Defense Logistics Agency Instruction

Small Business Programs

References: Refer to Enclosure 1.

1. PURPOSE.
   a. This DLA Instruction provides guidance and policy for implementing and managing the Small Business (SB), Small Disadvantaged Business (SDB), Service-Disabled Veteran-Owned Small Business (SDVOSB), Historically Underutilized Business (HUB) Zone Small Business, and Women-Owned Small Business (WOSB) Programs, Historically Black Colleges and Universities (HBCUs), and other Minority Institutions (MIs), within DLA (hereinafter referred to collectively as “Small Business Programs”).
   b. This DLA Instruction implements DOD Directive 4205.1, DOD Small Business and Small Disadvantaged Business Utilization Programs and policies in the Federal Acquisition Regulation (FAR), Defense Federal Acquisition Regulation Supplement (DFARS), and other policy guidance issued by the Office of the Under Secretary of Defense (OUSD) Acquisition, Technology and Logistics (AT&L).

2. APPLICABILITY. This DLA Instruction applies to all HQ DLA and DLA PLFAs.


4. RESPONSIBILITIES. Refer to Enclosure 2.

5. PROCEDURES. Refer to Enclosure 3. Additional information is located at Enclosure 9.

6. EFFECTIVE DATE: January 31, 2005

COL Thomas M. Laffey, USAF
Director, DLA Enterprise Support
Enclosure 1
References

3. Federal Acquisition Regulation, Part 8, 19 and 26 [http://farsite.hill.af.mil/]
6. DODD 5500.7-R, Joint Ethics Regulation, Chapter 3 [http://www.dtic.mil/whs/directives/corres/dir2.html]
Enclosure 2
Responsibilities

a. The Director, DLA will:

(1) Establish an Office of Small Business Programs (OSBP) consistent with DOD Directive 4205.1.

(2) Appoint a Director, OSBP, consistent with the requirements of the Small Business Act, who will report to the Director, Deputy Director, or second-in-command on all matters concerning Small Business Programs.

(3) Ensure that the Director, OSBP, effectively implements Small Business Programs within DLA.

(4) Ensure that technical and administrative support, to the extent necessary, is provided to assure the success of Small Business Programs.

b. The Director, OSBP will:

(1) Appoint staff SBSs to support the OSBP in implementing Small Business Programs.

(2) Exercise supervisory authority over and provide comments and/or recommendations regarding individual selection and performance of Associate Directors of Small Business to Commanders/Directors of DLA PLFAs.

(3) Provide technical direction, training, guidance, and oversight to DLA small business personnel and others, as necessary, in implementing Small Business Programs.

(4) Provide advice and assistance to Commanders/Directors of DLA PLFAs concerning staffing and resources required to optimize Small Business Programs.

(5) Ensure that Small Business Technical Advisors (SBTAs) are assigned to each contracting activity to which the Small Business Administration (SBA) has assigned a Full Time Procurement Center Representative (PCR).

(6) Establish a plan to officially recognize those organizations and personnel who significantly contribute to and eagerly support socioeconomic programs.

(7) Administer the DLA Small Business Personnel Recognition Program described below in paragraphs b (8) – (12).

(8) Establish criteria for the DLA Small Business Personnel Recognition Program, and convene a HQ Evaluation Team to review and evaluate nominations, make selections, and submit recommendations to the Director, OSBP.
Within 90 days of receipt of nominations, process awards and ensures presentation of award plaques at appropriate ceremonies.

The Director, OSBP reserves the right to cancel the awards program, or any portion thereof, for any one year during which a reasonable number of nominations are not received from DLA PLFAs.

Coordinate award recommendations with J-7, DG, and DP, and obtain the approval of the Director, DLA, for those nominees recommended for DLA-wide awards.

Prepare an award plaque to be presented to each award recipient by the Director, DLA, or his representative, at an appropriate ceremony.

c. Director, Acquisition Management (J-7) will:

(1) Ensure that, when establishing policies and procedures, and implementing new practices and strategies, applicable aspects of small business laws and federal regulations are fully considered.

(2) Work closely with the Director, OSBP, in planning and establishing materiel management policy, procedures, and guidance that may impact Small Business Programs.

d. Commanders/Directors of DLA PLFAs will:

(1) Ensure effective, efficient implementation of those aspects of applicable laws and Federal regulations pertaining to both the pre- and post-contract award phases of the procurement process.

(2) Establish a Small Business Office with authority, staff, and resources necessary to effectively manage Small Business Program responsibilities as outlined in DOD Directive 4205.1.

(3) Appoint an Associate Director of Small Business or Special Assistant for Small Business, as appropriate, after obtaining approval of the appointment from the DLA Director, OSBP.

(4) Obtain comments and/or recommendations from the DLA Director, OSBP, prior to completion of the performance evaluations regarding the individual performances of Associate Directors of Small Business or Special Assistants for Small Business.

(5) Maximize the utilization of SB, SDB, SDVOSB, HUB Zone SB, WOSB, HBCUs, and MIs in the development and subsequent attainment of substantive prime contracting and subcontracting goals.

(6) Provide a mid-year and an annual Small Business Program Strategic Plan that describes all major initiatives that support attainment of the DLA PLFAs’ goals for the next fiscal year and performance there against.
(7) Approve selection of and issue appointment letters for SBSs.

(8) Implement a DLA Small Business Personnel Recognition Program and provide positive guidance to all involved parties for complying with procedures set forth in this chapter.

(9) Encourage all employees, military and civilian, at the local level to actively participate in implementing the DLA Small Business Personnel Recognition Program.

(10) As an incentive for improving the program, promptly recognize and reward their employees for excellence in assisting SB, SDB, SDVOSB, HUB Zone SB, and WOSB.

(11) Recognize and nominate for the Award for Professionalism in the DLA SB Program the outstanding SBS who has demonstrated the established criteria.

e. Associate Directors of Small Business and Assistant Directors of Small Business will:

(1) Report directly to the Commander/Director or second-in-command and will not be subject to the direction of contracting, contract management or technical personnel.

(2) Maintain a working relationship with, and provide necessary support and assistance to the DLA, OSBP.

(3) Maintain a working alliance with contract/contract management activities to exchange ideas, information and techniques on attaining Small Business Program goals and objectives.

(4) Serve as the PLFA’s primary focal point with the SBA.

(5) Provide policy guidance and staff assistance for the Small Business Program through the Commander/Director of the contracting activity in the resolution of matters involving HQ DLA, DOD, and other Federal Agencies.

(6) Special Assistants for Small Business will execute the policy outlined above in subparagraphs e (1) through (5) regarding Small Business Programs. The Special Assistant's Small Business Program duties will take precedence over any other assigned duties.
Enclosure 3
Procedures

a. Appointment of DLA SBs. Associate Directors of Small Business, Assistant Directors of Small Business, and Special Assistants for Small Business are primarily responsible for the execution of Small Business Programs within their respective activities. The performance of the duties of the SBS and application of the procedures will be under the surveillance of the Director, DLA OSBP (DB).

b. Consistent with the responsibilities delineated in Enclosure 2, when small business personnel are being selected, the selection process will include the approval of and/or concurrence with the selection by the appropriate management level. A sample approval letter for the proposed selection/appointment of a SBS is provided in Enclosure 9. Use of this sample format is optional; however, it provides a standardized method for obtaining the required approval of/concurrence with an appointment. A copy of all approvals will be forwarded to HQ DLA, ATTN: Director, DB, within 30 days after selection.

c. Upon receipt of an approval of the selection of an Associate Director of Small Business or Special Assistant for Small Business, the HQ DLA, Director, DB, will generate a letter of appointment. For all other SBSs, after approval by the appropriate management level, a letter of appointment will be generated and signed by the appropriate Commander/Director. Letters of appointment will be generated in formal certificate format. A sample Certificate of Appointment is provided in Enclosure 9.

d. Duties of DLA SBs. The primary mission of all DLA SBs, regardless of their organizational assignments, is to expand the defense industrial base. SBSs accomplish their mission by counseling, assisting, and advising all businesses covered under Small Business Programs of the opportunities available for obtaining their fair share of DOD prime and subcontract awards. The counsel, assistance, and advice provided, however, should not be limited to DOD prime contracts and subcontracts. SBSs should also develop and maintain good working relationships with major prime contractors and SBSs in other DOD and Federal Agency contracting activities to ensure that small businesses are made aware of opportunities which may exist to promote their products or services in other markets. Many of the duties listed in Enclosure 4 are interrelated. It is essential that SBSs at contracting and contract management activities routinely communicate with one another and coordinate their actions.
Enclosure 4
Small Business Specialist (SBS) Duties

a. Act as the principal advisor to the Commander/Director in small business matters.

b. Develop local procedures consistent with DLA policy to implement Small Business Programs.

c. Establish and maintain a systematic outreach program designed to identify businesses eligible under Small Business Programs, to meet current and future defense needs, and ensure that opportunities to compete for DOD prime contract and subcontract awards are extended to such businesses.

d. Review proposed acquisitions for small business set-asides and other preferential program opportunities.

e. Review Agency and prime contractor acquisition programs and recommend the breakout of items suitable for acquisition from Small Businesses. Also ensure that the proposed acquisition complies with applicable rules and procedures regarding contract bundling.

f. Act as program manager for the purchase of goods and services from the National Industries for the Blind (NIB), NISH (formerly known as the National Institute for the Severely Handicapped), and Federal Prison Industries (FPI).

g. Assist contracting activities and prime contractors in locating sources for critical supply and service requirements for which limited or no known sources exist.

h. Assist contracting officers (COs) in determining the acceptability of SB, SDB, SDVOSB, HUB Zone SB, and WOSB subcontracting plans submitted by prime contractors. As appropriate, participate in the negotiation of an acceptable plan.

i. Facilitate, manage, and monitor the DLA Mentoring Business Agreement (MBA) Program.

j. Assist program managers and COs as early as possible in the development of major acquisitions and system programs regarding Small Business Programs.

k. Assist in developing planning efforts for industrial readiness as they apply to businesses covered under the Small Business Programs.

l. Participate in negative pre-award survey determinations concerning responsibility of a prospective contractor whenever small businesses are involved. Counsel these businesses so they may be able to qualify for future awards.

m. Participate in the development, implementation, and review of automated contracting systems including all electronic commerce systems to ensure that the interests of small businesses are properly considered.
n. Ensure that financial assistance available under existing regulations is offered.

o. Act as a focal point in all matters involving SBA representatives. Develop cooperative relationships in reviewing proposed contracting actions, Certificate of Competency cases, subcontract plan compliance reviews, and in all other actions involving the SBA.

p. Provide information to small businesses concerning business assistance available from other Federal Agencies.

q. Act as ombudsman and coordinator within the activity in responding to complaints and resolving problems encountered by small businesses in fulfilling DOD contracts.

r. Sponsor and participate in government and industry conferences, including, but not limited to Business Opportunity/Federal Procurement Conferences; Minority Business Opportunity meetings; DOD Regional Councils for Small Business Education and Advocacy; and conferences sponsored by NIB, NISH, and FPI.

s. Establish and maintain contact with local Chambers of Commerce, industry and trade groups, state and local governments, procurement technical assistance centers, and other Federal Agencies to promote and enhance opportunities for small businesses.

t. Provide technical assistance and training by establishing an education and training program for personnel within the organization whose duties and functions affect the activity’s Small Business Programs. Ensure that Small Business Programs are frequently publicized in appropriate media.

u. Develop and implement a system to establish realistic but challenging goals for the overall performance in prime contract or subcontract awards by prime contractors to SB, SDB, SDVOSB, HUB Zone SB, and WOSB, and for promoting those goals within the activity, as appropriate.

v. Develop, analyze, and submit reports of progress to the Commander/Director and other officials, as appropriate, in implementing small business programs, and in meeting goals and objectives established internally, by HQ DLA, and by DOD.

w. Consistent with supervisory responsibilities, advise and counsel activity Commanders/Directors in the selection and performance evaluation of subordinate SBSs, as applicable.

x. Evaluate and respond, through appropriate channels, to Congressional inquiries, Inspector General Recommendations, reports of the Comptroller General, and other inquiries concerning small businesses.
a. SBTAs will be selected in DLA activities to which the SBA has assigned a Full Time Procurement Center Representative (PCR). The appointment of SBTAs will be made by issuance of a letter of appointment by the activity Commander. A sample letter of appointment is provided below in Enclosure 9. A copy of the appointment letter will be forwarded to the SBA-PCR and to the HQ DLA, ATTN: Director, DB. SBTAs will:

(1) Perform the general duties identified in the DOD FAR Supplement 219.201.

(2) Provide technical advice to the SBA PCR, a principal duty which will take precedence over other assigned duties. Generally, the duties will be to assist the SBA PCR in:

[a] Understanding drawings, specifications, and other technical data.

[b] Understanding the general type of facilities and production equipment required to produce a quality product, and meet the necessary test and other special requirements.

[c] Arranging for other technical personnel to provide technical assistance when a product is outside the SBTA’s technical expertise.

[d] Providing other reasonable technical assistance as may be agreed upon by the SBA PCR and the SBTA.

[e] Assisting SBSs in performing their duties to implement Small Business Programs.

[f] SBTAs will not perform any of the duties assigned to SBSs or to the SBA PCR. The SBTA’s concerns will generally be limited to technical, engineering, and scientific matters.
a. DLA Small Business Personnel Awards. Commanders/Directors of DLA PLFAs are to recognize and reward employees for outstanding achievements at each activity. In order for the DLA Recognition Program to serve as a model and to provide incentive, awards should be made in a timely manner. The actions of DLA employees, military and civilian, in all areas of performance and interface including, but not limited to, contracting, contract management services, supply operations, technical, and logistics services will be evaluated for recognition under this program.


[a] Each DLA PLFA will submit no more than five nominations. One nomination will be for recognizing the individual who has made the most outstanding contribution to the DLA SB Program, the DLA SDVOSB Program, the DLA HUB Zone SB Program, the DLA SDB Program, and the DLA WOSB Program, and whose accomplishments in each program area are determined to have resulted in the greatest contribution to the overall DLA programs. The Director, DLA, will recognize these selected individuals, based on recommendations from the selection committee.

[b] Every effort must be made to ensure the selection and nomination of individuals deserving recognition for their efforts under these programs. The awards will be known as the “DLA Award for Excellence in Assisting Small Business, Small Disadvantaged Business, Service-Disabled Veteran-Owned Small Business, HUB Zone Small Business, and Women-Owned Small Business.” The awards will consist of a plaque and a congratulatory letter signed by the Director, DLA. Neither full nor part-time SBSs are eligible for these awards, but are eligible for the “DLA Award for Professionalism in the Small Business Program and the Field Activity Award for Professionalism in the DLA Small Business Program.”

[c] Employees nominated for DLA recognition under the provisions of this chapter should have received prior local recognition for their contributions to the DLA programs. Such recognition may include performance awards granted under the provisions of the DLA One Book Chapter, “DLA Superior Accomplishment Awards Program”, activity awards established under the provisions of this chapter, and outstanding performance ratings. The individuals will be recognized at the appropriate time and place as determined by the Field Commander/Director.

[d] DLA PLFAs will provide the number and types of any awards received locally and a summary of accomplishments of those individuals nominated, including the period of performance on which the nomination is based. Nomination packages must be submitted in the format prescribed below in Enclosure 9 and may not exceed three typewritten pages. Nominations must be submitted to HQ DLA, ATTN: DB by March 1 of each year to receive consideration.
Upon review of all nominations received, the selection committee (to be determined by the Director, DB) will select one individual each for the SB, the SDB, the SDVOSB, the HUB Zone SB, and the WOSB Programs, whose accomplishments in each program area are determined to have resulted in the greatest contribution to the DLA programs overall.

Examples of employee activities to be considered may include:

1. Technical personnel researching specifications or assembly of acquisition data packages which results in converting a previous sole/single source item to a competitive status, which in turn permits set-aside procurements for SB or award to the SBA under section 8(a) of the Small Business Act.

2. Personal initiatives that result in the expansion of prospective sources in either program area, contributing to increased preference awards to such firms.

3. Personal initiatives resulting in expanded subcontracting opportunities to firms in either program.

4. The review and research to recommend policy or procedural changes that result in greater emphasis or accomplishment in the programs at either the individual activity or DLA-wide.

5. Personal actions to rapidly identify and include additional items in the 8(a) contract program in those instances where newly capitalized items have been assigned to DLA for management.

6. Other initiatives that enhance the DLA image in implementing the Small Business Programs for which the DLA FA is responsible.

(2) DLA Award for Professionalism in the Small Business Program and the Primary Level Field Activity Award for Professionalism in the DLA Small Business Program.

Each PLFA can annually recognize one SBS who has made significant contributions and demonstrated professionalism in the DLA SB Program. Nominations must be submitted to HQ DLA, ATTN: DB, by March 1 of each year. These nominees will compete for the DLA Headquarters award, with the DLA winner continuing on to compete for the DOD award (DODI 1432.3, Small Business Awards Program).

Employees nominated for this award should have received prior local recognition for their contributions to the DLA SB Programs. Such recognition may include performance awards, activity awards established under the provisions of this chapter, and outstanding performance ratings. The SBS will be recognized at the appropriate time and place as determined by the Field Commander/Director.

DLA PLFAs will provide DB their nominations, which are to include a summary of accomplishments and awards received, indicating the period of performance on
which the nomination is based. Nomination packages must be submitted in the format prescribed in Enclosure 9 and may not exceed three typewritten pages. Submissions are encouraged from all PLFAs that have appointed full- or part-time SBSs.

[d] All submissions will be reviewed and evaluated by the evaluation team. The Director, DLA, will recognize the individual who is selected, based on the recommendation of the team.

[e] Examples of employee activities to be considered may include:

[1] Actions taken by the SBS contributing to the attainment of assigned SB Program goals.

[2] Unique initiatives taken to assist SB, SDB, SDVOSB, HUB Zone SB, and WOSB.

[3] Outstanding participation in Government and industry conferences, meetings, and organizations that assist SB, SDB, SDVOSB, HUB Zone SB, and WOSB.

[4] Innovative methods effectively employed to assist SB, SDB, SDVOSB, HUB Zone SB, and WOSB to participate in DLA contracting programs.
**Enclosure 7**  
**DOD Small Business Strategic Management System (SMS)**

a. **DOD Small Business Strategic Management System (SMS)** is the DOD-wide process for fostering improvement of the DOD Small Business Program, for establishing small business goals at the DOD level, and for reporting progress measured against these goals to upper echelons within the Office of Secretary of Defense. Each DLA Supply Chain and Service Center with an acquisition function will develop its own annual small business program goals based upon its unique mix of product requirements. The goals must aggressively support the achievement of overall DLA Small Business Program goals and represent, for each DLA Supply Chain and Service Center, the maximum practicable opportunity for small business entities to participate in its procurement activities. Furthermore, the goals should clearly demonstrate the DLA Supply Chain’s commitment to continuously improve the DLA Small Business Program. During each fiscal year, each DLA Supply Chain and Service Center will submit the following two Small Business Program reports to the Director, DB.

b. **Mid-Year Report.** The mid-year report must be signed by the Supply Chain/Service Center Commander or Director, and submitted not later than June 30 of each year to HQ DLA, ATTN: DB, unless otherwise directed by the Director, DB. As a minimum, the Mid-Year Report shall address the following:

1. **Strategic Plan (Continuous Improvement Plan)**

   [a] Propose Supply Chain’s Small Business Program Goals for the next fiscal year. If changes are appropriate, provide revised goals along with a detailed explanation as to how the revised numbers were derived. Ensure that the proposed goals clearly reflect improvement over the last year for which results have been finalized. In the rare situation where the goal must be lowered, include a complete explanation including supporting analyses.

   [b] Provide a new table of future year goals, to include the next fiscal year and four subsequent fiscal years. Here again, the goals should reflect continuous improvement of the Small Business Program. As a point of reference, the table should include historical actual percentages achieved for the base year (should always be 2 years prior to the goal year). If changes are appropriate, from the goals established in the prior-year Mid-Year Report, clearly explain the basis for determining revised goals and describe how they support achievement of DLA’s overall Small Business Program Goals.

   [c] Provide a new or updated implementation plan addressing the principal initiatives to be pursued during the next fiscal year to promote further improvement in the DLA Small Business Program and to support the accomplishment of future year goals. Generally, each reporting PLFA should address a minimum of three Small Business Program initiatives, along with accompanying milestones and criteria for success.

2. **Annual Report.** The annual report must be signed by the DLA Supply Chain or Service Center Commander or Director, and be submitted not later than November 10 of each year to HQ DLA, ATTN: DB, unless otherwise directed by the Director, DB. At a minimum, this report must include an evaluation of the DLA PLFA’s performance for the previous fiscal
year against its targets for each pertinent prime contracting category (including an explanation as to why any goal was not achieved as well as corrective actions planned to increase participation by SBs in the future); and a description of progress made in implementing initiatives identified in the DLA PLFA’s last mid-year Report, along with any new initiatives.

3. The Commander or Director of each DLA Supply Chain/Service Center is responsible and accountable for their Small Business Program performance, including the establishment and achievement of challenging Small Business Program goals. In addition, all personnel who manage acquisition programs and who approve acquisition strategy decisions, including Senior Procurement Executives, Program Executive Officers, System Program Directors, and Program Managers, are responsible and accountable for supporting the DLA Small Business Program by ensuring that small business entities are afforded the maximum practicable opportunity to participate in DLA acquisitions.
Enclosure 8
Procurement Conferences and Outreach Events

a. Procurement Conferences and Outreach Events. SBSs will participate in Federal Procurement Conferences, trade fairs, and similar industrial assistance events that provide opportunities for all business firms to market their goods and services to the Federal Government. The sponsorship of and participation in these events are strongly encouraged to provide full support to Federal Procurement and Business Opportunity Conferences sponsored by U.S. Senators and Members of Congress. SBSs at each PLFA should also sponsor, co-sponsor, and/or participate in other sponsored events by industry, local or state governments, Federal agencies, industry associations, or major prime contractors in accordance with the joint ethics regulations and DOD policy. SBSs should take the initiative to sponsor, plan, organize, and conduct outreach events and meetings, primarily to counsel and assist small business firms in marketing their goods and services to the DLA, DOD, other Federal agencies, and large business prime contractors.

b. Reporting Future Conferences. Each DLA Small Business Office will submit to DB a DLA Form 1762a, Report of Future Procurement Outreach Conference, immediately upon notification of an upcoming procurement conference, Regional Small Business Council Meeting, trade fair, or any type of outreach event.

c. Sponsoring and Participating in Conferences.

(1) All Major DLA PLFAs should sponsor and conduct at least one procurement outreach conference or trade fair annually.

(2) PLFAs will notify the DB promptly upon receipt of an invitation to participate in an outreach procurement conference. The DB will determine whether other PLFAs were also invited. Typically, only one PLFA is assigned to participate in the conference. Assignment is based upon the conference theme, target audience, and geographic location. The assigned PLFA will represent all PLFAs in providing counseling assistance or in making presentations at specialized workshops or seminars. The exceptions to this rule are made for the NIB/NISH annual conferences, which are not considered typical procurement outreach conferences. Therefore, all PLFAs are invited to participate in the NIB/NISH conferences.

(3) Each DLA SB Office will submit to DB a DLA Form 1762, Conference Participation, within 10 days after attending a conference.

(4) DLA Exhibits and Displays. In the event DLA exhibits and displays are used to support conferences, DLA personnel in attendance will be responsible for ensuring that they are safeguarded at all times.

(5) Registration and Booth Fees. When participating in procurement conferences or any type of industry assistance event, Government counselors are authorized to pay registration fees. They must first be authorized in travel orders and, secondly, the fee must be reasonable. If there is an indication that the registration fee is considered unreasonable, participation should be withheld. However, when booth fees are requested, the sponsors must be informed that, pursuant to DOD policy, the payment of booth fees is generally prohibited.
(6) Counseling Aids. Large quantities of hard copy counseling publications are no longer available. Therefore, counselors should advise attendees that listings of Army, Navy, Air Force and DLA SBSs, and Subcontracting Opportunities with DOD Major Prime Contractors can be accessed and/or downloaded through the Office of Secretary of Defense, Office of Small Business Programs Home Page at [http://www.acq.osd.mil/osbp/doing_business/index.htm](http://www.acq.osd.mil/osbp/doing_business/index.htm). Otherwise, they may be purchased from the Government Printing Office.
1. Sample Approval of Selection/Appointment of Small Business Specialist

(Organizational Code/Name)

MEMORANDUM FOR DIRECTOR, OFFICE OF SMALL BUSINESS PROGRAMS,
DEFENSE LOGISTICS AGENCY

SUBJECT: Approval of Appointment of (Name of Selectee) as Associate Director of Small Business

Pursuant to the authority vested in me by the DOD FAR Supplement 219.201, DOD Directive 4205.1, DOD Small Business and Small Disadvantaged Business Utilization Programs and DLA One Book Chapter, “DLA Small Business Programs”, I intend to appoint (name of selectee) as the Associate Director of Small Business for (name of organization).

(Name of selectee) will implement and manage the Small Business Program and carry out those duties and responsibilities enumerated in the DODD 4205.1 and DLA Instruction, “DLA Small Business Programs.” (Name of selectee) will report directly to me or my deputy and will cooperate with contracting, contract management or technical personnel, but will not be subject to their direction or control.

(Briefly describe why the selectee is qualified and being recommended to fill the position). I am confident this employee will perform (his/her) duties as an advocate for the Small Business Program in an exemplary manner.

Your approval of the appointment of (name of selectee) as Associate Director of Small Business is requested. If you would like to discuss this request further, please feel free to contact me at (phone number).

(Commander/Director’s Signature)

NOTE: This approval/concurrence letter should be modified appropriately to provide for the approval of the selection of Assistant Directors for Small Business and other SBS (that is, appointments for other than Associate Directors or Special Assistants for Small Business).
2. Sample Certificate of Appointment of Small Business Specialist

(DLA LOGO)

Certificate of Appointment

Pursuant to the authority vested in the undersigned and in accordance with the Federal Acquisition Regulation, Part 19.201; Department of Defense Federal Acquisition Regulation Supplement, 219.201; Department of Defense Directive 4205.1 and DLA Instruction, “DLA Small Business Programs”

(Name) is hereby appointed Small Business Specialist for the

Defense Logistics Agency (Activity Name)

to implement and administer the Small Business Program by performing the duties and responsibilities prescribed in the above regulation, directives and the Defense Logistics Agency’s implementation thereof.

Unless sooner revoked, this appointment is effective as long as the appointee named herein is assigned to the position.

(Commander/Director’s Signature)

(Date)
MEMORANDUM FOR (NAME OF INDIVIDUAL AND NAME OF ACTIVITY)

SUBJECT: Appointment of (Name of Selectee) as Small Business Technical Advisor

Pursuant to the authority vested in me by the Federal Acquisition Regulation Part 19.201 and DOD FAR Supplement 219.201, you are hereby appointed the Small Business Technical Advisor at (name of activity).

Your principal duties as Small Business Technical Advisor are to assist the Small Business Administration’s representative in performing functions and duties relating to 15 U.S.C. sections 637 and 644 of the Small Business Act. The duties and responsibilities of this appointment will take precedence over other assigned duties.

This appointment will remain in effect until rescinded by me or my successor or upon your reassignment to another functional area.

(Commander/Director’s Signature)

(Date)

cc: SBA Representative
HQ, DLA (Office of Small Business Programs)
4. Recognition for Contributions to the DLA Small, Small Disadvantaged, Service-Disabled Veteran-Owned, HUB Zone, and Women-Owned Small Business Programs

<table>
<thead>
<tr>
<th>DLA Award for Excellence in Assisting Small Business</th>
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<tr>
<td>DLA Award for Excellence in Assisting Small Disadvantaged Business</td>
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<tr>
<td>DLA Award for Excellence in Assisting Service-Disabled Veteran-Owned Small Business</td>
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<tr>
<td>DLA Award for Excellence in Assisting HUB Zone Small Business</td>
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<tr>
<td>DLA Award for Excellence in Assisting Women-Owned Small Business</td>
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PERSONAL DATA AND BASIS FOR NOMINATION

NOTE: DLA SBS are NOT eligible for nomination of this award.

CATEGORY: (Provide award category [see above].)

PERIOD: (Provide period of performance upon which nomination is based.)

NAME OF NOMINEE: (Provide nominee’s complete name)

GRADE/OCCUPATION SERIES/POSITION TITLE: (Provide information relative to the position to which the individual was assigned during period for which he/she is nominated for the award.)

DUTY ADDRESS AND ORGANIZATIONAL LOCATION: (Self-explanatory)

SUPERVISOR: (Self-explanatory)

LENGTH OF SERVICE WITH DLA: (Self-explanatory)

DESCRIPTION OF DUTIES DURING AWARD CONSIDERATION PERIOD: (Provide description of duties that the individual performed during the period of award consideration.) The following areas should be addressed:

Assistance beyond normal requirements. (Provide rationale supporting the nomination that specifically states how the individual went beyond the call of duty in aiding small, small disadvantaged business, Service-Disabled Veteran-Owned Small Business, HUB Zone Small Business, and women-owned small business activities.)

Statistical increase of awards to small business, small disadvantaged business, Service-Disabled Veteran-Owned Small Business, HUB Zone Small Business, or women-owned small business firms. (Provide personal initiatives that resulted in the expansion of prospective sources in either program area that contributed to increased awards to such firms.)

Continued on next page
4. Recognition for Contributions to the DLA Small, Small Disadvantaged, Service-Disabled Veteran-Owned, HUB Zone, and Women-Owned Small Business Programs

~Continued~

Evidence of performance and involvement in small business, small disadvantaged business, Service-Disabled Veteran-Owned Small Business, HUB Zone Small Business, or women-owned small business matters. (Provide personal initiatives resulting in expanded opportunities to firms in either program.)

Statistical increase of awards in the SBA 8(a) Program. (Provide personal actions to identify and include additional items in the 8(a) contract program.)

Educating small business, small disadvantaged, Service-Disabled Veteran-Owned Small Business, HUB Zone Small Business, and women-owned small businesses on “How to Do Business with the DLA, Department of Defense and other Federal agencies.

Other Factors. (Provide evidence of other awards or prior recognition to include performance awards, activity awards, and outstanding performance awards.)
5. DLA Award for Professionalism in the Small Business Program and the DLA PLFA Award for Professionalism in the DLA Small Business Program

PERSONAL DATA AND BASIS FOR NOMINATION

NOTE: ONLY DLA SBS are eligible for nomination of this award.

CATEGORY: DLA Award for Professionalism in the Small Business Program and the DLA PLFA Award for Professionalism in the DLA Small Business Program

PERIOD: (Provide period of performance upon which nomination is based.)

NAME OF NOMINEE: (Provide nominee’s complete name.)

GRADE/OCCUPATION SERIES/POSITION TITLE: (Provide information relative to the position to which the individual was assigned during period for which he/she is nominated for the award.)

DUTY ADDRESS AND ORGANIZATIONAL LOCATION: (Self-explanatory)

SUPERVISOR: (Self-explanatory)

LENGTH OF SERVICE WITH DLA: (Self-explanatory)

DESCRIPTION OF DUTIES DURING AWARD CONSIDERATION PERIOD: The following areas should be addressed:

Recommends and achieves challenging goals. (Provide evidence of actions taken contributing to the success in meeting and achieving assigned Small Business Program goals.)

Quality of outreach program. (Provide evidence of outstanding participation in Government and industry conferences, meetings and organizations to stimulate small business interests in DLA.)

Relationships with acquisition and requirements' officials. (Provide unique initiatives implemented to assist small, small disadvantaged, Service-Disabled Veteran-Owned Small Business, HUB Zone Small Business and women-owned small business firms.)

Relationships with Small Business Administration, Minority Business Development Agency, Congress, etc. (Provide personal and innovative methods employed to assist small, small disadvantaged, Service-Disabled Veteran-Owned Small Business, HUB Zone Small Business and women-owned small businesses.)
5. DLA Award for Professionalism in the Small Business Program and the DLA PLFA Award for Professionalism in the DLA Small Business Program

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Reviewing set-aside opportunities. (Provide personal actions taken to identify and include additional items in set-asides.)

Special efforts made to further program achievements. (Provide rationale supporting the nomination that specifically states how the nominee went beyond the call of duty to promote excellence in the program.)

Special recognition received. (Provide evidence of other awards or prior recognition to include performance awards, activity awards, and outstanding performance awards.)