



DEPARTMENT OF THE ARMY
OFFICE OF THE SECRETARY OF THE ARMY
OFFICE OF SMALL BUSINESS PROGRAMS
106 ARMY PENTAGON, ROOM 3B514
WASHINGTON DC 20310-0106

March 5, 2007

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Policy Letter 07-01, U. S. Army Office of Small Business Programs (OSBP) Awards

1. Purpose: This letter:

- a. Supersedes Policy Letter 05-05, U.S. Army Office of Small and Disadvantaged Business Utilization (OSADBU) Awards
- b. Establishes the criteria for the Army OSBP, MACOM Awards.
- c. Establishes the criteria for the Army OSBP, Small Business Specialist (SBS) of the Year Award.
- d. Sets forth procedures for preparing and submitting nominations.
- e. Assigns responsibility for administering the program in the Army.

2. Objective of Programs:

- a. The MACOM Awards Program recognizes superior performance for individual Small Business Programs areas, as designated by the Director, Army OSBP, through a formal recognition program that encourages innovation and initiative at the MACOM level.
- b. The Army SBS of the Year Award recognizes the Army's SBS who created/maintained a well-managed small business and HBCU/MI program, created challenging initiatives, and otherwise made significant contributions to both his or her respective Command's and the Army's Small Business Program.

3. MACOM Awards Program.

a. Eligibility:

U.S. Army Materiel Command (AMC)
U.S. Army Corps of Engineers (ACE)

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U.S. Army Intelligence and Security Command (INSCOM)
U.S. Army Medical Command (MEDCOM)
U.S. Army Medical Research and Materiel Command (MRMC)
U.S. Army Surface Deployment and Distribution Command (SDDC)
U.S. Space and Missile Defense Command (SMDC)
U.S. Army Test and Evaluation Command (ATEC)
U.S. Army Contracting Agency (ACA)
National Guard Bureau (NGB)

b. Award Criteria. MACOMs will be evaluated based on the following criteria (the order of listing does not imply the order of importance):

(1) Percentage of assigned target achieved by the MACOM during the identified fiscal year (FY).

(2) Outreach initiatives undertaken by the MACOM that contributed to the success of the evaluated program area and resulted in the continued improvement of the program area (e.g., activity trade fairs, open houses, special outreach events or programs).

(3) Initiatives undertaken with MACOM personnel to include Contracting, Program Management, HBCU/MI, and Small Business within the MACOM that increased effectiveness of the Small Business Program (e.g., training, recognition/incentive awards, acquisition planning). Demonstrate how the initiatives directly influenced the success of the small business program.

(4) Command involvement in supporting the program area that resulted in positive results for the Small Business Program (e.g., written policy letters or written directives).

(5) Public relations efforts made by the MACOM to promote the program area (e.g., print, radio and television). Describe the type of effort, date, and a very brief description of the content.

(6) Initiatives to support enhanced subcontracting opportunities for small businesses. Support of the Army Mentor-Protégé Program can be considered in this area.

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c. Preparing nominations:

(1) Army Commands will submit nominations through the OSBP website www.sellingtoarmy.info by clicking on the "Register" button at the top of the page, then clicking on "MACOM Awards Registration." Each MACOM AD will be issued an authentication code in order to create his or her own user name and password. The website will be capable of saving, printing and submitting nominations electronically. The MACOM AD or his or her designated representative(s) will be responsible to enter the nomination for their command.

(2) Each evaluated area will be limited to eight lines or approximately 50 words. Given these parameters, it is encouraged to efficiently list facts and relevant information. Nominations will only be judged solely on submitted content.

(3) Nominations must be submitted not later than 15 April of each year and should primarily focus on accomplishments during the preceding fiscal year (e.g., 2007 nominations should primarily address accomplishments during FY 2006). All MACOMs are encouraged to submit a nomination for each program area; Small Business, Small Disadvantaged Business, Woman-Owned, HUBZone, SDVOSB, Subcontracting, Mentor-Protégé, and HBCU/MI.

d. Evaluation of nominations:

(1) Nominations will be evaluated by a panel chaired by the Director of the OSBP or designated representative and will consist of representatives from Headquarters, Department of the Army.

(2) One MACOM will be selected for each category.

e. Award presentation: The Director of the OSBP will announce the award winners at the Annual Army Small Business Council meeting and present a personalized plaque to the MACOM representative during the meeting banquet, or during another appropriate event.

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4. Army Small Business Specialist (SBS) of the Year.

a. Eligibility:

(1) Any Army SBS (military or civilian) appointed by name and in writing by the Commanders of major commands, Commanders of major subordinate commands and installation, post, camp, station or activity commanders, serving in either full-time or part-time capacity are eligible for the award.

(2) The Associate Director (AD) of the MACOM OSBP may not be nominated for this award.

b. Award criteria: Any Army SBS nominated for this award must meet or exceed the following criteria (the order of listing does not imply the order of importance):

(1) Make significant contributions to and engage in special programs that result in continued improvement of the Department of the Army Small Business Program (e.g., activity trade fairs, open houses, special outreach events or programs).

(2) Demonstrate initiatives that produce an innovative and dynamic program, especially those initiatives that motivate people and generate enthusiasm.

(3) Demonstrate a well-managed program reflecting a high level of professionalism and competence in performing the duties of a SBS.

(4) Command involvement in supporting the program with positive results.

(5) Public relations efforts.

c. Preparing nominations:

(1) Army Commands will submit nominations through the OSBP website www.sellingtoarmy.info by clicking on the "Register" button at the top of the page, then clicking on "SBS Awards Registration." Each MACOM AD will be issued an authentication code in order to create his or her user name and password. The website will be capable of saving, printing and submitting nominations electronically. The MACOM AD or his or her designated representative(s) will be responsible to enter the nomination for their command.

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(2) Nominations must be submitted no later than 15 April of each year and should primarily focus on accomplishments during the preceding fiscal year (e.g., 2007 nominations should primarily address accomplishments during FY 2006). MACOMs are encouraged to submit a nomination each year.

d. Evaluation of nominations. Nominations will be evaluated by a panel chaired by the Director of the OSBP or designated representative and will consist of representatives from Headquarters, Department of the Army. One individual will be selected as the SBS of the Year Award winner.

e. Award presentation. The Director of the OSBP will:

(1) Announce the award winner no later than 1 June.

(2) Have a personalized plaque presented to the award winner at an appropriate event.

(3) Have a command plaque, which will be rotated annually, presented to the command for which the award winner represents.

5. Points of contact are LTC James A. Blanco, james.blanco@hqda.army.mil, (703) 697-2868 or Mr. Edward Thomas, Contractor, edwards.thomas@hqda.army.mil, (703) 693-5985.



Tracey L. Pinson
Director

Enclosures:

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**U.S. Army OSBP Major Command (MACOM) Awards
Selection Criteria**

Ranking Scale: 1 2 3 4 5 per following values:

1-Poor; 2-Fair; 3-Satisfactory; 4-Good; 5-Exceptional

Command: _____

Program: _____

Nominating Official: _____

a. Percentage of assigned target achieved by the MACOM during the identified FY. _____

b. Outreach initiatives undertaken by the MACOM that contributed to the success of the evaluated program area and resulted in the continued improvement of the program area to include: _____

- Activity Trade Fairs _____
- Open Houses _____
- Special Outreach Events or Programs _____
- Other _____

c. Initiatives undertaken with MACOM Personnel to include Contracting, Program Management, HBCU/MI, and Small Business within the MACOM that increased effectiveness of the Small Business Programs (e.g., training, recognition/incentive awards, acquisition planning). Demonstrate how the initiatives directly influenced the success of the Small Business Program. _____

- Contracting _____
- Program Management _____
- HBCU/MI _____
- Small Business _____

d. Command involvement in supporting the program area with positive results for the Small Business Program. _____

e. Public relations efforts made by the MACOM to promote the program area (e.g., print, radio and television). Briefly describe the type of effort, date, and content. _____

f. Initiatives to support enhanced subcontracting opportunities for small businesses. Support of the Army Mentor-Protégé Program can be considered in this area. _____

Other unique/significant/innovative accomplishments not designated above. (Identify accomplishment considered under these criteria): _____

Rater Signature: _____

Total Points: _____

Date: _____

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**U.S. Army, Small Business Specialist of the Year
Award Selection Criteria**

Ranking Scale: 1 2 3 4 5 per following values:

1-Poor 2-Fair 3-Satisfactory 4-Good 5-Exceptional

Name of Nominee: _____

No. of years as OSBP Specialist: _____

Command Sponsor: _____

Nominating Official: _____

a. Significant contributions to and engage in special programs resulting in continued improvement of the DA Small Business Program to include:

Activity trade fairs	- _____
Open houses	- _____
Special Outreach Events	- _____
Others	- _____

b. Demonstrates initiatives that produce an innovative and dynamic program, especially those initiatives that motivate people and generate enthusiasm.

c. Demonstrate a well-managed program reflecting a high level of professionalism and competence in performing the duties of an SBS.

d. Command involvement in supporting the program with positive results.

e. Public relations efforts.

Other unique/significant/innovative accomplishments not designated above. (Identify accomplishment considered under these criteria):

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