Electronic Marketing and Outreach Activities Omaha District,
U.S. Army Corps of Engineers

Electronic Media Marketing is the prescribed method for Small Business Community Member (SBCM) to

1. Effectively market and circulate qualifications, past performance and capability statements to Regional Business Center and Project Delivery Teams, Northwestern Division and Omaha District, U.S. Army Corps of Engineers.

2. Identify and locate business opportunities within Districts. Northwestern Division.

3. Identify and locate industry exchanges, conferences, workshops and training activities within the Region and Small Business Development Centers.

The Small Business Community is a major provider and source of capabilities, supplies and services to assist the Districts within Northwestern Division in accomplishing its various missions and responsibilities. This business processes is consistence with USACE's Project Management Business Process, 2012 Strategic Plan and the President's Management Agenda.

Small Business Community Members (SBCM)

1. Small Business (SB) Concerns

2. Small Disadvantaged Business (SDB) Concerns

3. Women-Owned Small Business (WOSB) Concerns

4. Historically Black Colleges and Universities (HBCU) and Minority Institutions (MI)

5. HubZone Small Business Concerns

6. Service-Disabled Veteran Owned Small Business Concerns

7. Veteran-Owned Small Business (VOSB) Concerns

Electronic media products will enable the SBCM to virtually communicate, market and network within the federal marketplace. The Districts within the Northwestern Division continue to be vigilant in the management and allocation of highly called upon resources to maintain readiness and capabilities in the fight against terrorism, the reconstruction of IRAQ, Emergency Management and Rapid Response functions for the safety and well being of the Nation. Potential Services Providers, Stakeholders and Project Delivery Teams must leverage their resources through efficient business processes, technology solutions and available technical resource centers. A virtual approach to marketing and networking will provide the SBCM all the necessary information needed to successfully identify and compete for Northwestern Districts' contracts.

Marketing Your Capabilities.

1. The advised and most productive approach to marketing within the federal marketplace is to **"Do It Yourself."** Do not depend on others to locate contracting opportunities for your company. A visit to Omaha District's websites at http://www.nwo.usace.army.mil/html/Q A/Q A.htm, " Navigate Your Way to Becoming A Service Provider" will help you accomplish this end. This websites provide, at a glance, the basic information to assist you with locating and identifying business opportunities both within the Omaha District as well as the rest of the federal marketplace. Using a "frequently asked questions" format, along with imbedded links to other sources of information, provides easy access to the basic requirements and information needed to locate and identify business opportunities that may lead you to becoming a successful Partner for the U.S. Army Corps of Engineers and/or another Federal Agency.

2. Develop detailed electronic capability statements and websites for virtual networking. Be specific in describing the capabilities of your firm. Demonstrate qualifications, capabilities, prior experience and performance (prior contracts (type, references, amounts, etc)) with emphasis on special niches and capabilities you may have.

3. The District's Small Business Office is the SBCM portal to District's Project and Program Delivery Teams, Contracting Activity and Stakeholders (customer, consumer, constituents). Please do your homework before your initial contact. Districts Stakeholders demands are high and resources timeshared in critical missions, acquisition planning and strategies, programs and project execution. Become thoroughly familiar with District's missions and programs. A visit to the District's websites such as http://www.nwo.usace.army.mil/ will help you accomplish this end. As a largely reimbursable agency, we embrace up-to-date, business-like practices to include matching our capabilities to the needs of the Stakeholders, in timing, in required services and in desired degree of participation and results. Our business approach consists of:

   - ✓ The Project Management Business Process operating as One Corps, regionally delivering quality goods and services.
   - ✓ Sustaining Omaha District as a premier organization supporting the Small Business Community.
   - ✓ Strengthening our alliances and partnerships with our Stakeholders within the Region.
   - ✓ Utilizing available technology to leverage our resources, capabilities and performance.

4. Today-s electronic marketing products and website such as: http://www.nwo.usace.army.mil/html/ct-m/webpage.htm enables the SBCM to match its capabilities with our published requirements. Typically, if you don't see a solicitation, (request/invitation/quotation) or sources sought for supplies of services on a District website @ http://ebs-now.wes.army.mil or on the federal bid board (FedBizOpps) the appropriate conclusion to draw is there's not a current requirement or need by a District's Stakeholders.

5. Resist the antiquated “shotgun” and “squeaky wheel” approaches to marketing. It is not advised or necessary to market or make contact with each individual District Office within the Northwestern Division. Our Corporate Philosophy “One Door to the Corp” in concert with our business processes and communities of practice portals enables the Targeted District to virtually interface globally with Stakeholders, Program and Project Delivery Teams, Partners and the federal marketplace. The Portal District will ensure the widest dissemination of SBCM’s qualification and capability statements throughout Northwestern Division.

6. Develop the ability to market electronically; produce detailed electronic capability statements and websites to enable the initial contacted Corps Office to direct and disseminate your statements of qualification and other marketing information to its Stakeholders, Project Acquisition Strategy Board, Product Delivery Teams, and Partners. Be specific in describing qualifications, capabilities and talents of your firm. Contrary to marketing strategies of old, our Stakeholders are interested in the “steak" (quality product, within budget, timely delivery) not the "sizzle".

7. Learn as much as possible about the Federal acquisition system by reviewing information on the Acquisition Reform Network @ www.arnet.gov and the Small Business Administration’s website @ www.sba.gov.

8. To actively compete for business in the federal marketplace you will want to become a participating merchant for the Government Credit Card program that all federal agencies generally utilizes for purchasing and paying for certain services and supplies. The Small Business Office will disseminate your line card and or statement of qualifications to all our Program/Project Delivery Teams and Small Business Advisors within Northwestern Division. Follow up periodically to let us know your progress; please be reasonable about it; don’t wear out a welcome ;-)

Technical Qualification and Capabilities Interviews (TQCI)

District Offices facilitate technical qualifications and capabilities interviews:

1. As required by the Office of Small and Disadvantaged Business Utilization (OSDBU), HQUSACE.
2. As required and requested by Northwestern Regional Business Center.

3. For market research required and requested by District Offices’ Project Acquisition Strategy Board (PASB) to fulfill requirements of Federal Acquisition Part 10.001(a)(2)(3).

4. In conjunction with market research and benefit analysis activities to justify and document consolidated acquisitions as well as mitigating the effect of bundling.

5. In conjunction with pre-proposal conference for major acquisition requiring formal acquisition plans.

6. When requested and supported by Regional Stakeholders.

Section 8(a) Program.

SBA's Section 8(a), SBCM interested in District Office considering projects for the Section 8(a) program on their behalf must contact its servicing Small Business Administration Office and request a Search Letter be submitted to the appropriate District's PASB for evaluation and consideration.

Standard Order of Precedence

The DFARS no longer sets out a standard order of precedence, but as of the end of FY 99, the following was the standard order of preference, taking into consideration all of the new programs instituted up to that date.

1. HUBZone 8(a)
2. Other 8(a) – $3M Services and $5M Manufacturing
3. HUBZones Set-Aside Competition
4. HUBZones Sole Source Under $3M Services and $5M Manufacturing
5. Service Disable Veteran Small Business Set-Aside
6. Full Small Business Set-Aside
7. Full and Open Competition w/Evaluation
8. Preference and Subcontracting
9. Sole Source

Parity between Section 8(a), HUBZone and Service Disable Veteran programs

The SBA's Office of General Counsel (OGC) has determined that SBA regulations do not establish an order of precedence between the Section 8(a) program, the HUBZone program and the Service Disable Veteran program. Any interpretation that requires contracting officers (CO) to use one program before considering the use of another is beyond the statutory authority of the Small Business Act. In determining which program to use, the CO should consider the procuring activity's progress toward meeting its Service Disable, HUBZone and Section 8(a) goals, as well as other pertinent factors. Therefore, there is parity between the Service Disable Veteran Owned, HUBZone and Section 8(a) Small Business programs.

Small Business Development Centers (SBDC)

SBCM in need of strategic, one-to-one consulting, management and technical assistance and training should contact the U.S. Small Business Administration and/or a Small Business Development Center. SBDCs provide education, training and consulting to current and prospective SBCMs at approximately 1,000 locations across the country and U.S. territories.

When you visit an SBDC, you get the best of all possible business worlds. Resources of the private sector, the educational community and federal, state and local governments are there to help the SBCM start, build and grow your business.
SBA offices are located in all 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam and American Samoa. For more information contact SBA's Answer Desk at answerdesk@sba.gov. Inquire at your local SBA office for the location of the below listed SBA Partners.

- ✓ Small Business Development Centers (SBDCs)
- ✓ U.S. Export Assistance Centers (USEAC)
- ✓ Business Information Centers (BICs)
- ✓ Tribal Business Information Centers (TBICs)
- ✓ Service Corps of Retired Executive (SCORE)
- ✓ Women's Business Centers (WBCs)

Available Business Guides and Media:

1. Navigating Your Way to Becoming a Service Provider for the Omaha District
2. Outreach Business Edition, CD ROM, October 2003
3. Web pages: How to do Business with Us

Calendar of Events:
For upcoming events, workshops, conferences, please visit our website @ http://www.selingtoarmy.info/user/showpage.aspx?SectionID=9

Useful Resources Links.
Links for other useful resources can be viewed @ https://www.nwo.usace.army.mil/

Know Your Neighbor
We find it increasingly in the best interests of the Nation and our Stakeholders for us to work in ever-closer collaboration with other federal agencies and with state and local governments. Within Northwestern Region we have implemented major organization and process changes to help use work together virtually, more closely as one Corps. In our effort to strengthen our partnership, we emphasize improved communications. Ongoing and timely communication between our internal and external Stakeholders and Partners is critical to broadening trust-based relationships. Our missions and challenges are so broad and complex that we cannot resolve them alone – they demand the synergy, efforts, collaboration and resources of all having a stake in the future. We will aggressively seek partnerships and collaborative relationship with other agencies and stakeholders to resolve common issues, demands and challenges. As a largely reimbursable agency, we must continue to embrace up-to-date, business-like practices in all our Stakeholder relations to include matching our capabilities to their needs in timing, in required services, and in desired degree of participation. Only in this way can we remain relevant and provide the greatest possible value to the Nation.
The information presented below is an introduction to the U.S. Army Corps of Engineers. It is not nearly enough to satisfy your requirement to know the customer before contact.

Please visit the indicated websites for detail information on this and any and all federal agencies you have targeted to do business with.

U. S. Army Corps of Engineers (USACE)

The U.S. Army Corps of Engineers (USACE) is an Army Major Command assigned mission responsibilities in major construction and other engineering support to the Army and the Air Force, nationwide water resource management, engineering research and development, and real estate services for the Army and the Department of Defense. We are a key contributor to the joint force operations in the Global War on Terrorism. We are responsible to the Department of Defense and the Department of Army in implementing missions assigned to us by law and regulation. Internationally, working under DOD and Department of State guidance, our operations range across the globe. For additional information visit our website at: www.usace.army.mil

Northwest Division (NWD)

The Northwestern Division is located in Portland Oregon. The Division is comprises of the Kansas City, Walla Walla, Seattle, Portland and Omaha District. For detail information, visit our website at: www.nwd.usace.army.mil
Northwestern Division District Offices operates as One Corps regionally delivering quality goods and services. The District Offices executes work assigned by the Regional Business Center (RBC). In our Civil Works program our domestic stakeholders are governmental, commercial, and even individual citizens. Our military customers span Army and Air Force major commands and installations across the country. We focus on sustaining the Corps of Engineers as a premier organization and assuring our stakeholders a broad base of capable Service Providers and Suppliers to support the Corps of Engineers missions. For more information visit our website at

SMALL BUSINESS OFFICE (CENSB)

The Office of Small Business (CENSB) is the advocacy and advisory office that insures that all members of the Small Business Community have the opportunity to participate in our acquisition programs as prime contractors or as subcontractors. We assist our Stakeholders, the Small Business Community, succeed and will assure a broad base of capable Service Providers and Suppliers to support the Corps of Engineers missions. We assist small businesses and other eligible institutions such as Historically Black Colleges and Minority Institutions with understanding available programs. The Small Business Office functions as the one agile Business Advisor capable of operating virtually as a learning organization with responsibilities to:

1. Assist the Commander in effective implementation of a Small Business Program
2. Assist the Contracting Activity and Project Delivery Team in acquisition planning, forecasting and strategy determinations; aggressively identifying requirements suitable for the SBC.
3. Serves as the Liaison with the Small Business Administration and the assigned Procurement Center Representative.
4. Assist the Small Business Administration in carrying out the functions of the Small Business Act (specifically sections 8, 15, and 31).

5. Advocate excellence small business performance and goal accomplishment internally and externally.
6. Assist the PDT develop a broad portfolio of SBCM Capabilities
7. Facilitating technical qualifications and capability interviews (in collaboration with the Small Business Administration) for SBA's preference program members (Section 8(a), SDB, SDVOSB, Hubzones).
8. Represent the Region on various teams, boards, committees, task forces, pertaining to SB Programs.
9. Assisting the PDT in monitoring, evaluating, determining and documenting subcontracting compliance.

Omaha District Office

1. The Omaha District three major missions consist of military construction, civil works (water and natural resources projects), and environmental cleanup. We have many different customers with many different requirements. Detailed information about the Omaha District may be viewed at http://www.nwo.usace.army.mil. The Omaha District's current advertised solicitations maybe viewed at http://ebs-nwo.wes.army.mil.

Again, thanks for your interest in doing business with us. Small Business is the engine that drives the U.S. economy. Useful information is the fuel that powers that engine.

Essayons