



**South Carolina Association of Counties  
2019 Barrett Lawrimore Memorial  
Regional Cooperation Award**

# **LAUNCH WITH NASA PROGRAM**



**CHARLESTON  
COUNTY  
SOUTH CAROLINA**

**Explore. Connect.  
Discover. Launch.**



Friday, June 21, 2019

## **J. Mitchell Graham/Barrett Lawrimore Memorial Awards**

**This application is for:**

Barrett Lawrimore Memorial Regional Cooperation Award

<b>Project Title</b>	Launch with NASA
<b>County/Counties</b>	Charleston County
<b>Staff Contact</b>	Kevin Limehouse
<b>Job Title</b>	Innovation Officer
<b>E-mail Address</b>	klimehouse@charlestoncounty.org
<b>Phone Number</b>	843-958-4012
<b>Mailing Address</b>	4045 Bridge View Drive Charleston, SC, 29405

**Please provide a summary of your entry (no more than 100 words) to be used in a handout for the awards competition and included in press releases/publications. You may either type the summary in the text box or upload it as an attachment below.**

Charleston County Government collaborated with the National Aeronautics and Space Administration (NASA) to create partnerships to engage the community. The inaugural events were a Small Business Forum and STEM Exposition.

This partnership has opened doors for the County to work with schools, colleges, defense contractors, small business owners, federal, state, and local agencies. These connections have grown into additional projects and ongoing relationships that continue to foster economic development and provide opportunities for our citizens and youth.

**Presentations may include more than one speaker; however, each speaker should be aware that the 10-minute time limit is strictly enforced. Please list the name, title, and e-mail address of each speaker:**

Kevin Limehouse--Innovation Officer--klimehouse@charlestoncounty.org  
Kristen Brame--Deputy Clerk of Council--ktbrame@charlestoncounty.org  
Doug Wurster--Project Officer--dwurster@charlestoncounty.org  
Darrell Williams--Manager of Business Opportunitites--dwilliams@charlestoncounty.org

**Will any of the speakers need accommodations (wheelchair accessibility, etc.) during the competition?**

No

**Please check boxes for attachments you will submit as part of your application**

A concise Project Description to explain the purpose and significance of the entry (up to eight pages). Please follow the prescribed naming convention for your Project Description file.

Any additional materials needed to support your application (up to five pages).

Barrett Lawrimore Memorial Regional Cooperation Award applications must include letters of support from the chief administrative officers for each participating political subdivision.

**To submit these attachments online, please upload Microsoft Word or PDF documents below.**

[Back Up.pdf](#) [Letter of Support.pdf](#)  
[NASA SCAC BL FINAL.pdf](#) [SCAC Award Title Page.pdf](#)

**Benefit/Importance of Project**

**1. Why was this project undertaken?**

The Launch with NASA Program was undertaken to create a partnership between Charleston County and NASA to create lasting opportunities for our citizens, to include business opportunities, educational outreach and access to technology and research. Charleston County Government saw a need for citizens to have increased access to growth and opportunity in Charleston’s technology sector. Through this partnership with NASA, small businesses were given the tools needed to gain contracts with NASA and its prime contractors. The County realized an opportunity to assist local small businesses in becoming a part of history in building the Space Launch System (SLS) while boosting our local economy. With the increasing demand for a technologically skilled work force, the Launch with NASA Project helped to fill a need to grow our workforce and promote the training by engaging and educating students about a path to a STEM career. Charleston County students were exposed to STEM careers, internships, and scholarships from NASA and local businesses and educational institutions. The partnership Charleston County has formed with NASA is stimulating technology transfer opportunities with local organizations.

**What is the significance of this project to your community as a whole? How does it relate in importance to the other problems in your community?**

Charleston County has existing industries in the aeronautic and manufacturing cluster and is interested in growing and expanding business development in that field. Peregrine Technical Solutions, LLC. and Goldbelt Inc., an attendee of the Launch with NASA Small Business Forum, had been interested in working with NASA for a long time. According to Steve Sahlender, Senior Development Director, following the Launch with NASA event, he had a meeting with Small Business Development Director David Brock at Marshall Space Flight Center regarding one of their solicitations. He stated that, “Dealing with NASA since the last Charleston conference has been nothing but enjoyable and we look forward to many more meetings and working directly with them.”

Connecting with citizens is always a priority for Charleston County, but it is also a challenge to find ways to connect, inform, and partner. Throughout the Launch with NASA Program, our departments engaged citizens and community organizations such as the Navy League, the Low Country STEM Collaborative, Charleston Area Convention and Visitors Bureau, Charleston Digital Corridor, The Harbor Accelerator and the Charleston Defense Contractors Association that helped us communicate with citizens. While speaking about NASA events, citizens learned about Charleston County, our various partners, and the services we provide. It was a ripple effect of connections.

**2. How much of the county’s population is benefited by the project? In what specific ways are different groups of citizens within the county better off than before?**

Charleston County as a whole benefited from the Launch with NASA Project. From the growth in economic development and the development of our local students impacts the County’s population, not only in the short term, but there are long-reaching benefits to this community. Our citizens are better because they have access to resources from NASA, the SBA, Charleston County and others that they may have previously been unaware of. Making this event a success was based on our team’s ability to work with a diverse array of local and regional connections. These connections benefit our citizens by the virtue of the fact that these relationships lead to more collaborative opportunities. The more Charleston County works with other entities, the more we become aware of what they offer to the community, which gives joint projects such as Launch with NASA a multiplying effect.

**What degree of success did the project attain? What major objectives were achieved? Provide data where possible.**

The greatest success of this program is the relationship that Charleston County and NASA have formed, which has evolved into more investment of NASA resources in our community. Through this program, we succeeded in our goals of informing local small businesses of opportunities to partner with NASA and its prime contractors, promoting STEM careers to our students to bolster the local workforce, and connected various public, private, and non-profit organizations to work in tandem to serve our region better.

As a result of the Launch with NASA Project, the following additional NASA resources have been committed to Charleston County:

- SC Space Grant Consortium sponsored and participated in the 2019 Black Business Expo and presented information about grant funding for small businesses at the Charleston County Office of Business Opportunities booth
- Funding for supplies to allow our Title I schools in Charleston County to participate in the Apollo Next Giant Leap 50<sup>th</sup> anniversary robotics challenge
- Charleston County Public Library's Summer Reading Program will be space-themed this year and retired astronaut Dr. Don Thomas will return to Charleston County to provide educational opportunities for our citizens. SC Space Grant Consortium is also assisting with educational events and opportunities with CCPL's Summer Reading Program
- Charleston County Office of Business Opportunities hosted a number of events during Small Business Week with funding provided by NASA EPSCoR grant funds.
- Hosted a meeting of the SC Space Grant Consortium, bringing professors and researchers from over 40 Colleges and universities throughout the state together to discuss research and opportunities to advance NASA technology at the state's educational institutions
- Visited Kennedy Space Center to share best practices for our successful "Launch with NASA" program and learn of more opportunities for partnership with our county. The team returned with more opportunities for the community through NASA's Tech Transfer Portal. For example, we began working with the South Carolina Aquarium to partner with NASA on one of their spin off technologies which removes ammonia from water. Important for space travel, but also for deep sea tanks.
- Worked with Gainesville, FL Transit Authority to learn more about their successful autonomous shuttle program at the University of Florida

In addition, Charleston County received positive feedback from the 2018 post-event survey and several businesses and organizations have expressed interest in being involved with our 2020 events. Charleston County's Management Team presented the NASA team with the Team of the Quarter Award for excellence and innovation, received a National Association of Counties Achievement Award in the Category of Community and Economic Development.

Most recently on May 22, 2019, the team was informed that NASA HQ was so impressed with the success of the 2018 program that they are turning the 2020 event into a regional conference and the Small Business Opportunities Division of every NASA facility in the country will be coming to Charleston County, South Carolina.

**Project Effort/Difficulty**

**1. What did your county have to do to accomplish its objectives? If your county worked with another local government or consultant, how was the work divided?**

In July 2017, Charleston County staff attended the NACo Annual Conference in Columbus, Ohio that showcased NASA's need to connect with local businesses to build the SLS.

Charleston County Government organized a diverse team to work with NASA to bring the Launch with NASA program to Charleston County. Its inaugural events were the Small Business Forum and STEM Expo. The team created a budget, secured locations for both events, a keynote speaker for the business forum, contacted potential sponsors and exhibitors and promoted the events.

**The Team:**

Charleston County Government's core NASA team was comprised of the Project Officer for the Chief Financial Officer, Innovation and Operations Officer for the Deputy County Administrator of Transportation and Public Works, Clerk of Council, Deputy Clerk of Council, Economic Development Director, and the Director and Administrative Coordinator for the Procurement Department's Office of Business Opportunities. Additionally, the Public Information Office disseminated information about the event. On the day of the events, employees from several county offices helped.

**Small Business Forum:**

On Wednesday, August 29, 2018, the County NASA team hosted the "Launch with NASA" Small Business Forum. The purpose of the forum was to show local business how they could partner with NASA and its prime contractors to build the Space Launch System (SLS). Throughout the planning process for this event, our team worked with the South Carolina Small Business Development Center, US Small Business Administration, South Carolina Chamber of Commerce, Charleston Regional Development Alliance, US Navy League, SPAWAR various defense contractors, and more to develop the events.

The team, in partnership with staff at NASA Marshall Space Flight Center, established a robust agenda of topics including How to Do Business at NASA, Doing Business with Prime Contractors, Small Business Administration Overview, South Carolina Small Business Development Center (SBDC) Overview, Technology Transfer Programs, Mentor/Protégé programs, presentations from NASA's contractors and remarks from elected officials.

Participants were able to explore opportunities to work with NASA, connect with agency representatives and prime contractors, visit with exhibitors including industry partners, government agencies and defense contractors. Trident Technical College President Dr. Mary Thornley was the keynote speaker and shared a message about the College's National Model apprenticeship program and the value of developing a local workforce.

**STEM Expo and Astronaut Visits:**

The "Launch your School Year" with NASA STEM Expo took place in conjunction with the Small Business Forum on Wednesday, August 29, 2018. The Charleston County School District promoted the STEM Expo to every middle and high school teacher and school administrator. There were more than 1,200 students registered to attend the STEM event. All 34 middle and high schools in Charleston County were represented at the STEM Expo. The team secured exhibitors and sponsors to have booths at the STEM event.

Students cycled into the exhibit hall where they had the opportunity to engage in hands-on STEM activities, interact with NASA staff and displays, discover a path to STEM Careers, scholarships and internships, meet representatives from local colleges, personnel from the armed forces, recruiters from local businesses, community organizations and Charleston County departments. One of the highlights of the STEM Expo was a presentation to students from retired astronaut Dr. Don Thomas about his career and his forty-four days in space.

Over the next two days, Thursday, August 30 and Friday, August 31, Dr. Thomas made presentations at the Charleston County Main Library, Charleston Southern University and five elementary schools. The team selected underserved schools to maximize Dr. Thomas' impact.

**Other Events:**

On August 28, 2018, Charleston County hosted the NASA Prime Contractor Council meeting. Charleston County's Economic Development Director presented to fifty of NASA's top contractors on the economic outlook of the Charleston region. That evening, the team hosted a welcome reception for NASA and their prime contractors. This event was hosted in partnership with the Charleston Area Convention and Visitors Bureau and the Town of Mt. Pleasant. It was a chance for regional officials and government leaders to network with the sponsors and presenters for the conference.

**Outreach:**

The team worked with the County's Public Information Office to promote the events through news media, social media, radio and public speaking appearances. Our partners advertised on their websites, sent emails to members and participated in the events, which demonstrated their support for this critical program. Internally, Charleston County created a website in order to keep the public informed of upcoming project events and activities.

**Collaboration:**

In addition to our exhibitors and sponsors, the team worked with various municipal governments, businesses, professional organizations and state and federal agencies. Charleston County Council members, Treasurer, Clerk of Court, Probate Judge and the mayors of the City of North Charleston and Mt. Pleasant worked to support this event.

**2. What challenges occurred during the project? Were there any community concerns?**

The challenges we face with this project include the growing scope of the project and tracking measurable outcomes.

Our team remains unaware of any community concerns regarding this project. In fact, we are primarily met with excitement, enthusiasm, and fascination as the team continues to communicate our partnership with NASA.

**3. What were the nature and extent of the county government's efforts to alleviate the problem(s)? How difficult was it to accomplish the project's goals and/or objectives?**

As issues present themselves, the team tries to solve problems collaboratively. We seek first to solve any problems we can on our own and then expand to the appropriate partner for their expertise. We have support from community partners to run ideas by or seek counsel from.

One problem the team encountered was the need to find a space large enough to host these events at a low cost. When we initiated this project, the scope of the meeting was going to be small enough that we were going to be able to use in-house locations and resources to accommodate the need. As the project grew, we quickly realized we had outgrown our facility. We engaged our elected officials and the City of North Charleston, the industrial center of the County and location of the key audience of attendees for the Small Business Forum, provided two exhibit halls at the Charleston Area Convention Center at no cost.

When the opportunity arose to have the NASA Stem Engagement Team come to Charleston, the team engaged Chad Vail of the Charleston County School District Career and Technology Education Program

who was able to connect us with the schools we wanted to reach and arrange for transportation for those students to attend the STEM Expo. We developed an online registration platform for teachers to sign their students up to attend the event and within 24 hours of Chad releasing the registration link to teachers, they registered over 3,000 students for the event. When we realized that we could not accommodate that many students, Chad helped us refine the objectives of the STEM Expo and pass on more specific information to help teachers target which students should attend.

At the beginning of our public outreach/advertising campaign, we had difficulty reaching our target audience for the Small Business Forum. Our partners at Small Business Administration, Small Business Resource Center, Charleston Metro Chamber of Commerce, Charleston Defense Contractors, Charleston Digital Corridor, and Charleston Harbor Accelerator assisted with pushing our message out to their contact groups.

Evaluation and tracking success was a problem we noticed only after the program had been successfully completed. Throughout the process we were so busy trying to make sure that we could make the event successful we did not stop to develop a method to track success. We did a post event survey, and we were able to track internal connections, but we did not develop a tool to track how many organizations were able to make connections with NASA or their primes, and NASA didn't either. Which makes reporting successes more challenging; however, we have already developed tracking methods for the 2020 regional conference.

**4. Was financing the project an obstacle? Were there any unusual factors inherent in financing the project?**

Yes, financing the project events was an obstacle. The "Launch with NASA" events were developed in the middle of a fiscal year, so the County had not budgeted to host an event of this scale. The costs associated with the "Launch with NASA" Small Business Forum and STEM Expo were a combination of County funds, in-kind donations and sponsorships.

As a first time initiative and with no model to follow, the County provided \$5000 as startup funds from our Economic Development Department and County Council Office budgets. The Charleston Area Convention Center in the City of North Charleston provided two exhibit halls for both "Launch your Business with NASA" Small Business Forum and "Launch your School Year with NASA" STEM Expo. The estimated cost of this in-kind contribution was \$15,000 for the rental of the units, staging, and utilities. The Sheriff's Office provided three officers as security to guard the moon rocks that were on display during the event. Charleston County School District provided transportation for the students to attend the STEM event. Charleston Area Convention and Visitors Bureau helped provide in-kind costs for hospitality events (including our reception hall) during the week for hosting the NASA group and local and state dignitaries.

In addition to these generous in-kind contributions, Charleston County solicited sponsorships for the events. The four sponsorship levels were Apollo (\$5,000), Gemini (\$1,000), Mercury (\$500) and Satellite (\$250). Through the group's outreach to the community, Charleston County obtained fifteen paying sponsorships that provided \$17,500 in funding.

Attendees for the Small Business Forum paid a registration fee of \$40, which brought in additional funding of \$7,640 for the event. The total cost of "Launch with NASA" was \$22,629.87. With no clear funding source to start, the NASA team worked hard to secure funds



and ultimately ended with a surplus of \$7,585.13. Those funds will be utilized for a business forum, STEM Expo, prime contractor meeting, and reception in 2020.

**5. Did any agencies, citizen groups, or other organizations assist your county with this project? Did their participation pose any particular challenges or offer any unique contributions or benefits?**

This program would not have happened without the collaboration and partnerships formed from the planning and implementation of this program. Please see our enclosed list of sponsors and partners. Every sponsor, partner, exhibitor, and attendee was critical to NASA's continued positive response and sharing of resources. Sponsors provided the income needed to host these events. The Charleston Area Convention and Visitors Bureau provided space for the VIP Reception. The Town of Mount Pleasant provided security for that event and Mayor Will Haynie spoke at the reception. Charleston County Sheriff's Office provided security for the project events. North Charleston Mayor Keith Summey and Trident Technical College President Dr. Mary Thornley spoke at the Small Business Forum. US Senator Tim Scott provided a welcome video for the event. The Charleston County School District assisted with coordinating the STEM Expo and astronaut visits to schools. Charleston County Public Library and Charleston Southern University provided space for speaking events from retired astronaut Dr. Don Thomas.

Through connections made in our partnership with NASA, Charleston County was granted \$20,000 from NASA's Established Program to Stimulate Competitive Research (EPSCoR). That funding was used to promote EPSCoR at the 2019 Black Expo where nearly 10,000 citizens were exposed to opportunities to receive funding for research related to NASA's mission. Charleston County Office of Business Opportunities hosted events during Small Business Week which included networking and educational opportunities with a goal of helping small businesses discover opportunities and connect with local resources to grow and develop their business. Over 170 people attended these events. The NASA Team traveled to Gainesville, Florida, to learn about connected and autonomous vehicles and the information we gathered will be useful to Charleston County in the future as we host the NASA 2020 event and the PGA Championship in 2021. The team also traveled to Kennedy Space Center (KSC) and learned about NASA's Technology Transfer Portal as well as projects KSC was interested in developing further. One such project was technology to remove ammonia from water and our team promoted this technology to the SC Aquarium who is interested in pursuing joint development with NASA.

Our biggest challenge was turning interested parties away. Hosting a rapidly growing program, we were forced to limit the 2018 event to only Charleston County students, despite the demand from surrounding areas and across the state. To overcome that challenge for the 2020 event, we are expanding to include other counties across the state.

**6. Are there any unresolved problems or other goals left to tackle?**

We do not have any unresolved problems and we continue to develop our goals for future partnerships with NASA.

**Project Originality/Innovation**

**1. Justify the uniqueness of this project. What makes it different from other projects designed to achieve the same objective?**

Charleston County's partnership with NASA is unique because of its diverse collaboration among organizations, the impact on our community and economy, the creation of

partnerships and promotion of STEM education. NASA Marshall Space Flight Center never held a joint STEM and business events simultaneously before and will be using Charleston County's successful program as a model for their future events.

**2. Do you know of any other similar programs in South Carolina? If so, how is your program different?**

We are not aware of any other counties in South Carolina that have worked with NASA to engage small businesses. We are also unaware of any other extensive and ongoing partnerships with NASA. While there are a variety of conferences and expos across the state, our event is different because of the involvement and focus on NASA, the inclusion of students and STEM, and various community events and visits.

**3. What innovations were required in accomplishing your objectives?**

The bulk of innovation came from creative problem solving and the need for continual adaptation as the program grew. Citizen engagement also required a great deal of innovation. The team was required to engage organizations, citizens, and businesses that we had previously had little to no contact with. The implementation of better designed promotional material included the use of QR codes, which had not previously been used by the County. For the 2020 event our goal is to launch an autonomous shuttle pilot the day of the event. This has required a great deal of research and innovative strategies to make this work.

**4. Who provided the creativity and imagination in your project?**

Charleston County Government organized a diverse team to work with NASA to develop partnerships with NASA. The Charleston County NASA Team, comprised of representatives from the Clerk of Council's Office, Deputy Administrator for Finance Office, Deputy Administrator for Transportation and Public Works Office, and Office of Business Opportunities is an example of an ideal team. This team was designed with each participant's strengths and experience in mind. The Innovation and Operations Officer has the vision to see how the depth and breadth of partnering with NASA can benefit Charleston County Government. The Project Officer for the Deputy Administrator for Finance provided the financial expertise and business connections the team needed to reach appropriate sponsors. Staff from the Office of Business Opportunities connected the team with small and disadvantaged businesses, which was the target audience for the Small Business Forum. The Clerk of Council's Office provided a holistic view of the operations of the County and connections with elected officials.



**Schedule** **Date (2019)**

Registration Opens* & Challenge Manual Released.....	FEBRUARY 1
Registration Closes**.....	MARCH 31
Mission Patch Social Media Post due .....	APRIL 19
Practice Video Social Media Post due .....	MAY 3
Nominations for Hub Challenge submitted by Registered Organizations .....	MAY 31
Hub Challenge invitations sent.....	JUNE 17
Regional Hub Challenges***.....	JULY 15-20
Grand prize winners for each Hub visit Johnson Space Center in Houston, TX .....	AUGUST 7-9

\* Teams may sign up through Registered Organizations. Qualifying events at Registered Organizations may occur any time before the Nomination deadline.

\*\* Contact your Regional Hub for an exception.

\*\*\* Hub Challenge dates vary. See your nearest Hub's page at [nvesp.org/apollo50](http://nvesp.org/apollo50) for exact Hub Challenge dates.

**detailed information at [nvesp.org/apollo50](http://nvesp.org/apollo50)**

# Apollo Next Giant Leap Student Challenge

An immersive opportunity for students to use the latest technologies to **explore, inspire, create, and achieve.**

Fifty years ago, NASA took one giant leap for mankind. The Apollo Program was the culmination of President John F. Kennedy's goal of "putting a man on the moon and returning him safely to the earth."

July 20, 2019 will mark the 50th Anniversary of the landing of Neil Armstrong and Buzz Aldrin on the Moon in Apollo 11. NASA's **Northwest Earth and Space Sciences Pipeline (NESSP)**, also the Washington State Hub, will hold a celebration entailing a student drone and robotic challenge, called the Apollo Next Giant Leap Student Challenge (ANGLeS Challenge).

Teams that win Regional Hub Challenges will earn a Grand Prize of a trip to Johnson Space Center in Houston, Texas!



#Apollo50 #ApolloNextGiantLeap

Supplemental Materials

Images of the Launch with NASA Inaugural Events



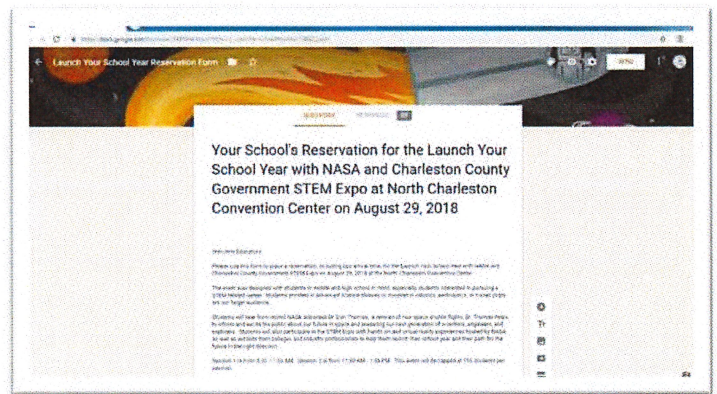
*Charleston County elected officials attend Small Business Forum*



*Meeting with NASA and Prime Contractors*



*Astronaut Dr. Don Thomas inspires future STEM leaders*



*NASA School Announcement*



*Launch with NASA program made the evening news*



*Launch with NASA Program brought to you by Charleston County. From Left to Right: Doug Wurster, Darrell Williams, JoTavia McPherson , Kevin Limehouse, Kristen Salisbury, Kristen Brame*



# LAUNCH THE SCHOOL YEAR WITH NASA & CHARLESTON COUNTY

**Wednesday, August 29, 2018**

**8:30 am - 1:30 pm**

**Charleston Area Convention Center  
5000 Coliseum Drive  
North Charleston, SC**

- Meet retired NASA Astronaut Dr. Don Thomas
- Explore the NASA and STEM Expo
- Interact with NASA staff
- Engage in hands-on STEM activities
- Meet representatives from local colleges
- Discover the pathway to a STEM career
- Join us for this free event

For information, contact:

[klimehouse@charlestoncounty.org](mailto:klimehouse@charlestoncounty.org) or contact  
Kevin Limehouse at 843-958-4012

To register, [click here](#).

Or scan QR Code.



Conference brought to you by:



**CHARLESTON  
COUNTY**  
SOUTH CAROLINA



**Explore. Connect.  
Discover. Launch.**

**We are grateful for the support provided by:**



NETWORK SECURITY SYSTEMS PLUS, INC.



SOUTH CAROLINA  
FEDERAL  
CREDIT UNION™



**South Carolina**  
Department of Commerce  
Just right for workforce.



**EACN**  
Powering Business Worldwide



**PARSONS**



**SPAWAR**



**AEROJET  
ROCKETDYNE**

**BENEFITFOCUS®**  
All Your Benefits. One Place.®



*Charleston Area*  
CONVENTION & VISITORS BUREAU



Charleston Area Convention Center  
August 29, 2018  
Agenda

# LAUNCH YOUR BUSINESS WITH NASA



Charleston Regional Business Forum  
 Charleston Area Convention Center  
 August 29, 2018

<u>TIME</u>	<u>TOPIC</u>	<u>PRESENTER</u>	<u>TIME</u>	<u>TOPIC</u>	<u>PRESENTER</u>
08:00 am	Introduction	Shawn Smetana Charleston County PIO	10:15 am	Doing Business with the Primes Moderator	Kim Keith, External Relations Specialist, MSFC
	Opening Remarks/Housekeeping	Master of Ceremonies Kevin Limehouse Charleston County			John McAfee, Sr. Manager, Cyber Lead for NASA & AT&L
	Welcome	Mayor Keith Summey City of North Charleston			JoAnn Belt, Small Business Liaison Officer
08:20 am	NASA/MSFC Overview	Angelia Walker Sr. Technical Assistant to Associate Director, MSFC			Jenifer Scofield, Small Business Liaison Officer
08:45 am	Small Business Administration Overview	Richard G. White South Carolina SBA District Director	12:00 pm	LUNCH	Gwen Johnson, Director Small Business Programs
09:00 am	South Carolina Small Business Development Center Overview	Michele Abraham South Carolina SBDC State Director	12:45 pm	NETWORKING	Debbie Batson, Director, Large/Small Business Strategic Alliances
09:15 am	How to do Business at NASA Doing Business at Marshall Space Flight Center	David Brock, Small Business Specialist, MSFC	01:15 pm	Breakout Session 1: NASA Mentor Protégé Program	Brad Bruce, Manager Global Supplier Diversity
	Doing Business at Kennedy Space Center	Joyce McDowell, Small Business Specialist, KSC			Jill Curtis, Business Office Manager
	Doing Business at NASA Shared Services Center	Troy Miller, Small Business Specialist, NSSC			Dr. Mary Thornley, President Trident Technical College
	Small Business Innovation Research/Small Business Technology Transfer Program Overview	Lynn Garrison, SBIR/STTR Center Technology Transition Support, MSFC			Esther Veras, Procurement Analyst, Small Business Office, MSFC
10:00 am	BREAK		02:15 pm	Breakout Session 2: MSFC Quality Systems	Jenifer Scofield, Small Business Liaison Officer
					Dr. Dwight Mosby, Sr. Director NASA Mission Operations Support
			04:00 pm	ADJOURN	Jill Curtis, Business Office Manager Paul Johnson, Safety & Mission Assurance Quality Engineering Lead, MSFC



# ONE SMALL STEP to Opportunities

## APRIL 2019

SMALL BUSINESS WEEK  
Charleston County

Monday  
**22**

6:00 pm

### ACCESS, OPPORTUNITIES & RESOURCES PANEL DISCUSSION

*Presented by Jill Sorensen with South Carolina Research Authority (SCRA) & Expert Small Business Panel Members Council Chambers, 2nd Floor*

7:00 pm

### RESOURCE NETWORKING & RECEPTION

*Participating Resource Partners: SCORE, US Small Business Administration (SBA), Small Business Development Center (SBDC), South Carolina Research Authority (SCRA), Local Development Corporation (LDC), Small Business Innovation Research (SBIR), City of Charleston, Charleston County 1st Floor Rotunda*

Tuesday  
**23**

12:00 pm

### LUNCH & LEARN - FUNDING YOUR BUSINESS

*Join us for lunch to learn more about small business funding and the Small Business Investment Company (SBIC) Program - Equity Investment Funding*

*Presented by Scott Kester with Route 2 Capital Partners A214, 2nd Floor*

6:00 pm

### ACCESS TO CAPITAL & PATHWAYS TO GRANTS

*Learn more about small business lending and technology grants*

*Presented by Tyler Tatum with Small Business Innovation Research (SBIR) B339, 3rd Floor*

Wednesday  
**24**

6:00 pm

### DOING BUSINESS WITH GOVERNMENT

*Presented by Linda Blanton with Small Business Development Center (SBDC) & Robin Rourke with Space and Naval Warfare Systems Command (SPAWAR)*

*B339, 3rd Floor*

7:00 pm

### ADD GOOGLE TO YOUR MARKETING STRATEGY

*Presented by Eileen Fernandez Parker, Google Certified Trainer with Xizzee Web Design and SEO*

Thursday  
**25**

6:00 pm

### CHARTING THE COURSE - LEAN CANVAS

*Create your one-page business plan*

*Presented by Justin Hudd with SCORE*

*B330, 3rd Floor*

Free! Register at [www.charlestoncounty.org/sbe](http://www.charlestoncounty.org/sbe)

Presented by:

#### All events will be held at:

Lonnie Hamilton, III, Public Services Building

4045 Bridge View Drive

North Charleston, SC 29405

843.958.4765

[obo@charlestoncounty.org](mailto:obo@charlestoncounty.org)



U.S. Small Business Administration





June 21, 2019

South Carolina Association of Counties  
Barrett Lawrimore Award Committee  
1919 Thurmond Mall  
Columbia, SC 29201

Dear Barrett Lawrimore Award Committee Members:

I am pleased to write to you today to advocate for Charleston County Government's Launch with NASA Program. The Town of Mount Pleasant was proud to partner with Charleston County to host this program. We were pleased that the Launch with NASA VIP reception was held in the Town of Mount Pleasant at the Mount Pleasant Waterfront Park.

We are also aware that efforts such as the Small Business Forum benefit the local economy as STAR, Inc., a premier high-tech small business headquartered in Mount Pleasant, has performed aircraft and spacecraft research for NASA. The County's efforts to expand opportunities for our small businesses pays off in dividends that cannot truly be measured.

Mount Pleasant's middle and high school students also benefitted from attending the Launch with NASA STEM Expo. Wando High School, located in Mount Pleasant, is a pre-eminent public school in the state of South Carolina for STEM education. Wando has a four-year program of studies in aerospace engineering and the opportunity for students in that program to interact with NASA professionals could be life-changing.

The Town of Mount Pleasant is always pleased to work collaboratively with the County, and I hope you will strongly consider Charleston County's Launch with NASA Program for the Barrett Lawrimore Award for its successful and collaborative efforts to bring a more permanent NASA presence to Charleston County.

Sincerely,

A handwritten signature in blue ink, appearing to read "Eric M. DeMoura", is written over the printed name.

Eric M. DeMoura  
Town Administrator  
TOWN OF MOUNT PLEASANT

June 21, 2019

South Carolina Association of Counties  
Barrett Lawrimore Award Committee  
1919 Thurmond Mall  
Columbia, SC 29201

Dear Barrett Lawrimore Award Committee Members:

I am pleased to write to you today to advocate for Charleston County Government's Launch with NASA Program. The City of North Charleston was proud to partner with Charleston County to host this program. As the industrial and manufacturing center of Charleston County, we considered this project to be a win-win-win for the City, our local businesses, and NASA. The County's efforts to expand opportunities for our small businesses pays off in dividends that cannot truly be measured.

I understand that this program began simply with a phone call to explore opportunities for technology and research transfer, and when Marshall Space Flight Center offered the prospect of Charleston County hosting a Small Business Forum, the County's staff knew this opportunity for local small businesses to become acquainted with NASA and its prime contractors was not something they could pass up. I attended the Launch with NASA Small Business Forum and STEM Expo and was impressed with the quality of presenters and exhibitors. The students at the STEM Expo were engaged and true learning and inspiration was happening in that exhibit hall.

As a former Chairman of Charleston County Council, I know the hard work and effort County employees put into any project they take on. The City of North Charleston is always pleased to work collaboratively with the County and I hope you will strongly consider Charleston County's Launch with NASA Program for the Barrett Lawrimore Award for its successful and collaborative efforts to bring a more permanent NASA presence to Charleston County.

Sincerely,

  
R. Keith Summey  
Mayor



JENNIFER J. MILLER  
County Administrator

843.958-4000  
Fax: 843.958.4004  
jmill@charlestoncounty.org  
Lonnie Hamilton, III Public Services Building  
4045 Bridge View Drive, Suite B238  
North Charleston, SC 29405-7464

June 17, 2019

South Carolina Association of Counties  
Barrett Lawrimore Award Committee  
1919 Thurmond Mall  
Columbia, SC 29201

Dear Barrett Lawrimore Award Committee Members:

Thank you for the opportunity to address you today in support of Charleston County Government's Launch with NASA Program and the resulting partnerships that have benefitted not only the citizens of Charleston County, but the NASA program, as well. As Charleston County Administrator, I have been pleased to see the effort to collaborate with the National Aeronautics and Space Administration come to fruition.

Charleston County staff began this journey with NASA as an inquiry regarding NASA's Technology Spinoff Program. We were aware of NASA's technology and research pertaining to autonomous and connected vehicles and mosquito control and the Zika virus and were interested in learning more about how the County could access it. During that phone call, staff from NASA Marshall Space Flight Center offered the prospect of Charleston County hosting a Small Business Forum, which would create the opportunity for local small businesses to become acquainted with NASA and its prime contractors with the goal of winning contracts to help construct the Space Launch System. Our staff was happy to become involved with NASA in this manner and started working on the Small Business Forum straight away.

As you will see in this application, the scope of this project grew as NASA became more comfortable in its relationship with Charleston County and our staff was up to every challenge that was thrown their way. At the end of the day, the real success of our Launch with NASA program was in the partnerships we developed and enhanced with other government agencies and local organizations.

I hope you will strongly consider Charleston County's Launch with NASA Program for the Barrett Lawrimore Award for its successful and collaborative efforts to bring a more permanent NASA presence to Charleston County.

Sincerely,

Jennifer J. Miller  
Charleston County Administrator

J. Elliott Summey - Chairman  
Herbert R. Sass, III - Vice Chairman  
Henry E. Darby  
Jenny Costa Honeycutt  
Anna B. Johnson  
C. Brantley Moody  
Teddie E. Pryor  
A. Victor Rawl  
Henry D. Schweers



Kristen L. Salisbury, Clerk  
(843) 958-4030  
1-800-524-7832  
FAX (843) 958-4035  
E-mail: ksalisbury@charlestoncounty.org

CHARLESTON COUNTY COUNCIL  
LONNIE HAMILTON, III PUBLIC SERVICES BUILDING  
4045 BRIDGE VIEW DRIVE  
CHARLESTON, SOUTH CAROLINA  
29405-7464

June 17, 2019

South Carolina Association of Counties  
Barrett Lawrimore Award Committee  
1919 Thurmond Mall  
Columbia, SC 29201

Dear Barrett Lawrimore Award Committee Members:

I am pleased to write to you today to advocate for Charleston County Government's Launch with NASA Program and the resulting partnerships that have benefitted not only the citizens of Charleston County, but the NASA program, as well. During my tenure as Chairman of Charleston County Council, I became aware of our staff's involvement with NASA and fully supported any and every effort to collaborate and work with the National Aeronautics and Space Administration.

This program began as a simple phone call to inquire about NASA's Technology Spinoff Program and ways Charleston County may be able to access NASA technology pertaining to autonomous and connected vehicles and mosquito control and research regarding the Zika virus. However, when Marshall Space Flight Center offered the prospect of Charleston County hosting a Small Business Forum, our staff jumped at the chance to bring this opportunity for local small businesses to become acquainted with NASA and its prime contractors. As you will see in this application, the scope of the project grew with each and every interaction with NASA. The real success of our Launch with NASA program was not the forum or the STEM Expo or even the presentations to our school students by a retired astronaut, but the partnerships we developed and enhanced with other local and statewide agencies and organizations.

I hope you will strongly consider Charleston County's Launch with NASA Program for the Barrett Lawrimore Award for its successful and collaborative efforts to bring a more permanent NASA presence to Charleston County.

Sincerely,

A handwritten signature in blue ink that reads "A. Victor Rawl". The signature is fluid and cursive, with the first letters of each name being capitalized and prominent.

A. Victor Rawl  
Charleston County Council

May 21, 2019



Career and Technology  
Education Department

**Gerrita Postlewait, Ed.D.**  
Superintendent of Schools

**Cynthia Ambrose**  
Deputy Superintendent for Learning  
Services

**Richard Gordon**  
CTE Executive Director

**Lorraine Coates**  
CTE Administrative Specialist

**Melissa Kemp**  
CTE Coordinator

**Tralice Reddock**  
CTE Curriculum Specialist

**Chadwick Vail**  
Work-based Learning Partnerships

Dear South Carolina Association of Counties Awards Committee Members,

We are thankful to provide this letter supporting any and all well-deserved recognition for the wonderful community partnership the Charleston County Government team has forged with NASA in support of the planned Space Launch System (SLS) development.

Not only did the NASA partnership support local business connections, but it also included a talent development and career exploration component.

We could not be more thankful that over 1000 middle and high school students from our schools got to attend a wonderful STEM Career Expo hosted by the North Charleston Convention Center. At this event, NASA astronaut Dr. Don Thomas shared his story with students. In addition, students were exposed to amazing hands-on learning opportunities at the expo from NASA and companies from the local region like SPAWAR, Boeing, and many Charleston County Government departments. In addition, Dr. Thomas visited 6 of our elementary schools to share his compelling story with hundreds of our students!

Check out this link for additional information on the educational aspects of the NASA partnership Charleston County Government made possible for our students: <http://charlestonempowered.com/work-based-learning/students-launch-school-year-with-nasa-career-fair-and-astronaut-visits/>

The best part is NASA wants to come back and do it again every other year!

Again, please accept this letter as a full and complete endorsement for Charleston County Government to be recognized for their leadership that made this community event a reality!

Sincerely,

A handwritten signature in black ink, appearing to read 'CV', written over a white background.

Chadwick L Vail



We're big on small business.  
South Carolina Small Business Development Centers  
2430 Mall Drive, Suite 155 • North Charleston, SC 29408  
P: 843-740-6160 • F: 843-740-1807 • www.USCRegionSBDC.com

May 28, 2019

Dear National Association of Counties Awards Committee Members,

We at the SBDC heartily support any and all recognition for the great community partnership the Charleston County Government team has forged with NASA in support of the SLS development.

In addition to the NASA partnership supporting local business connections, it also included a talent development and career exploration component.

The insightful STEM Career Expo hosted by the North Charleston Convention Center was attended by over 1,000 middle and high school students. Charleston County Government departments, along with SPAWAR and Boeing, presented hands-on learning opportunities at the Expo.

It is especially gratifying to know that NASA wants to come back and do it again every other year.

We are thankful to be a small part of this community event and offer our complete endorsement for Charleston County Government to be recognized for their leadership.

Regards,

A handwritten signature in black ink, appearing to read "Darrell Jones", with a long horizontal line extending to the right.

**Darrell Jones**

USC Region Director & Business Consultant

Charleston Area Small Business Development Center

6296 Rivers Avenue, Suite 300

North Charleston, SC 29406

843.740.6160

843.740.6164



**Network Security Systems Plus, Inc.**  
One Skyline Place. 5205 Leesburg Pike. Suite 505. Falls Church, Virginia 22041  
Telephone: 703-933-7040. Fax: 703-933-7048. Website: [www.nssplus.com](http://www.nssplus.com)

June 4, 2019

Dear Kevin,

We were thrilled to hear that Charleston County, SC was an awardee for the 2019 National Association of Counties Achievement Award for the Launch with NASA event hosted at the Charleston Convention Center last year. This event allowed for small businesses in South Carolina to learn more about NASA's requirements, and how a Veteran Owned Small Business, such as NSSPlus, to be a contributor to the national space mission, instead of just being an observer.

When we recently learned that Charleston County is applying for the South Carolina Association of Counties Barrett Lawrimore Memorial Regional Cooperation Award, we became excited again. The NASA Business Expo and STEM events were game changers for our community and local businesses. This was the first time NASA came to our city, provided priceless information and knowledge of their space programs, and inspired our future generations of wanting to be part of it.

It is my pleasure and honor to recommend Charleston County for their hard work, leadership, and partnership for such a prestigious award.

Sincerely,

A handwritten signature in black ink that reads "John Rubritz". The signature is written in a cursive, flowing style.

John Rubritz  
VP Charleston Operations

**NSSPlus: PROTECTED**

**Angela Craig**  
Executive Director



Dear South Carolina Association of Counties representatives,

Thanks to Charleston County Government, more than 200 people, many of them children, packed the auditorium of our Main Library to hear former astronaut Don Thomas. For many, it's a once in a lifetime opportunity to hear from an astronaut and even meet one. Charleston County staff worked hard to get Dr. Thomas to present this program during his stay in Charleston for his presentations in the County's STEM festival and Business Expo and it was very well received by our community.

Charleston County Public Library staff and the patrons loved the program so much, that when we found out that this year's theme for our Summer Reading Program was "A Universe of Stories," in honor of the 50<sup>th</sup> anniversary of the lunar landing, we knew we had to bring Dr. Thomas back. Once again, Charleston County Government stepped in and helped make the connection so we could book Dr. Thomas for six programs this summer.

During his visit, Dr. Thomas helped provide inspiration for STEM-related studies to the children of our community and we are grateful that Charleston County Government made that happen at no cost to us last year and made the connection for us for future programming opportunities. We are grateful for our collaborative work with Charleston County Government staff and we believe this has opened the door to many future opportunities for partnerships that will enrich the lives of our citizens.

Sincerely,

Natalie Hauff  
Director, Programming/Outreach & Communications  
Charleston County Public Library  
68 Calhoun Street  
Charleston, SC 29401  
[hauffn@ccpl.org](mailto:hauffn@ccpl.org)





U.S. Small Business  
Administration

William.Furman@sba.gov | 843-225-7453 | [www.sba.gov](http://www.sba.gov)  
N. Charleston AWS | 3294 Ashley Phosphate Rd., Suite 1D | N. Charleston, SC 29418

June 28, 2019

Dear Kevin,

We are excited to learn that Charleston County Government will be applying for the Barrett Lawrimore Memorial Regional Cooperation Award for recognition of the Launch Your Business with NASA and the Launch the School Year with NASA Career Fair and Stem Expo events.

It was a pleasure to work with the County on this event and it provided the opportunity for small businesses in South Carolina to learn directly from NASA about contracting opportunities. Small businesses are vital for Federal contracting and this provided the SBA 8(a) Business Development firms, Woman Owned Small Businesses, HUB Zone firms and Service Disabled Veteran Owned Small Businesses the opportunity to build the necessary relationships with NASA contracting officers here in Charleston. This will pay dividends for these small businesses in the future.

We enthusiastically provide this letter of recommendation and support for Charleston County to be recognized for their efforts, leadership and collaboration.

Sincerely,

A handwritten signature in blue ink, appearing to read "W.H. Furman".

William H. Furman  
Senior Area Manager