

November 30, 2012

## SBIR Alerting Service

The SBIR Alerting Service is a free service that provides bi-weekly notification of SBIR and STTR solicitation announcements, news and information, and Internet resources relevant to the SBIR/STTR programs. This service is provided by the [Economic Development Office](#) of [Pacific Northwest National Laboratory](#) (PNNL).

Back issues of the SBIR Alert are available at [www.pnnl.gov/edo/opportunities/sbir.stm](http://www.pnnl.gov/edo/opportunities/sbir.stm). Subscription instructions appear at the end of this newsletter.

### In this issue:

- [DoC NIST and NOAA 2013 SBIR Pre-solicitation Notices](#)
- [DoD SBIR 2013.1 Solicitation in Pre-Release](#)
- [DOE FY 2013 SBIR/STTR Phase I Release 2 Funding Opportunity Announcement Issued](#)
- [DOT FY13.1 SBIR Presolicitation Notice](#)
- [Fall 2012 NASA SBIR/STTR Newsletter Released](#)
- [NIH SBIR and STTR Program Notices and RFA](#)
- [SBIR Proposal Writing Tip: 10 Minutes That Can Change Your Life](#)
- [Conferences and Workshops](#)
- [Open Solicitations](#)

### >> SBIR/STTR NEWS AND INFORMATION

#### DoC NIST and NOAA 2013 SBIR Pre-solicitation Notices

The Department of Commerce (DOC) National Institute of Standards and Technology (NIST) and National Oceanic and Atmospheric Administration (NOAA) recently posted presolicitation notices for their 2013 SBIR Phase I programs on the Federal Business Opportunities ([www.fedbizopps.gov](http://www.fedbizopps.gov)) website.

The release of the NIST 2013 SBIR solicitation is anticipated around December 4, 2012. The presolicitation notice, which is available at [www.fbo.gov/index?s=opportunity&mode=form&id=6575f238e95da4327adcdde28fa53b84&tab=core&\\_cview=0](http://www.fbo.gov/index?s=opportunity&mode=form&id=6575f238e95da4327adcdde28fa53b84&tab=core&_cview=0), indicates that:

*A public website will be available where technical questions may be submitted by the interested parties and answer provided by NIST experts will be posted. This public Q & A will be available during the open solicitation period at <http://nist.gov/sbir>. All other questions regarding the solicitation must be submitted via e-mail to Ms. Dana Rae Graham at [danarae.graham@nist.gov](mailto:danarae.graham@nist.gov).*

The release of the NOAA 2013 SBIR solicitation is also anticipated around December 4, 2012. The presolicitation notice, is available at [www.fbo.gov/index?s=opportunity&mode=form&id=46bd4c307f120f2deb92eb34055c2d7a&tab=core&\\_cview=1](http://www.fbo.gov/index?s=opportunity&mode=form&id=46bd4c307f120f2deb92eb34055c2d7a&tab=core&_cview=1).

For more information regarding the DOC NOAA SBIR program, visit the newly designed website (part of the NOAA Technology Partnerships Office) at <http://techpartnerships.noaa.gov/SBIR.aspx>. General SBIR - related inquiries may be directed to the NOAA SBIR Program at (301) 713-3565, or [SBIR@noaa.gov](mailto:SBIR@noaa.gov). Additional questions should be directed to Joan Clarkston, Contract Specialist at (816) 426-7469, fax at (757)664-3623, or

email [joan.e.clarkston@noaa.gov](mailto:joan.e.clarkston@noaa.gov)

### **DoD SBIR 2013.1 Solicitation in Pre-Release**

The Department of Defense (DoD) posted the SBIR 2013.1 Solicitation on their SBIR/STTR website ([www.acq.osd.mil/osbp/sbir/index.shtml](http://www.acq.osd.mil/osbp/sbir/index.shtml)) on November 16, 2012. The solicitation is in pre-release, and will open to proposal submission from December 17, 2012 through January 16, 2013.

During this Pre-Release period, you may talk directly with topic authors to ask technical questions about the topics. Their names, phone numbers, and e-mail addresses are listed within each solicitation topic. Note that a list of modifications made to the solicitation since its release to the Internet is available on the pre-release page ([www.acq.osd.mil/osbp/sbir/solicitations/sbir20131/index.shtml](http://www.acq.osd.mil/osbp/sbir/solicitations/sbir20131/index.shtml)).

A presolicitation notice for DoD SBIR 2013.1 has also been posted on the Federal Business Opportunities ([www.fedbizopps.gov](http://www.fedbizopps.gov)) website. This notice is available at:

[www.fbo.gov/index?s=opportunity&mode=form&id=751c2172a60c4470fe59d4647a9485db&tab=core&\\_cview=0](http://www.fbo.gov/index?s=opportunity&mode=form&id=751c2172a60c4470fe59d4647a9485db&tab=core&_cview=0)

For more information, contact the SBIR/STTR Help Desk at 1-866-724-7457 or [sbirhelp@brtrc.com](mailto:sbirhelp@brtrc.com).

### **DOE FY 2013 SBIR/STTR Phase I Release 2 Funding Opportunity Announcement Issued**

The Department of Energy (DOE) SBIR/STTR Programs Office issued their 2013 SBIR/STTR Phase I Release 2 Funding Opportunity Announcement on November 26, 2012. Interested applicants need to submit a letter of intent by December 17, 2012. Applications are due February 15, 2013.

### **DOT FY13.1 SBIR Presolicitation Notice**

The Department of Transportation (DOT) posted a presolicitation notice for their FY13.1 SBIR program on the Federal Business Opportunities ([www.fbo.gov](http://www.fbo.gov)) website on November 19, 2012. A portion of the SBIR notice appears below for your convenience. To view the entire announcement, visit [www.fbo.gov/index?s=opportunity&mode=form&id=d4e13445943e9eebc5409449bae06a6a&tab=core&\\_cview=0](http://www.fbo.gov/index?s=opportunity&mode=form&id=d4e13445943e9eebc5409449bae06a6a&tab=core&_cview=0).

Notice Type: Presolicitation Notice  
Solicitation Number: DTRT57-13-R-SBIR1  
Posted Date: November 19, 2012  
Original Response Date: March 4, 2013

#### **Synopsis:**

The solicitation will be issued on or about December 10, 2012. The purpose of this solicitation is to invite small businesses with their valuable resources and creative capabilities to submit innovative research proposals that address high priority requirements of the U.S. Department of Transportation. The URL for the 2013 DOT SBIR Program is [www.volpe.dot.gov/sbir](http://www.volpe.dot.gov/sbir). The solicitation will be issued through electronic means only; no hard copies will be available.

*Primary Point of Contact:*  
Jeanne M. Rossetsky,  
Contracting Officer  
[jeanne.rossetsky@dot.gov](mailto:jeanne.rossetsky@dot.gov)

## Fall 2012 NASA SBIR/STTR Newsletter Released

The Fall 2012 issue of *The Concept*, NASA's SBIR/STTR Quarterly Newsletter, was recently posted on the NASA SBIR/STTR website ([sbir.gsfc.nasa.gov/SBIR/SBIR.html](http://sbir.gsfc.nasa.gov/SBIR/SBIR.html)). NASA indicates that 'the purpose of The Concept is to provide information of interest to our NASA SBIR/STTR awardees, small business concerns, and university and high-tech industrial communities. The newsletter includes NASA SBIR/STTR news, events, informative articles and contact information for general program inquiries, as well as pointers to Web sites for the latest technical information on NASA mission programs.'

Items appearing in the Fall 2012 issue include: a letter from NASA's SBIR/STTR Program Executive Richard Leshner encouraging readers to meet with him and other NASA program managers at events such as the upcoming Strategic Alliances Workshop; an overview of the NASA Technology Days event that took place this week; a summary of the SBIR/STTR Reauthorization changes that are being implemented; and success story profiles of SBIR award recipients Quest Product Development Corporation and Princeton Satellite Systems, Inc.

The current and previous six issues of *The Concept* are available to view/download at [sbir.gsfc.nasa.gov/SBIR/newsletter.html](http://sbir.gsfc.nasa.gov/SBIR/newsletter.html).

## NIH SBIR and STTR Program Notices and RFA

The National Institutes of Health (NIH) recently added three Notices (NOT) and a Request for Application (RFA) that may be of interest to SBIR participants on the 'Special Announcements for Small Business Research Opportunities' page on their SBIR web site ([grants.nih.gov/grants/funding/sbir.htm](http://grants.nih.gov/grants/funding/sbir.htm)). This page lists NIH SBIR/STTR-Relevant Program Announcements (PA), RFAs, and Notices that are taken from the NIH Guide Electronic Repository of Special Announcements for Small Business Research Opportunities ([grants.nih.gov/grants/guide/index.html](http://grants.nih.gov/grants/guide/index.html)).

The titles, announcement numbers, participating Institutes, and web addresses of the Notices and RFA appear below:

Notice of Participation of the National Institute on Alcohol Abuse and Alcoholism (NIAAA) in PA-11-335 Lab to Marketplace: Tools for Biomedical and Behavioral Research (SBIR)  
(NOT-AA-12-008 posted November 9, 2012)  
National Institute on Alcohol Abuse and Alcoholism  
<http://grants.nih.gov/grants/guide/notice-files/NOT-AA-12-008.html>

Notice to Extend PA-10-081 - Novel Tools for Investigating Brain-derived GPCRs in Mental Health Research (SBIR)  
(NOT-MH-13-003 posted November 9, 2012)  
National Institute of Mental Health  
<http://grants.nih.gov/grants/guide/notice-files/NOT-MH-13-003.html>

Notice of Clarification of RFA-MH-13-100 Clinical Neuroscience and Entertainment Software Pilot Partnership Program to Develop Neuropsychiatric Interventions (SBIR)  
(NOT-MH-13-004 posted November 9, 2012)  
National Institute of Mental Health  
<http://grants.nih.gov/grants/guide/notice-files/NOT-MH-13-004.html>

Novel Assays for Screening the Effects of Chemical Toxicants on Cell Differentiation (SBIR)  
(RFA-ES-13-003 posted November 9, 2012)  
National Institute of Environmental Health Sciences  
Application Receipt Date(s): February 14, 2013  
<http://grants.nih.gov/grants/guide/rfa-files/RFA-ES-13-003.html>

## **SBIR Proposal Writing Tip: 10 Minutes That Can Change Your Life**

The following proposal writing tip was provided by Gail & Jim Greenwood. Past SBIR proposal writing articles written by the Greenwoods are available on the Greenwood Consulting Group, Inc. (GCGI) web site at [www.gjgreenwood.com](http://www.gjgreenwood.com).

*SBIR Proposal Writing Basics: 10 Minutes That Can Change Your Life*  
Copyright © 2012 by Greenwood Consulting Group, Inc.

The Department of Defense (DOD) has released its latest SBIR solicitation, with proposals due on January 16, 2013. But there's a very important interim deadline on the DOD solicitation, which is December 17, 2012: that's the last day you can talk "privately" with the DOD authors of specific topics.

Why would you want to talk to the topic authors? Because the solicitation topic description will seldom tell you everything you want to know about the DOD's interests and needs before you decide to send them a proposal. Think of the most pressing problem in your life, and think about having to summarize it on a single page—that's what DOD topic authors are forced to do. A conversation allows you to learn more important information about the topic.

And what's this about "privately" speaking with the DOD topic authors? The alternative is to ask questions of them via the online DOD system known as SITIS, or SBIR/STTR Interactive Topic Information System. The disadvantages of SITIS are twofold: first, you can't easily ask follow on questions, ask for clarifications, or ask spontaneous questions like you can when you are talking to the topic author. And second, if you ask your questions on SITIS, the topic author's answers will be posted online for everyone (including your competitors) to benefit from.

DOD topic authors are permitted to speak with individual SBIR competitors (like you) during the topics' "prerelease" period—after that period, they can't have such conversations and then questions can only be asked via SITIS. That prerelease period ends on December 17th—that's why that date is so important.

So your job is to get into the new DOD SBIR solicitation ASAP and see if you find any topics that interest you (i.e., those that you can potentially solve with your innovative approach, and on which you can make money in Phase 3 commercialization), and then have a conversation with the topic author between now and December 17th.

Let's finish with some advice on that conversation:

First, we recommend you do it via phone, to maximize its benefit.

Second, set it up in advance by emailing the topic author and requesting 10 minutes of his/her time in the next few days to ask some questions via telephone about his/her topic (contact information typically appears at the end of each topic description). It's very important to tell them "only 10 minutes" so the topic author understands you are not going to bend their ear for an hour—they are busy and can't afford that kind of time commitment.

Third, while waiting for his/her response, do your homework—you know, read the solicitation so you don't waste the topic author's time asking questions that are clearly answered there.

Fourth, organize a list of questions you want to ask during the conversation, putting them in priority order (ask the most critical ones first).

Fifth, during the call, ask a question and then SHUT UP. SBIR competitors often make the mistake of talking a lot during these calls rather than asking questions and letting the topic

author talk. You learn when he/she talks, not when you talk.

Finally, keep your word: you said you only wanted 10 minutes of the topic author's time, so be prepared to wrap up your call promptly. But, if the topic author wants to extend beyond the 10 minutes, then welcome the additional time that will increase the information you collect.

*Gail and Jim Greenwood may be reached at the following address:*

Greenwood Consulting Group, Inc.  
1150 Junonia  
Sanibel, FL 33957  
(239) 395-9446 (voice & fax)  
[gail-jim@gjgreenwood.com](mailto:gail-jim@gjgreenwood.com)

## >> CONFERENCES AND WORKSHOPS

### **National**

2013 – *tbd.*

### **Regional**

*Department of Defense SBIR Topic Search and Proposal Components Webinar* -- Online, December 4, 2012 2:00-3:30pm. This free webinar focuses on the early stages of developing an SBIR/STTR proposal for the Department of Defense. The presentation will last approximately 60 minutes, followed by time for QandA. Pre-Registration is required at [www.oai.org/DoD-SBIR-2012-12-11](http://www.oai.org/DoD-SBIR-2012-12-11). For more information contact Brent Hartman at 440.962.3113 or [BrentHartman@oai.org](mailto:BrentHartman@oai.org)

*Year End Boot Camp Webinar* -- Online, December 4-6, 2012. This event, designed to help SBIR contractors, will include a Year End Webinar, Incurred Cost Proposal Seminar, and Year End Webinar for RatesPlus Users. Visit [www.gov-con.com](http://www.gov-con.com) or call 303-800-9115 for more information.

*Effective Proposal Writing for DoD SBIR Program and Overview of SBIR/STTR* -- Las Vegas, NV, December 5, 2012. This agency specific seminar/workshop presents essential information for crafting a competitive SBIR/STTR proposal that meets the requirements of the Department of Defense. It provides detailed instruction on the ins and outs of preparing a proposal, including both technical and commercialization plans, and navigating the often complicated submission process. For more information, visit <http://nsbdc.org/education-training/business-training-calendar/>, or contact [reshriv@yahoo.com](mailto:reshriv@yahoo.com).

*SBIR/STTR Proposal Prep for DOE: Overview and Tips Webinar* -- Online, December 6, 2012. Learn about the differences between SBIR and STTR, what's unique about the DOE program, pitfalls to avoid as well as key elements to include for a competitive proposal. For more information, visit [www.bbcetc.com/training/](http://www.bbcetc.com/training/), or contact [info@bbcetc.com](mailto:info@bbcetc.com).

*Department of Energy SBIR Energy Topics: Solicitation Overview and Proposal Preparation Tips Webinar* -- Online, December 7, 2012 1:00-2:30pm. This free webinar focuses on the recent DOE solicitation and provides tips for preparing an SBIR/STTR proposal for the Department of Energy. The presentation will last approximately 60 minutes, followed by time for QandA. Pre-Registration is required at [www.oai.org/DoD-SBIR-2012-12-11](http://www.oai.org/DoD-SBIR-2012-12-11). For more information contact Brent Hartman at 440.962.3113 or [BrentHartman@oai.org](mailto:BrentHartman@oai.org)

*Strategic Alliances Workshop* -- Scottsdale, AZ, December 11, 2012. The Strategic Alliances Workshop is targeted for SBIR/STTR proposal writers and award winners seeking to build a successful SBIR/STTR alliance. Attendees will hear from, ASU Venture Catalyst entrepreneurial coach, Sharon Ballard, and a group of guest speakers and panelists, including prime contractors, who will discuss an overview of strategic alliances, legal

best practices and suggestions, an investors view of strategic alliances, how to build a successful alliance, as well as university and corporate perspectives of strategic alliances. For more information and to register, visit [asuventurecatalyst.org/p/class/VC-Strategic Alliance-1912Aug](http://asuventurecatalyst.org/p/class/VC-Strategic_Alliance-1912Aug).

*Department of Defense SBIR Commercialization Plan and Cost Proposals Webinar* -- Online, December 11, 2012 2:00-3:30pm. This free webinar focuses on two specific sections to be included in an SBIR/STTR proposal for the Department of Defense. The presentation will last approximately 60 minutes, followed by time for QandA. Pre-Registration is required at [www.oai.org/DoD-SBIR-2012-12-11](http://www.oai.org/DoD-SBIR-2012-12-11). For more information contact Brent Hartman at 440.962.3113 or [BrentHartman@oai.org](mailto:BrentHartman@oai.org)

*SBIR/STTR Commercialization Plans for DoD Webinar* -- Online, December 12, 2012. Learn how to prepare a commercialization plan tailored for the specific requirements of a DoD SBIR/STTR proposal submission. Includes information on what it takes to develop a credible commercialization plan, pitfalls to avoid, using market research and building financial plans and business models. For more information, visit [www.bbcetc.com/training/](http://www.bbcetc.com/training/), or contact [info@bbcetc.com](mailto:info@bbcetc.com).

*SBIR/STTR 101: Introduction and Overview* -- Kalamazoo, MI, January 9, 2013. Attendees will learn SBIR/STTR program basics, including: program purpose, eligibility, sources of funding and tools for proposal development. It is designed to provide enough information for attendees to determine if they would like to seriously pursue a grant or contract proposal. For more information, visit [www.bbcetc.com/training/](http://www.bbcetc.com/training/), or contact [info@bbcetc.com](mailto:info@bbcetc.com).

*Tips on Electronic Submission to Department of Energy Webinar* -- Online, January 16, 2013. Tips for successful a proposal and submission and how to avoid common mistakes will help ensure an on-time submission. For more information, visit [www.bbcetc.com/training/](http://www.bbcetc.com/training/), or contact [info@bbcetc.com](mailto:info@bbcetc.com).

*The ABC's of SBIR/STTR Funding Webinar* -- Online, January 16, 2013. Designed to provide enough information for attendees to determine if they would like to seriously pursue proposal development and tools to help begin the process. For more information, visit [www.bbcetc.com/training/](http://www.bbcetc.com/training/), or contact [info@bbcetc.com](mailto:info@bbcetc.com).

*DCAA Compliant Seminar* -- Denver, CO – January 29-30, 2013. This event, designed to help SBIR contractors, will address Government Cost Accounting/DCAA Audits, Indirect Rates-Budget Seminar, Incurred Cost Proposal, QuickBooks. Visit [www.gov-con.com](http://www.gov-con.com) or call 303-800-9115 for more information.

*SBIR/STTR 101: Introduction and Overview* -- Ann Arbor, MI, January 30, 2013. Attendees will learn SBIR/STTR program basics, including: program purpose, eligibility, sources of funding and tools for proposal development. It is designed to provide enough information for attendees to determine if they would like to seriously pursue a grant or contract proposal. For more information, visit [www.bbcetc.com/training/](http://www.bbcetc.com/training/), or contact [info@bbcetc.com](mailto:info@bbcetc.com).

*SBIR/STTR Proposal Prep – NIH Focus* -- Plymouth, MI, February 5-6, 2013. This NIH-focused seminar presents essential information for crafting a competitive SBIR/STTR proposal that meets the unique requirements of the NIH. It provides detailed instruction on the ins and outs of preparing a proposal, including both technical and commercialization plans, and navigating the often complicated submission process. For more information, visit [www.bbcetc.com/training/](http://www.bbcetc.com/training/), or contact [info@bbcetc.com](mailto:info@bbcetc.com).

*SBIR/STTR Grant Writing Workshop* -- Chicago, IL, February 5-6, 2013. A 2-day intensive workshop covering all aspects of writing SBIR/STTR grants focused on life science technologies. For more information, visit [www.bbcetc.com/training/](http://www.bbcetc.com/training/), or contact [info@bbcetc.com](mailto:info@bbcetc.com).

\* Other possible upcoming SBIR training opportunities include:

*SBIR/STTR workshops* -- Santa Fe/Albuquerque, New Mexico area, Spring 2013 (tentative)

*SBIR/STTR workshops* -- Gainesville & Orlando, Florida, Spring 2013 (tentative)

\* **Greenwood Consulting Group, Inc.** will provide training at these workshops. Any attendee of one of these

workshops is entitled to a free critique of his or her draft SBIR or STTR proposal. If you have questions, contact Gail or Jim Greenwood at (239) 395-9446 (voice & fax) or [gail-jim@g-jgreenwood.com](mailto:gail-jim@g-jgreenwood.com), or visit their web site at [www.g-jgreenwood.com](http://www.g-jgreenwood.com).

If you are sponsoring or are aware of SBIR workshops in your area and would like to post an announcement feel free to contact us.

## >> SOLICITATIONS CURRENTLY OPEN

### SBIR

PHS 2013-1 SBIR Contract Solicitation  
Due December 3, 2012

<http://grants.nih.gov/grants/forms.htm#contracts>

NSF FY-2013 Phase I SBIR Solicitation  
Due December 3, 2012

[www.nsf.gov/eng/iip/sbir/](http://www.nsf.gov/eng/iip/sbir/)

PHS 2012-2 SBIR/STTR Omnibus Solicitation of the NIH, CDC, FDA and ACF  
Due December 5, 2012;

AIDS and AIDS-related due January 7, 2013

[grants.nih.gov/grants/funding/sbir.htm](http://grants.nih.gov/grants/funding/sbir.htm)

DOE FY 2013 SBIR/STTR Phase I Funding Opportunity Release 2  
Letter of Intent Due December 17, 2012; Applications Due February 5, 2013

[science.energy.gov/sbir/funding-opportunities/](http://science.energy.gov/sbir/funding-opportunities/)

### STTR

PHS 2012-2 SBIR/STTR Omnibus Solicitation of the NIH, CDC, FDA and ACF  
Due December 5, 2012;

AIDS and AIDS-related due January 7, 2013

[grants.nih.gov/grants/funding/sbir.htm](http://grants.nih.gov/grants/funding/sbir.htm)

NSF FY-2013 Phase I STTR Solicitation  
Due December 20, 2012

[www.nsf.gov/eng/iip/sbir/](http://www.nsf.gov/eng/iip/sbir/)

DOE FY 2013 SBIR/STTR Phase I Funding Opportunity Release 2  
Letter of Intent Due December 17, 2012; Applications Due February 5, 2013

[science.energy.gov/sbir/funding-opportunities/](http://science.energy.gov/sbir/funding-opportunities/)

### Coming Soon

DOC NOAA FY-2013 Phase I SBIR Solicitation  
Expected December 4, 2012

[www.oar.noaa.gov/orta/](http://www.oar.noaa.gov/orta/)

DOC NIST FY-2013 Phase I SBIR Solicitation  
Expected December 4, 2012

[www.nist.gov/tpo/sbir/](http://www.nist.gov/tpo/sbir/)

DOT FY13.1 SBIR Solicitation  
Expected December 10, 2012  
[www.volpe.dot.gov/sbir](http://www.volpe.dot.gov/sbir)

DoD 2013.1 SBIR Solicitation  
Expected December 17, 2012; Pre-release on the web now  
[acq.osd.mil/osbp/sbir/index.shtml](http://acq.osd.mil/osbp/sbir/index.shtml)

NSF FY-2013 Phase I STTR Solicitation (Release 2  
LOI due and Solicitation expected to open January 8, 2013 (on the web now)  
[www.nsf.gov/eng/iip/sbir/](http://www.nsf.gov/eng/iip/sbir/)

DoD 2013.A STTR Solicitation  
Pre-release expected January 25, 2013  
[acq.osd.mil/osbp/sbir/index.shtml](http://acq.osd.mil/osbp/sbir/index.shtml)

### >> SBIR/STTR ADDITIONAL RESOURCES

For a listing of and links to participating federal agencies, state/regional SBIR and small business resources, consulting services and more, view the *SBIR/STTR Resources on the Web* file at [www.pnnl.gov/edo/opportunities/sbir.stm](http://www.pnnl.gov/edo/opportunities/sbir.stm).

### >> SUBSCRIPTION INSTRUCTIONS

To SUBSCRIBE to the SBIR-Alert mailing list, send an email to [lyris@lyris.pnl.gov](mailto:lyris@lyris.pnl.gov) with the following in the subject line or body of your message (your name is optional):

subscribe sbir-alert first\_name last\_name  
*example: subscribe sbir-alert joe smith*

To UNSUBSCRIBE, send an email to [lyris@lyris.pnl.gov](mailto:lyris@lyris.pnl.gov) with the words "unsubscribe sbir-alert" in the subject line of your message

If you have any comments, suggestions, or would like to submit items for the next issue please contact us:

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Gary Spanner - [gary.spanner@pnnl.gov](mailto:gary.spanner@pnnl.gov) - (509) 372-4296