

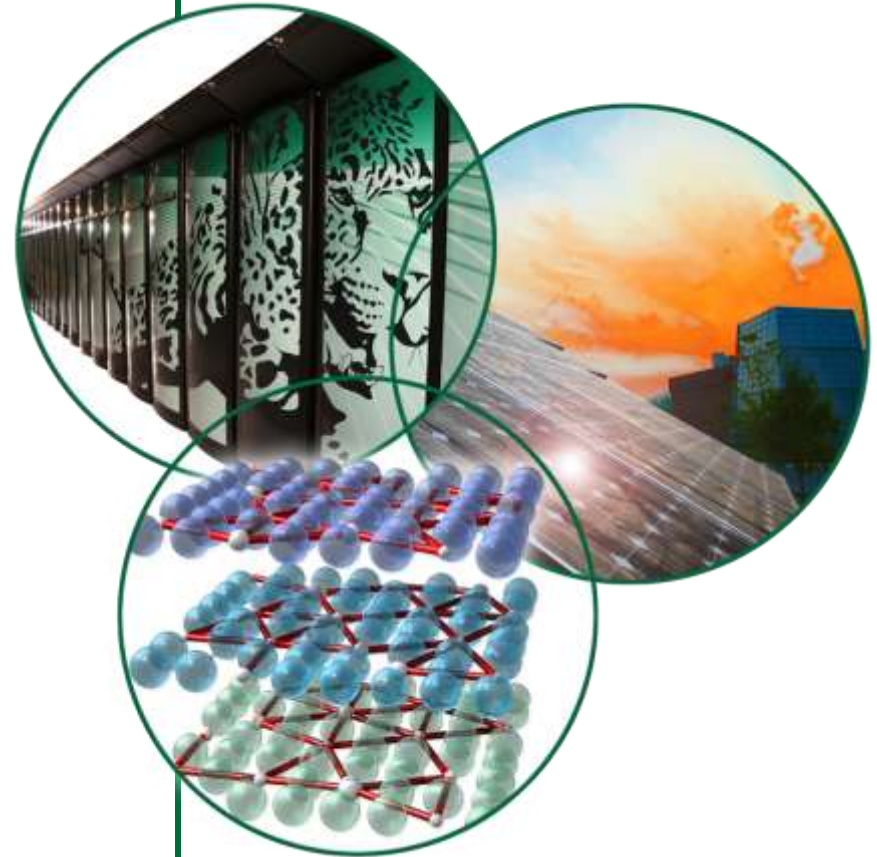
# Contracting with Oak Ridge National Laboratory

## Proposals and Performance - How to Succeed

Presented at the Women's Business Enterprise National Council

Jerome Hicks  
Director, Contracts

June 23, 2011  
Las Vegas, NV



# **ORNL is DOE's largest science and energy laboratory**



- **\$1.65B budget**
- **4,600 employees**
- **Thousands of research guests annually**
- **\$500 million invested in modernization**
- **World's most powerful scientific computing complex**
- **Hosting DOE Office of Science-sponsored Bioenergy Science Center**
- **World's foremost resources for neutron sciences**
- **Hosting U.S. project office for ITER international fusion experiment**

# UT-Battelle has managed ORNL since April 2000



Limited Liability  
Company



**The University of Tennessee**  
Knoxville, Tennessee

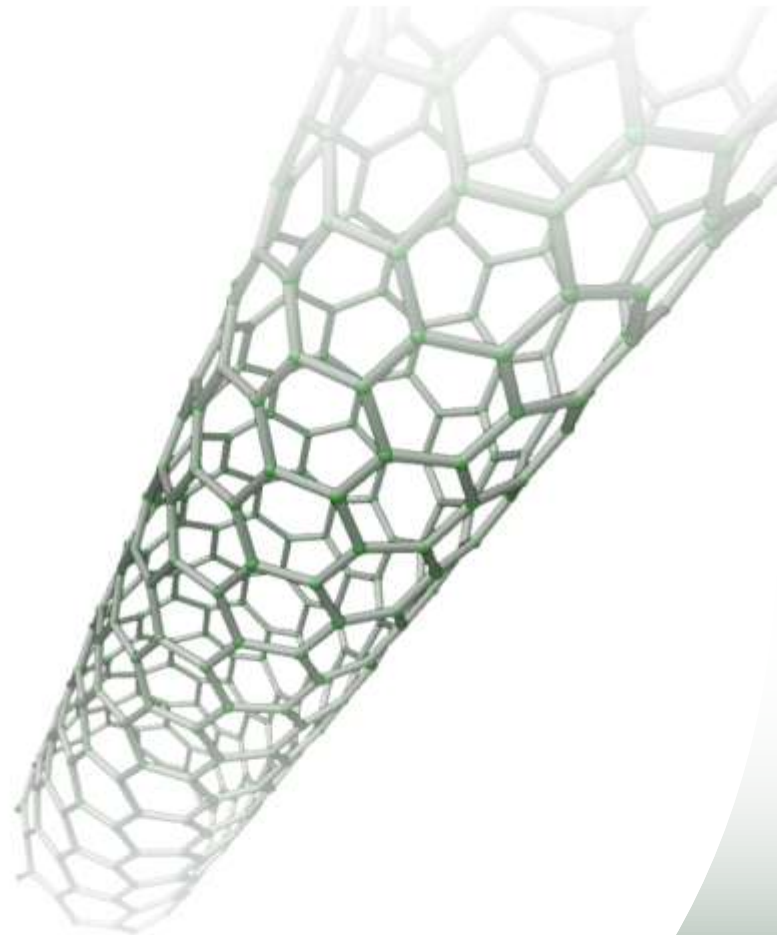


**Battelle**  
Columbus, Ohio



# **We apply our strengths in science and technology to six major missions**

- **Advanced materials**
- **Neutron sciences**
- **High-performance computing**
- **Biological Systems**
- **Energy Research**
- **National and global security**



# Laboratory Operations Support Areas

- **Commodities**
- **Architect and Engineering**
- **Facilities Management**
- **Environmental Management**
- **Studies and Analysis**
- **Construction**
- **Fabrication/Machining**
- **Waste Management**
- ***And More!***



# Steps in Doing Business with ORNL

- Register your business in the Central Contractor Registration (CCR) database at [www.ccr.gov](http://www.ccr.gov).
- Visit the ORNL Small Business web site at [www.ornl.gov/smallbusiness](http://www.ornl.gov/smallbusiness).
- Send your capabilities documents to the Small Business Office



# Steps in Doing Business with ORNL - continued

- Visit our web site for Upcoming Subcontracting Opportunities at [www.ornl.gov/adm/contracts/majorprocs.pdf](http://www.ornl.gov/adm/contracts/majorprocs.pdf)
- Register your business in Supplier Information Database at [www.ornl.gov/adm/contracts/supplierportal.shtml](http://www.ornl.gov/adm/contracts/supplierportal.shtml)
- See Eligible Awardees for Construction Subcontracts instructions at [www.ornl.gov/adm/contracts/eligible.shtml](http://www.ornl.gov/adm/contracts/eligible.shtml)



# Top Ten Strategies for Winning Proposals

- Follow Solicitation instructions
- Return requested forms
- Understand requirements of the work
  - Read Solicitation thoroughly - cover to cover
  - Realize your capabilities and limits
  - Pay attention to details
  - Ask questions
  - Maintain a positive attitude
- Address Solicitation Qualification or Evaluation Criteria
  - Format / Order of proposal
    - Important for evaluators
      - » ease of evaluation
      - » clear compliance

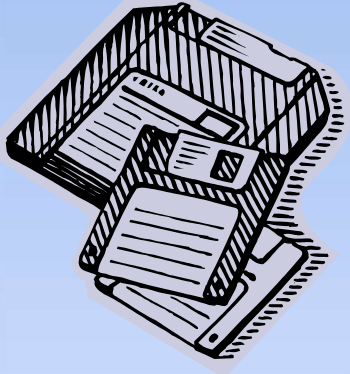
# Top Ten Strategies for Winning Proposals (Cont)

- Document past performance
  - If no prior experience with ORNL or DOE, consider a teaming partner
- Adhere to page limit: be clear, concise, to the point
- Technical proposal should address your approach to meet SOW
  - Don't just playback SOW
- Provide assumptions or basis for proposed costs
  - Adequate breakdown of cost proposal may be requested
  - Develop business knowledge
- Propose competitive price
- Excellent Safety Record

# Ensuring Success After You Win a Subcontract.....

- ✓ Live up to proposal commitments
- ✓ Communicate effectively and routinely
- ✓ Employ adequate Project Management
- ✓ Maintain adequate infrastructure and accounting system
- ✓ Build relationships with ORNL staff - Make a positive impression
- ✓ Adhere to safety standards – Safety is Key to Success
- ✓ Establish defined agreement with subcontractors
- ✓ Be flexible
- ✓ Provide on-time delivery

# Example: Effective Business Card



## Media Tech Inc.

*Desktop Software, Hardware, and Programming  
Excellence*

**Ryan Smith**  
*President*

**ryansmith@mediatech.biz**

**2105 Forest Ave. Suite 101**  
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**www.mediatech.com**



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**F(865-773-2821)**

**An SBA Certified 8(a) Small Disadvantaged Woman-Owned Business**

# Six Recommended Strategies for Success

- Know our Mission and Organizational Structure
- Evaluate our Small Business Requirements and Protocol
- Know What we Buy and When
- Be Competitive
- Quality, Good Pricing, and On Time Delivery
- Exceed Customer Expectations



# **In Summary, What Really Works...**

- **Relationships**
- **Exceed Expectations**
- **Networking**
- **Homework/Research**
- **Continuous Marketing**
- **Being Prepared**
- **Past Performance**
- **Share Information**
- **Patience**
- **Persistence**



# Oak Ridge National Laboratory

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