



NOVEMBER 2023 FIRST CALL



Navigating Success: Key Strategies for Starting a Government Small Business



government recognizes this value and has established various programs and incentives to encourage veteran participation in GovCon.

1. Obtain Proper Certifications and Registrations

One of the first crucial steps in launching a GovCon small business is to obtain the necessary certifications and registrations. The Small Business Administration (SBA) provides several certification programs, such as the Service-Disabled Veteran-Owned Small Business (SDVOSB) program and the Veteran-Owned Small Business (VOSB) program, which open doors to exclusive government contracts and can significantly enhance your chances of winning work.

2. Develop a Solid Business Plan

A well-thought-out and continually revised business plan is the foundation of any successful venture. It should outline your business goals, target market, financial projections, and strategies for growth. For veterans, various resources are available to assist in developing a strong business plan, including the Veterans Business Outreach Centers (VBOCs) and the SBA's Boots to Business program.

In the vast and competitive landscape of entrepreneurship, veterans are uniquely positioned to excel in the world of Government Contracting (GovCon). Their discipline, commitment, and skills honed through military service are a strong foundation for success in the government small business sector. In this edition of the National Veterans Small Business Coalition (NVSBC) First Call, we explore the keys to starting a GovCon small business and unlocking its full potential.

THE VETERAN ADVANTAGE

Veterans bring a distinct set of attributes to the world of entrepreneurship. Their abilities to adapt to changing circumstances, work under pressure, and exhibit resilience are invaluable traits for any business owner. The federal

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3. Network and Build Relationships

Networking is paramount in the GovCon arena. Attending industry events such as VETS24, joining veteran-focused business associations like the NVSBC, and establishing relationships with procurement officers and fellow veteran business owners can open doors to valuable opportunities. Building a network can lead to partnerships, mentorship, and a better understanding of the GovCon landscape.

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Robert Better is the President/CEO of RB Consulting, Inc (RBCI) . and is a member of the NVSBC Board of Directors

Welcome New & Renewed Member Organizations

New Members

1102Assistance, LLC
Alphacat Consulting, LLC
Ark Cyber Consultants
Atlas Foundation Company
Bank of America
Deloitte Consulting LLP
IAMSWOL-LBS LLC (DBA -
Legendary Business Solutions)
IT Veterans, LLC
Karing First Solutions, LLC
Lightbringers, LLC

Sentry Solutions, LLC
Sisters Revitalizing our Future, LLC
Stony Lonesome Group
Terminus Group, LLC
TG Enterprises
Valiant-X Enterprise Corporation

Renewed Members

1DigitalSpace
Anderson Engineering of
Minnesota, LLC
Document Storage Systems (DSS),
Inc
Edson Advisors, LLC
IBM Consulting - Federal
JMA Solutions
Komplete Systems Integrators Inc.
Newport News Shipbuilding
QuickSilver Analytics, Inc.

RB Consulting, Inc. (RBCI)
Relevant Software Corp.
rockITdata
SPS Industrial Inc
Strategic Medical Equipment
Solutions, LLC
Technology Science Corporation
The Ventura Group, Inc.
WELDING & JOINING TECHNOLOGY,
LLC

VETERAN SMALL BUSINESS ADVOCATE AWARDS GALA

November 14, 2023

Falls Church Marriott

Fairview Park

Falls Church, Virginia



IN PARTNERSHIP WITH:

JPMORGAN CHASE & Co.

Coalition Celebrations

NVSBC held its kickoff networking event dinner in San Diego this past September in partnership with JPMorgan Chase & Co., and joined by VIB Network.



NVSBC held its quarterly Huntsville networking event dinner on 19 Oct 23.



Calls to Action

November 2023

**VETERAN SMALL BUSINESS
ADVOCATE AWARDS GALA,**

TUE | Nov 14 | 5:30 PM - 8:30 PM ET

December 2023

**DC NETWORKING DINNER +
VETFEDACADEMY**

TUE | DEC 12 | 4:00 PM - 8:30 PM ET



**14
NOV**

**Veteran Small Business
Advocate Awards Gala**

Falls Church Marriott - Fairview Park
Falls Church, Virginia

★ VETERANS DAY ★
Honor all who served

Call to Action

Resilience for the Future: Fall 2023 Government Contracting Conference



Dates: 9 Nov 2023
Time: 8:00 AM - 6:30 PM ET
In-Person and Virtual



The COVID-19 pandemic and war in Ukraine have shown how important it is for both the government and commercial sectors to be able to bounce back from crises and to continue to deliver what is needed despite supply chain shocks, rapidly evolving threats, and other challenges related to such crises. How can the U.S. nurture a defense industrial base that can effectively withstand and recover from supply shocks in the event of conflict? and How do we implement a proactive, rather than reactive, planning framework for risk management in national security? Learn more and be a part of this conference by registering at the website.

Create lasting impact

What does it take to achieve sustainable success?

Working with partners who understand the challenges you face and share your commitment to growing your business and community.

What would you like the power to do?®

Start the conversation
Edward Spenceley, edward.spenceley@bofa.com
Christa Williams, christa.williams@bofa.com
business.bofa.com



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Scholarship Cohort



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ATHOS1, LLC

2023-2024 SCHOLARSHIP SPONSORS



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Since 2007, the NVSBC Scholarship Program has supported and opened doors to newly established veteran business owners who focus as federal contractors or subcontractors. The NVSBC Scholarship Program brings together a diverse cohort of veteran business owners who aim to receive training, networking access, and grow their emerging business by participating at NVSBC's programs throughout the year both in-person and virtually.

Scholarship recipients are provided unique and valuable opportunities to support their business growth and professional development.

Learn more about our NVSBC Scholarship Recipients [here](#).

VETS24 Conference

We are the **nation's leading non-profit organization** providing **Training, Networking, and Advocacy** for Veteran and other small business entrepreneurs who continue to serve our country as government contractors.

The VETS24 Conference is **NVSBC's premier annual event** focused entirely on **GROWING YOUR BUSINESS!** Bringing together procurement-ready small businesses with buyers & Procurement Decision Makers (PDMs) from both Federal agencies and large GovCon prime contractors, the VETS24 Conference is the nation's leading multi-agency small business event of the year!

Sponsorship & Exhibitor opportunities are now open!! Use the QR code or click on the image below to **register to Sponsor or Exhibit today.**

A promotional graphic for the VETS24 conference. The background is a city skyline at dusk with palm trees and a body of water reflecting the lights. In the top left corner is the NVSBC logo, which is a circular emblem with a star and the text 'National Veteran Small Business Coalition'. To the right of the logo, the text 'National Veteran Small Business Coalition' is written in white. In the top right corner, the dates 'MAY 20-23, 2024' are displayed in a large, white, outlined font. The main title 'VETS24' is in a large, teal, bold font, with a white star inside a teal circle between the 'S' and '2'. Below this, 'SAVE THE DATE' is written in a large, white, bold font. Underneath that, 'Sponsorships Available' is written in a teal, italicized font. At the bottom, a white text box contains the following text: 'The Nation's Leading VSO-Sponsored Training, Networking, and Advocacy Event for Small Businesses Serving as Federal Contractors'.

 National Veteran Small Business Coalition

MAY 20-23, 2024

VETS24

SAVE THE DATE

Sponsorships Available

The Nation's Leading VSO-Sponsored Training, Networking, and Advocacy Event for Small Businesses Serving as Federal Contractors

Market Factors Impacting GovCon Small Business Value in 2024: Stay ALERT!

By: Scott Semple

The beginning of Federal Fiscal Year 2024 (FFY'24) and soon the new calendar year is an appropriate time to consider the market value of (for most of us) your most valuable asset – your set-aside small business enterprise. In a previous articles we have provided a set of core evaluation factors applied by financial analysts to establish small business valuation: Quantity of Backlog, Quality of Backlog, Prime vs. Subcontracts, Best-in-class Contract Vehicles, and a Strong BD/Proposal Team. These 'internal' factors form the basis for enterprise valuation but do exist within the context of the broader ecosystem impacting the ability of small government contracting firms to secure and conduct business.

Beyond the calculation of a numerical value based solely on internal measures, it is important to evaluate the impact of external factors which influence the vitality and velocity of the market within which your enterprise operates. And given the current volatility in our federal small business ecosystem, that evaluation is – to say the least – complicated! Let's take a look at some of the major market factors impacting your nest egg and, most importantly, consider strategies that can maintain and preferably enhance enterprise value while also mitigating external market risks.

Legal challenges to new federal contract vehicles.

The past year has seen a flurry of new federal agency IDIQ contract vehicle solicitations with set aside swim lanes - CIO-SP4, Polaris, OASIS+, T4NG2, IHT2, SEWP VI, PACTS 3 to name a few. This years crop of vehicles represent more combined contract ceiling value available to set aside firms than in that past 5 years combined! At the same time there has been a significant uptick in legal challenges to the underlying procurement practices that are the foundation of these acquisitions. There have been 350 protests and supplemental actions filed with GAO against the CIO-SP4 procurement alone! Acquisition innovations including self-scoring quantitative evaluations meant to streamline and compress procurement lifecycles have resulted in protests, award delays, resubmissions, and frustration for government and industry alike. **The impacts?** Budget busting B&P expenses, delayed pipelines and lowered PWIN values, and reduced operating margins. **Mitigation strategies?** Consider in the near term balancing your BD investments and pipeline with 'traditional' pursuits (think schedules and subcontracting) to offset your bet-the-farm IDIQ campaigns that may take twice as long and cost far more than anticipated.

Legal challenges to set aside contracting itself!

Most of us have been studying with extreme interest the rulings coming out of the Federal District Court of Eastern Tennessee which in July ruled in favor of Ultima Services Corp. by issuing an injunction blocking SBA's use of its "rebuttable presumption" of social disadvantage in the 8(a) program. This increasingly complicated and controversial case has caused significant upheaval in the Small Business Administration's 8(a) Business Development Program and appears to be expanding to potentially affect Alaska Native Corporations and tribes (ANCs). (see details in the October 20, 2023 Set Aside Alert lead article). The outcomes of this case are unknowable at this time, but it is becoming clear that while this is the first case to apply the SCOTUS decision striking down affirmative action to federal set aside programs it is not the last. Such challenges to the constitutional basis of small business set aside contracting are creating a dystopian environment for the small business ecosystem. **The impacts?** Uncertain, but this has the potential to erode enterprise value of firms in or heavily leveraged through JV's, subcontracts, and teaming on contract awards based on rebuttal

continued

Market Factors (cont)

presumption and ethnic preference. **Mitigation strategies?** Closely monitor the ongoing saga and be prepared to reevaluate your firms teaming strategies that include firms in at-risk set aside programs.

Veteran certification goes government wide!

The dawn of 2024 brings the full implementation of government wide Veteran small business certification requirement. Effective 1/1/2024 all federal prime contract awards utilizing FAR subpart 19.14 (SDVOSB awards) will require SBA certification. Finally! But how this 4-year narrative will play out is still uncertain. At the time of passage of the 2021 NDAA mandating the transfer of Veteran certification from VA to SBA, a significant percentage – perhaps up to 40% - of prime contract and IDIQ awards to SDVOSB's were held by 'self-

certified' firms. How many of these incumbents have applied for and successfully attained CVE certification is not yet clear. Also unclear is the speed and rigor of agency enforcement of the new Veteran small business certification requirement. Considering that Veteran certification is a new acquisition policy for 23 out of the 24 agencies that participate in the SBA small business scorecard program, there must be a lot of training sessions underway among the 10,000-ish federal contracting officers! **The impacts?** For certified SDVOSB firms, there will likely be an upside with increased demand for highly skilled, procurement ready, and certified firms resulting from some degree of reduction in the overall number of eligible competitors. **Mitigation strategies?** For Veteran firms with IDIQ prime



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seats that are unable to secure CVE certification, there are always willing buyers!

Without even touching on looming shutdowns, an impending election year, and global hostilities – all of which can readily impact government contracting – we clearly operate in a complex environment. Wise business leaders will keep an eye on external market factors impacting enterprise value and **STAY ALERT!**

Are you interested in supporting the NVSBC First Call Newsletter with your logo or ad? Half page ads start at \$500. The First Call Newsletter goes out to an audience of 48K+ in the GovCon community with open rate of 39%. If interested, please contact janelle.askew@nvsbc.org

Navigating Success (cont)

4. Understand Government Procurement Processes

Government procurement processes can be complex and multifaceted. It's essential to understand the specific procedures, regulations, and requirements involved in GovCon. Taking advantage of training programs, workshops, and resources offered by the NVSBC and SBA can help veterans navigate these processes effectively.

5. Financial Management and Compliance

Effective financial management is vital for the long-term success of any business. Veterans should pay particular attention to financial planning, budgeting, and compliance with government accounting standards. The SBA provides resources and support for

veterans to enhance their financial management skills.

6. Pursue Mentorship and Assistance

Veterans can benefit from mentorship and assistance programs tailored to their needs. Organizations like Service Corps of Retired Executives (SCORE) and the VBOCs offer mentorship opportunities and guidance to veterans starting government small businesses.

7. Never Stop Learning

The business landscape is ever-evolving, and continuous learning is key to staying competitive. Veterans should stay updated on industry trends, government policies, and emerging technologies that can impact their businesses. Organizations like the NVSBC provide access to educational resources and training.

CONCLUSION

Starting a government small business as a veteran can be a rewarding endeavor, but it requires dedication, knowledge, and strategic planning. By obtaining certifications, developing a solid business plan, networking, understanding government procurement processes, managing finances effectively, seeking mentorship, and staying committed to learning, veterans can unlock the doors to success in GovCon. The NVSBC is a steadfast resource for veterans on this journey, offering support, advocacy, and a community of like-minded entrepreneurs committed to thriving in the world of government small business. As veterans continue to make their mark in this industry, the NVSBC remains dedicated to providing the guidance and tools needed for their continued success.

**Your 1/8 page Ad
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Calendar of Events

Partnership Deals

NVSBC member organizations can take advantage of benefits where NVSBC has created partnerships that bring value to your business. If you would like NVSBC to consider a partnership with your business, please contact members@nvsbc.org with respective details.

Featured Partner Deal



SHINE Management is a seasoned, fractional business support provider that helps growing companies with scalable solutions to match your needs. Skip the hassle of an FTE and get quick results with a SHINE SME!

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NVSBC member-exclusive discounts:

- 5% off a single service
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Plan now for unprecedented growth in 2024!

Membership and Sponsorship Supports NVSBC Programs

Did you know that NVSBC is a **non profit organization** that relies on membership and sponsorship to provide our programs and services? **If you benefit from our Training, Networking, and Advocacy, join the coalition or sponsor NVSBC today and strengthen our voice!**

Calendar of Events

NVSBC Events

NVSBC Events are specially designed to provide networking and training for those VOSB & SDVOSB ready to take their business to the next level! These include:

- Charlie Mike Webinar Training Series
- VetFedAcademies
- Washington DC Networking Dinners
- Many more...

Let us help you get "Procurement Ready!" Click on the on the button below to learn more and register.

The NVSBC **Veteran Small Business Advocate Awards** registration is still open! These awards will recognize both Federal agencies and large government prime contractors for their efforts to meet and exceed contracting goals. Additionally, these awards recognize individual Veterans, Veteran-owned small businesses, and employees of Veteran-owned businesses. There is still time to register for register by clicking on this [link](#).

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Calendar of Events

Federal Procurement Events

Grow your business through events provided by agencies within the Federal government including outreach, matchmaking, networking, training, and additional activities. If you have Federal Procurement Event you'd like NVSBC to consider adding to this page, please contact members@nvsbc.org with respective details.



We want to celebrate with you!! Click [here](#) (or the image above) to share your GovCon success with us for a chance to be featured in our FirstCall Newsletter! First Call audience is of 48,000+ in the GovCon community with an open rate of 39%!