

2020 VIRTUAL PATHWAY TO GROWTH
PROCUREMENT CONFERENCE

toolkit

FOR SUCCESS



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Introduction

The federal government is investing at historic levels in a wide range of the kind of solutions your organization can provide to meet the mission of our nation. Now, more than ever, it is time to strengthen your existing relationships with agencies and to lay the groundwork for coming opportunities. As government agencies work to meet our nation’s public needs, the targeted response of businesses to contracting opportunities is critical. This means that businesses that respond to government procurements create a win-win situation.

Your participation in the MCCC GovConNet Virtual Procurement Conference gives you a competitive advantage in winning federal, state, and local government contracts. In addition to breakout sessions, exhibitor networking roundtables, one-on-one matchmaking opportunities, and networking with other attendees, our Procurement Conference sponsors have provided valuable resources in our first ever Virtual Toolkit for Success. Take advantage of these additional resources in order to enhance your conference experience and accelerate the success of your business.

Thank you to all of our sponsors for helping to make this an impactful Procurement Conference!



Lockheed Martin Corporation

Pathway to Growth Conference Sponsor



SMALL BUSINESS STRONG



Six Steps to Marketing to Lockheed Martin

At Lockheed Martin, we achieve Mission Success by meeting our commitments to our customers and attaining total customer satisfaction. Suppliers are an important part of that strategy. Lockheed Martin needs suppliers who can help us deliver a product better, faster and smarter. Working with our category management teams in a long-term business environment will strengthen our supply chain and the integrity of the components of our products.

To be successful and make **your** company known to Lockheed Martin and our Small Business professionals, follow these **Six Steps to Marketing your company to Lockheed Martin**.

STEP #1: Do your research to determine target focus area. Lockheed Martin is a large corporation made up of multiple business areas and supports thousands of programs. To get routed to and/or connected with the appropriate decision maker(s), we need your help to identify the area of target. This may be a business area, program, proposal partnership or technical need. Here are a few resources to help you identify the best first for your company:

- Lockheed Martin Website (www.lockheedmartin.com)
 - Annual Report
 - Business Areas and What We Do pages
 - What We Buy Directory - <https://www.lockheedmartin.com/content/dam/lockheed-martin/eo/documents/suppliers/information-what-we-buy-list.pdf>
 - Corporate Agreements Listing - <https://www.lockheedmartin.com/content/dam/lockheed-martin/eo/documents/suppliers/information-corporate-agreement-areas.pdf>
 - U.S. Government Small Business program offices

After doing your research and finding an area of a potential match, let us know. Provide the specific information of focus areas of target. It is also important to differentiate yourself from your competitors by being able to articulate what sets you apart, outside of quality. Do not rely on your socio-economic category to be your discriminator.

Send request to: Supplier.communications@lmco.com

STEP #2: Complete the Supplier Marketing Portal Profile. This is Lockheed Martin's primary database for searching for suppliers when there is a procurement opportunity - <https://podio.com/webforms/8182136/612474>.

For help, contact: Supplier.communications@lmco.com

Attention EXISTING Lockheed Martin Suppliers: Please update your profile in Exostar by listing **all** your NAICS codes and the corresponding size standards. FAR 19.301-1, FAR 52.219-9 and 13 CFR 125.3 require all formal solicitations and purchase orders have the proper NAICS code and the size standard on each document. Prior to work being performed, the small business supplier awarded the purchase order must have a matching NAICS code along with its self-certified size according to the SBA's size standard, to be counted as a small business. See NAICS Frequently Asked Questions (FAQ) for more information: <https://www.lockheedmartin.com/en-us/suppliers/faqs/naics.html>

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- Make sure your information is accurate and complete
- Include all NAICS codes
- Include self-certified size according to the Small Business Association's (SBA's) size standard
- Be sure to include your quality certifications and security clearances
- Update your profile regularly if there are changes

STEP #3: Monitor and/or subscribe to the Immediate Needs Bulletin Board. This immediate need board is used to post unique procurement needs. If your firm matches a need, be sure to follow the instructions for consideration.

<https://www.lockheedmartin.com/en-us/suppliers.html#bulletinboard>

To Subscribe, send a request to: Supplier.communications@lmco.com

STEP #4: Meet Influencers. Lockheed Martin Small Business professionals and other procurement specialists attend many outreach events throughout the year. These representatives can serve as your advocate and mentor for marketing your company to internal programs that may require your company's capabilities.

<https://www.lockheedmartin.com/en-us/suppliers/supplier-diversity.html#events>

STEP #5: Technology, Research & Development (R&D) Focused Firms Only: Visit <https://www.lockheedmartin.com/en-us/suppliers/sbir/sbir-contact.html> to self-register your company - tell us about your strengths & capabilities. We will add your company to our SBIR distribution list to receive information on latest solicitation topics of interest. The purpose of this listing is to help connect small business companies with the appropriate Lockheed Martin technical point of contact to explore opportunities for partnership and innovation.

Lockheed Martin SBIR web site page link: <https://www.lockheedmartin.com/en-us/suppliers/sbir.html>

STEP #6: Bring Partnership Opportunities to Us. If you are pursuing a proposal pursuit or have a small business set-aside where you are seeking a partner, notify us via our Business Development team via our web site.

Pursuing a proposal partnership link: <https://www.lockheedmartin.com/en-us/contact.html#customers>

Attention EXISTING Lockheed Martin Suppliers: Please update your profile in Exostar by listing **all** your NAICS codes and the corresponding size standards. FAR 19.301-1, FAR 52.219-9 and 13 CFR 125.3 require all formal solicitations and purchase orders have the proper NAICS code and the size standard on each document. Prior to work being performed, the small business supplier awarded the purchase order must have a matching NAICS code along with its self-certified size according to the SBA's size standard, to be counted as a small business. See NAICS Frequently Asked Questions (FAQ) for more information: <https://www.lockheedmartin.com/en-us/suppliers/faqs/naics.html>

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Click here to download **Six Steps to Marketing to Lockheed Martin**

PilieroMazza PLLC
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Seeking the latest developments in government contracting?

Check out the links below to upcoming PilieroMazza webinars. Please visit this link for updates to this list.

- ▶ **WEBINAR: Long-Term Remote Work Strategies**
July 15, 2020
- ▶ **WEBINAR: Reaching for the STARS III: What Businesses Need to Know to Successfully Compete**
July 16, 2020
- ▶ **WEBINAR: How to Accelerate Your CMMC Compliance Efforts**
July 22, 2020
- ▶ **WEBINAR: COVID-19 Guidance for Government Contractors**
July 22, 2020
- ▶ **WEBINAR: False Claims Act Implications for PPP and Disaster Relief Loans: What Small Businesses Should Be Ready For**
July 29, 2020
- ▶ **WEBINAR: Sex Discrimination: New Court Rulings and Legislative Updates on Gender Identity and the Practical Impact on LGBTQ Employees**
July 30, 2020
- ▶ **WEBINAR: Impact and Potential Pitfalls of CARES Act / 3610 and PPP Flexibility Act on Government Contractors**
September 23, 2020

Click here to download **Pilieromazza Webinar Schedule**



For more information, please contact

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Washington, DC
Annapolis, MD
Boulder, CO



Pilieromazza

is a proud sponsor of the Montgomery County Chamber of Commerce's 2020 GovConNet Pathway to Growth Procurement Conference.

Practicing What Matters

Many elements must work together to achieve success for our clients. Whether you're seeking a partner who knows the ins and outs of government contracting, looking to ink a game-changing M&A deal, requiring guidance on a sensitive employment issue, or needing a trusted advocate to resolve a business dispute, PilieroMazza attorneys deliver smart solutions that seamlessly integrate every element.

To learn more, visit us at www.pilieromazza.com

Click here to download **Pilieromazza Palm Card**

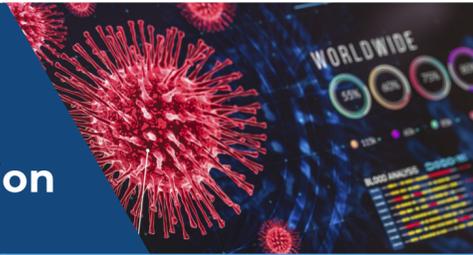
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Event Sponsor





Improving Lives Through Research®

Westat Support for COVID-19 Research and Evaluation



Westat has more than 50 years of experience providing Federal, state, and local clients as well as academia and the commercial sector with innovative research services to help improve outcomes in health, education, economics, and social policy.

CAPABILITIES

Westat leverages a range of capabilities to develop customized solutions for clients:

- Data Collection & Surveys
- Health & Emergency Risk Communications
- Quantitative & Qualitative Evaluation
- Statistical Sciences
- Technical Assistance

EXPERTISE

Behavioral Health and Health Policy – Westat solutions, from nationwide behavioral health surveillance surveys to program-specific randomized controlled trial evaluations, help our country respond to behavioral health crises. Our expertise can be applied in assessing the impacts of social distancing and economic uncertainty on mental health and addiction, and evaluating current health policies as well as temporary changes impacted by COVID-19.

Clinical Trials – Westat is a leader in designing, managing, monitoring, and delivering advanced clinical trials and epidemiologic studies. We support clinical research in chronic and infectious diseases, including HIV/AIDS, cancer, diabetes, tuberculosis, as well as emerging infectious diseases. We also support research in vaccine, gene therapy, monoclonal antibody, and chemotherapy interventions.

Education – Westat supports excellence in education by implementing, monitoring, and evaluating programs; helping build capacity; and providing training and program-centered technical assistance. We can contribute to COVID-19 impact research by curating and sharing best practices on effective distance learning, examining equity issues presented by distance learning, and evaluating the effectiveness of education approaches adopted in response to COVID-19.

Public Health and Epidemiology – Westat uses an evidence-based approach to prevent and detect infectious and chronic diseases to improve health outcomes. Our public health staff have expertise in surveillance, program interventions, evaluation, research, and health and emergency risk communication. We can apply this expertise by tracking the impact of COVID-19 on specified groups, facilitating research involving the national blood supply, and evaluating the effectiveness of COVID-19 communications on awareness and behavior.

Social Policy and Economics – Westat helps agencies evaluate the impact of social policies in employment, criminal justice, homelessness and housing, and special populations. Our expertise can be applied by gathering and analyzing data on unemployment triggered by COVID-19, examining its impact on homeless populations, and researching impacts and responses within the criminal justice system.

www.westat.com

Photo is for illustrative purposes only. Any person depicted in the photo is a model.

Westat Support for COVID-19 Research and Evaluation

RECENT WORK RELEVANT TO THE COVID-19 CRISIS

- **Investigating the Risk of Influenza-Associated Outcomes and Influenza Vaccine Effectiveness Using Integrated Medical and Public Health Records (VISION Network) for the Centers for Disease Control and Prevention (CDC)** – VISION is a virtual network of integrated medical and/or public health systems with a defined population and access to electronic health data. Network sites will work with Westat to extract and validate data elements according to the common protocol and data dictionary.
- **CDC Emergency Risk Communication Outcome Measures Development and Assessment (Emergency Communications Impact)** – Westat developed, operationalized, and evaluated an evidence-informed set of quantifiable measures to assess the quality, effectiveness, and impact of emergency risk communication messages addressed to targeted populations and the general public.
- **Comprehensive Center Network (CC Network) National Center for the U.S. Department of Education** – Westat is playing a key coordination role to help schools around the country adapt to remote learning. As the lead for the National Center, Westat provides connections across 19 regional centers and the Department to share information and best practices for providing educational instruction during the pandemic.
- **Clinical Support of New Treatment Trial for Severe COVID-19 for Ansun BioPharma** – Westat is supporting a study that is showing positive results for a treatment for severe COVID-19, DAS181. Westat quickly recruited and readied sites to participate in a clinical trial.
- **Surveillance of SARS-CoV-2 for the National Institute of Allergy and Infectious Diseases with the National Heart, Lung, and Blood Institute (NHLBI)** – NHLBI's Recipient Epidemiology and Donor Evaluation Study IV–Pediatric (REDS-IV-P) Data Coordinating Center, administered by Westat, will support new research to further our understanding of viruses and their pathogenesis, particularly amidst the SARS-CoV-2 pandemic. This project is known as RESPONSE.
- **Wearable Sensor to Determine COVID-19 Symptoms for the University of California San Francisco** – Westat is supporting a rapid-turnaround COVID-19 study: TemPredict. The study uses a wearable sensor, the Oura Ring, to observe associations between physical metrics and the onset of COVID-19 symptoms. Westat is managing the antibody test kit delivery and blood sample self-collection for 10,000+ TemPredict participants.
- **Study Social and Economic Impact of COVID-19 in Partnership with the Stanford University School of Medicine** – Westat and the Stanford University School of Medicine are collaborating on a nationally representative survey on the social and economic impact of COVID-19. Survey results will help policy-makers make accurate, real-time decisions that can help families and the economy.
- **COVID-19 Antibody Testing with the University of Louisville** – Westat is working with researchers at the University of Louisville to carry out COVID-19 active viral infection and antibody testing on a stratified random sample of adult residents in Louisville, Kentucky. The research will help establish the prevalence of infection in the community.

www.westat.com



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Rockville, MD 20850

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301-251-1500

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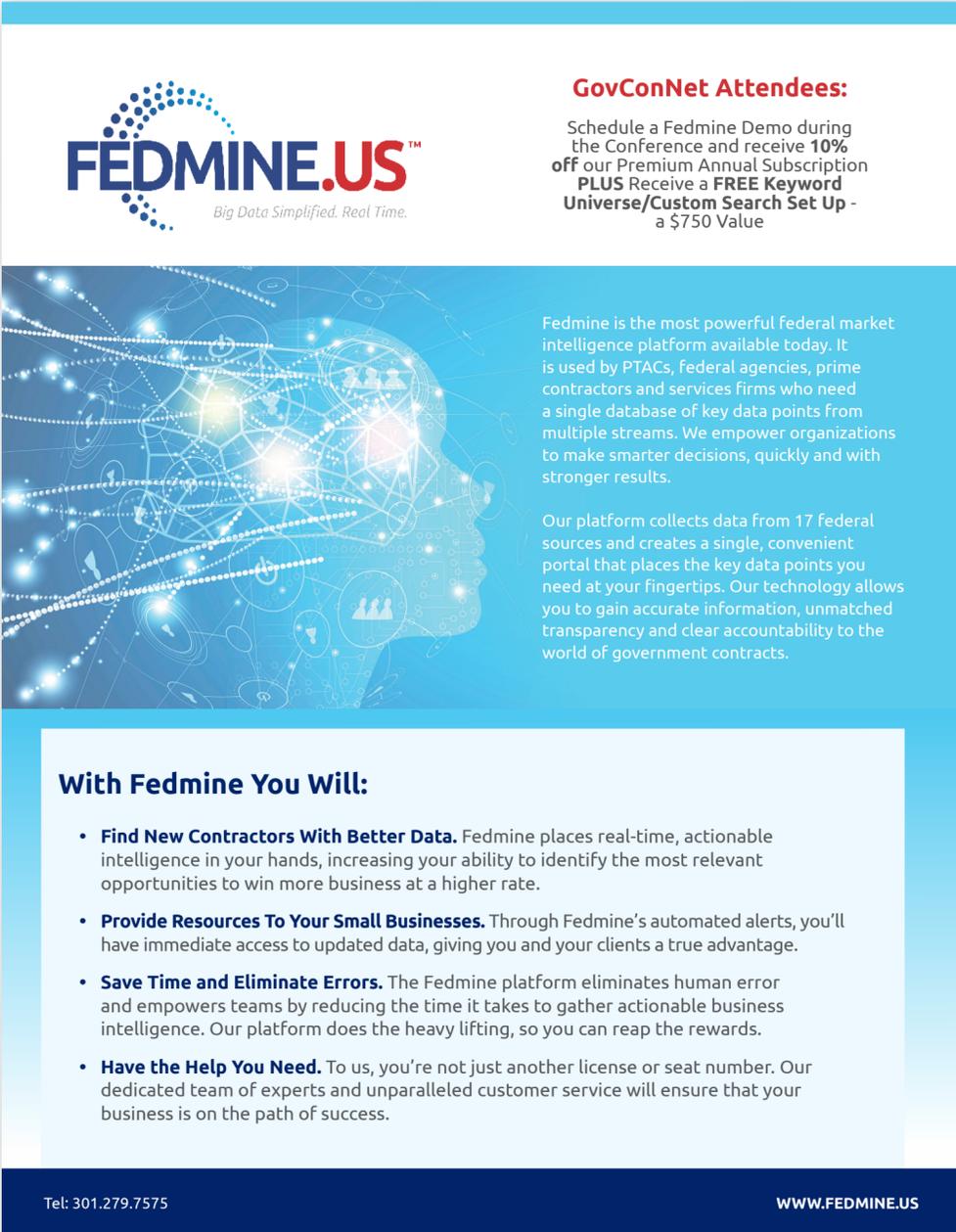


Astrazeneca is proud to support small and/or diversity businesses.
We recognize that diversity businesses are critically important to the future of our economy and business and have a significant impact in the communities in which we work and live in.
You can register for potential procurement opportunities @astrazeneca.cvmsolutions.com
Or contact:
supplier.diversity@astrazeneca.com

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GovConNet Attendees:

Schedule a Fedmine Demo during the Conference and receive **10% off** our Premium Annual Subscription **PLUS** Receive a **FREE Keyword Universe/Custom Search Set Up** - a \$750 Value

Fedmine is the most powerful federal market intelligence platform available today. It is used by PTACs, federal agencies, prime contractors and services firms who need a single database of key data points from multiple streams. We empower organizations to make smarter decisions, quickly and with stronger results.

Our platform collects data from 17 federal sources and creates a single, convenient portal that places the key data points you need at your fingertips. Our technology allows you to gain accurate information, unmatched transparency and clear accountability to the world of government contracts.

With Fedmine You Will:

- **Find New Contractors With Better Data.** Fedmine places real-time, actionable intelligence in your hands, increasing your ability to identify the most relevant opportunities to win more business at a higher rate.
- **Provide Resources To Your Small Businesses.** Through Fedmine's automated alerts, you'll have immediate access to updated data, giving you and your clients a true advantage.
- **Save Time and Eliminate Errors.** The Fedmine platform eliminates human error and empowers teams by reducing the time it takes to gather actionable business intelligence. Our platform does the heavy lifting, so you can reap the rewards.
- **Have the Help You Need.** To us, you're not just another license or seat number. Our dedicated team of experts and unparalleled customer service will ensure that your business is on the path of success.

Tel: 301.279.7575 WWW.FEDMINE.US

About the Platform

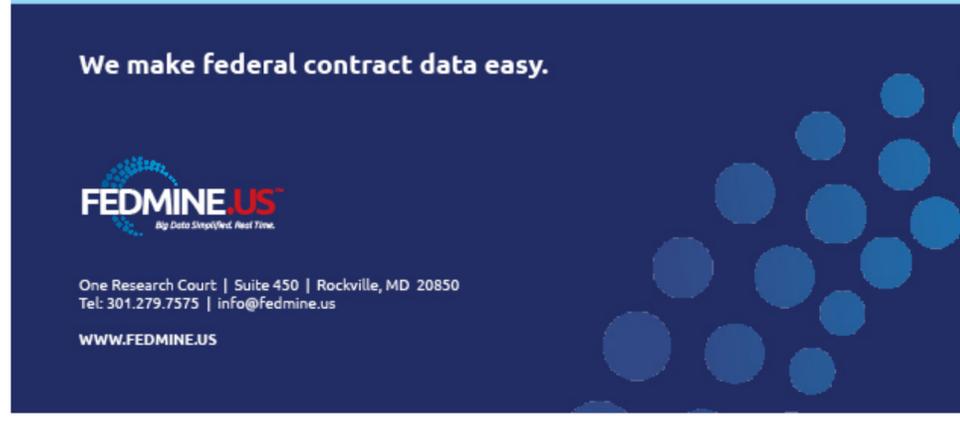
The Fedmine platform offers:

- Customized keyword searches to understand who is winning federal contracts
- Email alerts to keep you up-to-the-minute on recompetes/open contracts, opportunities and competitors contract and task order awards
- Agency and company profiles by specific factors (socioeconomic status, past performance by agency, geographic market, industry, and company size)
- Collaborative pipeline reports
- Expiring contract opportunities
- Upcoming federal contract opportunities
- Subcontract awards linked to prime contracts, at task order level
- Competition analysis by agency, bureau, and contracting office
- Links to federal spending data
- And more

"We use a lot of business intelligence tools, and Fedmine is one of them. I find myself getting things done with almost no time or effort when I use Fedmine. The data is accurate, comprehensive and above all trustworthy. We have saved thousands of dollars and won millions thanks to Fedmine."

- Dan Jonas, Business Development & Marketing Manager, HeiTech Services, Inc

We make federal contract data easy.



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