

NASA and Partners Small Business and HBCU Summit



8:00 a.m. to 3:00 p.m. • Friday, April 5, 2024
Howard University School of Business
Washington, DC





Welcome from The NASA Office of Small Business Programs... Going “Above and Beyond Goals!”



On behalf of National Aeronautics and Space Administration (NASA) Office of Small Business Programs (OSBP), I am delighted to extend a warm welcome to all attendees, colleagues, and exhibitors of the NASA and Partners Small Business and HBCU Summit: Create, Connect and Collaborate. This event, held in partnership with the DC Small Business Development Center and Howard University, marks a significant milestone in fostering innovation, diversity, and collaboration within our small business and HBCU communities.

As Assistant Administrator of NASA OSBP, I am thrilled to see the convergence of talented entrepreneurs, industry experts, government officials, and academia at this summit. Your participation underscores the importance of collective action in advancing small businesses, promoting economic growth, and supporting historically black colleges and universities (HBCUs).

Throughout the summit, you will have the opportunity to engage in meaningful discussions, gain valuable insights, and explore avenues for collaboration with NASA and our esteemed partners. Our shared goal is to create a vibrant ecosystem where ideas thrive, connections flourish, and collaborations lead to impactful outcomes.

I encourage you to make the most of this summit by actively participating in the plenaries, breakouts, networking, and Ask Me Anything discussions. By leveraging your expertise, experiences, and innovative spirit, we can collectively shape the future of small businesses and HBCUs in the aerospace industry and beyond.

Once again, welcome to the NASA and Partners Small Business and HBCU Summit. Let us join hands to create, connect, and collaborate for a brighter and more inclusive future.

Warm regards,

Dwight D. Deneal
Assistant Administrator
NASA Office of Small Business Programs



NASA is going back to the Moon,
and small businesses will help get us there!



Empowering Innovation and Building a Future Together: A Greeting from Howard University College of Engineering and Architecture



Thank you for joining us for this exclusive opportunity to explore federal contracting opportunities with NASA and its partners while fostering collaboration with Historically Black Colleges and Universities (HBCUs). The "NASA and Partners Small Business and HBCU Summit: Create, Connect & Collaborate" is a dynamic event designed as the gateway for small businesses and educational institutions to forge valuable connections within the aerospace and technology sectors.

Attendees can expect to directly engage with other "like-minded" industry counterparts, NASA representatives, and various small business experts. Attendees will also gain insight and participate in interactive sessions led by NASA procurement specialists, where you'll receive valuable information on navigating the federal contracting process.

Create...lasting relationships that can transform your business and open doors to new opportunities.

Connect... with key decision-makers from NASA, other government agencies, and influential business leaders.

Collaborate... amongst HBCUs and other small businesses to foster growth and innovation.

In addition, we hope that you enjoy this unparalleled opportunity to participate in this hands-on workshop designed to equip you with the knowledge and tools you need to successfully navigate the complexity of the federal contracting arena!

Dr. John M. M. Anderson

Dean, College of Engineering and Architecture

Howard University



Howard University Founders Library



Supporting Dreams and Building Stronger Businesses: A Warm Welcome from the DC Small Business Development Center



Dear NASA Representatives, Esteemed Guests, Faculty, Staff, and Entrepreneurs,

On behalf of Howard University Small Business Development Center, it is my utmost pleasure to extend a warm welcome to all attendees of the Small Business Conference hosted on our campus. We are honored to have NASA's esteemed presence among us, along with our dedicated faculty, staff, students, and fellow small business owners.

This event marks a significant opportunity for collaboration, innovation, and growth within the realm of small businesses and academia. As we gather under one roof, we embrace the spirit of entrepreneurship and exploration, embodying the very essence of what drives progress and discovery in our world today.

For Howard University, hosting this conference is not just an occasion; it's a testament to our commitment to fostering an environment where creativity thrives, ideas flourish, and partnerships are forged. We believe in the power of education, research, and entrepreneurship to shape a better future for generations to come.

To our esteemed colleagues from NASA, your presence here today symbolizes the convergence of academia and industry, where cutting-edge research meets real-world applications. Your insights, expertise, and vision are invaluable assets as we navigate the challenges and opportunities of the 21st century.

To our faculty and staff, thank you for your dedication to nurturing the next generation of leaders and innovators. Your mentorship and guidance empower our students to dream big and pursue their passions fearlessly.

To our students, you are the heart and soul of Howard University. Your curiosity, ambition, and ingenuity inspire us all. Seize this opportunity to network, learn, and explore new horizons. The future belongs to you, and we are here to support you every step of the way.

And to our fellow small business owners, welcome to a community of like-minded individuals driven by a shared purpose: to innovate, create jobs, and make a positive impact on society. Let us seize this moment to collaborate, exchange ideas, and pave the way for a brighter tomorrow.

As we embark on this journey together, let us remember the words of President John F. Kennedy: "We choose to go to the moon in this decade and do the other things, not because they

are easy, but because they are hard." May this conference be a testament to our collective resolve to embrace challenges, push boundaries, and reach for the stars.

Once again, welcome to the Small Business Conference at Howard University. May our time together be filled with inspiration, collaboration, and transformative insights that propel us toward a future filled with endless possibilities.

Warmest regards,

Carl E. Brown, Jr.

Executive Director

DC Small Business Development Center



Thank You for Your Sponsorship



A Heartfelt Thank You for Your Support at the NASA Small Business and HBCU Summit

On behalf of the DC Small Business Development Center and Howard University, we extend our sincerest gratitude to Chase Bank for your generous sponsorship of the breakfast session at the NASA Small Business and HBCU Summit. Your support played a pivotal role in making the event a resounding success.

Your commitment to empowering small businesses and historically black colleges and universities (HBCUs) is truly commendable. The breakfast provided an invaluable networking opportunity and fostered meaningful connections that will undoubtedly lead to new collaborations and ventures.

Thank you once again for your unwavering support and dedication to fostering growth and innovation within our communities. We look forward to continued partnership and success together.

In gratitude!



NASA and Partners Small Business and HBCU Summit Agenda

8:00 a.m.....**Attendee Check-in and Registration**
Location: 2nd Floor Landing

8:00 a.m..... **Exhibits and Networking**
Location: Room 200
Open all day!

8:45 a.m..... **Welcome Remarks**
Location: Auditorium

Mr. Dwight D. Deneal, Assistant Administrator
NASA Office of Small Business Programs

Mr. Carl E. Brown, Jr., State/Executive Director
DC Small Business Development Center
U.S. Small Business Administration

Ms. Tasnim Segal, Executive Director
Business Banking Manager
Chase Bank

9:00 a.m..... **Open Plenary**
Location: Auditorium

Mr. Charles H. Motte, Jr., MBA, PMP, Associate Director
DC Small Business Development Center
U.S. Small Business Administration

Dr. Anthony D. Wilbon, PMP, Dean
School of Business
Howard University

9:30 a.m..... **Opportunities at NASA**
Location: Auditorium

Ms. Truphelia M. Parker, Program Specialist
NASA Office of Small Business Programs

Agency Speakers

Fireside Chat with NASA Assistant Administrators:
Maximizing Small Business and HBCU Participation in Government Contracts

Mr. Dwight D. Deneal, Assistant Administrator
NASA Office of Small Business Programs

Mr. Marvin L. Horne, Deputy Assistant Administrator
Agency Procurement Ombudsman and Competition Advocate
NASA Office of Procurement

NASA and Partners Small Business and HBCU Summit

Agenda *continued*

10:15 a.m. **NASA Small Business Innovation Research (SBIR)/Small Business Technology Transfer (STTR) Program Update**

Mr. Damian D. Taylor, Deputy Program Executive
NASA Space Technology Mission Directorate

11:00 a.m. **Breakout Sessions:**

Session 1: Decoding the GovCon Sales Process

Location: Room 218

Ms. Tasha Jones, Principal Consultant
Founder Twenty39

Facilitator

Ms. Briana L. Goins, Program Specialist
NASA Office of Small Business Programs

Session 2: Identifying the GovCon Target Market and Pipeline

Location: Room 217

Ms. Yas Wynn, Senior Operations Consultant
Twenty39

Facilitator

Ms. Jennifer D. Perez, Small Business Specialist
NASA Goddard Space Flight Center

Session 3: NASA Vendor Database Overview and Demo

Location: Auditorium

Ms. Truphelia M. Parker, Program Specialist
NASA Office of Small Business Programs

Facilitator

Mr. Charles H. Motte, Jr., MBA, PMP, Associate Director
DC Small Business Development Center
U.S. Small Business Administration

12:00 p.m. **Break for Lunch (On Your Own)**

1:00 p.m. **Breakout Sessions:**

Session 1: Decoding the GovCon Sales Process

Location: Room 218

Ms. Tasha Jones, Principal Consultant/Founder
Twenty39

Facilitator

Ms. Naeemah A. Lee, Program Specialist
NASA Office of Small Business Programs

Agenda *continued*

Session 2: Identifying the GovCon Target Market and Pipeline

Location: Room 217

Ms. Yas Wynn, Senior Operations Consultant
Twenty39

Facilitator

Ms. Jennifer D. Perez, Small Business Specialist
NASA Goddard Space Flight Center

Session 3: NASA Vendor Database Overview and Demo

Location: Auditorium

Ms. Tracy L. Hudspeth, Communication Specialist
NASA Office of Small Business Programs

Facilitator

Mr. Charles H. Motte Jr., MBA, PMP, Associate Director
DC Small Business Development Center
U.S. Small Business Administration

2:00 p.m. **Innovation Ignited: NASA Primes and HBCUs in Collaborative Success**

Location: Auditorium

Mr. David Canada, Director of Global Supplier Diversity
Boeing Defense, Space and Security at Boeing

2:30 p.m. **Ask Me Anything Session**

Location: Auditorium

Moderators:

Mr. Richard L. Mann, Program Manager
NASA Office of Small Business Programs

Ms. Djaataa Onanuga, Small Business Specialist
NASA Goddard Space Flight Center

3:00 p.m. **Conference Close Out**

Ms. Truphelia M. Parker, Program Specialist
NASA Office of Small Business Programs



Speakers



Mr. Carl E. Brown, Jr.
State/Executive Director

DC Small Business
Development Center
U.S. Small Business
Administration



Ms. Tracy L. Hudspeth
Communication Specialist

NASA Office of
Small Business Programs



Mr. David Canada
*Director of Global Supplier
Diversity Boeing Defense, Space
and Security at Boeing*

The Boeing Company



Ms. Tasha Jones
Principal Consultant, Founder

Twenty39



Mr. Dwight D. Deneal
Assistant Administrator

NASA Office of
Small Business Programs



Ms. Naemah A. Lee
Program Specialist

NASA Office of
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Mr. Marvin L. Horne
*Deputy Assistant Administrator,
Agency Procurement Ombudsman,
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NASA Office of Procurement



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Associate Director

DC Small Business Development
Center Network
U.S. Small Business
Administration

Speakers



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Small Business Specialist
NASA Goddard
Space Flight Center



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Deputy Program Executive
NASA Space Technology
Mission Directorate



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NASA
National Aeronautics and Space Administration


TO LEARN MORE ABOUT THE SMALL BUSINESS PROGRAM AT NASA:

 <http://www.nasa.gov/osbp>

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