



Learning
Series
Webinar



HOW TO BUILD A RELATIONSHIP WITH AGENCY PRIMES

December 14, 2022, 1 p.m. ET

Register today at bit.ly/OSBPLearningSeries

Housekeeping

- If you have any questions during the presentation, please enter them into the Q&A Box.
 - **NOTE:** If possible, include the speaker whom your question is directed if multiple speakers are presenting.
- Other comments, like technical difficulties, please input them in the Chat Box.
- We will have a formal Q&A after the final presenter concludes, using questions from the Q&A Box.
- Please keep your computers on mute when not speaking.
- The presentation **WILL** be recorded. Attendees will receive an email once those materials are made available online.
- Please fill out the survey sent at the end of this presentation.



Do Your Homework!

- **Start** with a Small Business Specialist (SBS) at each NASA Center
 - Build relationships with the Center SBS and the Industry Small Business Liaison Office (SBLO)
- Learn about NASA 's various missions
 - Each NASA Center has different Missions
 - Varied mix of products and services
- Respond to Sources Sought Synopses / Request for Proposals
- Use Small Business resources:
 - Agency Acquisition Forecast
 - Procurement Technical Assistance Center (PTAC)
 - Small Business Administration (SBA)
 - Trade associations
 - Outreach Events

EXAMPLE



Participants (322) X

Search

Panelist: 22

Attendee: 300 (7 displayed)



Chat X

Hi Truphelia -- will you please add Vikram from SpaceX to the panelist group? He's logged in as "V Kothari (SPACEX)"

To: All Attendees

Enter chat message here

Q&A X

Polling X



Unmute

Start video

Share



Participants

Chat



3

Webex Closed Captioning is Available!

Webex (Moderated unmute mode) Webinar Info Hide Menu Bar ^ 00:23

File Edit Share View Audio & Video Participant Webinar Breakout Sessions Help

Participants (1)

Chat

Captions

Captions

Captions

As people talk in the meeting, the meeting captions will appear here.

1

Unmute Start video Share Record

2

3

Polling Questions

1. How did you learn about this webinar?

- a. OSBP Website
- b. Constant Contact
- c. Social Media
- d. Eventbrite email
- e. Other

2. Is this the first webinar hosted by the NASA Office of Small Business Programs that you have attended?

- a. YES
- b. NO

Polling Questions Cont.

3. Which of the following classifications applies to your institution/organization/company?

- a. Small Business (SB)
- b. Large Business (LB)/Other than Small Business (OTS)
- c. Women-Owned Small Business (WOSB)
- d. Economically Disadvantaged Women-Owned Small Business (EDWOSB)
- e. Veteran-Owned Small Business (VOSB)
- f. Service-Disabled Veteran-Owned Small Business (SDVOSB)
- g. Historically Underutilized Business Zone (HUBZone)
- h. 8(a) Business Development Program Participant (8a)
- i. Historically Black Colleges or Universities (HBCU)
- j. Minority-Serving Institution (MSI)
- k. Nonprofit or Community-based Organization
- l. Federal Government Agency/Department
- m. State or Local Government Agency/Department
- n. Small Disadvantage Business (SDB)
- o. Other

Polling Questions Cont.

4. Have you done business with NASA? (More than one answer can be applicable)

- a. Prime Contractor
- b. Subcontractor
- c. NASA Mentor-Protégé Program
- d. Space Act Agreement
- e. Grant or Cooperative Agreement Recipient
- f. I have not done business with or received funding from NASA

A person in a white lab coat stands in the center of a dark, metallic tunnel. They are looking towards a large, circular opening at the end of the tunnel. This opening is covered with a honeycomb pattern of yellow hexagonal panels. The tunnel's walls are made of dark, curved metal segments, and the floor has a central track or rail system. The lighting is dramatic, with the yellow panels glowing and casting light on the person and the tunnel walls.

Our Mission

The mission of the NASA Office of Small Business Programs is to promote and integrate small businesses into the industrial base of contractors and subcontractors that support the future of space exploration, scientific discovery, and aeronautics research.

About the NASA Office of Small Business Programs

- NASA's Office of Small Business Programs (OSBP) primary mission since its inception has been to increase the representation of small businesses in NASA's contracting efforts.
- Headquartered in Washington, D.C., OSBP is under the leadership of Associate Administrator Glenn A. Delgado.
 - **INCLUSION** - OSBP efforts encompass all federally recognized socio-economic small business categories and we work hard to make sure each type of business gets a fair chance to work with NASA.
 - **GROWTH** - Since 1979, OSBP has grown from only 4 civil servants and 3 contractors, to over 21 civil servants and over 6 support contractors -- all of which are small businesses.
 - **ADVOCACY** - OSBP continues to advocate for small businesses and amplify the important role they play in supporting NASA's mission to explore the universe.
 - **EDUCATION** - The NASA OSBP webinar series offers in-depth training relevant to small businesses; and provide the opportunity to ask questions directly to key points of contacts at the Agency.

Meet Our Speaker

Ms. Angela Czupta
Contracts Administrator
HSG, LLC.

I've been working in Contracts and Procurement since 2016. After pursuing a Bachelor's in Information Technology, I decided to make a last-minute career change. I made the decision to attend FIT for their Masters in Contracts and Acquisitions 2 weeks prior to the start of their Spring semester in January 2017. I attended FIT while working full time and graduated from FIT in December 2018 with my Master's Degree. I'm currently the POC for HSG federal prime contracts and am working on obtaining my CPCM (certified professional contract manager) certification with NCMA (national contract management association).



OSBP Learning Series:

How to Build a Relationship with Agency Primes



protecting the

ENVIRONMENT
WORKPLACE
WORKER™

Our mission is to develop and maintain strong client relationships and customer satisfaction while providing full-service business solutions. We focus on our core values – integrity, commitment, and teamwork – and integrate these values into each solution to ensure that customer goals and objectives are achieved.

hsg

protecting the

ENVIRONMENT
WORKPLACE
WORKER™

Who We Are

HSG, LLC (d/b/a Herndon Solutions Group) (HSG) is a certified woman-owned business founded in 2008.

We are committed to developing and maintaining lasting relationships with our clients. Our team provides environmental, emergency planning, and occupational health services to a diverse customer base of federal, state, local, and commercial customers.

Our focus on integrity, commitment, and teamwork ensures our high-quality services exceeds expectations.

Services We Provide



Environmental Services

HSG is passionate about solving complex environmental challenges and provides innovative solutions through compliance audits, site assessments, ecological monitoring, records administration, and environmental management systems.



Emergency Planning and Preparedness

HSG is committed to providing professional services to assist clients with identifying risks, mitigating those risks through planning and training, developing effective emergency response and recovery plans, and demonstrating compliance.



Occupational Health and Safety

HSG is dedicated to a healthy worksite as an integral part of mission success and delivers collaborative solutions in workplace safety, industrial hygiene, health physics, sanitation and public health, wellness and health promotion, and medical services.

Environmental Services



Site Investigation
and
Characterization

Environmental
Planning and
Conservation

Environmental
Compliance and
Risk
Management

Sustainability
and Climate
Resilience

Emergency Planning and Preparedness



America's Water
Infrastructure
Act (AWIA)

Preparedness

Response and
Recovery

Occupational Health and Safety



Workplace
Safety

Health Physics

Industrial
Hygiene

Wellness and
Health
Promotion

Sanitation and
Public Health

Medical Services

Featured Customers



Locations: Florida | Virginia | DC | Colorado |
Nevada | Ohio

HSG Notable Achievements

2022
2019
2017
2016
2014
2013

SBA Nevada 8(a) Graduate of the Year
SBA Region IX 8(a) Graduate of the Year

Environmental Business Journal Business Achievement Award
LaRC Small Business Prime Contractor of the Year

KSC Small Business Prime Contractor of the Year
(HSG was the managing member of the award winner, Integrated Mission Support Services [IMSS])

Environmental Business Journal Business Achievement Award

Environmental Business Journal Business Achievement Award

Environmental Business Journal Business Achievement Award

Points of Contact

HSG Contracts – contracts@herndon-group.com

Materials and Services – David Ortiz – david.ortiz@herndon-group.com

Subcontracts – Falisha Washington – falisha.washington@herndon-group.com

Federal Contracts – Angela Czupta – angela.czupta@herndon-group.com

Commercial Contracts – Tanya Bergeron – tanya.bergeron@herndon-group.com

Commercial Space – cs@herndon-group.com

Meet Our Speaker

Ms. Jenifer Scofield

Small Business Liaison Officer
Northrop Grumman Space Systems (NGSS)

Jenifer Scofield has been with NGSS as the Small Business Liaison Officer (SBLO) since 1990. She is responsible for compliance and oversight for the Supplier Diversity Program at Propulsion Systems. Her primary function is meeting and educating the diversity small business community, to subcontract with NGSS. Coordinating opportunities internally working with supply chain in order to comply with the requirements of our government contracts.

As a Small Business Liaison Officer, Jenifer has had experience in purchasing chemicals, adhesives, and propellants for various government programs. Knowledge in working with quality, logistics, proposals, and contracts has given her the experience and fundamental understanding needed to lead in the right direction, those diversity suppliers seeking to do business with NGSS. Jenifer has been awarded the NASA Agency-Level Large Business Prime Contractor of the Year and awarded the Marshall Space Flight Center (MSFC) Program Leadership and Advocacy Award.

Jenifer continues to work with numerous Industry Associations including NASA's Prime Contractor Supplier Council's. She was instrumental in initiating the council for MSFC, holding the first chairperson position and asked to participate in the NASA Industry Forum (NIF) including both Industry and NASA Centers. Jenifer holds a Bachelor's degree in Organizational Communication from Utah State University in Logan, Utah.



OFFICE OF **SMALL BUSINESS PROGRAMS**
...where small business makes a **BIG** difference

Four Operating Sectors at a Glance

Aeronautics Systems



Autonomous Systems

Aerospace Structures

Advanced Technologies and Concepts

Aircraft Design, Integration and Manufacturing

Long-range Strike

Multi-Domain Integration and Operations

Intelligence, Surveillance and Reconnaissance

Battle Management

Defense Systems



Integrated Air & Missile Defense

Defensive Cyber and Information Operations

Platform Modernization and Fleet Operations Support

Advanced Weapons

Precision Munitions

Software Systems Modernization and Sustainment

Training and Simulation

Propulsion Systems

Mission Systems



Airborne Sensors and Networks

Artificial Intelligence/Machine Learning

Cyber and Intelligence Mission Solutions

Navigation, Targeting and Survivability

Maritime/Land Systems and Sensors

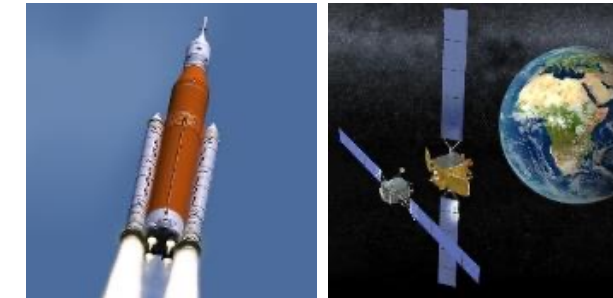
Engineering & Sciences

Emerging Concepts Development

Multi-domain C2

Agile/DevSecOps Systems

Space Systems



Launch Vehicles

Propulsion Systems

Commercial Satellites

Military and Civil Space Systems

Science and National Security Satellites

Human Space and Advanced Systems

Space Components

Missile Defense

Space Exploration

Space ISR Systems

Space Systems Overview

Sector Operating Businesses

Strategic Space Systems	Tactical Space Systems	Payload and Ground Systems	Launch and Missile Defense Systems	Strategic Deterrent Systems
				
<p>Workforce ~6,800 people</p> <ul style="list-style-type: none"> • AMP Program • Intelligence, Surveillance and Reconnaissance • Missile Warning and Tracking • Protected Comms • Rapid Prototyping • James Webb Space Telescope Program • Directed Energy • System Operation and Maintenance <p>Major operations in Redondo Beach, Manhattan Beach and El Segundo, California</p>	<p>Workforce ~4,000 people</p> <ul style="list-style-type: none"> • Earth and Space Science Satellites • Commercial Communication Satellites • Human Exploration Systems • Space Logistics • National Security Space Systems • Space Security and Resiliency Systems <p>Major operations in Virginia and Arizona</p>	<p>Workforce ~6,500 people</p> <ul style="list-style-type: none"> • Integrated National Systems • Strategic Force Programs • Remote Sensing Programs • Spacecraft Components & Strategic Businesses <p>Major operations in California, Colorado and Maryland</p>	<p>Workforce ~7,100 people</p> <ul style="list-style-type: none"> • Missile Defense Solutions • Interceptor Launch Vehicles • Target Launch Vehicles • Hypersonic Vehicles • Space Launch Vehicles • Solid Rocket Motor Propulsion <p>Major operations in Utah, Arizona, Alabama, Colorado and Virginia</p>	<p>Workforce ~2,500 people</p> <ul style="list-style-type: none"> • Sentinel (GBSD) EMD Execution • ICBM Sustainment • Advanced Programs <p>Major operations in Utah, Alabama, Colorado and California</p>

Space Systems Integrated End-to-End Portfolio Meets Our Customers' Mission Needs

Space Systems Supplier Diversity



Kristen Collins
Sector Manager, Supplier Diversity
Dulles, VA



Jenifer Scoffield
NASA Outreach Liaison and
LMDS: Propulsion Systems
Promontory, UT



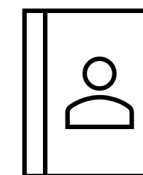
Katie Haney
MDA Outreach Liaison and
LMDS: Launch Vehicles and
Missile Defense Solutions
Huntsville, AL



Cindy McKeever
Ariba GSDP Approvals
Payload & Ground Systems
Linthicum, MD (Remote – FL)



Diane Sterling
Supplier Diversity Operations
Huntsville, AL



TBD
Supplier Diversity Data
and Metrics



Tracy Jerman
Strategic Deterrent Systems
Great Fall, MT



Ryan McNichols
Strategic Space Systems
Redondo Beach, CA



Raynard Nowden
Tactical Space Systems
Dulles, VA

Oct 2022

Building Relationships w/Prime Contractors

- RELATIONSHIP STRATEGY

Be realistic in your expectations

- Prepare & detail who is the Goal
- Do they Contracts my Capabilities
- Understand the Prime's Business
- Appreciate the Process

- INTRODUCTIONS (virtual vs F2F)

Be Prepared to make an Impression

- Be Professional
- Clearly Communicate your Request
- How do you Benefit the Prime
- Build a Relatable Connection

- FOLLOW UP

Address the connection

- Organized timely communication
- Do the work – profile/contact/certs
- Respect Boundaries
- Would they Recommend you

- SUCCESS IDEAS

In my Opinion

- Connection in person
- Attend events build commonality
- Participate on Projects/Associations
- Prove your benefit

Contact Points

Jenifer.Scofield@ngc.com

www.northropgrumman.com

Meet Our Speaker

Mr. Bill Graham

President and Founder
Advon Corporation

Bill Graham is the President and Founder of Advon Corporation, a Service-Disabled Veteran Owned Small Business construction firm. Born in Alabama, and raised in Florida, Bill served in the U.S. Marine Corps from 1975-1978. His service included deployments to the Western Pacific and Mediterranean. Following completion of active duty, he earned a Bachelor's degree in Building Construction from the University of Florida. He is a licensed General Contractor in both Florida and Georgia.



NASA Prime Contractor

Advon
CORPORATION

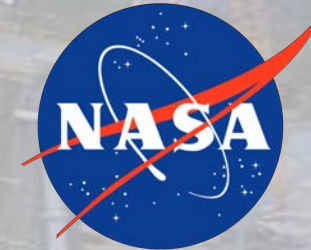
**Heavy Civil
Marine**

**Aerospace
Industrial
Institutional**

**Utility Systems
Healthcare**



**SBA SOUTHEAST REGION
PRIME CONTRACTOR OF THE
YEAR**



**KENNEDY SPACE CENTER
SMALL BUSINESS PRIME
CONTRACTOR OF THE YEAR**

Safety, Quality, and Value Built in Every Project



Corporate Overview

Incorporated 2009

SDVOSB Certification 2010

Headquarters: Tallahassee, Florida

Primary Markets:

- NASA
- Veterans Administration
- DOD

Primary Geographic Region Covered: Southeastern United States

Approach to doing business with NASA

Capabilities Statement Preparation

Approach to Organization for Response

1. **Small Business Slots: Total Small, Woman Owned, HUBZone, 8(A), SDVOSB**
2. **Teaming Agreement: Prime-Sub**
3. **Small Business JV**
4. **Mentor-Protégé JV**

Solicitation Response Organization

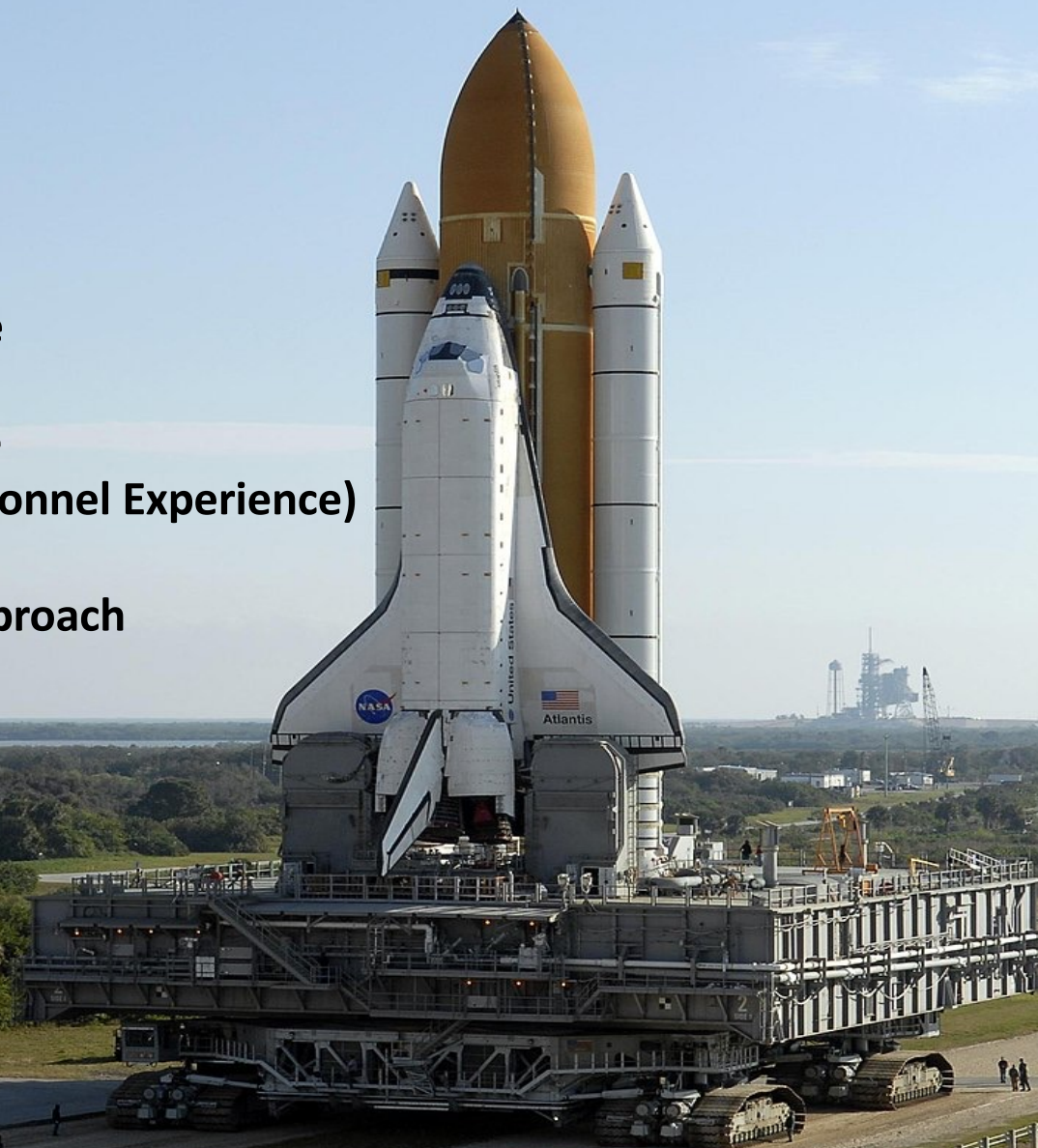


Capabilities

Related Company Experience

**Ability to Provide the Service
(Staffing Organization & Personnel Experience)**

Project Specific Technical Approach



Subcontracting Opportunities



Phone: 850-727-7626

Email: estimating@advonconstruction.com

Chief Estimator: Eric Lowe

Address:
ADVON Corporation
2882 Remington Green Ln
Tallahassee, FL 32308



QUESTIONS & ANSWERS



**Heavy Civil
Marine**

**Aerospace
Industrial
Institutional**

**Utility Systems
Healthcare**

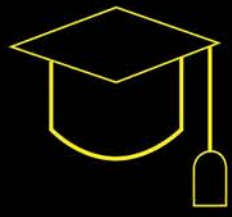


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Q&A Session



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OSBP Updates

NASA Vendor Database

The NASA Vendor Database (NVDB) is open to all vendors, both large and small, who wish to do business with the National Aeronautics and Space Administration.

- Build a company profile
- Conduct vendor search
- Increase company visibility at NASA!

For more information, visit: <https://www.nasa.gov/osbp/nasa-vendor-database>



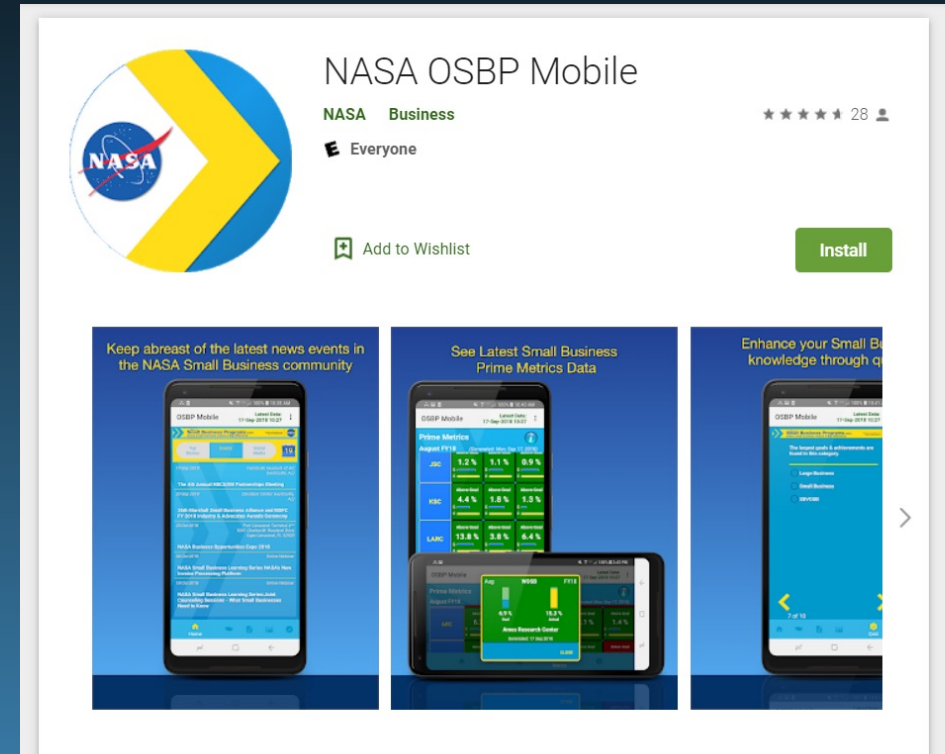
OSBP Mobile App

Are you a small business looking to make a big difference? Whether you own an engineering company, develop new telemetry software algorithms, or provide Information Technology services, the NASA Office of Small Business Programs (OSBP) can help you make that difference at the Agency by providing the necessary tools right at your fingertips.

OSBP Mobile is designed to help:

- Provide active contract listings and requests for proposals
- Network with Small Business Specialists at each NASA Center
- Explore the latest Agency prime metrics data
- Inform you of the latest small business news and events

Come make a **BIG** difference at NASA!



Download at:

<https://play.google.com/>

<https://apps.apple.com/>

OSBP Publications

OSBP provides many resourceful publications to the small business community.

The Small Business Guide to NASA

Small Business Industry Awards

NASA Industry Forum Success Stories

NASA OSBP Spotlight

Other Publications

To view/download, visit:

<https://www.nasa.gov/osbp/osbp-publications>





Upcoming OSBP Outreach Events & Webinars

Online: <https://www.nasa.gov/osbp/regional-outreach>

Online: <https://www.nasa.gov/osbp/learning-series>

OSBP Learning Series

January 18, 2023

NASA SBIR/STTR Program Update

February 15, 2023

NASA Opportunities featuring
Agency Research Centers

March 15, 2023

Resources and Best Practices from
NASA Federal Partners and
Trade Associations

OSBP Outreach Events

January 26, 2023

Research and Develop Your Small
Business Opportunities with NASA
Virtual Networking

Register Today!



Research and Develop Your
SMALL BUSINESS OPPORTUNITIES

Virtual Networking Event • January 26, 2023

with NASA
1:00 p.m. to 3:30 p.m. ET

www.nasa.gov

National Aeronautics and Space Administration 

The Small Business community will have the opportunity to network with the

- Office of Small Business Programs
- Office of Procurement
- Office of STEM Engagement
- Space Technology Mission Directorate
- NASA Partnership Office
- and Agency Primes


OFFICE OF SMALL BUSINESS PROGRAMS



OFFICE OF **SMALL BUSINESS** PROGRAMS



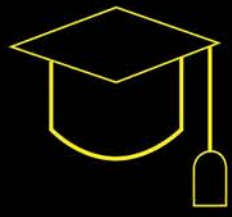
...where small business makes a **BIG** difference.

OSBP Learning Series: CALL FOR NEW TOPICS!!

NASA's Office of Small Business Programs is NOW
ACCEPTING new topic ideas for our monthly OSBP
Learning Series Webinars!

We would LOVE to hear from you!!

Please submit your topic ideas to smallbusiness@nasa.gov!



Learning
Series
Webinar



Learn more about
NASA OSBP!

www.nasa.gov/osbp

Contact Information

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