



FIRST CALL

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November 2022



Happy November!

With Veteran's Day approaching, November is the month to remember the impact and importance of our nation's veterans—both when they served and as they continue to serve after transition. We owe a debt of gratitude to those who selflessly wore the nation's cloth in defense of the constitution and all for which it stands. Equally noble are the millions of veterans who then return to invest in the future of our country by starting their own small businesses.

We can all agree that business ownership at times can be as equally daunting as wearing that uniform! It takes the same level of courage, commitment, and tenacity and is

undoubtedly why veteran business owners are so much more likely to succeed in their endeavors (and why it just makes sense to do business with veterans)! So, this month, we at NVSBC join with you in celebrating our veterans and paying homage to those brave veterans who return home and continue their investment in our nation through business ownership!

As we also celebrate Veteran Small Business Week, as always, I encourage each and every one of you to stay engaged. Drive the conversation. Be an active member of the coalition. So much is happening at the national level that will influence your opportunities. CVE migration from the VA to the SBA is upon us. Stay connected to NVSBC as we help you navigate the impact of this major change in federal procurement policy which will eventually impact each one of you. The outcomes of next week's elections and how that influences the balance of power in congress will present challenges but also great opportunity for positive change in Veteran Small Business policy. Make sure to vote!

In closing, please join me in taking a moment this month to reflect on the sacrifices and successes of our nations' veterans—and their families. We truly stand on the shoulders of giants. I plan to reach out to those closest to me this month, say hello, and thank them for what they did and continue to do! Please consider doing the same.

All the best,

Scott Jensen
Colonel, U.S. Marine Corps (Ret.)
Executive Director

Advancing the Government Health System's Mission, Together



Government healthcare providers, including the Defense Health Agency, Department of Veterans Affairs and Indian Health Service, have a critical mission: to deliver care to America's soldiers, Veterans and indigenous populations. The recipients of this care are spread across the country and stationed around the world, meaning advanced technology solutions are critical to ensuring access to high-quality care. Government providers who wish to adopt the latest health technology solutions must navigate taxpayer-funded budgets and rigorous, transparent procurement processes that also include many requirements aiming to improve the lives of the people they serve, including goals to contract with small and Veteran-owned businesses. So how can healthcare technology companies support the United States government in meeting its critical healthcare needs? The answer: strategic collaborations that pair the right partners who can deliver needed solutions and respond quickly to RFPs, particularly in time-sensitive situations like wartime, natural disasters or the next global health threat.

Philips has a long track record of delivering innovative health technology solutions that the government needs to provide high-quality care.



Together with Defense Threat Reduction Agency (DTRA) and Defense Innovation Unit (DIU), Philips developed the RATE algorithm to support troop readiness through early detection of illness.



The Lumify portable ultrasound has military-grade hardware to better treat patients.



800+

Veterans employed at Philips



9 million

Veterans supported by Philips through work with VA



Estimated 1/3

of VA's medical imaging and monitoring equipment supplied by Philips

The goals that the government want to meet naturally require partnership. Collaboration makes it possible to quickly respond to RFPs in these areas and get to work bringing innovative solutions to patients, all while supporting the government's mission to work with small and Veteran-owned businesses. Strong partnerships help fill gaps, streamline workflows and increase efficiency overall. It's a win-win for all involved: technology providers, like Philips, are able to deliver solutions to government customers, while small/ Veteran-owned businesses support implementation and maintenance. Most importantly, the recipients of care – Veterans, military personnel and indigenous communities – have access to the care they need, when and where it's needed.

From radiology to patient monitoring and healthcare transformation services – and future applications in cybersecurity – we're proud to partner with small/ Veteran-owned businesses to improve military, Veteran and civilian healthcare in the U.S.

[Learn more](#)

NVSBC Members Featured on 2022 Inc. 5,000 List

Inc. 5000 named 15 members of the NVSBC in its annual list of fastest growing companies in America. Congratulations to the following members:



<u>Company</u>	<u>Rank</u>
<i>RP Professional Services, LLC</i>	74
<i>OneZero Solutions, LLC</i>	111
<i>PingWind Inc.</i>	129
<i>SABG</i>	373
<i>3 Reasons Consulting, LLC</i>	955
<i>Goldschmitt and Associates LLC</i>	1107
<i>EGA Associates, LLC</i>	1285
<i>MO Studio</i>	2088
<i>GenTech Associates, Inc.</i>	2246
<i>Civility Management Solutions</i>	2625
<i>Pathfinder Consultants, LLC</i>	2753
<i>Nationwide Pharmaceutical, LLC</i>	2855
<i>IronArch Technology, LLC</i>	3234
<i>Ops Tech Alliance, LLC</i>	3755
<i>Seventh Sense Consulting, LLC</i>	3899

Welcome New Members

VOSB/SDVOSB

Semper Tek, Inc
Rule72 Financial LLC
CWH Group, LLC
RP Professional Services, LLC
Fulwood Construction
GigaTECH, LLC
Troy Small Trucking LLC
TERRESTRIS, LLC
Top Notch Kleaning, LLC
Relevant Software Corp.
The Fullwave Group LLC
Lede2 Consulting, LLC
JMA Solutions
Warfeather
The ISR Alliance
WELDING & JOINING TECHNOLOGY, LLC
Meraki Communications Group
Edson Advisors, LLC
QuickSilver Analytics, Inc.

Large Business

Deloitte
Lockheed Martin Corporation

Associate – Non Veteran

Morris, Manning & Martin, LLP

Non-Profit

S.H.E SHYNES



MEMBER

Part 3: Avoid Confusion over the Competitive Range

Welcome to part three of our series on common contractor bid protest mistakes! In our [first installment](#), I talked about the difference between size/status protests and bid protests. Our [second installment](#) addressed how to identify, and timely file, pre-award bid protests based on challenges to the terms of a solicitation itself. (Spoiler alert: You have to file them before the deadline to respond to the solicitation). Today, we tackle another scenario in which contractors must – but often fail to – act *before* award; failure to act promptly then costs them their protest rights before GAO. More specifically, today we are talking about the steps a contractor must take when they want to protest their exclusion from the competitive range.

Do you know how and when to request a debriefing, or assert a protest, concerning your exclusion from the competitive range? Don't worry – if you answered no, you aren't alone. It is not at all uncommon for even sophisticated and experienced contractors to be unfamiliar with, or confused about, competitive range issues. So let's start at the very beginning – what is the competitive range?

A “competitive range,” in effect, is a winnowing down that occurs in some competitive procurements under FAR part 15 (Contracting by Negotiation). Sometimes, in negotiated procurements, the agency will receive offerors' proposals, do a best value determination, and make an award or awards based on initial submissions alone. Other times, an agency might decide that further “discussions” with the offerors are necessary in order to obtain the best value for the government. In these cases, the agency will evaluate all proposals and set a “competitive range.” Pursuant to the FAR, the competitive range should be “comprised of all of the most highly rated proposals.” Offerors selected to be in the competitive range will then proceed to the next stage of source selection, where they will have discussions with the agency, and ultimately submit revised proposals. Award will then be made on the basis of the revised proposals. Meanwhile, those offerors *not* selected to be part of this competitive range will receive notice that they were excluded from the competitive range. They will no longer be in the running for award.

Many contractors excluded from the competitive range make their mistake at this exact stage: They believe that they should wait until the final award decision is made before challenging the agency decision. Not so! The notice of exclusion from the competitive range is critically important, as it is this notice – and not the final award – that triggers certain obligations on behalf of the contractor, if that contractor wants to protest.

Remember that, if the agency has established a competitive range, you are dealing with FAR Part 15 procedures. Also remember that debriefings are required for FAR Part 15 procurements (more on required debriefings in our next installment – stay tuned). So, what is the next step after receiving your notice that you have been excluded from the competitive range? Request a debriefing, and remember to do it in writing, within 3 days of receiving your notice of exclusion from the competitive range.

Ten Biggest Protest Mistakes

Pursuant to the FAR, you have the right to request that your debriefing be delayed, or postponed until after award. Some contractors do this so that they can receive more information as part of their debriefing (pre-award debriefings are less comprehensive than post-award debriefings). But beware! This is another common competitive range pitfall. A delayed debriefing does not automatically extend the deadline to file your protest; the FAR is very specific that delayed debriefings can “affect the timeliness of any protest filed subsequent to the debriefing.” In other words, if you delay, your protest might very well be late. What about if the agency itself delays the debriefing? Well, in that case, it needs to be provided no later than the time the post-award debriefings are provided; the effect it has on your protest deadline may depend on your specific factual circumstances.

As you can see, competitive range debriefings and protests can be a tricky area to navigate. If you are unsure of where you stand, it is always best to contact a legal professional.

[Maria Panichelli](#) is a partner in McCarter & English LLP's Government Contracts & Global Trade group, and she focuses her practice exclusively on federal contracting and small business procurement. McCarter's more than 375 sophisticated and exceptionally skilled lawyers in 11 offices deliver solid results and innovative solutions to our clients nationwide. We are trusted business advisors to our clients, which include an array of Fortune 100, mid-market, and emerging growth companies. Check out the NVSBC's webinar 'Charlie Mike' featuring Maria Panichelli on the ['Top Ten Tips About Protests: Fighting for and Keeping the Contracts You Deserve.'](#)

National Veterans Small Business Week

October 31 – November 4, 2022

| sba.gov/nvsbw



Marching Toward #VetBiz Success



PHILIPS

Together we can transform healthcare

Now more than ever, health systems are rapidly evolving to face new and unprecedented challenges. At Philips, we understand the solution goes beyond delivering technology. It requires responsive collaboration. It requires long-term strategic partnerships. It requires bold new ways of working together to extend how and where care is delivered, to facilitate a better patient experience and to help improve care outcomes. That's why we are working with federal agencies to help transform healthcare for veterans, military members and their families.

Together, we make life better.

[Learn more](#)

innovation  you

Navigating 2023 Economic Uncertainties

Straight up, I do not know what to expect with the economy.

Am I making the right decisions in my business based on these unknowns?

Culturally, western countries are undergoing a massive transformation. This includes the **emergence of a new organization in the world economy**. In other words, how you do business today is changing. The tension in the political realm is one indicator of this.

The Economist Magazine highlights key indicators of fundamental changes in their October 8, 2022 article, "What's Next?" This is the run-down rapid-fire:

Global inflation is in double digits for the first time in 40 years. The Federal Reserve is cranking up interest rates at the fastest pace since the 1980s, the US dollar strength reached a two-decade peak causing imports to be more expensive (this contributes to inflation), and public company shares prices dropped 25% — this is the worst since the 1980s.

In response, the public spending is out of control: many central banks are broke, Government bonds performance is down to 1949 levels, and trade is changing to allies due to the Russia War, all while supply chains are moving local and/or building in duplication at a cost due to the pandemic. Europe and Japan will spend more on defense (it's about time they do their share), and OPEC is cranking up pricing/supply pressure while we scratch our heads about energy independence.

I remember energy independence being a huge topic in the 1970s, but here we are.

The current financial order and way of doing business were established after World War II by the Bretton Woods Agreement. At that time, it was a **major transformation similar to what we are going through today**. Bretton Woods established the global commercial and financial world that we know now. Highlights include currencies tied to the US dollar. The dollar was convertible into actual gold. The agreement established the International Monetary Fund to prevent currency devaluations. The Soviet Union participated in the agreement drafting but declined to sign it. The Cold War started soon thereafter. Later the push for Globalization started.

Assuming that today's way of doing business will last forever is a mistake.

Still rapid-fire, **the key changes in the way of doing business** include:

- Changes in consumers' values that will drive different buying behavior and commitment to work
- Target annual inflation rates increasing from 2% to 4%, banks having less money to lend due to bigger reserve buffers
- Digital currency bypassing central bank control
- More local supply chains with a different approach to Globalization
- Blockchain technology is restructuring the insurance industry and becoming the basis for contracts
- Doing business with allies instead of making our enemies stronger
- Human creativity continues to solve the scarcity challenge

- Artificial intelligence, robotics, and the metaverse are taking virtual to a whole new level
- Infrastructure and energy independence investments
- The acceleration of business transfers as founding owners step back

Only one out of four businesses is transferable to the generation.

Uncertainty will cause extended sales cycles, more owners are looking to step back sooner, labor scarcity will drive wage inflation and the inability to scale, and the workforce will become increasingly distributed.

Take Action Now

The new financial order and way of doing business is an **opportunity for the right CEOs**. This is the time to use foresight to see what is seeable.

What are your Bold Moves over the next three years? According to McKinsey & Co., your business will be 30x more profitable and 6x more valuable if you make three or more bold moves. The research is in their book *“Strategy Beyond the Hockey Stick.”* Growth CFOs protect CEOs from the downside when making bold moves.

Build a three to five-year Financial Flight Plan. Run scenarios for your bold moves. Ensure that you include likely and worst-case scenarios, including a deep recession. The flight plan reveals the best path to stay cash positive, increase topline revenue and the bottom line profit, and maximize the value of your business so that you get paid twice.

Build a Cash Reserve. Be ready to take on additional business organically and through acquisition. Be ready to attract A-player talent by becoming the employer of choice. Have the financial fortitude to scale during a recession

KIRK W. MCLAREN MBA, CPA, IFM | CEO Foresight CFO | Georgetown University Lecturer
Having built and sold his first company before graduating from high school, Kirk is a natural at building growth companies and helping talented CEOs and their leadership teams exploit opportunities by obliterating obstacles that might get in their way.

Calendar of Events - NVSBC

Mid-Atlantic Chapter Networking Lunch

Date: Friday, November 4, 2022

Time: 12 PM EST

Location: Warriors Taphouse (*Veteran Owned), 1630 General Booth Blvd.,
Virginia Beach, VA 23454

Event POC: Arizone Brown, arizone.brown@asj-it.com, 757-277-3864



November Schedule

8 Nov - What is the Real Impact of the
SDVOSB CVE Transfer to SBA?

15 Nov – TBA

VetFedBootCamp



Washington DC Networking Dinner



Wednesday, November 9, 2022

Thriving in the Age of Category Management *A Guide for Veteran Small Business GovCons*

SPEAKERS:

William 'Bill' Dunn, President - Strategic Resilience Group LLC,
and member of the NVSBC Board of Directors
Rich Hilberer, COO - Strategic Resilience Group LLC

4:00 PM – 5:00 PM

Category Management Implementation at the VA

KEYNOTE SPEAKER:

Dr. Ernest Reed, Director, Category Management Support Office
U.S. Department of Veterans Affairs

5:30 PM - 8:30 PM



ARMY NAVY COUNTRY CLUB

1700 Army Navy Drive, Arlington, VA 22202

Register for these NVSBC Events Today!

4th Annual Service-Disabled Veteran-Owned Small Business Opportunity Day (DOEVETS'22)

**BUILDING CLEAN AND SUSTAINABLE ENERGY ECONOMY
WITH YOUR CONTINUED SERVICE**

The U.S. Department of Energy (DOE), Office of Small and Disadvantaged Business Utilization, and the Virginia Minority Business Development Agency (MBDA) Business Center, invite you to join a discussion targeted towards Veterans and the Minority Small Business community.

Panelists include: DOE Program Offices and Major Laboratories, MBDA, U.S. Small Business Administration, U.S. Department of Veterans Affairs, National Veterans Small Business Coalition, and Veteran Institute for Procurement.



U.S. Department of Energy

Office of Small & Disadvantaged
Business Utilization



**Wed, November 9,
1 pm – 5pm EST**

Registration opens at 11 am.
Virtual option will also be available.
In-person attendees must be U.S.
citizens. Space is limited.

**FORRESTAL BUILDING
MAIN AUDITORIUM**

U.S. Department of Energy
1000 Independence Ave SW
Washington, DC 20585

This event is FREE

REGISTER TODAY!

Click for [In-Person](#) registration
Click for [Virtual](#) registration

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