

Case Study 6 – Simple Is Best

You, a PTAC Counselor, have a personal philosophy that you try to apply to your job every day: “Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime.”

You have a client who creates custom software. Your client has achieved success in the commercial market and, with your help, your client also has been successful in landing some government subcontract work. One of the ways you’ve helped your client is by calling his attention to the Defense Department’s daily posting of contract awards, valued at \$6.5 million or more. (These 5:00 pm daily announcements used to be known as “Blue Tops.”) All of the prime contractors named in these DoD announcements are required to have small business subcontracting plans, so this is a good contact list for your client, who is an 8(a), SDVOSB, HUBZone concern.

One day, your client comes to see you with a copy of the following notice posted on the DOD award website (<http://www.defense.gov/contracts>):



The screenshot shows the U.S. Department of Defense website. The header includes the Department of Defense seal and the text "U.S. DEPARTMENT OF DEFENSE". A navigation bar contains links for HOME, TODAY IN DOD, ABOUT DOD, TOP ISSUES, NEWS, PHOTOS/VIDEOS, and DOD SITE. A sidebar on the left lists various news categories, with "Contracts" highlighted. The main content area is titled "Contracts" and "Press Operations". A "SHARE" button is visible. Below the title, the contract number "No: CR-123-14" and date "June 30, 2014" are displayed. The contract is categorized under "CONTRACTS" and "AIR FORCE". The text of the contract award notice reads: "Lockheed Martin Space Systems Co. Sunnyvale, California, has been awarded a \$38,378,116 modification (P00645) to the cost-plus-incentive-fee contract F04701-02-C-0002 for Advanced Extremely High Frequency (AEHF) System Interim Contractor Sustainment Re-vector under cost line item number 0610. The total cumulative face value of the contract is \$8,752,571,223. The contract modification is for critical software development for Mission Planning Development for initial operational capability in 2015. Work will be performed at Sunnyvale, California, and El Segundo, California, and is expected to be completed by June 30, 2015. Fiscal 2014 research and development funds in the amount of \$11,600,000 are being obligated at time of award. This contract is not a multiyear effort. Space and Missile Systems Center/PKJ, AEHF, Los Angeles Air Force Base, California, is the contracting activity."

Your client has but one question for you: “What is ‘Advanced Extremely High Frequency (AEHF) System Interim Contractor Sustainment Re-vector?’”

[Answer the question on the next page.]

How do you address your client's question and what advice do you give?