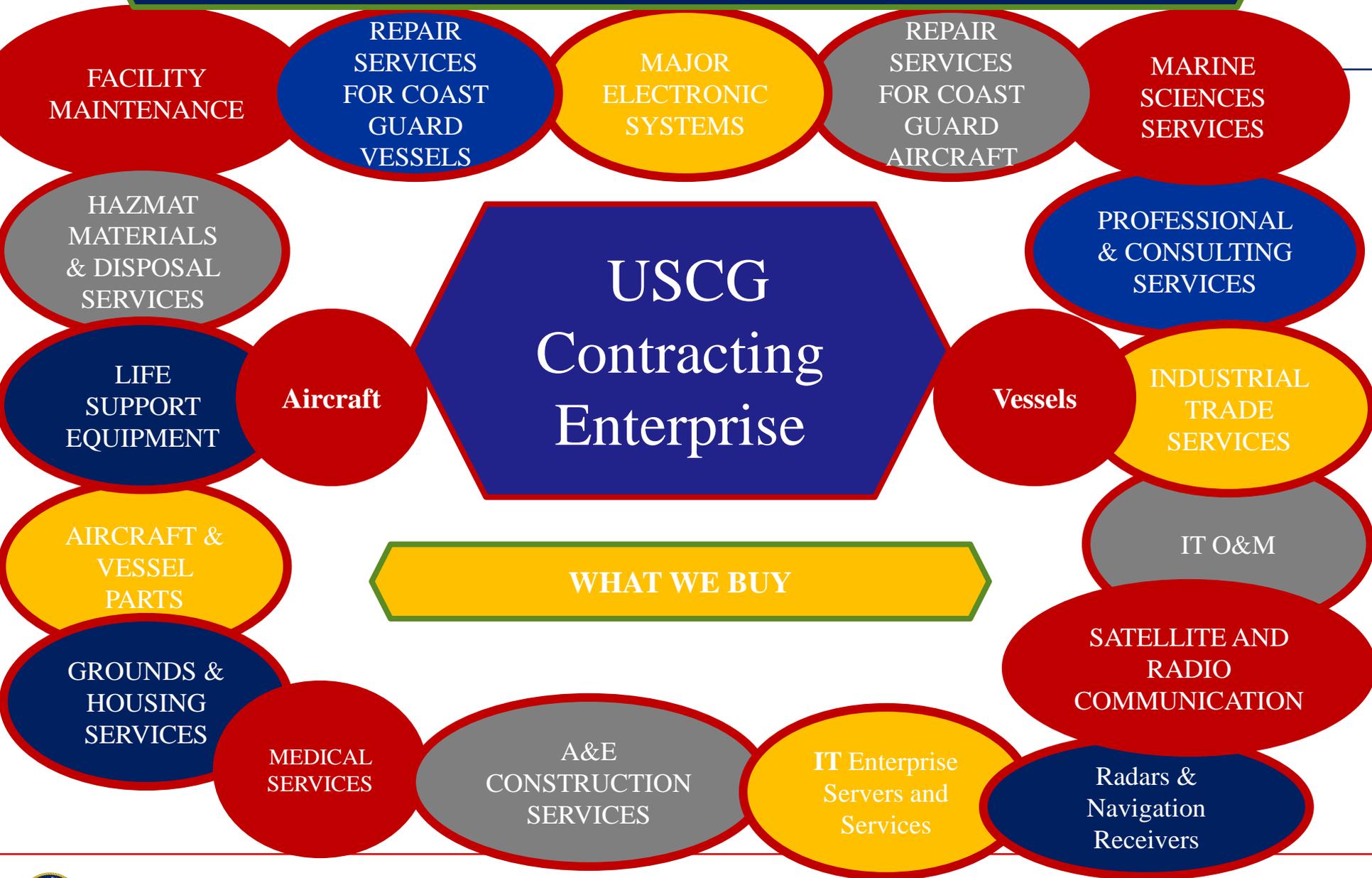
- ❖ Supplies
- ❖ Services

### Surface Forces Logistics Center (SFLC)

Support Acquisitions for Fleet:

- ❖ Engineering
- ❖ Supply
- ❖ Logistics
- ❖ Depot Maintenance

# THE USCG BUYING CONTINUUM



# DHS Strategic Sourcing Directive\* & USCG Contracting Enterprise Spend Analysis

% of \$'s Spent

**OASIS** **51.3%**  
**Scope:** Professional Service IDIQ for 1) Pro Mgmt 2) Mgmt Consult 3) R&D 4) Eng 5) Log and 6) Fin

**PACTS II** **1.5%**  
**Scope:** Professional Services IDIQ for non-IT 1) Pro Mgmt, 2) Admin, 3) Ops and Tech Services

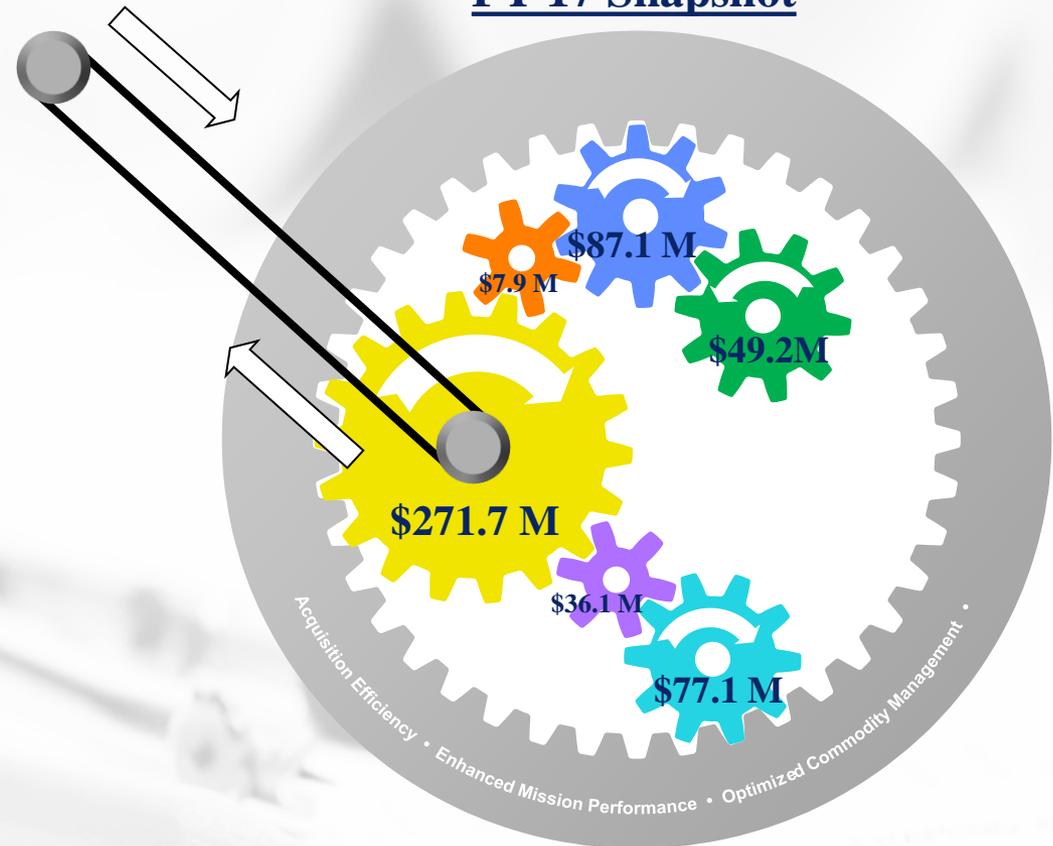
**EAGLE II** **9.3%**  
**Scope:** Professional Services IDIQ for IT End-to-End Solutions Support

**TABSS** **14.6%**  
**Scope:** Technical, Acquisition and Business Support Services. **\*\*Phased Out to OASIS\*\***

**Architecture and Engineering Services II** **16.5%**  
**Scope:** Architectural Engineering services IDIQ

**First Source II** **6.8%**  
**Scope:** IT commodity products IDIQ in, but not limited to 1) Hardware 2) Software 3) Peripherals, Netwk 4) Infrast Support

## FY 17 Snapshot



**Total \$'s Spent:**  
**\$529.3 M**

# USCG Construction Contracting SILC National & Regional Multiple Award Construction Contracts (N/RMACCs)

## SILC-CON:

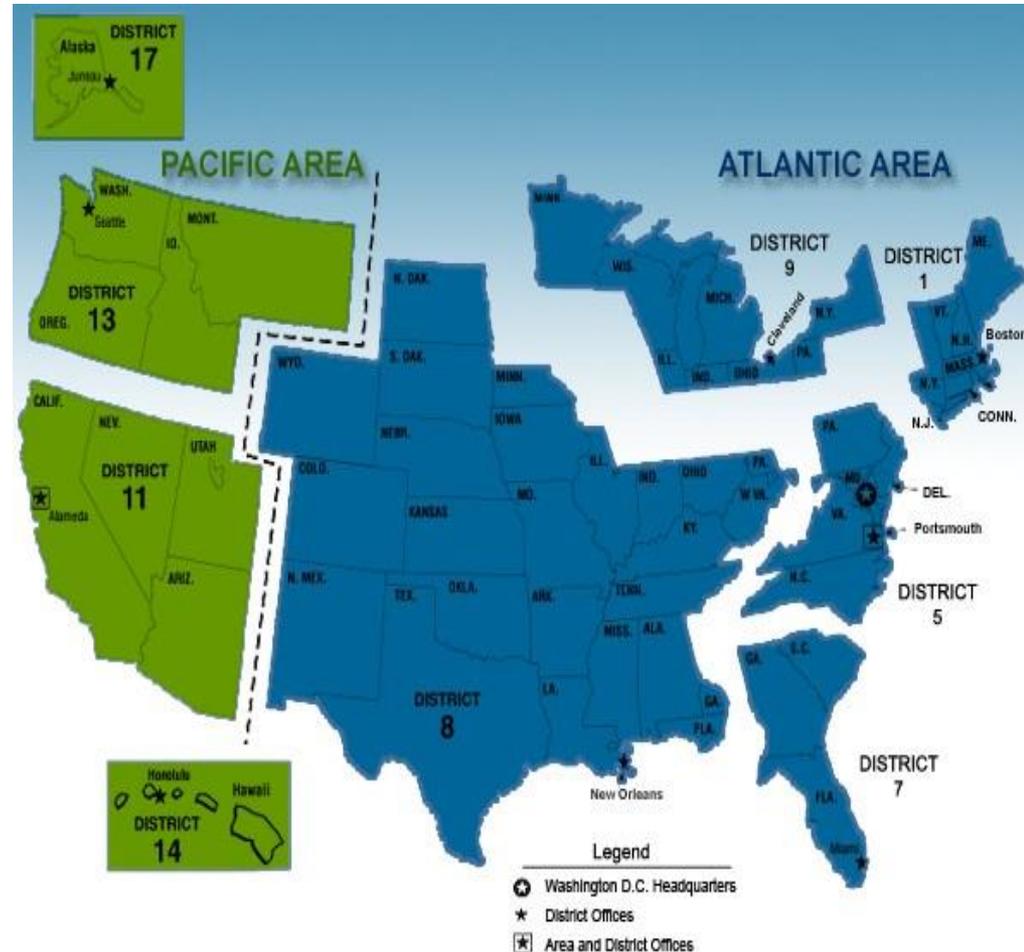
❖ In order to expedite the processing of contracts for Design/Build requirement needs, the preferred USCG method of contracting is through the placement of orders via the DHS-Wide National Multiple Award Construction Contracts (NMACCs)

✓ Types of scopes include:

- Design/build construction
- Performance based construction
- Design-bid/build construction (e.g. prescriptive specs/drawings)
- Combination of any of the above

✓ Types of work that can be accomplished on a task order include:

- General construction
- Marine construction
- Demolition
- Historical restoration





# KEY TAKEAWAYS FOR DOING BUSINESS WITH USCG

## Accessibility:

- ❖ Understand the various strategic sourcing vehicles that USCG utilizes for acquisition efficiency and leverage these vehicles for business development

## Capability:

- ❖ Understand your company's core capabilities and hone in on your capabilities to meet the USCG's business needs

## Transferability:

- ❖ Understand your variety of past performance(s) and demonstrate through proposal responses how it applies to the USCG business needs





# FY 18 INDUSTRY ENGAGEMENTS

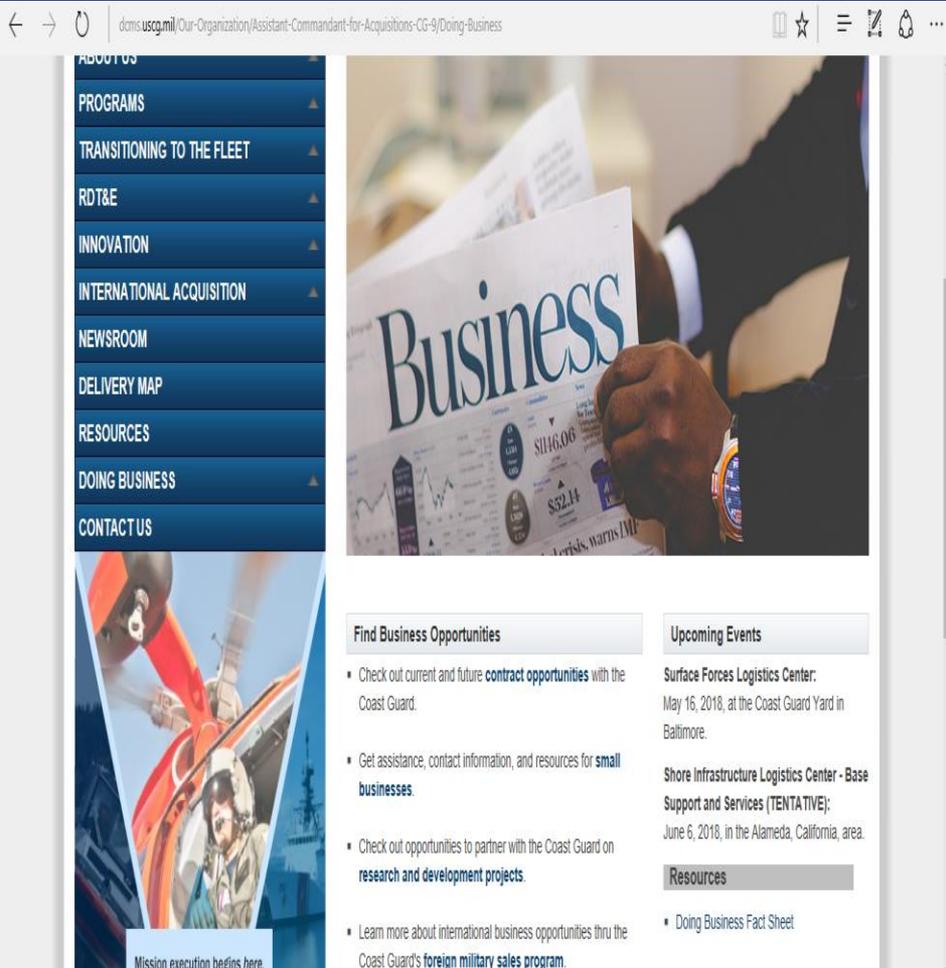


Number	Event Name	Date	Objective	Public Posting
1	Shore Infrastructure Logistics Center (SILC) Construction	March 15, 2018	The purpose of this even was to foster awareness to industry on how to do business with USCG SILC-CON	<a href="https://www.fbo.gov/spg/DHS/USCG/USCGFDCCP/7/0Z050-18-INDUSTRYBRE/listing.html">https://www.fbo.gov/spg/DHS/USCG/USCGFDCCP/7/0Z050-18-INDUSTRYBRE/listing.html</a>
2	Government Technology & Service Coalition (GTSC) Emerging Small Business Executive Roundtable	March 23, 2018	The purpose of this event was to inform GTCS members on how strategic sourcing is shaping the procurement USCG and how to win in a strategic sourcing environment	<a href="https://www.eventbrite.com/e/gtsc-emerging-small-business-group-with-richard-gunderson-and-dwight-leneal-tickets-43258820296">https://www.eventbrite.com/e/gtsc-emerging-small-business-group-with-richard-gunderson-and-dwight-leneal-tickets-43258820296</a>
3	Armed Forces Communication and Electronics Association (AFCEA) Belvoir Industry Day	April 3, 2018	This DoD Fort Belvoir organizational centric event consisted of USCG supporting its fellow armed service divisions and answering industry USCG questions on business opportunities	<a href="https://www.afcea.com/e/AFCEABelvoir/">https://www.afcea.com/e/AFCEABelvoir/</a>
4	USCG Reverse Industry Day	April 19	This inaugural engagement is designed to provide an informative session focused on the decision-making process that drives industry to respond to procurement opportunities in support of the USCG mission	N/A (invite only)
5	Armed Forces Communication and Electronics Association (AFCEA) International Small Business Committee Briefing	May 12, 2018	The purpose of this event is to brief and inform the AFCEA Small Business Committee members on best practices and business opportunities within USCG	<a href="https://www.afcea.org/site/?q=small-business/events">https://www.afcea.org/site/?q=small-business/events</a>
6	Shore Infrastructure Logistics Center (SILC) Base Services and Support Contracting Office	June 6, 2018	The purpose of this event is to foster one-on-one meetings between vendors and Contracting Officers/Small Business Specialists and communicate how to do business with USCG SILC-BSS	<a href="https://www.fbo.gov/spg/DHS/USCG/FCPMLCA/SM/ALL_BUSINESS_EVENT_HSCG84_Doing_Business_With_SILCBSS_FY2018_/listing.html">https://www.fbo.gov/spg/DHS/USCG/FCPMLCA/SM/ALL_BUSINESS_EVENT_HSCG84_Doing_Business_With_SILCBSS_FY2018_/listing.html</a>
7	R.E.A.D.Y...SET...GROW: USCG Industry Expo	July 11, 2018	The purpose of this event is to foster a mix of industry organizations (small/mid-cap/large) and allow them to showcase their capabilities in a booth-style event to USCG PM/PLM/KOs	To Be Posted (TBP)



# USCG Small Business Representatives

## SMALL BUSINESS PROGRAM CONTACTS



### Director of Small Business and Industry Liaison Programs

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### Office of Contract Operations

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### Research and Development Center

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### Aviation Logistics Center

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William.P.Morris@uscg.mil

### Telecommunications and Information Systems Command

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### Command, Control and Communications Engineering Center

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### Operations Systems Center

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### Surface Forces Logistics Center

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### Shore Infrastructure Logistics Center – Base Operations

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