

Business Opportunities at DHS



MAY 2009

From the Chairman

Greetings,

This month the Committee presents a newsletter that focuses on the importance of building alliances and social networks. As our world continues to grow and become more technologically advanced, it is imperative that businesses learn to utilize these tools for their success. Business alliances present a great opportunity for new and established companies to seize opportunities with the Department of Homeland Security.

The newsletter provides information on how to build alliances and highlights opportunities for you to interact with other business owners. We also discuss the new role social networking is playing in the Department.

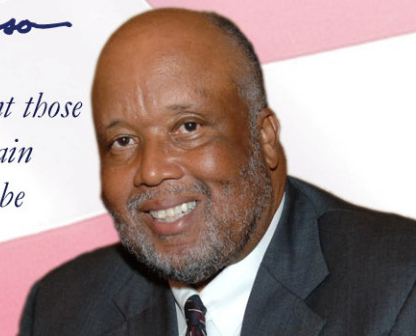
Andrew Carnegie, one of the richest men and greatest philanthropists once said, "Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results." You should work diligently to attain uncommon results by building common sense relationships. Social networking and business alliances may become the 21st Century answer to the teamwork concept.

I encourage you to continue to send in your views on working with the Department. Additionally, feel free to provide your suggestions on how to improve the newsletter. Do not hesitate to contact us at DHSBizOps@mail.house.gov if we can be of assistance to you.

Keep the Faith,

"Securing our homeland is one of the nation's most critical needs. Artificial barriers that prevent those with good ideas from contributing to this important endeavor can no longer be permitted to remain unchecked. The kind of bureaucratic inertia that leads to limited opportunities for many must be replaced by a new spirit of service and inclusion. I am committed to ensuring expanded participation in this critical endeavor."

—Chairman Bennie G. Thompson



In this issue

- FROM THE CHAIRMAN
- UPCOMING EVENTS
- UPCOMING OPPORTUNITIES
- FORECASTING OPPORTUNITIES
- HELPFUL LINKS

Social Media:

The Key to Marketing and Advertising in a Recession

Social media can be an outstanding marketing tool for a business. For instance, social networking sites such as Facebook and LinkedIn can help business owners and suppliers not only market their services and goods, but also meet potential vendors and mentors. Social networking sites also allow business owners to meet with people in their respective fields and compare useful information. Furthermore, social networking allows businesses to advertise at a low cost.

Many business owners have learned that one of the main things needed to market and expand business is a website; however, with the frequent technological advancements, business owners need to be more savvy with social media. Social media can help businesses market themselves by giving them exposure, while advertising at a low cost. Further, watching the trends that the government uses in social media allows business owners to contact government agencies in an efficient manner.

Another social medium business owners can use is blogs. Business owners can either blog about their business experience or read other business owners' experiences within blogs and gain useful knowledge about tricks of the trade. Further, micro-blogging, such as Twitter can allow clients and prospective clients to provide business owners with additional low cost advertising. Business owners can "tweet" to their followers about their participation in expositions and give them information about sales. Using social media in this manner allows owners to advertise with very low overhead.

In addition to marketing and advertising, business owners can make use of the government's use of social media to efficiently take advantage of government programs. For instance, business owners can use the various widgets on government agency websites to get the latest information on American Recovery and Reinvestment Act projects. These widgets allow business owners to see what is available and how to compete for work that will be available under this Act. Also, the Department of Homeland Security's website provides a widget where business owners can learn how to get business opportunities during a natural disaster. DHS' widget takes visitors to www.ready.gov where available guidance on applying for projects involving rebuilding efforts are posted.

Social media can be a great opportunity for marketing, networking, and gaining information. By using social media, businesses can stay afloat in the recession. Additionally, intergovernmental widgets can help businesses determine where to go to obtain information on projects that are in the pipeline. If your business has not begun using social media, don't hesitate to begin now.

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DHSBizOps@mail.house.gov

Best Practices for Creating Networking Opportunities

Networking is an essential tool for most small businesses. For new businesses or businesses just entering the homeland security realm, networking can prove even more important. Building the proper alliances can directly factor into your business' success, and it can also help you steer clear of obstacles that have proven to be detrimental to others.

One of the best ways to forge new alliances and partnerships is by attending conferences and outreach sessions held by the Department. Each month, in this newsletter, we highlight events that not only provide educational opportunities for small business owners, but networking opportunities as well. These conferences provide you with face-to-face contact not only with people who work at the Department, but also with business owners like yourself.

These events are a perfect opportunity to find businesses that provide complimentary services, have a division that could take your technology to the next level, or are willing to take part in a round table discussion about upcoming trends and technology in homeland security. Most importantly, these events allow you to get the valuable face time and contacts that your business will surely utilize down the road.

Please review the upcoming events section. We are sure that you will find this information helpful. We are also sure that these events can provide you with the networking opportunity your business needs.

UPCOMING EVENTS WITH DHS

Deep East Contracting Opportunities Conference

May 20-21, 2009

Stephen F. Austin State, University Campus Student Center,
Nacogdoches, TX

Contact: Jim Rollins (936) 633-5432 or visit <http://www.detcoc.org> for more information

CelebrAsian '09

May 20-22, 2009

New York Marriott
Brooklyn, NY

Contact: Nessie Cumar nessie@uspaacc.com or at (202) 296-5221 ext. 131

Marketplace Procurement Opportunities for Small Business

May 27, 2009

Research Triangle Park, N.C.

Sponsor: Rep. Bob Etheridge, Rep. Brad Miller, Rep. David Price

Small Business Outreach Session

Thursday, May 28, 2009

9:00 a.m. - 12:00 p.m.

Holiday Inn Capitol
Columbia Ballroom

*For registration please visit: http://www.dhs.gov/xopnbiz/smallbusiness/editorial_0524.shtm

6th Annual National Small Business Conference

June 1-3, 2009

Newport, R.I.

Sponsor: National Defense Industrial Association

Arkansas Procurement Conference

June 2, 2009

State House Convention Center

For more information: <http://arkansasprocurement.org/>

18th Annual Procurement Expo

June 5, 2009

Newark, N.J.

Sponsor: New Jersey Small Business Development Centers

NJSBDC 18th Annual Procurement Expo

June 5, 2009

Rutgers Center for Law and Justice
Newark, NJ

For more information: <http://njsbdc.com/procurement/2009/>
Or email procureexpo@njsbdc.com

25th Annual Airport Business Diversity Conference

June 6-9, 2009

Marriott Waterfront Hotel
Baltimore, MD

For more information: <http://www.amac-org.com/>

WBENC Conference

June 9-11, 2009

San Francisco, Calif.

Sponsor: Women's Business Enterprise Nation Council

26th Annual Conference

June 24, 2009

Lake Buena Vista, Fla.

Sponsor: Florida Minority Supplier Development Council

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UPCOMING OPPORTUNITIES

For more information about these opportunities, please visit: <http://vsearch2.fbo.gov/servlet/SearchServlet>

Solicitation #	DHS Office/ Agency	Project	Point of Contact	Response Date
HSTS02-09-Q-CAN305	TSA	Construction of Concrete Pad	Michael Derrios Mike.Derrios@dhs.gov	June 5, 2009
HSBP10-09-Q-2395	USCG	Maintenance Dredging Piers 2, 3, and 4 TRACEN Cape May, NJ	Verona M. Wolfe Verona.m.wolfe@USCG.mil	June 17, 2009
HSBP10-09-Q-2467	CBP	Analysts for Operational Planning Services	Susan Gonzalez susan.gonzalez@dhs.gov	May 29, 2009
HSCG38-09-Q-200121	USCG	Repair of Hydraulic Motor	Sheila Midgette Sheila.G.Midgette@uscg.mil	June 8, 2009
HSCGG8-09-Q-MLE038	USCG	Federal Marine Fisheries Regulations Service	Emmanuel J Jones Emmanuel.J.Jones@uscg.mil	June 3, 2009
HSBP10-09-Q-2470	CBP	Removal/Disposal of Sludge from Grip Trap/Sewage	Susan Gonzalez susan.gonzalez@dhs.gov	May 29, 2009
HSCG89-09-R-6SRE10	USCG	Armed Guard and Security Desk Services	Jocelyn A. Brox-Chester Jocelyn.A.BroxChester@uscg.mil	May 28, 2009
HSBP10-09-Q-2304	CBP	Uniform Rental	Susan Gonzalez susan.gonzalez@dhs.gov	May 29, 2009

WORKING TOGETHER: THE IMPORTANCE OF ALLIANCES

Building Alliances

One of the fastest growing trends for businesses today is the increasing number of strategic alliances. According to Booz Allen Hamilton, strategic alliances are sweeping through industries (including homeland security) and are becoming an essential driver of superior growth. Alliances range in scope from an informal business relationship based on a simple contract to a joint venture agreement.

For small businesses, strategic alliances provide an opportunity to work together with others towards a com-

mon goal while not losing the company's individuality. For small companies with limited capacity or financial challenges, forming an alliance is a great way to address any potential concerns of a Contracting Officer relative to a firm's capabilities.

To develop an alliance, you should do the following:

- Develop search criteria for the ideal alliance tied to clearly defined business objectives.
- Consider corporate culture, personality meshing,

(Continued on page 6)

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FORECASTING OPPORTUNITIES

For more information about these opportunities, please visit: <http://www.fido.gov/dhs/aap/publicviewsb.asp>

NAICS Code	DHS Office/Agency	Project	Point of Contact
561730	FEMA	Operation and maintenance of community sites in Texas.	Deborah S. Hailey deborah.hailey@dhs.gov
541512	FEMA	IT support services	Teresa Dingle teresa.dingle@dhs.gov
236220	FEMA	Environmental Protection Improvements	Bill McClure Bill.McClure@dhs.gov
236220	FLETC	NCIS Warehouse	JoDeen Cuffe Jodeen.cuffe@dhs.gov
812332	FLETC	Uniform/Equipment Issue and Laundry Support Services - New Requirement	Sheryle Wood sheryle.wood@dhs.gov
238990	TSA	Glass partitions for screening checkpoints	Beth Wann beth.wann@dhs.gov
57181	TSA	Real Estate Contractor Support Services to include Field and HQ Support	Alan Hirsh alan.hirsh@dhs.gov
813920	TSA	Provide program management support services.	John Culmer john.culmer@dhs.gov
238160	USSS	Replace roofs on several buildings on the JJRTC campus	David Dawson david.dawson@ussdhs.gov

DID YOU KNOW...

You can locate advance acquisition planning information at:

<http://www.fido.gov/dhs/aap/publicviewsb.asp>

You can locate current opportunities at:

<http://vsearch2.fbo.gov/servlet/SearchServlet>

You can serve as a subcontractor with a prime at DHS:

http://www.dhs.gov/xlibrary/assets/opnbiz/OSDBU-DHS_Prime_Contractors_List.pdf

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(Continued from page 4)

and commitment.

- Share your needs with professional and industry organizations, professional service providers, and other parallel businesses to find appropriate candidates.
- Gather information about each potential partner.
- Rank the candidates informally based on how well they meet your search criteria.

Teaming Agreements

A teaming agreement is a good option for contractors because some government contracts are too large in size or scope for small businesses to handle. In recent years,

the number of these large contracts rose sharply and the number of small contracts declined as a result of bundling. While many government agencies bundle contracts because it's cheaper and easier to offer, award, and administer one large contract instead of several smaller contracts—it is a price that many small business cannot afford to pay. A teaming agreement is something small companies can execute to stay competitive even when a contract is bundled.

We're Here to Serve You

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HELPFUL LINKS

“How to Do Business with the Department”

http://www.dhs.gov/xopnbiz/editorial_0421.shtm

DHS Organizational Chart

http://www.dhs.gov/xabout/structure/editorial_0644.shtm

OSDBU Contacts

http://www.dhs.gov/xopnbiz/smallbusiness/gc_1178570919850.shtm

Statistics on DHS Small Business
Performance

<http://www.sba.gov/aboutsba/sbaprograms/goals/index.html>

Report Contract Bundling

http://www.sba.gov/aboutsba/sbaprograms/gc/gc_bundling.html

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