

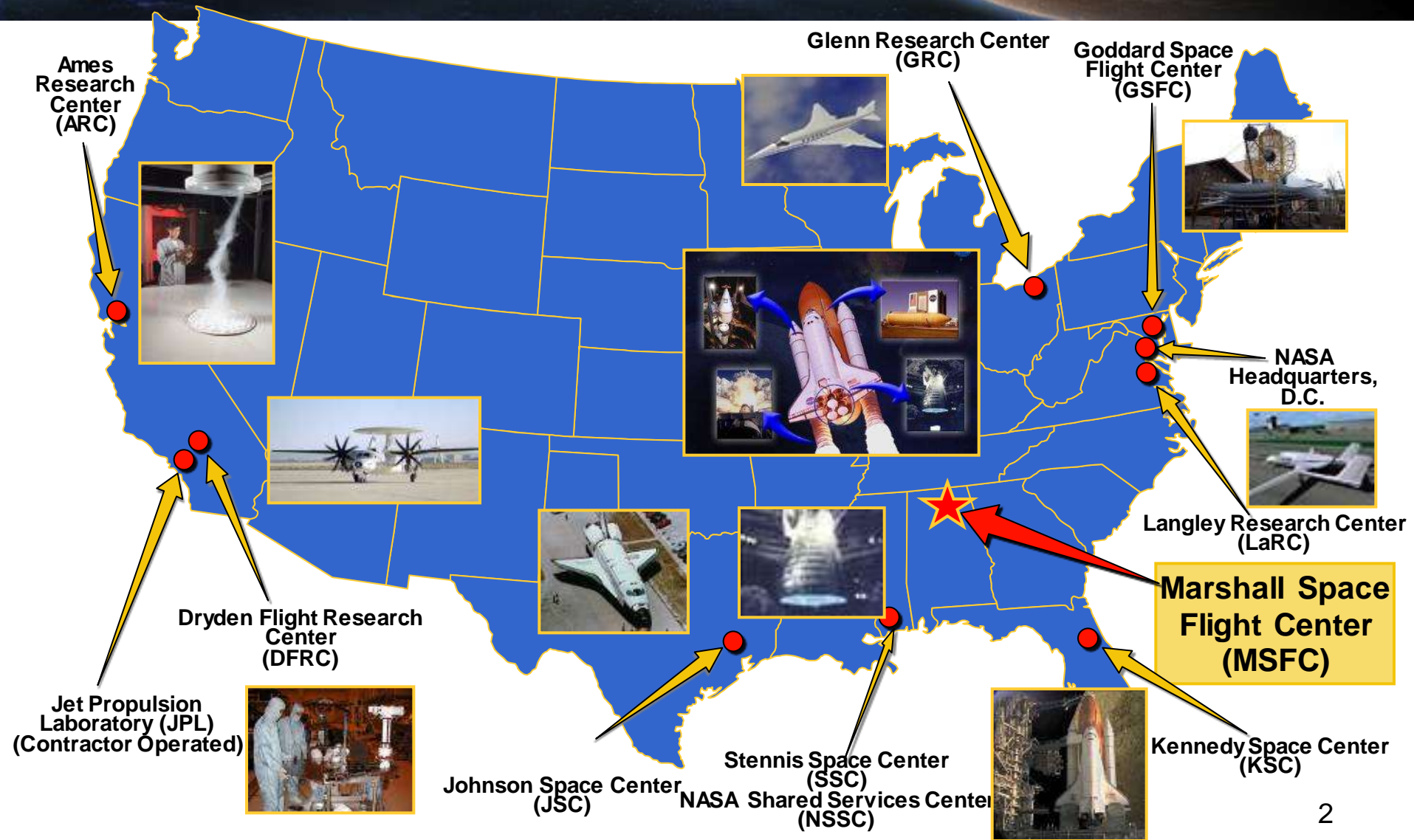
# DOING BUSINESS WITH NASA/MARSHALL SPACE FLIGHT CENTER (MSFC)

PRESENTER:  
MR. DAVID E. BROCK  
MSFC SMALL BUSINESS SPECIALIST

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# NASA Centers Nationwide





# NASA Organization

## ● Four Mission Directorates and Ten Centers

### ➤ Space Operations

- Johnson Space Center
- Marshall Space Flight Center
- Kennedy Space Center
- Stennis Space Center

### ➤ Aeronautics

- Langley Research Center
- Glenn Research Center
- Dryden Flight Research Center

### ➤ Science

- Goddard Space Flight Center
- Ames Research Center
- Jet Propulsion Laboratory (JPL) – Cal Tech

### ➤ Exploration Systems

- Various







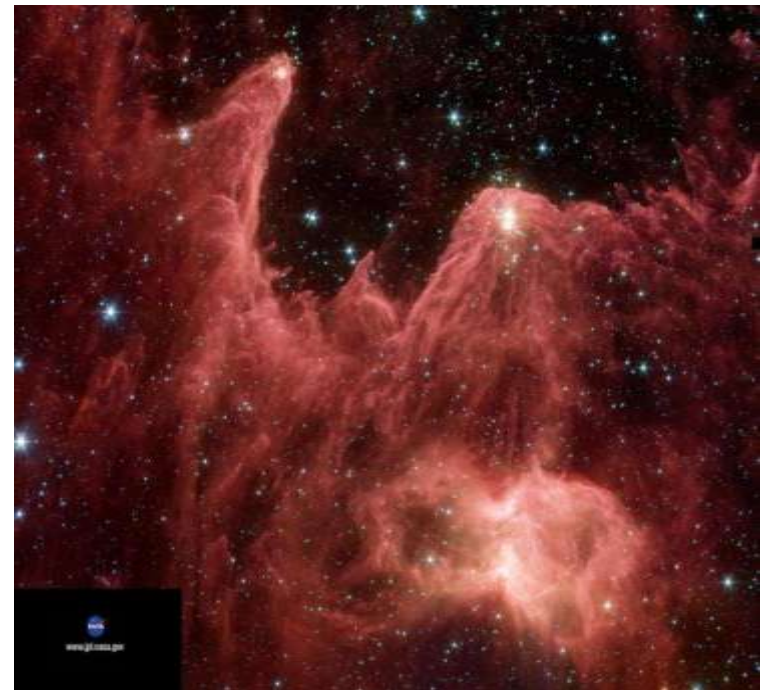
# Center Missions

Center	Mission
Ames Research Center	Aerospace & Small Spacecraft
Dryden Flight Research Center	Atmospheric Research & Testing
Glenn Research Center	Aeronautics & Spacecraft Technology
Goddard Space Flight Center	Science Missions & Telescopes
Jet Propulsion Laboratory	Deep Space Robotic Rovers & Networks
Johnson Space Flight Center	Operations
Kennedy Space Center	Shuttle Launch & Landing
Langley Research Center	Aviation & Space Research
Marshall Space Flight Center	Space Transportation Systems & Selected Science
Michoud Assembly & Facility	Shuttle & Constellation Manufacturing
Stennis Space Center	Shuttle Engine Testing



# NASA Centers

- Have individual Industry Assistance Offices
- Have dedicated Small Business Specialists(s)
- Engage in outreach efforts
- Do procurements  
Independently of other  
Centers





# NASA Small Business Specialists

<u>NASA Center</u>	<u>SBS</u>	<u>Phone</u>	<u>Email</u>
AMES Research	Lupe Velasquez	(650) 614-4522	Lupe.m.velasquez@nasa.gov
Dryden Flight	Robert Medina	(661) 276-3343	Robert.medina-1@nasa.gov
Glenn Research	Teresa Monaco	(216) 433-8293	Teresa.l.monaco@nasa.gov
Goddard Space Flight Center	Gilberto DelValle	(301) 286-8136	Gilberto.delvalle-1@nasa.gov
Johnson Space Flight Center	Charles Williams	(281) 483-5933	<a href="mailto:Charles.t.williams@nasa.gov">Charles.t.williams@nasa.gov</a>
Kennedy Space Flight Center	Larry Third	(321) 867-7357	Larry.m.third@nasa.gov
Langley Research Center	Randy Manning	(757) 864-6074	<a href="mailto:Randy.a.manning@nasa.gov">Randy.a.manning@nasa.gov</a>
Marshall Space Flight Center	David Brock	(256) 544-0267	David.e.brock@nasa.gov
NASA Shared Services Center	John Cecconi	(228) 813-6810	John.a.cecconi@nasa.gov
Stennis Space Flight Center	Michelle Stracener	(228) 688-1720	Michelle.m.stracener@nasa.gov



# SBS Assistance

- Provide Center overviews
- Pinpoint marketable areas
- Discuss small business direct and prime contractor subcontracting opportunities
- Make available marketing resources
- Provide strategic guidance & direction on how best to market capabilities



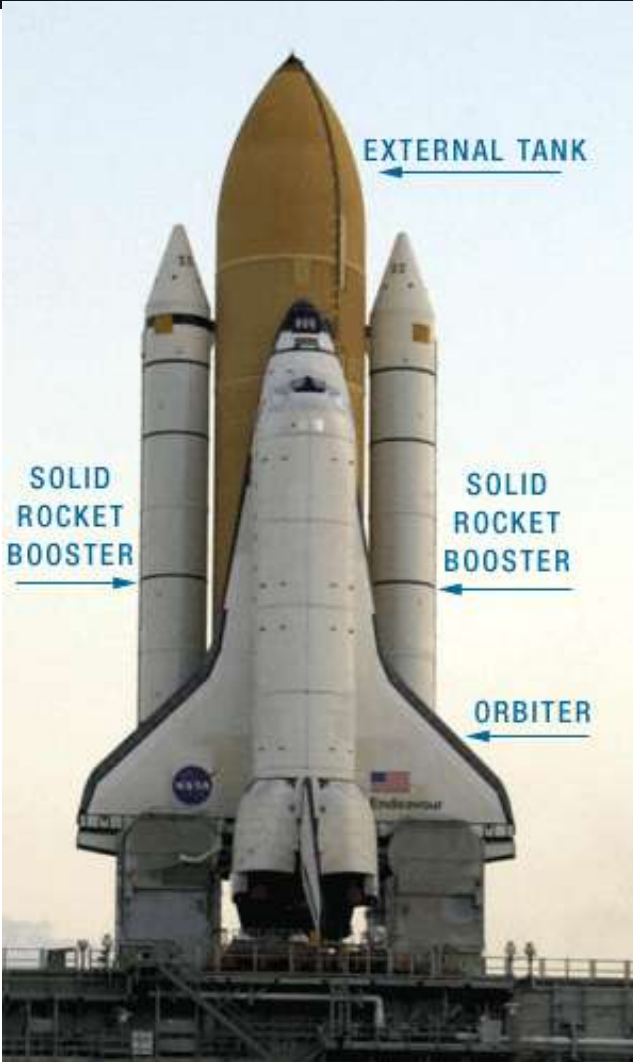
# Key NASA Programs

- Space Shuttle Program
- International Space Station
- Project Constellation





# Space Shuttle Program



- ❑ The world's first reusable spacecraft, and the first spacecraft in history that can carry large satellites both to and from orbit.
- ❑ Launches like a rocket, maneuvers in Earth orbit like a spacecraft and lands like an airplane.
- ❑ Orbits the earth at 115 to 400 statute miles with a velocity of over 17,321 mph
- ❑ **The most reliable launch record of any rocket now in operation.** Since 1981, it has boosted more than 1.36 million kilograms (3 million pounds) of cargo into orbit. More than 600 crew members have flown on its missions.



# International Space Station Program



- ❑ Altitude: ~200 miles above earth
- ❑ Velocity: 17,240 MPH, completing 15.7 orbits per day
- ❑ Joint project between United States (NASA), Russia (RKA), Japan (JAXA), Canada (CSA), several European countries (ESA), and Brazil (AEB).
- ❑ World-class research platform for biomedical, biotechnology, fluid physics, material science, quantum physics, astronomy and meteorology.
- ❑ Permanently manned since November 2, 2000. Visited by over 137 people to date.



# Project Constellation

## Building the Next Generation of Spacecraft For Human Exploration

- Major components of project:
  - Orion Crew Exploration Vehicle (CEV)
  - Ares I rocket for launching CEV into space
  - Ares V rocket for carrying cargo into space



# Marshall at a Glance



**\$2.6 billion**  
budget in fiscal year 2011



**6<sup>th</sup> largest**  
employer in the Huntsville -  
Madison county area



**> 6,000**  
employees at Marshall  
(2,634 civil service employees in  
fiscal year 2011)



**4.5 million**  
square feet of space occupied  
in Huntsville



**MAF**  
2.2M square feet of  
manufacturing space at  
Michoud Assembly Facility in  
New Orleans

*Marshall is an engine of opportunity for its community and beyond.*





# Space Shuttle Program Support at MSFC

- External Tank
- Main Engine
- Reusable Solid Rocket Booster
- Reusable Solid Rocket Motor



# International Space Station Support at MSFC

- Payload Operation Center Science Management
- Node 2 Connector Modules
- Multi-Purpose Logistic Modules
- Environmental Control and Life Support Systems
- Microgravity Science Glovebox
- Space Station Material Science Research Racks



# Ares I Support at MSFC

- First Stage
- J-2X Liquid Engine
- Upper Stage Production
- Upper Stage Avionics



# FY 2010 Ares & Shuttle Funding Totals

	<b>\$ OBLIGATED</b>	<b>% OF TOTAL</b>
MSFC Total Obligations	\$2,442.9m	
Ares	\$ 892.8m	36.5%
Shuttle	\$ 584.9m	23.9%
Ares & Shuttle	\$1,477.7m	60.5%





# FY 2010 Cumulative Small Business Achievements

<b>CATEGORIES</b>	<b>DIRECTS</b>	<b>SUBCONTRACTING</b>	<b>CUMULATIVE</b>	<b>% ACHIEVED</b>
Proc. \$			\$2,431.2m	
SB	\$237.8m	\$437.9m	\$ 675.8m	27.8%
SDB	\$ 86.9m	\$152.5m	\$ 239.4m	9.8%
WOSB	\$ 50.7m	\$ 89.4m	\$ 140.9m	5.8%
HUBZone SB	\$ 36.8m	\$ 28.8m	\$ 60.6m	2.5%
VOSB	\$ 39.4m	\$ 43.2m	\$ 65.7m	3.4%
SDVO SB	\$ 34.5m	\$ 16.4m	\$ 50.9m	2.1%



# FY 2007-2010 Cumulative Small Business Achievement Comparisons

<b>CATEGORIES</b>	<b>FY 2007</b>	<b>FY 2008</b>	<b>FY 2009</b>	<b>FY 2010</b>
Proc. \$	\$ 2,204.9m	\$ 2,535.6m	\$ 2,243.8m	\$ 2,431.2m
SB	\$ 510.3m	\$ 520.9m	\$ 595.2m	\$ 675.8m
%	23.1%	20.5%	26.5%	27.8%
SDB	\$ 196.5m	\$ 223.2m	\$ 299.5m	\$ 239.4m
%	8.9%	8.8%	13.3%	9.8%
WOSB	\$ 127.0m	\$ 170.4m	\$ 166.1m	\$ 140.9m
%	5.7%	6.7%	7.4%	5.8%
HUBZone SB	\$ 49.3m	\$ 52.1m	\$ 64.4m	\$ 60.6m
%	2.2%	2.1%	2.9%	2.5%
VOSB	\$ 56.4m	\$ 57.3m	\$ 95.9m	\$ 65.7m
%	2.6%	2.3%	4.3%	3.4%
SDVO SB	\$ 33.6m	\$ 55.2m	\$ 42.3m	\$ 50.9m
%	1.5%	2.2%	1.9%	2.1%



# NASA/MSFC Small Business Vendor Database & Directories

- MSFC Web Based Directories

- Small Business Directory
- Hardware Fabrication, Machining, & Assembly Services Directory
- Product Offerings Directory

- Directories found at: [http://ec.msfc.nasa.gov/msfc/doin\\_bus.html](http://ec.msfc.nasa.gov/msfc/doin_bus.html)

- To register, contact Amy Watson at amy.l.watson@nasa.gov

- NASA Vendor Database

- [https://vendors.nvdb.nasa.gov/index.cfm?fuseaction=Vendor.challenge\\_screen](https://vendors.nvdb.nasa.gov/index.cfm?fuseaction=Vendor.challenge_screen)



# MSFC Small Business Resources

- “Doing Business With MSFC” web site:[http://ec.msfc.nasa.gov/msfc/doin\\_bus.html](http://ec.msfc.nasa.gov/msfc/doin_bus.html)
- MSFC Small Business Marketing Guide
- MSFC Support Contracts List





# MSFC Small Business Program Initiatives

- Small Business Executive Leadership Team
- Marshall Prime Contractor Supplier Council
- Joint Counseling
- Small Business Coordinators
- Procurement Small Business Action Team



# Passage of the NASA FY 2011 Continuing Resolution

- NASA FY 2011 budget at \$1.84 billion compared to \$1.87 billion in FY 2010, or approximately \$515 million less than President's FY 2011 budget request
- Funding resolution formally removes the FY 2010 provision that prohibited NASA from terminating the Constellation Program clearing the way for NASA to move forward on new exploration priorities



# NASA FY 2011 Projected Funding

<b>PROGRAM</b>	<b>FY 2011</b>	<b>FY 2010</b>
Institutional	\$3.1b	\$3.18b
Space Launch System	\$1.8b	
Multi Purpose Crew Vehicle	\$1.2b	
Space Operations (Shuttle)	\$5.5b	\$6.1b
Exploration	\$3.8b	\$3.7b
Science	\$4.9b	\$4.4b
Aeronautics	\$535m	\$501m
Education	\$146m	\$183m
Construction	\$394m	\$448m



# Space Launch System

- MSFC will be the lead Center in the development of the new Heavy Lift Launch Vehicle System
- FY 2011 program funding projected at \$1.8 billion
- Lift capability of not less than 130 tons
- System components will include an upper stage and core elements; e.g., First Stage boosters and motors, avionics, etc.





# Space Launch Systems Trade Study Awardees

<b>AWARDEE</b>	<b>CONTRACT NUMBER</b>	<b>CONTACT</b>	<b>PHONE</b>	<b>EMAIL</b>
Aerojet	NNM11AA05C	Carol Rice	916.355.3235	carol.rice@aerojet.com
ATK	NNM11AA08C	Jenifer Scoffield	435.863.2017	jenifer.scoffield@atk.com
Lockheed Martin	NNM11AA10C	Melanie Powell	504.257.0268	melanie.m.powell@lmco.com
Northrop Grumman	NNM11AA11C	Vicky Harper-Hall	310.335.3719	vicky.harper-hall@ngc.com
Orbital Sciences	NNM11AA13C	Scott Hoeksema	703.727.3966	Hoeksema.Scott@orbital.com
Pratt & Whitney	NNM11AA14C	Patty Rice	561.796.4314	patricia.rice@pwr.utc.com



# Space Launch Systems Trade Study Awardees (Cont.)

<b>AWARDEE</b>	<b>CONTRACT NUMBER</b>	<b>CONTACT</b>	<b>PHONE</b>	<b>EMAIL</b>
SAIC	NNM11AA12C	Frank Curran	256.705.8592	Francis.m.curran@saic.com
Space Exploration Technologies	NNM11AA15C	Maxx Vozoff	310.363.6311	
The Boeing Company	NNM11AA09C	Brad Bruce	256.464.4697	bradley.p.bruce@boeing.com
United Launch Alliance	NNM11AA16C	Patty Strickling	303.269.5658	Patty.a.strickling@ulalaunch.com
United Space Alliance	NNM11AA17C	Tiffany Booker	256.971.3226	tiffany.j.booker@usa-spaceops.com



# Other Large Businesses of Interest

<b>COMPANY</b>	<b>CONTACT</b>	<b>PHONE</b>	<b>EMAIL</b>
BAE Systems	Diane Dempsey	703.563.7991	diane.dempsey@baesystems.com
Ball Aerospace	Brad Ebner	303.533.7253	bebner@ball.com
Hamilton Sundstrand	Eric Newman	256.971.4525	eric.newman@hs.utc.com
Honeywell	Pat Resign	727.539.5221	patrick.a.resign@honeywell.com
Johns Hopkins Applied Physics Laboratory	Orlando Stevenson	443.778.6389	orlando.stevenson@jhuapl.edu
Lockheed Martin	Michelle Butzke	303.977.6342	michelle.butzke@lmco.com
Lockheed Martin	Terry Abel	256.656.5411	terry.abel@lmco.com



# Other Large Businesses of Interest (Cont.)

<b>COMPANY</b>	<b>CONTACT</b>	<b>PHONE</b>	<b>EMAIL</b>
Moog	Mary Chambers	256.722.8442	mchambers@moog.com
Oceanering	Jeff Blanchard	832.875.2016	jblanchard@oceanering.com
Orbital Sciences	Scott Hoeksema	703.727.3966	Hoeksema.Scott@orbital.com
Raytheon	Joanne Arvizu	520.665.5919	jnarvizu@raytheon.com
Southwest Research Institute	Eva Carpenter	210.522.2237	eva.carpenter@swri.org
Teledyne Brown Engineering	Debbie Batson	256.726.1393	Debbie.Batson@tbe.com
Wyle	John Park	713.504.5207	jpark@wylehou.com



# New Postings

To Access NASA Postings, Go To:

- NASA Acquisition Internet Service

[http://prod.nais.nasa.gov/cgi-bin/nais/link\\_syp.cgi](http://prod.nais.nasa.gov/cgi-bin/nais/link_syp.cgi)

- NASA Acquisition Internet Service Online Registration

<http://prod.nais.nasa.gov/cgi-bin/nens/index.cgi>





# Business Stats

- Any one year 1 million start a business
- 40 percent will fail in first year
- 80 percent will be out of business within 5 years
- 96 percent will close their doors before the 10<sup>th</sup> year...Why?



# Primary Reason for Business Failures

- Technicians who start businesses are good at what they do, but not much good at doing many other things required to sustain and maintain the business
- Business is 15 percent technical, 85 percent people
- Reality is that people make business with technology a distant second



# Power of Association

- You have to make contacts to make contracts!
- Your network will determine your net worth!
- The people you surround yourself with, both externally and internally, will have a definite impact on future business Successes!
- At any time, we are becoming the average of the 5 people with whom we are mostly closely associated with!
- Its not what you know, its who you know, or put a better way, its who knows you!
- Create relationships with hinges that never rust!

Charley “Tremendous:” Jones said, “Five years from now you will be the same as you are today except for the people you meet and the books you read”



# Final Thoughts

- Let the Small Business Specialist know of your interest
- Start the marketing process early
- Review performance work statements (If available)
- Respond to sources sought/request for information
- Attend industry briefings and participate in site visits
- Establish teaming relationships



# Desirable Contractor Attributes

- Team player
- Customer focus
- Reasonable cost
- Good safety record
- Relevant experience/quality standards
- Reliable, responsive, and flexible





# MSFC Small Business Program Contacts

<b><u>CONTACT</u></b>	<b><u>TITLE</u></b>	<b><u>EMAIL</u></b>	<b><u>PHONE</u></b>
David Brock	Small Business Specialist	David.e.brock@nasa.gov	(256) 544-0267
Fran Thompson	Management Support Assistant	Fran.thompson@nasa.gov	(256) 544-8816
Amy Watson	ARCS Contractor Support	amy.l.watson@nasa.gov	(256) 544-6263
Lynn Garrison	Small Business Tech Advisor	Virginia.b.garrison@nasa.gov	(256) 544-6719
Barbara Jenkins	SBA PCR for MSFC	Barabara.j.jenkins@nasa.gov	(256) 544-5012

Location: Bldg. 4202, Room 211

[http://ec.msfc.nasa.gov/msfc/doin\\_bus.html](http://ec.msfc.nasa.gov/msfc/doin_bus.html) (Web Site)