



UNITED STATES DEPARTMENT OF COMMERCE
Chief Financial Officer
Assistant Secretary for Administration
Washington, D.C. 20230

November 19, 2014

Mr. Scott Denniston
Executive Director
National Veteran Small Business Coalition
14001-C St. Germain Drive, #652
Centreville, Virginia 20121

Dear Mr. Denniston:

Thank you for your letter introducing the National Veteran Small Business Coalition (NVSBC), an advocacy organization promoting the utilization of service-disabled veteran-owned small businesses (SDVOSB) in Federal acquisitions. The Department shares your commitment in helping small businesses owned by veterans grow and thrive through our prime and subcontracting opportunities.

As the designated senior-level official responsible for the implementation of the Department's plan to increase contract opportunities for SDVOSB, I am pleased to report that for the past three consecutive fiscal years, FY 2012 through FY 2014, DOC has exceeded the 3% statutory SDVOSB goal. This accomplishment is a testament to the Department's leadership for their commitment to the Small Business Program and helping our veterans.

In response to your request, I am enclosing a copy of DOC's strategy plan required by Executive Order 13360 and look forward to meeting with you to discuss how the NVSBC and its members can further assist the Department in promoting the use of SDVOSB.

My executive assistant, Mrs. Nydia Bird, will be contacting you directly to arrange for a meeting between you, LaJuene Desmukes, the Director for DOC's Office of Small and Disadvantaged Business Utilization (OSDBU), and myself. In the meantime, should you need to contact me I can be reached on (202) 482-4248.

Sincerely,

A handwritten signature in black ink that reads "Barry Berkowitz".

Barry E. Berkowitz

Enclosure
cc: LaJuene Desmukes

**U.S. DEPARTMENT OF COMMERCE
AGENCY STRATEGY PLAN**

**CONTRACTING WITH SERVICE-DISABLED VETERAN-OWNED BUSINESSES
(EXECUTIVE ORDER 13360)**

Department or Agency: Department of Commerce

Designated Senior-level Official: Barry E. Berkowitz
Director for Acquisition Management
and Senior Procurement Executive



Barry E. Berkowitz

Agency Strategy: The Department of Commerce (DOC) supports and will work to fully implement Executive Order (EO) 13360, Service-Disabled Veterans. The Department's mission is to create the conditions for economic growth and opportunity. The Department works with American businesses, especially socio-economic and small business concerns, to promote job creation and job growth. Hence, the Department sees the objectives of EO 13360 as aligned with its mission.

Accordingly, the Department will take actions on many levels to promote and provide contracting and subcontracting opportunities for service-disabled veteran-owned small businesses (SDVOSB). The following describes the DOC strategy:

- **Designate a senior-level official responsible for developing and implementing the agency's strategy.**

The DOC Director for the Office of Acquisition Management and Senior Procurement Executive is the senior-level official responsible for development and implementation of the Department's strategy for purposes of EO 13360.

- **Make the agency's strategy publicly available and report annually to the Administrator of the Small Business Administration (SBA) on implementation of the agency's strategy.**

DOC's strategy is posted on the website of the Office of Acquisition Management (OAM). DOC reports annually to SBA on actions taken to promote the use of SDVOSB and achieve the SDVOSB prime and subcontracting goals.

- **Include development and implementation of the agency's strategy and achievements in furtherance of the strategy as significant elements in any performance plans of the agency's designated agency senior-level official and director of small and disadvantaged business utilization.**

The Director for OAM and Director for the Office of Small and Disadvantaged Business Utilization (OSDBU) both have small business goal achievement, including all statutory socio-economic goals, as an element in their performance plans. Small business goal achievement is also an element in the performance plans for the Bureau Procurement Officials.

Measuring and evaluating the Department's small business goal accomplishments, including SDVOSB, is reviewed monthly at the DOC Acquisition Council meetings.

The OSDBU Director reviews the Department's progress toward socio-economic and small business goal achievement bi-monthly with the Deputy Secretary.

- **Reserve agency contracts exclusively for service-disabled veteran-owned businesses.**

DOC utilizes the authority of FAR 19.203 to give socio-economic small businesses precedence over small business set-aside and utilizes SDVOSB procurement mechanisms found in FAR 19.14. As appropriate and based on the results of market research, DOC will reserve contract opportunities exclusively for SDVOSB concerns.

- **Encourage and facilitate participation by service-disabled veteran-owned businesses in competitions for award of agency contracts.**

DOC uses market research to identify and engage small businesses, including SDVOSB, in meaningful discussions concerning prime contract opportunities. DOC will continuously seek to increase its SDVOSB supplier base by:

- Requiring the bureau small business specialists to participate in local and national small business outreach events and provide information about upcoming opportunities in an effort to garner the interest and participation of small businesses, including SDVOSB.
- Utilizing government databases to find potential SDVOSB concerns capable of meeting DOC requirements:
 - SBA Dynamic Small Business Search
 - System for Award Management (SAM)
 - VA Veteran Business Database (VetBiz)
- Encouraging SDVOSB teaming to increase prime contracting opportunities and capacity to meet the requirements of larger and more complex contract opportunities.

- Requiring contracting officers, as part of acquisition planning, to (a) document market research results and steps taken to exchange information with the small business industry, especially businesses owned by SDVOSB, to make them aware of upcoming acquisitions and garner interest; and (b) document rationale for acquisition strategies, including consideration given to restricting acquisition to small business, e.g., SDVOSB.
- **Encourage agency contractors to subcontract with service-disabled veteran-owned businesses and actively monitor and evaluate agency contractors' efforts to do so.**

DOC promotes participation by small businesses, including SDVOSB, as subcontractors by assigning meaningful weights to subcontracting plans and subcontracting past performance as part of the proposal evaluation method, and by including performance incentives when appropriate.

Contracting officers are held accountable for monitoring and evaluating prime contractors' efforts to meet subcontracting goals by using SBA's Electronic Subcontracting Reporting System (eSRS).

- **Train agency personnel on applicable law and policies relating to participation of service-disabled veteran-owned businesses in Federal contracting.**

OAM provides management and oversight for training and certification requirements for acquisition personnel. OAM notifies the DOC acquisition workforce as new training becomes available related to SDVOSB Program.

- **Disseminate information to service-disabled veteran-owned businesses that would assist these businesses in participating in awards of agency contracts.**

DOC's Forecast of Contracting Opportunities is accessible from its main website (www.doc.gov). The Forecast includes contact information for the contracting officer and technical representative.