Defense Logistics Agency Instruction

DLAI 2302
December 15, 2009
Small Business Programs

**Business Alliance Awards**

References: Refer to [Enclosure 1](#).

1. **PURPOSE:** This DLA Instruction provides uniformity throughout DLA on the procedures used to recognize its industry partners and customers for their outstanding efforts in providing quality products and services, and assisting in the accomplishment of the DLA mission. It also establishes timelines that will ensure timely recognition.

2. **APPLICABILITY:** This DLA Instruction applies to all Headquarters DLA and DLA PLFAs.

3. **POLICY:** It is DLA policy that appropriate recognition is granted to private citizens, groups, or organizations, which contribute significant assistance or support to DLA functions, services, or operations. It is Agency policy to:

   a. Recognize DLA’s outstanding industry partners and customers.

   b. Acknowledge and celebrate DLA’s partnership with industry (small and large business firms), Department of Defense (DOD) and Non-DOD customers.

   c. Encourage industry partners to help DLA to achieve its mission as well as its goal to expand its business.

4. **RESPONSIBILITIES:** Refer to [Enclosure 2](#).

5. **PROCEDURES:** Refer to [Enclosure 3](#).

6. **EFFECTIVE DATE:** February 10, 2003

   COL Thomas M. Laffey, USAF
   Director, DLA Enterprise Support
1. DODD 1400.25, DOD Civilian Personnel Management System  

References
Enclosure 2
Responsibilities

a. The Director, Office of Small Business Programs (DB) will administer the DLA BAA Program.

b. The DLA BAA Evaluation Team chaired by DB, with representatives from J-7, J-3/4, J-6, and DL, will assemble the nominations for evaluation, review and evaluate nominations, coordinate recommended selections with the Senior Level Evaluation Team, announce the award recipients, and organize the award presentations.

c. DLA PLFA Commanders/Directors and Headquarters J-Codes will submit award nominations pursuant to DLA BAA Program Criteria in Enclosure 5.

d. Any DLA contractor or customer who has done business with DLA and whose contributions were made during the period of consideration is eligible for nomination.

e. Any industry partner nominated for small business award categories must meet the regulatory definition or size standard for that category, as set forth in the Federal Acquisition Regulation (FAR).
a. DB will prepare “call for nominations” memo for DLA Director’s signature by January 1st of each year.

b. PLFA Commanders/Directors and Headquarters J-Codes will submit original nomination(s) and electronic copy to Headquarters DLA, ATTN: DB no later than January 31st of each year pursuant to DLA BAA Criteria in Enclosure 5.

c. PLFA Commanders/Directors and Headquarters J-Codes may submit a single nomination per category, supply chain and size. For example: One nomination each, representing the supply chain, may be submitted as follows:

   Category, Business Size, Supply Chain
   DLA Vendor Excellence, Large Business, Aviation Supply Chain
   DLA Vendor Excellence, Small Business, Aviation Supply Chain
   DLA Vendor Excellence, Small Disadvantaged Business, Aviation Supply Chain
   DLA Vendor Excellence, Women-Owned Small Business, Aviation Supply Chain
   DLA Vendor Excellence Service Disabled, Veteran-Owned, Small Business, Aviation Supply Chain
   DLA Vendor Excellence, HUB Zone Small Business, Aviation Supply Chain

   d. The nomination package is to be prepared in Microsoft Word, single-spaced, 12 point Times New Roman font. The narrative portion will have 1-inch margins (top, bottom and sides). Submissions should be sent electronically. Nominations will consist of three parts.

      (1) A cover letter (w/PLFA Commander/Director's signature)(see Enclosure 6)
          and nomination form (see Enclosure 7)
      (2) A short abstract must be included (no more than 100 words)
      (3) A narrative (three-page maximum; any submission exceeding this limit will not be considered).

   e. All sections of the nomination form must be completed, and the cover letter must be signed by the PLFA Commander/Director. Each sub-element of the BAA Program criteria must be labeled and addressed in the narrative. Any sub-element that is not specifically addressed will receive zero points

   f. The required abstract provides a synopsis of the nominee’s accomplishments, as described more fully in the narrative. The abstract will be read as a citation during the award ceremony and used for promotional materials, such as press releases. It is not counted as part of the three-page limit, nor will it be judged or given point values.

   g. Each narrative must be able to stand on its own merit. A response should be concise and related to specific successes and accomplishments as it relates to the criteria of each award.
Selections will be data driven, i.e., based upon factual data provided. Therefore, nominations should include specific examples of issues, processes, or successes. Acronyms and terminology specific to the contractor’s operations should be defined. Successes reported should be verifiable. Emphasis should be on results achieved and described in quantifiable terms.

h. DB receives nominations, processes initial review and verifies eligibility.

i. BAA Evaluation Team reviews, evaluates and ranks nominations.

j. Senior Level Evaluation Team, comprised of Senior Leaders from Headquarters DLA, reviews the recommended nominations.

k. Headquarters Office of General Counsel (DG) will coordinate award recommendations with DLA PLFA’s Fraud Counsel.

l. DB forwards recommended award selections to the Director, DLA.

m. Director, DLA, approves/disapproves nominations.

n. Director, DB, notifies award recipients in writing of their selection and advises them of the agenda for the award presentations.

o. Director, DLA, presents engraved plaque to each award recipient at an appropriate award ceremony to be held during 3rd Quarter of Fiscal Year following the year for which performance is recognized.
Enclosure 4
Description of Award Categories

1. **Vendor Excellence** - Awarded to a large, small, small disadvantaged, women-owned, service-disabled veteran-owned (SDVO), and/or historically underutilized business (HUB) Zone small business that has demonstrated overall excellence in:

   a. Superior product quality or Superior performance quality, as it relates to services.
   b. On-time delivery.
   c. Superior customer service, reliability, dependability, consistency (minimal follow-up necessary), and accuracy (precisely meets contractual requirements).

   In addition to the above, the nominee should have demonstrated overall excellence in the following: (This is a representative, rather than an exhaustive, list; the nominee need not have a demonstrably superior record in every one of these categories/characteristics.):

   d. Steps taken to develop a partnering relationship, to develop a partnering relationship, strategic alliances, or supplier agreements to support the DLA Mission.
   e. Ways in which the nominee has increased participation/goals with subcontracting plans, subcontracting-like plans, supplier agreements, mentor-protégé programs or socioeconomic proposals (officially or unofficially).
   f. Other:
      (1) Involvement with “lean” manufacturing and Lean Six Sigma initiatives.
      (2) “Green” initiatives or company policies put in place to protect the environment.
      (3) Number of jobs created or saved during the period of consideration.
      (4) Nominee’s community involvement/participation.

2. **Innovative Business Performer** - Awarded to a large, small, small disadvantaged, women owned, SDVO, and/or HUB Zone small business that has taken the risk associated with innovative business practices (e.g. shared production, electronic commerce, prime vendor, quick response, performance-based services acquisition/logistics, tailored logistics support solutions, etc.) and provided outstanding support, in addition to the Vendor Excellence Award criteria above and in Enclosure 5.

3. **New DLA Contractor of the Year** - Awarded to a large or small business that contracted for the first time with DLA within the period of consideration, and who meets the Vendor Excellence Award criteria above and in Enclosure 5.

4. **Outstanding Readiness Support** - Awarded to a large, small, small disadvantaged, women-owned, SDVO, and/or HUB Zone small business that, in addition to fulfilling the Vendor Excellence Award criteria above and in Enclosure 5, provides extraordinary customer support, service/product directly to a crisis situation.
5. **Outstanding AbilityOne Program Vendor** - Awarded to a non-profit agency represented by (NIB-(employing the blind), or NISH-(employing persons with severe disabilities)) that exemplifies the Vendor Excellence Award criteria above and in Enclosure 5.

6. **Customer of the Year** - Awarded to the DOD and the Non-DOD customer organizations that exemplify the highest degree of professionalism; meet or exceed criteria in one or more other categories, and clearly stand above the rest in their commitment to the DLA and its programs and initiatives, such as DLA Prime Vendor, Quick Response, Performance-Based Services Acquisition/Logistics, Tailored Logistics Support Solutions.

7. **Commanders’ Choice Award** - Awarded to the non-DLA individual (chosen by Commander) whose dedication and commitment to the DLA Mission, affects the quality of life for our men and women in uniform.
1. VENDOR EXCELLENCE

One Award - Large Business
One Award - Small Business
One Award - Small Disadvantaged Business
One Award - Women-Owned Small Business
One Award – Service Disabled, Veteran-Owned Small Business
One Award – HUB Zone Small Business

a. The nominated vendors must have received a significant amount of business within the
designated period of performance. This can be expressed as a dollar value, as lines of
product/service/number of contracting actions, or as a combination thereof.

b. The nomination package will contain, as a minimum, a paragraph with supporting
rationale on each of the following review areas. Supporting documentation should be
quantifiable, and examples should be specific rather than notional. If an area is not specifically
written up then that area receives zero points!

(1) Superior Product Quality ~or~ Superior Performance Quality, as it relates to
services. This paragraph should discuss the contractor's quality record. This information could
include quality history, a Quality Score, Quality Awards, use of Advanced Quality Tools and
Practices, and Quality Certifications (ISO, etc.). Any examples should be specific and provide
who, what, when, where, and results. Note: A quantitative performance measurement shall be
provided, e.g., Automated Best Value Score (ABVS), Past Performance Information Retrieval
System (PPIRS), Contractor Performance Assessment Reporting System (CPARS) score, or other
equivalent quality metric.

(2) On-time Delivery. This paragraph should discuss the contractor's on-time
delivery record. This information could include a numeric Delivery Score, improvements to
delivery record, and delivery cycle time reductions. Any examples should be specific and provide
who, what, when, where, and results. Note: A quantitative performance measurement
shall be provided, e.g., Automated Best Value Score (ABVS), Past Performance Information
Retrieval System (PPIRS), Contractor Performance Assessment Reporting System (CPARS)
score, or other equivalent delivery metric.

(3) Superior Customer Service. This paragraph should discuss the contractor's
commitment to customer satisfaction. This narrative could discuss how customer requirements
are captured, how the company uses data to manage customer satisfaction, the use of surveys or
other instruments to capture satisfaction, examples of quick response to changing customer
needs, the use of well defined customer standards, repeat business or service awards. Any
examples should be specific and provide who, what, when, where, and results.
c. In addition to the above, the nominee should have demonstrated overall excellence in the following: *(This is a representative, rather than an exhaustive, list; the nominee need not have a demonstrably superior record in every one of these categories/characteristics.):

(1) Steps taken to develop a partnering relationship, to develop a partnering relationship, strategic alliances, or supplier agreements to support the DLA Mission.
(2) Ways in which the nominee has increased participation/goals with subcontracting plans, subcontracting-like plans, supplier agreements, mentor-protégé programs or socioeconomic proposals (officially or unofficially).
(3) Involvement with “lean” manufacturing and Lean Six Sigma initiatives.
(4) “Green” initiatives or company policies put in place to protect the environment.
(5) Number of jobs created or saved during the period of consideration.
(6) Nominee’s community involvement/participation.

2. INNOVATIVE BUSINESS PERFORMER OF THE YEAR

One Award – Large Business
One Award – Small Business
One Award - Small Disadvantaged Business
One Award – Women-Owned Small Business
One Award – Service Disabled, Veteran-Owned Small Business
One Award – HUB Zone Small Business

a. The nomination package will contain, at a minimum, a paragraph with supporting rationale on each of the following review areas. Supporting documentation should be quantifiable, and examples should be specific rather than notional. If an area is not specifically written up then that area receives zero points!

b. Innovation (more heavily weighted than c. through f. below). This paragraph should discuss contractor actions that demonstrate implementation of innovative business practices, and how those actions resulted in outstanding customer support. The contractor that the documentation shows adequately implemented the greatest number of innovative practices or achieved the greatest impact from that implementation will be selected. Examples of innovative practices include but are not limited to the following:

- Shared Production
- Electronic Commerce
- Prime Vendor
- Quick Response
- Mentor/Protégé
- Vendor Managed Inventory
- New or Commercial Business Practices
- Performance Based Services Acquisition/Logistics
- Tailored Logistics Support Solutions
- Other

c. Superior Product Quality. This paragraph should discuss the contractor's quality record. This information could include quality history, a Quality Score, Quality Awards, use of Advanced Quality Tools and Practices, and Quality Certifications (ISO, etc.). Any examples should be specific and provide who, what, when, where, and results. **Note:** A quantitative performance measurement shall be provided, e.g., Automated Best Value Score (ABVS), Past Performance Information Retrieval System (PPIRS), Contractor Performance Assessment Reporting System (CPARS) score, or other equivalent quality metric.

d. On-time Delivery. This paragraph should discuss the contractor's on-time delivery record. This information could include a Delivery Score, improvements to delivery record, and delivery cycle time reductions. Any examples should be specific and provide who, what, when, where, and results. **Note:** A quantitative performance measurement shall be provided, e.g., Automated Best Value Score (ABVS, Past Performance Information Retrieval System (PPIRS), Contractor Performance Assessment Reporting System (CPARS) score, or other equivalent delivery metric.

e. Superior Customer Service. This paragraph should discuss the contractor's commitment to customer satisfaction. This narrative could discuss how customer requirements are captured, how the company uses data to manage customer satisfaction, the use of surveys or other instruments to capture satisfaction, examples of quick response to changing customer needs, the use of well defined customer standards, repeat business or service awards. Any examples should be specific and provide who, what, when, where, and results.

f. In addition to the above, the nominee should have demonstrated overall excellence in the following: *(This is a representative, rather than an exhaustive, list; the nominee need not have a demonstrably superior record in every one of these categories/characteristics.):*

1. Steps taken to develop a partnering relationship, to develop a partnering relationship, strategic alliances, or supplier agreements to support the DLA Mission.
2. Ways in which the nominee has increased participation/goals with subcontracting plans, subcontracting-like plans, supplier agreements, mentor-protégé programs or socioeconomic proposals (officially or unofficially).
3. Involvement with “lean” manufacturing and Lean Six Sigma initiatives.
4. “Green” initiatives or company policies put in place to protect the environment.
5. Number of jobs created or saved during the period of consideration.

3. NEW DLA CONTRACTOR OF YEAR

One Award – Regardless of Vendor Size

a. The nomination package will contain, at a minimum, a paragraph with supporting
rationale on each of the following review areas. Supporting documentation should be quantifiable, and examples should be specific rather than notional. If an area is not specifically written up then that area receives zero points!

b. **Initial Award.** This paragraph must document that the contractor's first contract(s) with DLA were awarded within the Period of Consideration.

c. **Superior Product Quality.** This paragraph should discuss the contractor's quality record. This information could include quality history, a Quality Score, Quality Awards, use of Advanced Quality Tools and Practices, and Quality Certifications (ISO, etc.). Any examples should be specific and provide who, what, when, where, and results. **Note:** A quantitative performance measurement shall be provided, e.g., Automated Best Value Score (ABVS), Past Performance Information Retrieval System (PPIRS), Contractor Performance Assessment Reporting System (CPARS) score, or other equivalent quality metric.

d. **On-time Delivery.** This paragraph should discuss the contractor's on-time delivery record. This information could include a Delivery Score, improvements to delivery record, delivery cycle time reductions. Any examples should be specific and provide who, what, when, where, and results. **Note:** A quantitative performance measurement shall be provided, e.g., Automated Best Value Score (ABVS), Past Performance Information Retrieval System (PPIRS), Contractor Performance Assessment Reporting System (CPARS) score, or other equivalent delivery metric.

e. **Superior Customer Service.** This paragraph should discuss the contractor's commitment to customer satisfaction. This narrative could discuss how customer requirements are captured, how the company uses data to manage customer satisfaction, the use of surveys or other instruments to capture satisfaction, examples of quick response to changing customer needs, the use of well defined customer standards, repeat business, or service awards. Any examples should be specific and provide who, what, when, where, and results.

f. In addition to the above, the nominee should have demonstrated overall excellence in the following: *(This is a representative, rather than an exhaustive, list; the nominee need not have a demonstrably superior record in every one of these categories/characteristics.)*:

   1. Steps taken to develop a partnering relationship, to develop a partnering relationship, strategic alliances, or supplier agreements to support the DLA Mission.
   2. Ways in which the nominee has increased participation/goals with subcontracting plans, subcontracting-like plans, supplier agreements, mentor-protégé programs or socioeconomic proposals (officially or unofficially).
   3. Involvement with “lean” manufacturing and Lean Six Sigma initiatives.
   4. “Green” initiatives or company policies put in place to protect the environment.
   5. Number of jobs created or saved during the period of consideration.
4. OUTSTANDING READINESS SUPPORT

One Award - Large Business
One Award - Small Business
One Award - Small Disadvantaged Business
One Award - Women-Owned Small Business
One Award – Service Disabled, Veteran-Owned Small Business
One Award – HUB Zone Small Business

a. The nomination package will contain, at a minimum, a paragraph with supporting rationale on each of the following review areas. Supporting documentation should be quantifiable, and examples should be specific rather than notional. If an area is not specifically written up then that area receives zero points!

b. Outstanding Readiness Support (more heavily weighted than c through f below). This paragraph should document the contractor's extraordinary customer support, service/product directly applicable to a crisis/contingency-situation. Any examples should be specific and provide who, what, when, where and results. This narrative could describe several different crisis/contingency situations that the contractor supported.

c. Superior Product Quality. This paragraph should discuss the contractor's quality record. This information could include quality history, a Quality Score, Quality Awards, use of Advanced Quality Tools and Practices, and Quality Certifications (ISO, etc.). Any examples should be specific and provide who, what, when, where, and results. Note: A quantitative performance measurement shall be provided, e.g., Automated Best Value Score (ABVS), Past Performance Information Retrieval System (PPIRS), Contractor Performance Assessment Reporting System (CPARS) score, or other equivalent quality metric.

d. On-time Delivery. This paragraph should discuss the contractor's on-time delivery record. This information could include a Delivery Score, improvements to delivery record, delivery cycle time reductions. Any examples should be specific and provide who, what, when, where, and results. Note: A quantitative performance measurement shall be provided, e.g., Automated Best Value Score (ABVS), Past Performance Information Retrieval System (PPIRS), Contractor Performance Assessment Reporting System (CPARS) score, or other equivalent delivery metric.

e. Superior Customer Service. This paragraph should discuss the contractor's commitment to customer satisfaction. This narrative could discuss how customer requirements are captured, how the company uses data to manage customer satisfaction, the use of surveys or other instruments to capture satisfaction, examples of quick response to changing customer needs, the use of well defined customer standards, repeat business, or service awards. Any examples should be specific and provide who, what, when, where, and results.
f. In addition to the above, the nominee should have demonstrated overall excellence in the following:  *(This is a representative, rather than an exhaustive, list: the nominee need not have a demonstrably superior record in every one of these categories/characteristics.)*:

1. Steps taken to develop a partnering relationship, to develop a partnering relationship, strategic alliances, or supplier agreements to support the DLA Mission.
2. Ways in which the nominee has increased participationgoals with subcontracting plans, subcontracting-like plans, supplier agreements, mentor-protégé programs or socioeconomic proposals (officially or unofficially).
3. Involvement with “lean” manufacturing and Lean Six Sigma initiatives.
4. “Green” initiatives or company policies put in place to protect the environment.
5. Number of jobs created or saved during the period of consideration.

5. OUTSTANDING ABILITYONE PROGRAM VENDOR

One Award – NIB Non-Profit Agency
One Award – NISH Non-Profit Agency

a. The non-profit agency nominated must be affiliated with the AbilityOne Program. The nomination package will contain, at a minimum, a paragraph with supporting rationale on each of the following review areas. Supporting documentation should be quantifiable, and examples should be specific rather than notional. If an area is not specifically written up then that area receives zero points!

b. Extraordinary Customer Support (more heavily weighted than c through d below). This paragraph should discuss the NIB or NISH non-profit agency's extraordinary commitment to customer satisfaction. This narrative could discuss how customer requirements are captured, how the non-profit agency uses data to manage customer satisfaction, the use of surveys or other instruments to capture satisfaction, examples of quick response to changing customer needs, the use of well-defined customer standards, repeat business, or service awards. Any examples should be specific and provide who, what, when, where, and results. This narrative could describe several different support activities or situations.

c. Superior Product Quality. This paragraph should discuss the non-profit agency's quality record. This information could include quality history, a Quality Score, Quality Awards, use of Advanced Quality Tools and Practices, and Quality Certifications (ISO, etc.). Any examples should be specific and provide who, what, when, where, and results. **Note:** A quantitative performance measurement shall be provided, e.g., Automated Best Value Score (ABVS), Past Performance Information Retrieval System (PPIRS), Contractor Performance Assessment Reporting System (CPARS) score, or other equivalent quality metric.

d. On-time Delivery. This paragraph should discuss the non-profit agency's on-time delivery record. This information could include a Delivery Score, improvements to delivery record, delivery cycle time reductions. Any examples should be specific and provide who, what,
when, where, and results. **Note:** A quantitative performance measurement shall be provided, e.g., Automated Best Value Score (ABVS, Past Performance Information Retrieval System (PPIRS), Contractor Performance Assessment Reporting System (CPARS) score, or other equivalent delivery metric.

6. **CUSTOMER OF THE YEAR**

One Award – DOD Customer (*Military customer, e.g., Fort Stewart, Lackland AFB, Naval Training Center*)

One Award – Non-DOD Customer (*Other Federal, State or local Government customer, e.g., Police Department, state/public Universities, etc.*)

a. The nomination package will contain, at a minimum, a paragraph with supporting rationale on each of the following review areas. Supporting documentation should be quantifiable, and examples should be specific rather than notional. If an area is not specifically written up then that area receives zero points!

b. **Enthusiasm for DLA Business Initiatives.** This paragraph should document that the customer has demonstrated enthusiasm for DLA's Prime Vendor Program, Quick Response, Performance Based Services Acquisition/Logistics, Tailored Logistics Support Solutions or any other DLA Business Initiative. The nomination should document how they have fostered an effective relationship. Any examples should be specific and provide who, what, when, where, and results.

c. **Outstanding Efforts, Contributions, and Commitment.** This paragraph should discuss the customer's efforts, contributions and commitment to the DLA. Any examples should be specific and provide who, what, when, where, and results.

7. **COMMANDER’S CHOICE AWARD**

One Award – Any non-DLA individual (Military or Civilian)

a. The nomination package will contain, at a minimum, a paragraph with supporting rationale on each of the following review areas. Supporting documentation should be quantifiable, and examples should be specific rather than notional. If an area is not specifically written up then that area receives zero points!

b. **Dedication to Programs Affecting the DLA Mission.** This paragraph should document that the individual has demonstrated a commitment to DLA Programs that affect the quality of life for our men and women in uniform. Any examples should be specific and provide who, what, when, where, and results.

c. **Outstanding Efforts, Contributions, and Commitment.** This paragraph should discuss the individual's efforts, contributions, and commitment to DLA. Any examples should be specific and provide who, what, when, where, and results.
MEMORANDUM FOR DIRECTOR, OFFICE OF SMALL BUSINESS PROGRAMS (DB)

SUBJECT: Annual DLA Business Alliance Award Nomination

The attached nomination package for XYZ Contractor, Anytown, USA, is forwarded for your consideration. If you have any questions, please contact [Name and Phone].

J. A. DOE, COL, USA
Commander
DLA ACTIVITY
Enclosure 7
BAA Nomination Form

<table>
<thead>
<tr>
<th>DLA BUSINESS ALLIANCE AWARD NOMINATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contractor/Customer Name: ______________________________________________</td>
</tr>
<tr>
<td>Company/Customer Name: ________________________________________________</td>
</tr>
<tr>
<td>President/CEO's Name and Title: _________________________________________</td>
</tr>
<tr>
<td>CAGE Code: ___________________ Email Address: ____________________________</td>
</tr>
<tr>
<td>Complete Address:______________________________________________________</td>
</tr>
<tr>
<td>Telephone No: ___________________________ Fax No: _________________________</td>
</tr>
</tbody>
</table>

Point of Contact at Nominating Activity:

| Name/Rank/Grade: _____________________________ |
| Activity Represented: ____________________________________________________ |
| Address: ______________________________________________________________ |
| Phone/Fax: ____________________________________________________________ |
| E-mail Address: _______________________________________________________ |

Nomination for Category/Size: ____________________________________________

ABSTRACT:  (Please limit your response to 100 words). DO NOT OMIT

NARRATIVE:  (Please do not exceed the three page limit).