



HUD'S SMALL BUSINESS AGENDA

NEWSLETTER

The Office of Small and Disadvantaged Business Utilization

Alphonso Jackson Selected as Secretary of HUD



Alphonso Jackson became the 13th Secretary of the U.S. Department of Housing Urban Development (HUD) on April 1, 2004, one day after being confirmed by the U.S. Senate.

In his confirmation testimony, Jackson, who managed the day-to-day operations of the agency as HUD's Deputy Secretary for three years, promised to continue building on the nation's record homeownership rate and to increase access to affordable housing for low-income families.

"I am also committed to helping create President Bush's vision of an environment where small businesses can flourish," said Jackson. "Last year, HUD awarded 54% of its contract dollars to small businesses and as of the close of the second quarter in Fiscal Year (FY) 2004 small businesses had received 48% of HUD's dollars. We are focused on keeping this positive trend going."

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The President's Small Business Agenda

March 19, 2002



The Office of Management and Budget (OMB) prepared a strategy for unbundling federal contracts in response to the President's concern regarding small business

access to government contracts in his Small Business Agenda. "Bundling" is defined as consolidating two or more procurement requirements previously provided under separate, smaller contracts into a solicitation of offers for a single contract that is unlikely to be suitable for award to a small business concern.

OMB developed a strategy with nine actions to unbundled contracts wherever practicable, including:

- Require identification of alternative acquisition strategies for proposed bundling of contracts above specific thresholds;
- Mitigate the effects of bundling by strengthening compliance with subcontracting plans; and
- Identify best practices for maximizing small business opportunities.



Important Small Business Websites:

Access these websites periodically to keep informed about the latest regulations, requirements, initiatives and opportunities for small businesses desiring to do business with the federal government:

- www.business.gov
- www.fedbizopps.gov
- www.womenbiz.gov
- sbc.senate.gov



Small Business Awards Ceremony

On April 6, 2004, the Office of Small and Disadvantaged Business Utilization (OSDBU) held its 2nd Annual Small Business Awards Ceremony. "These awards recognize all of the hard work and outstanding achievements of individuals and program offices during FY 2003," explained A. Jo Baylor, Director of HUD's OSDBU.

HUD easily outdistanced all other government agencies in FY 2003 by awarding 54% of its contract dollars to small businesses. The Agency also topped the other federal agencies in doing business with 8(a) firms, women-owned small businesses, small disadvantaged businesses, service disabled veteran-owned small businesses and HUBZones. HUD's record year was made possible by the following:

- Office of Public and Indian Housing (PIH)
- Cedric A. Brown, PIH
- Office of Community Planning and Development
- Government National Mortgage Association
- Office of Policy Development and Research
- Office of Housing
- Kathleen S. Malone, Housing
- Marlene L. Robinson, Housing
- Brent H. Pick, Administration
- Vernetta R. Elliott, Administration
- Catherine Haddon, Administration
- Keira Buggs, OSDBU
- Judith M. Stackhouse, OSDBU
- Ozema Moore, OSDBU
- John P. Opitz, Office of General Counsel
- Barry L. McVay, Administration
- Linda Nessi, Housing
- Mark McCloy, Administration
- James A. Aiken, PIH



Helpful Hint

Prepare a one-page capability statement written specifically for the procurement you are pursuing. Provide contact information, certifications and a brief company overview. Include your firm's core competencies, government and private sector experience performed within the preceding three years and any teaming arrangements that were similar in nature to the current opportunity. This document will provide a concise overview of your firm's experience and capabilities for those in the decision making process. Go to the "Marketing to HUD" section on www.hud.gov/smallbusiness for an example.

Spotlight on Arnette McGill-Moore



Judith Stackhouse (left) and Arnette McGill-Moore (right) at the OSDBU Small Business Awards - April 2004.

Arnette McGill-Moore joined HUD and the OSDBU in 1989 as a Secretary; and after a nine-year tenure she became a Business Utilization Development Specialist (BUDS). Her main focus is on 8(a) and Native American firms and she also specializes in subcontracting opportunities. "I make sure that small businesses get

their fair share of contracting dollars by conducting "Small Business" reviews on the Agency's Strategic Procurement Plans at the beginning of each fiscal year and on Requests for Contract Services throughout the year."

Arnette helped HUD to substantially exceed its SBA FY 2003 8(a) contracting goals by participating in an extensive outreach program and by negotiating directly with program offices on behalf of 8(a) firms. She is confident that HUD will again exceed its 8(a) goal in FY 2004.

When speaking to small businesses, "I encourage them to do their homework concerning HUD, to review our Forecast and identify available opportunities. I advise

small businesses to keep their capability statements short and sweet and to follow-up with phone calls after submitting capability statements."

With large businesses, Arnette emphasizes HUD's subcontracting policy that states "up to 40%" of the total contract value, if over \$500,000, should be subcontracted to small businesses. She ensures that small business participation is substantial.

When asked about her contributions as a BUDS, Arnette replied: "I am very proud to work in the small business office at HUD and help small businesses. It feels good to know that by promoting small businesses I'm helping the U.S. economy at the same time."



Recent Small Business Awards

CATAPULT TECHNOLOGY, LTD. will assist HUD in conducting a business process improvement (BPI) of HUD's IT Acquisition processes and in developing a comprehensive strategy for making HUD's core business processes, relative to ITA, more efficient and effective. The work covered by this contract is intended to produce well-documented information and procedures for ITA processes and ultimately assist the Department in complying with the Clinger Cohen Act. Catapult Technology, LTD., an 8(a), SDB and service-disabled veteran-owned small business, is supporting the Office of Administration.

NUCORE VISION, INC., an 8(a), SDB and HUBZone firm, will conduct a Security Risk Assessment for the Office of Public and Indian Housing for the Public Information Center (PIC). The objective is for Nucore Vision, Inc. to review and evaluate the security practices and risks existing in the PIC System and to recommend ways to improve system security, policy and procedures.

BARQUIN INTERNATIONAL, an 8(a) and SDB, provides Enterprise-wide data management support services to HUD that include data warehouse development and related activities. These activities cover requirements analysis, design modeling, documentation, testing, integration, installation and maintenance of data warehouse operations. In addition, Barquin provides a full range of the business intelligence reporting and analysis development for HUD.

FY 2004 OUTREACH CALENDAR

Apr. 22 **4th Annual Black Business Professionals and Entrepreneurs Conference**
Atlanta, GA
Contact Jewels Daniels
at (912) 354-7400 or visit
www.blackbusinessprofessionals.com

May 5-7 **CelebrAsian 2004: Access & Growth**
Irvin, CA
Visit www.uspaacc.com

May 19-20 **8th Annual Business Investment Expo**
Kansas City, MO
Contact Chris Kelley at (913) 534-2704
or visit www.m-s-c.org

For a complete list of upcoming outreach events visit Outreach Events on www.hud.gov/smallbusiness.

OSDBU Advertising

The ads shown here are part of OSDBU's marketing campaign that is designed to build awareness among established small businesses. Recent changes implemented at HUD have created a fair environment for small businesses in the Agency's contracting process. We want successful small businesses to know that they can grow their business through federal contracts with the assistance of the OSDBU. Per the ads, contact



the OSDBU for information on doing business with HUD by visiting www.hud.gov/smallbusiness.

The black and white ads will run April 2004 through October 2004 in Corporate Corridors, Hispanic Business, Latina Style and MBE Magazines. Publications or other parties interested in using the ads in public service announcements should contact A. Jo Baylor, OSDBU Director, at (202) 708-1428.

Business Economic Development Day

The HUD Seattle and Portland offices presented "Partnering for Success in Government Contracts: A Small Business Economic Development Conference," in Portland, Oregon on March 18, 2004.

Approximately 300 attendees participated in this day-long event. Over 12 workshops on contracting opportunities with federal agencies and small business assistance programs were presented along with four matchmaking sessions drawing over 280 appointments between procurement representatives and small business owners during the conference. Over 95% of the evaluation responses rated this conference a huge success overall in bringing value to small business attendees.

Other Business Economic Development Days (BEDDs) are scheduled to take place in Pensacola, FL on May 25, 2004 and Milwaukee, WI on June 2, 2004. Visit Outreach Events on www.hud.gov/smallbusiness.



Small Business Specialists in the Field

HUD has three field contracting operations (FCO) located in Philadelphia, PA, Atlanta, GA and Denver, CO. These FCOs, with branches located in other cities within their jurisdictions, are responsible for the procurement needs in their area. Each FCO has a Small Business Specialist who will assist businesses that are interested in contracting with HUD. They are available to discuss issues such as the procurement process, the services/products that HUD buys and the best way to conduct business with the Department.

Visit www.hud.gov/offices/osdbu/guide/general.cfm to determine which FCO serves you. The Small Business Specialists are:

Pat McQuoid

Philadelphia Contracting Operations
Pat_McQuoid@hud.gov
(215) 656-0674

Kimberlee L. Satterfield

Atlanta Contracting Operations
Kimberlee_L._Satterfield@hud.gov
(404) 331-5001

Nancy Royce

Denver Contracting Operations
Nancy_J._Royce@hud.gov
(303) 672-5281

Doing Business with HUD

It's no secret that small business owners sometimes find working with federal agencies a frustrating experience. What do you want? Who do I contact? How do I figure out the paperwork? How do I qualify? What opportunities are available? These and other questions were answered for Juanita Terry, Vice President of Lead Technologies, and the more than 200 participants who attended the "Arkansas Small Business Conference" sponsored by HUD's Little Rock Field Office in partnership with the Arkansas small business and small disadvantaged business community.

Ms. Terry attended a workshop during the conference on "Grantees and Small Business Owners Doing Business Together" which included Donald Sampson, Community and Economic Development Director for the City of Pine Bluff, Arkansas, as one of the Speakers. In his presentation, Mr. Sampson advised participants of current and projected contract opportunities with the city of Pine Bluff, a HUD Entitlement city. Ms. Terry immediately followed up with Mr. Sampson to learn more about available opportunities. Lead Technologies later submitted a bid to the city of Pine Bluff for lead-based paint inspection, risk assessment and clearance inspection services and was awarded a contract for approximately \$12,000.

Lead Technologies, an 8(a) and HUBZone company, is a licensed lead-based consultant in Arkansas with a fully trained staff of certified lead-based paint inspectors and risk assessors.

Message From The Director

At the OSDBU, we have a tradition that every small business that visits our office is required to give us their elevator speech. You're probably thinking, "What's an elevator speech?" It's a 20 second introduction of your firm. It tells us why your firm is the best suited for a procurement. The elevator speech should include your name, company name, company certifications and credentials such as SDB, 8(a), HUBZone, and any GSA schedules you have. It also contains number of employ-

ees, years of operation, public and private sector experience and major accomplishments. In a nutshell, it's a concise overview of your company.



**A. Jo Baylor, Director
Office of Small and
Disadvantaged Business Utilization**