



Department of Veteran Affairs  
Washington, DC 20420

Sole Source Justification

2013-2014 NCMA Contract Management Magazines & Advertisements

JUSTIFICATION FOR OTHER THAN FULL AND OPEN COMPETITION

(1) Agency and Contracting Activity

Department of Veterans Affairs, Office of Acquisition Operations, Acquisition Business Service, 425 I St. NW, 3<sup>rd</sup> Floor, Washington, DC 20001.

(2) Nature and/or description of the action being approved

The Department of Veterans Affairs' (VA) Office of Acquisition Operations, Acquisition Business Service on behalf of the Office of Human Capital Management Services (OHCM) proposes to enter into a noncompetitive, sole source contract with Network Media Partners which are directly affiliated with the National Contract Management Association (NCMA). The OHCM has a requirement to maintain its annual the NCMA corporate platinum sponsorship and monthly advertisements within the NCMA magazine.

(3) Description of Supplies/Services—Describe the supplies or services to be acquired

This requirement is to secure their 2013-2014 corporate platinum sponsorship of NCMA and its Contract Management magazine for 12 consecutive months. Network Media Partners is the only source having the capability to acquire the NCMA services. This contract with Network Media Partners is required in order to maintain VA's corporate platinum sponsorship of NCMA and advertising in the NCMA Contract Management magazine.

The NCMA corporate platinum sponsorship provides VA with the opportunity to establish a presence among the Agency's peers in the Federal acquisition community. Corporate platinum sponsorship benefits include appointment of a senior member from the Office of Acquisitions, Logistics, and Construction (OALC) to the NCMA Board of Advisors, 50 individual NCMA memberships and *Contract Management* magazine subscriptions for OALC interns, and 50-word message in the NCMA e-mail newsletter, 10 percent discount on sponsorship. The cost for the corporate platinum sponsorship is \$14,000.00.

Monthly advertising in the NCMA Contract Management magazine provides the VA with the opportunity to increase its marketability within the Federal acquisition community as a premier employer of choice. Monthly magazine advertising benefits include improved visibility, business development outreach, and faster public announcements of OHCM recruiting efforts. The cost for placing one monthly NCMA Contract Management magazine advertisements, consecutively for 12 months, is \$26,500.00.



(4) Identification of Statutory Authority Permitting Other Than Full and Open Competition

The statutory authority permitting other than full and open competition is 41 U.S.C. 253(c)(1), as implemented by the Federal Acquisition Regulation (FAR) Subpart 6.302-1 entitled "Only One Responsible Source and No Other Supplies or Services Will Satisfy Agency Requirements."

(5) Demonstration That the Nature of the Acquisition Requires Use of the Authority Cited.

The NCMA corporate platinum sponsorship will give VA's OHCM direct access to the members of the Federal and industry acquisition community as only provided by NCMA, offered only through Network Media Partners. NCMA's primary function is to serve as a repository of knowledge by providing tools and resources to enable entry, development, and advancement for the contract management profession. NCMA leads and represents the contracting profession, and provides unparalleled access to industry and Government-wide conferences, networking opportunities, certifications, and informational webinars not available by other national associations that represent members of the acquisition community as the NCMA. At this time, no other company, other than Network Media Partners, can provide access to the NCMA and its magazines.

(6) Description of the efforts made to ensure that offers are solicited from as many potential sources as is practicable, including whether a notice was or will be publicized as required by subpart 5.2 and, if not, which exception under 5.202 applies.

Market research was conducted to determine if any professional organizations currently exist capable of providing the same NCMA sponsorship and opportunity that is offered through Network Media Partners under NAICS code 611430 – Professional and Management Development Training. VetBiz.gov was surveyed to identify SDVOSB firms (under VA's statutory authority) capable of meeting the Government's known requirement at this time. However, none were found to be able to provide the level and caliber of opportunities and exposure as Network Media Partners does with their unique business relationship with NCMA. Additionally, current GSA schedules were examined to determine if any schedule holders offered comparable membership opportunities. Specifically, Schedule 874 – Mission Oriented Business Integrated Services (MOBIS) was deemed to be the most likely to offer organizational membership services geared toward the Federal contracting profession. However, none of the corresponding categories described services that could meet this requirement. Additionally, after contacting NCMA (April 16, 2013), the representative stated that at this time, Network Media Partners are the only vendors authorized to conduct services on behalf of NCMA regarding sponsorship and magazine advertisements. Hence, compiled market research indicated that Network Media Partners is the only entity offering the unique services and exposure to the NCMA sponsorship and magazine insertions. That being said, NCMA is the only national organization of its kind, and as such provides public and private organizations the essential forum for industry interaction in the form of the NCMA corporate platinum sponsorship and magazine advertisements. The type of expert exposure provided by NCMA, via Network Media Partners, directly contributes to the VA's organizational success.

The Sole Source Justification and Approval will be posted to the Government-wide Point of Entry (GPE) within 14 days after contract award as required by FAR 6.305(a) and will remain posted for 30 days as per FAR 6.305(d)(3).



(7) Determination by the Contracting Officer that the Anticipated Cost to the Government will be Fair and Reasonable.

Network Media Partners' product pricing is established under a standing catalog price list through the association. The Contracting Officer has made a determination that the price is fair and reasonable based on review of commercial list prices and historical pricing for similar services within the past two years.

(8) Description of Market Research. Market research was conducted through review of available professional associations that participate in federal acquisition community events. Analysis indicated that NCMA is the only source that provides public and private organizations the essential forum for industry interaction to provide the structure, name recognition, and products directly to contracting professionals, as well as enable other entities such as researchers, consultants, trainers, recruiters, advertisers and universities to gain broad access to defined segments of the VA's acquisition community practice. Market research yield that Network Media Partners is the only source capable of supplying the required NCMA services to meet the VA's OHCM requirements. No other suppliers were found that provide the unique access to the NCMA, and its magazines.

(9) Any Other Facts Supporting the Use of Other Than Full and Open Competition.

Network Media Partners is the only provider of the NCMA corporate platinum sponsorship and special discount advertising rates for the Contract Management Magazines. Concurrently, NCMA is the only provider of any services and access to the acquisition community by virtue of its position as a professional association representing acquisition professionals. This is the only source that satisfies and possesses the capabilities to provide these unique services to the VA's contracting organizations.

(10) A Listing of the Sources, if Any That Expressed, in Writing, an Interest in the Acquisition.

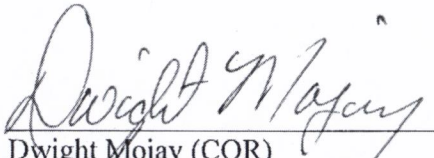
A synopsis will be posted to the GPE as prescribed by FAR Subpart 6.305 and required by 10 U.S.C. 2304(f)(4) and 41 U.S.C. 253(f)(4).

(11) A Statement of the Actions, if Any, the Agency May Take to Remove or Overcome Any Barriers to Competition Before Any Subsequent Acquisition for Supplies or Services Required.

For future acquisitions, market research will be conducted to scan the industry to determine if any additional vendors are available, possessing the capability to provide the services uniquely offered by the NCMA.


(12) Certifications:

I certify that the technical requirements outlined within this justification is a need of the VA and OHCM, and that the support data under my cognizance, included within this justification, are accurate and complete to the best of my knowledge and belief.

  
Dwight Mojay (COR)  
Technical/Program Representative

18 APR 2013  
Date

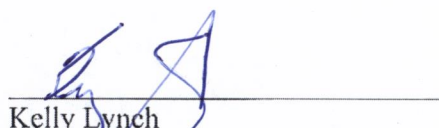
I certify this requirement meets the Government's minimum need and that the supporting data, which forms a basis for this justification, is complete and accurate.

  
Anethra Facione (Preparer)  
Contract Specialist

04.18.2013  
Date

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☒ Approve      ☐ Disapprove

  
Kelly Lynch  
Contracting Officer

5/1/2013  
Date