

# Air Force Materiel Command

## Harnessing the power of small businesses for digital transformation

*By Michele Ruff, Air Force Materiel Command / Published November 11, 2021*

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### **WRIGHT-PATTERSON AIR FORCE BASE, Ohio --**

Technology moves at lightning speed, so what is new today is outdated tomorrow. As adversaries rapidly develop new capabilities, so must the United States and its allies.

Research is the key. For that reason, the Air Force allots a certain percentage of their research and development budget each year to small business.

Why? Because funding small business to explore innovative ideas and new technology benefits the businesses themselves, the economy, national security and defense. The SBIR/STTR programs encourage domestic small businesses to partner with Department of Defense scientists to engage in research that may have potential for commercial use. Small business can play a key role in bridging the gap between current technology and defense needs.

“Unlike large corporations, small businesses are less encumbered by ‘rules’ and have the ability to be more flexible,” said David Shahady, Air Force Research Laboratory Digital Transformation Program Manager. “They often come up with wild ideas that we can try out at a fraction of the cost.”

To help meet rapid needs in support of enterprise digital transformation efforts, the Air Force Materiel Command Digital Transformation team is leveraging small business talent to improve the acquisition process, with the ultimate goal to deploy weapons systems faster.

“Small businesses can dedicate their research to exactly what we need,” said Eric Griesenbrock, Lead Integrator for the AFMC Digital Transformation Office. “They can help us find innovations that close gaps that some of the larger corporations are not as interested in exploring.”

Griesenbrock and the digital engineering team worked closely with the Small Business Innovation Research Center of Excellence and AFWERX for an initial solicitation that encompassed nine specific areas including architecture, cloud/high performance computing, cost analysis and contracting, effective infrastructure, security and assurance, integration and decision analysis, linking disparate data sources, tools and integration, and workforce and cultural transformation.

The team received hundreds of proposals and narrowed the focus further at a virtual pitch day last spring--leveraging technology to find new technology. The virtual pitch day proved to be beneficial to both the engineering team and the small businesses who participated.

“We learned that many small businesses liked the virtual format because their entire team could be part of the brainstorming sessions without the huge cost of travel,” said Griesenbrock. “New ideas were generated on-the-spot.”

The effort culminated in the recent award of 29 contracts for a total of nearly \$1 billion from companies in ten different states.

“We’re excited that they are working on a process that is uniquely ours,” said Griesenbrock. “They have already begun working with their Air Force customers for what will probably be a two-year effort.”

The Digital Transformation Office team is planning another Collider event in 2022 to help draw more small business interest into the enterprise. Colliders are open business events that drive opportunity and discovery and are often held virtually.

“We don’t have all the pieces together yet, but we expect to engage community, government, business and academia in the near future,” Greisenbrock added.

The end game is to deliver capabilities to our Air and Space Force at ever increasing speed and efficiency by designing, sustaining, and modernizing them in an integrated digital environment.

<https://www.afmc.af.mil/News/Article-Display/Article/2841988/harnessing-the-power-of-small-businesses-for-digital-transformation/>



# DOWNTOWN DOLLARS

As a downtown business, you're invited to participate in our e-gift card program, Downtown Dollars. Exclusive to our community of Downtown Dayton small businesses and members of the DDP, e-gift cards are a simple way for people and companies to keep their spending local.

Digital gift cards can be used at any participating business. **There is NO FEE for your business to participate.** There is no special technology or administration required either, as long as you accept Mastercard and can key in a transaction like a phone order. You receive the full value of the card, less your normal card-not-present Mastercard fee.

Customers buy the gift cards online and can give them as gifts or thank yous, or keep them for their own use. Local companies can use them for employee gifts or rewards. The customer pays an "e-delivery" fee for their cards, which is how Yiftee, our technology partner, is paid.



## HOW DO I SIGN UP TO ACCEPT DOWNTOWN DOLLARS?

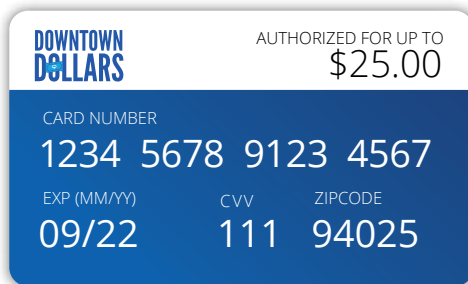
1. Please visit [downtowndayton.org/downtown-dollars-enroll](http://downtowndayton.org/downtown-dollars-enroll)
2. After you sign up, we will send you an Activation Card.
3. Run it as a digital Mastercard on your PoS to join.



## ADDITIONAL FAQS

**Is there a deadline to participate?** Businesses can sign up and be added at any time.

**How do we accept Downtown Dollars?** Customers will present their e-gift card information on their mobile devices or bring a printout. Click on the "View Gift Voucher" bar and process it as a key-entry Mastercard credit card (credit card, not gift card). Key in the 16-digit code, CVV, zip code and expiration date as required by your PoS. Mastercard will authorize the purchase and you are paid as usual by your Mastercard bank.



**What if the purchase is for more than the e-gift card value?** Run the e-gift card for the remaining balance on the card and ask the customer for a different form of payment to cover the rest of the transaction.

**What do I do if the e-gift card is declined?** The transaction is declined if you try to redeem more than the value of the card, or if any of the redemption information is mis-typed. Start the transaction over with the correct value and info.

**Since the e-gift card is like a Mastercard, can it be redeemed anywhere?** No. It can only be used at downtown businesses that have run our Activation Cards. Businesses must be invited to participate.

**Is tipping allowed on the e-gift card?** No, unless you pre-authorize the amount with the tip included, since this is a prepaid card.

**Can the e-gift card be used more than once?** Yes. They are multi-use cards and the current balance and expiration date are always reflected on the digital voucher. Recipients receive monthly reminders to redeem. Balances can be checked through the Yiftee website. Once a card is depleted, customers will have to purchase a new one (they cannot be reloaded).

**Is there a fee to purchase the e-gift card?** The purchaser pays \$1 plus 5% of the gift value. As a participating business, you receive 100% of the gift value, less your normal Mastercard fee.

**Can I apply a refund to the e-gift card?** Yes. Refunds can be applied to a valid card just as you would a credit card.

**How does this program impact our own gift card program?** The e-gift card is in addition to gift cards that are currently offered at our downtown businesses. We have had numerous requests for a gift card that could be used anywhere downtown. Keep selling your own!

**Can I cancel my participation?** Yes, you can cancel anytime by emailing [woeste@downtowndayton.org](mailto:woeste@downtowndayton.org). You will be removed from any print and online marketing materials for Downtown Dollars, and will no longer be able to process the e-Gift Cards. There is no fee to cancel your participation.

Contact Laura Woeste at (937) 224-1518 ext. 229 or [woeste@downtowndayton.org](mailto:woeste@downtowndayton.org) with questions or for more info.





# DEVELOP THIS!

## Economic & Community Development

### Tune In to the Latest Episodes of *Develop This!*

#### Episode #376: 12 Minutes to a Better You - and a Better 2022

The year is quickly coming to a close, so it is time for that all-important self-reflection.

In this episode, Dennis shares regrets from the year and his plan to address those in 2022. His analysis may just inspire you to do the same.

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#### Episode #375: Next Generation Economic Development Strategies with Janet Ady

In this episode, Jason interviews economic development magnate Janet Ady with Ady Advantage.



Jason brought Janet on the show to talk about the upcoming Mid-America EDC conference in Chicago (along with the generous scholarship program) but the discussion quickly took a left turn when she began talking about economic development strategies that will drive communities over the next 10 years.

Tune in for a great discussion about the past, present, and future of economic development.

...and be sure to register for the upcoming Mid-America EDC conference Dec 1-3 in Downtown Chicago.

[Register for the Competitiveness Conference Here](#)

The registration deadline is **November 19th.**

[More about Mid-America EDC](#)

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## Meet Dennis and Jason at the 2021 Mid-America Competitiveness Conference



**December 1-3 2021**  
**Chicago Marriott Downtown Magnificent Mile**



This is Mid-America EDC's marquis annual event – providing tips, strategies, and ideas to help Midwest communities improve their competitive position to land corporate investment and attract talent while also gaining first-hand perspectives of top site consultants in the region.

**[Click here for full details and to register.](#)**

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## Awards Ceremony & Sustainability Luncheon

### The Power of Storytelling - A Celebration!

Marketing your organization to a new workforce genre

You are cordially invited to join us on

**November 30, 2021**

**11:30 am - 1:00 pm**

**Top of the Market I 32 Webster Street I Dayton, OH 45402**

*"Storytelling is Human" Richard Kaiser, Founder, Wilderness Agency*

Storytelling has been vital to the success and survival of our species. However; most businesses and organizations struggle to share their story in a compelling way. Join us on November 30 as Richard, Master of Ceremonies, shares insights, and offers techniques to help you tell the story of your business to a new workforce genre in a post-pandemic world.

Also attending are the Montgomery County Commissioners, sustainability leaders in our community and founders of the Dayton Regional Green Initiative. We will announce upcoming programs/initiatives and celebrate this year's Giving Garden award winners.

Stories bring out passion in all of us. They have the ability to attract and engage audiences. We welcome you to learn more about ours, and inspire your own!

Registration opens at 11:00 a.m.

Lunch served at 11:30 a.m.

**Program starts promptly at 11:45!**

Agenda:

- CenterPoint Energy Business and Residential Energy Efficiency Programs
- The art and science of storytelling- selling your work culture
- AES (formerly DP&L) discusses new smart initiatives
- Montgomery County announces it's inaugural sustainability plan and joining Power a Clean future Ohio
- Giving Garden Award Winners

**Thanks to the generosity and sponsorship of CenterPoint Energy, Attendance is free, but you must RSVP for all attending from your company.**

[RSVP HERE](#)

The [Bring Your Green Challenge](#) has engaged the business community, schools, and now the community at large with the launch of [Public Challenges](#) .







euROPEAN AMERICAN  
chAMBER OF COMMERCE  
greater cincinnati



## EACC NEWSBRIEF: NOVEMBER 16, 2021



*Friends,*

DON'T MISS your last chance to join us at our *Beaujolais Nouveau Première* on Thursday. This celebration of our region's ties to France and Europe features live music (with the Faux Frenchmen!), fabulous food, and your chance to taste the newest vintage of wines from the Beaujolais region of France. And don't forget the silent auction, with a great range of gifts and experiences, including two RT tickets to Europe courtesy of Delta Air Lines!

Also on 11/18 we have our Annual General Meeting of EACC members to elect our 2022 Board of Directors and other business. It takes place just before the Beaujolais Nouveau, so if you want an update on the direction for the EACC in 2022 and beyond, plan to join us!

We're excited to announce our final Young Professionals 'Executive Insights' event of the year with Jean-François Flechet, Owner and Founder ("Chief

**LAST CHANCE TO REGISTER:**



**Thursday,  
November 18**

**Beaujolais Nouveau Première**

Always held on the third Thursday in November, the Beaujolais Nouveau Première is a traditional celebration of the first wine of the grape harvest from the Beaujolais region in Southeastern France. It has evolved into a worldwide gathering in a French atmosphere.

The EACC will once again host a Beaujolais Nouveau Première for the Greater Cincinnati

Waffle Officer" is what his business card says) of Taste of Belgium. This one will be a sell-out, so register early!

And it's not too late to register for tomorrow's quarterly economic update from the EU Mission to the U.S. or our 12/2 Stammtisch at Hofbräuhaus Newport!

region. As the largest in the area, this signature event brings together our dynamic corporate network and the broader French community for both EACC members and the public to enjoy.

The EACC's Beaujolais Nouveau Première serves as an opportunity to celebrate both the strong ties that connect our region to France and Europe and our mission to stimulate business and networking ties between Greater Cincinnati and Europe.

Please join us for an evening of networking and connection among members of Greater Cincinnati's international business community.

**REGISTER NOW**

## UPCOMING EACC EVENTS



**Wednesday,  
November 17**

Quarterly EU Economic Update: A Rocky Road to Recovery – Can the Recovery Fund be the game changer the EU economy needs?  
EACC Network Webinar



**Thursday,  
November 18**

EACC Cincinnati Annual General Meeting



**Thursday,  
December 2**  
[Stammtisch - EACC Networking](#)



**Tuesday,  
December 7**  
[EACC Young Professionals Executive  
Insights Series: Jean-François Flechet,  
Owner & Founder, Taste of Belgium](#)



**Amplifier for Industry Champions**



## INTERNATIONAL NEWS



### STATEMENT AT EUROPEAN PARLIAMENT BY EXECUTIVE VICE PRESIDENT DOMBROVSKIS ON THE OUTCOME OF THE EU-US TRADE AND TECHNOLOGY COUNCIL

EU Commission Executive VP Valdis Dombrovskis recently outlined the accomplishments of the first meeting of the EU-US Trade and Technology Council, highlighting the importance of transatlantic cooperation in setting standards, addressing environmental challenges, and strengthening supply chains. Follow the link below for the full statement.

[LEARN MORE](#)



# UPCOMING PARTNER EVENTS

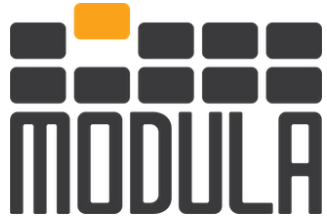
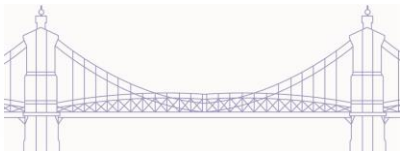
**November 18**

VonLehman CPA & Advisory Firm - Manufacturing: Technology Panel with Industry Experts

*All the best!*

Todd Schwartz  
Executive Director, European American Chamber of Commerce

## Our Bridge Builder Members



Foreign **46** Greater Cincinnati  
Trade Zones **47** Northern Kentucky

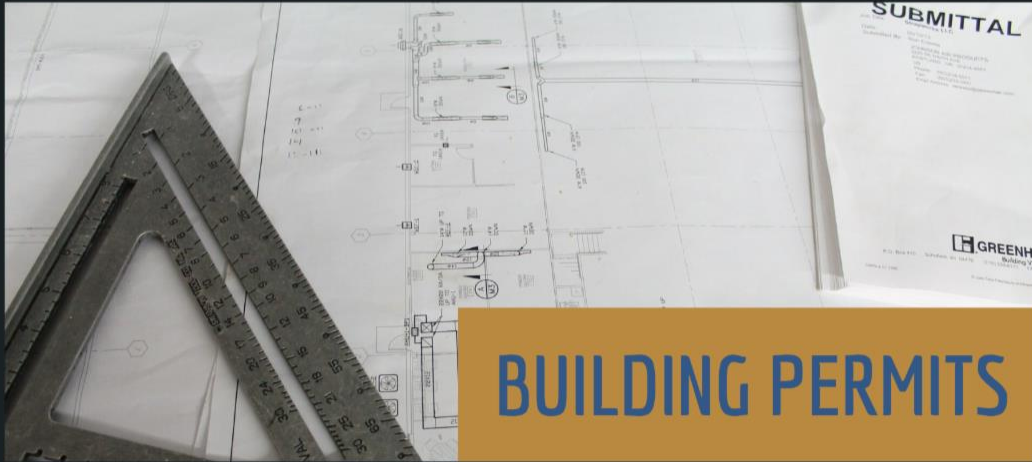


HSBC 

*Skyline Photo Credit: Anamedia LLC*



**HOME BUILDERS**  
ASSOCIATION OF DAYTON



## BUILDING PERMITS

FIND MORE INFORMATION ABOUT THE HBA OF DAYTON: [HBADAYTON.COM](http://HBADAYTON.COM)

### RESIDENTIAL PERMIT DATA -- SEPTEMBER 2021



#### **NAHB Chief Economist to present the 2022 Housing and Economic Forecast**

Join the Home Builders Association of Dayton and the HBA of Greater Cincinnati as we welcome the National Association of Home Builders (NAHB) Chief Economist and Dayton-native, [Rob Dietz](#), for a look back and a look ahead to the headwinds facing housing and how home building provides a measurable economic impact for local municipalities.

**Reserve your spot TODAY!**

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A total of **2,187 single-family permits** were issued through September 2021, compared to 1,464 in 2020, representing a **49.4% increase**

In **September 2021**, Dayton region builders pulled **201** permits for single-family homes. Although slower, the September-21 data represents the fourth-highest August data since collection began in 2006.

Combining single-family, apartment, and condo units, a total of **2,473 residential new building** permits were issued through September 2021, **up 40.6%** from 1,464 permits issued through September-2020.

Click below for details:

### [September 2021 - Dayton Region Residential Permits Summary](#) [September 2021 - Dayton Permits by Development](#)

HBA of Dayton regional permit data compiled by [NPGDataQuest@outlook.com](mailto:NPGDataQuest@outlook.com).

#### Notes:

Please keep in mind that permit data lags the sales process by 60-90 days. Some minor adjustments may have been made to last month's numbers. The total number of permits includes single-family, apartments, and condos.

If you should have any questions, please don't hesitate to contact the Home Builders Association of Dayton via e-mail at [info@hbadayton.com](mailto:info@hbadayton.com) or telephone at 937-298-2900.

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#### **HOUSING SUPPLY**

In the Midwest Region, which includes the state of Ohio, the number of housing starts rose by 6.9% over the month of September 2021 to 217,000. Single-family starts rose by 7.0% at 137,000. Multifamily starts rose by 6.7% to 80,000. Over the past 12 months, total housing starts are up by 3.3%. Single-family starts are up by 7.9% but multifamily starts are down by 3.6%.

#### **HOUSE PRICES**

Across the state of Ohio, house prices grew by 4.2% over the second quarter of 2021 and over the past year house prices in the state rose by 12.0%. At its low, reached in the fourth quarter of 2012, house prices in Ohio were 12.9% below their third quarter of 2005 peak level. Currently, house prices in Ohio are 32.0% above their boom-related peak level.

#### **HOUSING SHARE OF GDP STEADY DURING THIRD QUARTER**

Thanks to a surge in residential investment during 2020, housing's share of GDP remains elevated compared to recent years. Last year's market conditions involved a renewed focus on the importance of home, an evolving geography of housing demand, and a lack of for-sale inventory. Housing has continued to expand in 2021, although as the rest of the economy recovers, the housing share of the economy will taper somewhat. For the third quarter of 2021, overall GDP growth came in at a lower than expected 2% seasonally adjusted annual rate. During the third quarter of 2021, housing's share of GDP stood at 16.7%, somewhat off a 14-year high (17.8% during the second quarter of 2020).

[Read the full article here.](#)

#### **BUILDER SENTIMENT**

NAHB/Wells Fargo Housing Market Index According to the NAHB/Wells Fargo Housing Market Index (HMI), sentiment among builders for the single-family housing market nationally rose three points to 89 and the gauge charting traffic of prospective buyers also posted a three-point gain to 68. The component measuring sales expectations in the next six months held steady at 84. Any value above 50 means more builders are seeing improvement rather than decline.

Looking at the three-month moving averages for regional HMI scores, the Midwest rose four points to 72. Builder confidence in the Midwest Region fell to a low of 6 in December 2008.

Thank you,

Eric Farrell, C.E.O.  
Home Builders Association of Dayton

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*Also, if you find this information valuable and would like to leave the HBA a Google Review, please do so. You would be surprised how your reviews help get the word out that the HBA are **the** residential construction experts in the Dayton region.*

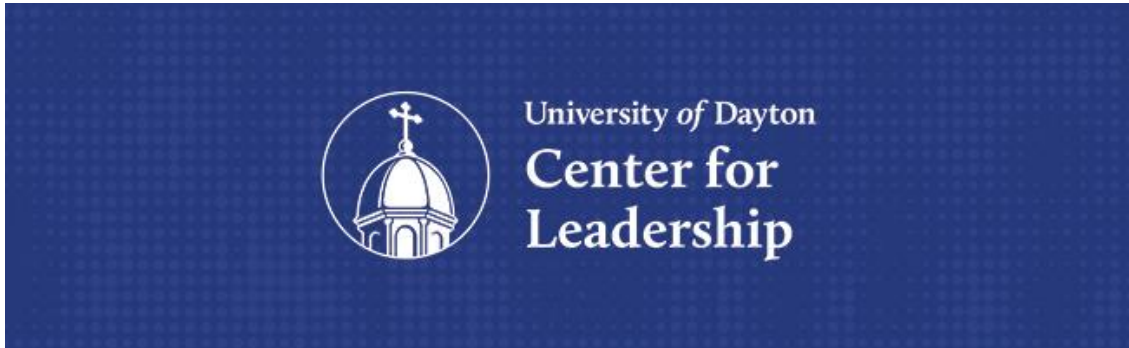
**Google Review**

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*All content provided in this article is for informational purposes only. Matters discussed in this email are subject to change. The Home Builders Association of Dayton will not be held responsible for any claim, loss, damage or inconvenience caused as result of any information within this article.*







### *The Best Leaders Never Stop Learning*

It's important to remain focused on developing your employees to ensure the engagement and retention of your top talent. We are here to help you navigate your teams through this time of change, uncertainty, and disruption.

By leveraging the University of Dayton Center for Leadership's professional development suite of programs, you can equip your employees with the necessary tools to stay motivated and productive while continuing to drive your training and development strategy.



Utilize our professional development programs, either virtually or in-person/on-campus, to give your employees personal and meaningful development for the confidence needed to be successful at the next level and beyond.

### **Upcoming Classes**

December 2 - Time Management & Personal Productivity

December 7 - Effective Decision Making

December 9 - Project Leadership

December 15 - Advanced Project Management\*

*\*Prerequisite program required*

For a complete schedule and course descriptions, visit: **Professional Development**

Contact April Mescher at 937-229-2664 or [amescher1@udayton.edu](mailto:amescher1@udayton.edu) to take advantage of these individualized programs.



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