

2019 DAVID PACKARD Excellence in Acquisition Awards



THE OUTSTANDING ACQUISITION ACHIEVEMENTS of five military Service programs were recognized at a Dec. 2, 2019, Pentagon ceremony where they received the David Packard Excellence in Acquisition Award. The 2019 Packard Award recipients are the U.S. Air Force (USAF) Launch Enterprise team; the USAF Pitch Day team; the Special Operations Command's Distributed Common Ground/Surface System; the Special Operations Forces and Tactical Assault Kit Configuration Steering Board teams; and the U.S. Army's Sub Compact Weapon team.

The award was established to recognize organizations, groups, and teams that have demonstrated exemplary innovation using best acquisition practices that achieve acquisition excellence in the Department of Defense (DoD). It is the DoD's highest acquisition team award and was first awarded in 1996 in honor of David Packard, a Deputy Secretary of Defense during the Nixon Administration. Mr. Packard also was the co-founder and chairman of the Hewlett-Packard Company and chairman of the President's Blue Ribbon Commission on Defense Management chartered by Ronald Reagan in 1985. He founded the

Defense Systems Management College in 1971 and was a strong advocate of excellence in defense acquisition practices and a revolutionary founder in how we acquire products for the DoD.

In remarks at the Dec. 2 ceremony, Under Secretary of Defense for Acquisition and Sustainment Ellen Lord and Deputy Secretary of Defense David L. Norquist noted that "acquisition excellence, innovation and reform are extremely important in delivering advanced equipment and capabilities that enhance lethality and warfighting readiness and ensure U.S. technological superiority well into the future. The significant achievements of our five Packard Award winners embody these principles and are proof of the tremendous strides we continue to make in changing how we do business to become more agile and obtain greater efficiency and productivity."

They added: "Congratulations to the winners and all of the nominees for this prestigious award. In recognizing the Packard awardees, we remain fortunate to have many more outstanding professionals dedicated to our mission of providing combat-credible military forces needed to deter war and protect the security of our nation."

The Air Force Launch Enterprise Team

For its innovative efforts to increase the capability in future launch propulsion and vehicle systems using nontraditional acquisition authorities. The Launch Enterprise team crafted a successful acquisition strategy of innovative public-private investments in launch vehicle development via the competitively awarded Rocket Propulsion Systems program and \$2.2 billion in Launch Service Other Transactional Authority Agreements (OTAs). These OTAs were a critical step toward ending reliance on Russian RD-180 engines and paved the way for robust competition in the launch industry, leading to the release of the \$8 billion Phase 2 Launch Service Procurement request for proposal for 34 National Security Space Launches, which will make it possible to meet all National Security Space launch requirements for the next 5 years. This will greatly reduce launch costs and increase flexibility and capability to orbit for the Warfighter.



Left to right: Major Matthew Brady, Major Richard Shepherd, Deputy Secretary of Defense David Norquist, Colonel Robert Bongiovi, Under Secretary of Defense for Acquisition and Sustainment Ellen Lord, Captain Ashley Feldman, Mr. Robert Liego, and Captain Dustin Graves.

The Air Force Pitch Day Team

For pioneering a ground-breaking event modeled after commercial investment pitch competitions focused on rapidly awarding single-page contracts to nontraditional firms based on streamlined evaluations and in-person presentations. The inaugural Pitch Day showcased a simple and repeatable method to harness commercial technologies to support major program and mission area needs. Air Force contracting officials reviewed 417 submissions during the 30-day application period and, within 30 days, invited 59 businesses to pitch their proposals in person. Of those, 51 received an initial award. The team then effectively scaled the process to include participation from both the Army and Navy, receiving almost 1,100 applications and awarding nearly 450 contracts worth \$130 million. This included more than \$55 million in private investment and spawned 11 subsequent Air Force Pitch Day efforts in less than a year, driving the DoD to embrace smart risk-taking, challenge nonproductive norms, and share a singular vision for a smarter, faster, more capable force.



Left to right: Captain Christopher Benson, Mr. Michael Clark II, Ms. Nicole Johnson, the Honorable David Norquist, Mr. Ryan Helbach, the Honorable Ellen Lord, Major Sarah Lark, Ms. Brittany Butler, Captain Gordon Broadbent, and Captain Steven Lauver.

DoD photos by Marine Corporal Marcos A. Alvarado

The Special Operations Command's Distributed Common Ground/ Surface System— Special Operations Forces (DCGS-SOF) Team

For innovation and technical excellence in developing, experimenting, and fielding of capability to the SOF operator. The DCGS-SOF program distinguished itself by evaluating and quickly implementing new technologies such as cloud native architectures, experimenting with artificial intelligence/machine learning applications, implementing tailored system training processes, and fielding multiple software applications to rapidly provide the SOF intelligence enterprise with improved processing, exploitation, and dissemination capacity and capability. The ability to adeptly implement change management through program subcomponent tailored approaches across a wide spectrum of technologies, organizations, cultures and institutional processes is a testament to the DCGS-SOF program management team. The team's efforts greatly improve the ability to collect, analyze and disseminate intelligence data in order to provide SOF leadership with increased situational awareness for planning and executing SOF intelligence, surveillance and reconnaissance missions.



Left to right Mr. Jeff Frailey, Mr. David Breede, the Honorable David Norquist, Mr. Vince Grizio, and the Honorable Ellen Lord, and Ms. Karin Fones.

The Special Operations Command's Tactical Assault Kit Configuration Steering Board Team

For its combined efforts in employing Agile Software Development, an Open Technology Development approach, inter-agency collaboration, and innovative program management to deliver game-changing technology to improve the lethality of the Warfighter. As a program, Tactical Assault Kit (TAK) leverages commercial smartphones, servers, and existing radios with a government software core to create a game-changing secure, interoperable, tactical-level common operating picture. The TAK team—comprised of members from USSOCOM, U.S. Army, U.S. Air Force, National Geospatial Intelligence Agency, and the Department of Homeland Security—worked in tandem to produce unique products equipped with the latest commercial technologies for each of their user communities while simultaneously enhancing interoperability on the battlefield to coordinate the actions of ground troops, vehicles, supporting aircraft, and long-range fires in support of real-time combat maneuvers.



Left to right: Mr. Mike Nelson, Major Ryan Martin, Sergeant Major Tony Redding, the Honorable David Norquist, Colonel Joel Babbitt, the Honorable Ellen Lord, Master Sergeant Eric Clark, Mr. Josh Sterling, Captain Gordon Broadbent, and Lieutenant Colonel Jesse Marsalis.

The Army's Sub Compact Weapon Team

For fundamentally shifting how the Army acquires a new capability. By structuring an innovative contracting approach in moving from a standard Federal Acquisition Regulation-based to an Other Transaction Authority approach, the team was able to meet an urgent request for a new, concealable weapon capable of accurately engaging threat personnel with lethal force at close range with minimal collateral damage, delivering a new Sub Compact Weapon system to the field in only 12 months. The team developed a two-stage selection approach, to include a video-based first stage in which the offerors submitted videos to visually demonstrate how their weapons met the minimum go/no-go requirements, and a second phase that streamlined technical testing and Soldier Touch Point to maintain an accelerated schedule. By doing so, they were able to provide a new capability that supports the U.S. Army's Protective Services Battalion mission to provide continuous, protective close-in security to senior High Risk Personnel. The Sub Compact Weapon team successfully fielded this capability approximately 2.5 years earlier than would have been the case with a traditional Federal Acquisition Regulation-based contract approach with a formal joint requirement.



Left to right: Ms. Rachael Counts, the Honorable David Norquist, Lieutenant Colonel Steven Power, the Honorable Ellen Lord, and Mr. Travis James.

EXPAND YOUR NETWORK

Acquisition Tools and Resources

Where the Defense Acquisition Workforce Meets to Share Knowledge



- Available 24/7
- More than 40 different acquisition-related Communities of Practice and Special Interest Areas
- Access to policies, guidance, tools, and references
- Automatic notification of new content (by subscription only)
- Ability to tap into the wisdom of the community
- Interact, share resources, ideas, and experiences with fellow practitioners across DoD and industry

<https://shortcut.dau.edu/JST/productsupport>