

# NDIA Delaware Valley Chapter NEWSLETTER



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Philadelphia Shipyard Development Corporation  
1117 Admiral Peary Way, Quarters M  
Philadelphia, PA 19112

## Inaugural Issue



### From the Chapter President

Dear NDIA Delaware Valley Chapter Member,  
You belong! Welcome to the first issue of the NDIA Delaware Valley Chapter Newsletter.

As an NDIA member in good standing you are a regional member of the Delaware Valley Chapter (DVC) and your Board of Directors has decided to launch this newsletter to keep you abreast of happenings and events during the year. After a few initial monthly newsletters we will settle into a bi-monthly publication. You will receive the newsletter via email from NDIA headquarters and you can find all newsletters on our chapter website:

<http://www.pricystems.com/NDIA/index.html>.

Join us at our next event! Mark your calendars for our next DVC luncheon on April 13, 2007 at the Marvin Comisky Conference Center in Philadelphia, PA. Our featured speaker will be United States Representative Joe Sestak. Come meet your fellow DVC members, network and learn. You will find registration information on our website shortly.

We want your suggestions! Our first order of business in 2007 will be to revise the DVC mission and objectives, so we need to hear from you. What events would you like to see us organize? What information can we publish that is of value to you? How can we improve this newsletter? Please send your suggestions and comments to me at [dpeelpsdc@earthlink.net](mailto:dpeelpsdc@earthlink.net) and together we will make our Chapter a true asset for our members.

Sincerely,  
Doug Peel  
President

### Chapter Calendar

#### April

April 13, 2007

Luncheon

Comisky Conference Center  
Philadelphia, PA

Featured Speaker: Congressman Joe Sestak

#### August

Date: TBD

NDIA's Annual Membership Appreciation Event  
Scotland Run Golf Club  
Williamstown, NJ



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## MEMBERSHIP

Spread the word! Do you know industry partners that are not already members of NDIA? Let them know about our great association. Invite them to the upcoming luncheon. This will be an easy and convenient way to join and take advantage of all the great things NDIA has to offer. NDIA's Annual Membership Appreciation event is in the planning stages. Last year's event was held at the Scotland Run Golf Club in Williamstown, NJ and was a huge success. You can see pictures of this and other past events at our website, <http://www.pricessystems.com/ndia/past%20events.htm>.

## Chapter Events

On November 16, the NDIA Delaware Valley Chapter, in partnership with AUSA William Penn Chapter, hosted an executive seminar on "The Gettysburg Leadership Experience" at the Marriott Philadelphia West Hotel.

Developed by Barbara Taylor, "The Gettysburg Leadership Experience" illustrates the specific leadership challenges and issues faced during the Civil War and how we can utilize similar methods and experience in today's business.

"The Battle of Gettysburg is a metaphor for managers to discuss leadership, performance and strategy," said Taylor. "The seminar is intended to explore some of the leadership lessons learned by officers and men who served at the Battle of Gettysburg," added Taylor. With the help of Jane Lowenstein, the two facilitated discussion and led group exercises.

Using vignettes from the movie "Gettysburg", attendees were asked to participate in various leadership exercises focusing on different challenges from the

Battle of Gettysburg and how they may apply these strategies to the business world and their companies. These strategies included:

1. Dealing with the hard issues of leadership
2. Handling ambiguity in strategy development and execution
3. Communicating with leadership impact
4. Flexing leadership style depending on people or situations involved
5. Leading change when you have doubts about the end results

Following the seminar, the leadership discussion continued with guest speaker Lt. Roger G. Thompson, Jr., US Army, Retired and acting Vice President, Membership and Meetings, AUSA. Lt. Thompson reflected on the key attributes and characteristics of past leaders and provided insight on how he led throughout his various levels in Major Army Command.

Through events like "The Gettysburg Leadership Experience", the NDIA Delaware Valley Chapter and the AUSA William Penn Chapter provide forums for knowledge, networking, and exchange.

Save the date for our next NDIA Delaware Valley Chapter Event which is to be held at Marvin Comisky Conference Center One Logan Square 130 North 18th Street Philadelphia, PA 19103 on April 13, 2007. Our featured speaker will be Congressman Joe Sestak. More information and how to register will be included in our March Newsletter.



## Chapter Company Member Profile



PRICE Systems, L.L.C. is a software and services company headquartered in Mt. Laurel, NJ with additional US offices in Arlington, VA, California, MD, and Dayton, OH. European locations include Hampshire Hook (suburban London), Paris, and Ruesselsheim, Germany. Also, the company has a distributor relationship with Prigent Corporation in Daejeon, Korea, serving the Asia-Pacific region; Beijing EastWise Science & Technology Co. Ltd. in Beijing, China; and RealViz, Inc. in Tokyo, Japan.

PRICE, the world leader in Program Affordability Management solutions, provides the visibility needed for success at every stage in a project. Best Practices in Advanced Planning, Bid and Proposal Development, Supplier Assessment and Selection, and Project Cost Control are built on more than 30 years of Federal market experience.

PRICE's solutions combine cost estimating, project control, and knowledge management software and methods — ensuring project success at every decision gateway. PRICE customers increase visibility; minimize risk and cost; accelerate project development; and improve the effectiveness of project selection, control, and delivery.

PRICE serves more than 250 customer organizations worldwide. Among them:

- Federal civilian agencies (NASA, SPS Program Management Office, European Space Agency)
- Defense agencies (US Army, US Navy, US Air Force, UK Ministry of Defence)

- Aerospace and defense contractors (Lockheed Martin, ITT, Boeing)
- Systems integrators and management consultancies (Accenture, CSC, Altarum, Booz Allen Hamilton)
- Commercial companies (AT&T, Fidelity Investments, Crédit Agricole, Fuji Heavy Industries)

More than 11,000 project professionals have been trained in PRICE's cost estimating and analysis methodologies.

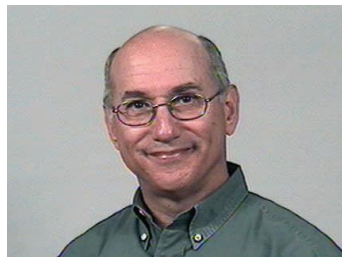
PRICE employs more than 90 professionals, including industry process consultants and project leaders; cost analysts, cost engineers, operations researchers, model developers, and hardware and software engineers; and mathematicians, logisticians, computer scientists, and information technology professionals.

PRICE's people serve on government oversight committees and industry association boards, have been recognized with award-winning projects and research, and hold patents in cost estimating processes.

PRICE began as a cost analysis unit of RCA in the late 60's and, through several mergers, was established as a Lockheed division in 1975. It was spun off as an independent company in 1998 and is privately held. The company principals have more than 20 years' experience at PRICE and its predecessor. Anthony A. DeMarco, the company's President and Managing Member, currently serves on the NDIA DVC board as Second Vice President.

You can learn more about PRICE Systems at their website [www.pricesystems.com](http://www.pricesystems.com).

## Chapter Board Member Profile



Jerry J. Luccarella, The Boeing Company  
First Vice President

Jerry joined the Boeing Company in August 1985. His initial position was a Cost and Schedule analyst for the V-22 Program. In September 1987 he was promoted to Controller for the CH-46, International CH-47 and the commercial 234 Programs where he was responsible for all overhead budgeting for the programs. In October of 1989, Jerry was promoted to manager into the Business Development Department as Proposal Manager for all international CH-47 sales. Since 1989 Jerry has held various positions within the Business Development organization where he served for a short time as Deputy for the department. He is currently Manager of Marketing Operations responsible for overhead budgets, marketing material such as posters and brochures, computing and facilities requirements. Jerry graduated from Glassboro State College with a B.A. in Business Administration.

Jerry was elected to the DVC board in 2001. He was an asset to our chapter from the start. Jerry has chaired several committees, organized and hosted many successful meetings and events. His insights help keep us on track and he is the conduit that keeps The Boeing Company supportive of our mission.

Jerry currently resides in Pennsville, NJ with his wife Marie.

## Chapter Luncheon



### SAVE THE DATE

The Delaware Valley Chapter Luncheon  
With Special Guest Speaker  
Congressman Joe Sestak



April 13, 2007  
11:30am-1:30pm

Marvin Comisky Conference Center  
One Logan Square  
130 North 18th Street  
Philadelphia, PA 19103

### From the Editor

What do you think of this newsletter? How can it be improved? Do you want your company profiled in a future issue? Would you like to contribute a feature article in a future issue? Send me your feedback and suggestions so that we can improve this publication with each issue.

[Anthony.DeMarco@pricesystems.com](mailto:Anthony.DeMarco@pricesystems.com)

## Small Business Insights

### Lessons Learned from Winning a GSA MOBIS Contract

by Anthony A. DeMarco, President, PRICE Systems, L.L.C.

Contracting with the Federal Government can be daunting. Federal acquisition regulations (FARs) present challenges for customers and suppliers, yet thousands of small businesses pursue Federal business every day. The Government Services Administration (GSA) seeks to establish contract vehicles that streamline Federal acquisitions by awarding contracts to pre-qualify small businesses. Also, GSA can sometimes realize economies of scale by centralizing the purchasing of certain types of products or services. Procurement reform has created numerous new and modified acquisition vehicles including multiple award contracts such as multi-agency contracts and government-wide acquisition contracts (GWACs). These vehicles narrow the playing field by encouraging long-term vendor agreements with fewer vendors. A GWAC can also consolidate purchasing across a number of federal government agencies.

PRICE Systems is a small business headquartered in Mt. Laurel, NJ and is highlighted in the Chapter Member Company profile in this issue. We perform high-level consulting and low-level tasking for the DoD and other Federal agencies. During our Federal business pursuits we discovered many opportunities that required bidders to have a special GSA GWAC called MOBIS: Management, Organizational and Business Improvement Services Schedule. The Defense Department (DoD) is the biggest user of MOBIS, accounting for more than 70 percent of the contract's business, so any small business wishing to do business with the DoD would benefit from a MOBIS award.

In 2004, we set out to obtain a MOBIS contract. After three failed attempts, we were finally awarded a contract in September 2006. We learned several lessons from the experience that I share in this article.

Initially, we turned to a service provider to help us with the MOBIS proposal. The company had helped us with a modification to another GSA contract vehicle and we were happy with their service. They had experts who advised us on proposal preparation, edited our documents, and handled the one-on-one discussions with GSA. We found that outsourcing the one-on-one discussions was a bad move. While the experts were qualified

on the MOBIS terms and conditions, they did not have a good understanding of our business and could not help us adequately articulate our past performance to match the GSA MOBIS requirements. In 2006, after three failed proposal attempts, I visited GSA and discussed their requirements and our past performance directly with the people who would later evaluate our fourth proposal. I came away with a solid relationship with the GSA evaluators and a clear understanding of how certain work that we performed matched the MOBIS requirements while other tasks did not.

#### ***Lesson 1: Forge and maintain a personal relationship with GSA***

Also, the GSA evaluators advised me that the current MOBIS solicitation was about to close and that the new one would contain additional requirements and restrictions. We would have to change 50% of our proposal if we missed the current solicitation deadline.

#### ***Lesson 2: Beware of solicitation refreshes. The rules change, and you do not want to redo your proposal because you missed a solicitation deadline.***

With GSA's direction we quickly focused our proposal on the tasks that specifically met MOBIS requirements and submitted a new proposal in three weeks, just before the deadline. We continued a first hand dialog with GSA along the way, wrote, submitted, and negotiated the proposal ourselves, relying on outside experts for cross-checking and advice only. Shortly after we submitted our new proposal GSA agreed that we had qualified for the MOBIS contract. Finally, after negotiating labor rates with the evaluator, we were awarded MOBIS Contract#: GS-10F-0408S for five years.

#### ***Lesson 3: Rely on experts to advise you, but do the proposal and negotiate yourself, only you can adequately articulate your qualifications.***

GSA Acquisition Director Ralph Lentz, who oversees the MOBIS program, said he expects sales under MOBIS to be over \$3 billion in fiscal 2006 after fiscal 2005 business through the contract totaled \$2.6 billion.

The number of vendors using the program has also exploded, from 113 at the end of fiscal 1997 to 1,700 contract holders today. With this type of competition for the increasing volume, GSA MOBIS is another vehicle to help you grow your business.

[http://www.gsa.gov/Portal/gsa/ep/contentView.do?contentId=9944&contentType=GSA\\_OVERVIEW](http://www.gsa.gov/Portal/gsa/ep/contentView.do?contentId=9944&contentType=GSA_OVERVIEW)

## 2007 Chapter Board of Directors Directory

### President

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### Corporate Memebers

Visit the web site to see a list of our Chapter Corporate Members

<http://www.pricesystems.com/ndia/corplinks.htm>