



FIRST CALL

www.nvsbc.org

April 2023



Membership with NVSBC Made the Difference

While I was on active duty in the Marine Corps back in 2015, with plans of opening my own LLC upon retirement, I made the decision to become a member of the NVSBC. I was introduced to the organization one evening by Tim Farrell, a NVSBC board member. Tim and I were attending an event and he introduced himself and when I told him I was going to kick off an LLC upon retirement he adamantly recommended I join the organization. **He explained challenges he had faced opening his company and shared that he was confident the NVSBC could help.** With a little research and a small fee, I was in.

What happened next was completely unexpected. I was overwhelmed with the amount of support and mentorship received. Veterans that I had never met before attending a NVSBC event became my teammates, my friends, and a source of information that cannot be matched anywhere.

My company literally was saved by a fellow NVSBC member. We were seeking a Top-Secret Facility clearance and after many months we were finishing up the required paperwork. Our sponsor was looking forward to getting us going until my business partner told me his clearance was about to go dormant. At the time, that would have been catastrophic as our company would have lost our spot in line for the clearance and millions of dollars in future revenue. I was not prepared for this, so I reached out to a NVSBC member, and he immediately provided a solution to consider based on his experience and understanding. The impact of this guidance cannot go unstated as it propelled our company to take the next step.

The value of membership within the NVSBC cannot be overstated. Surrounding yourself with quality member organizations will help you and your colleagues be better business professionals, owners, operators, business development professionals and more. It will also set you up to give back to the veteran business community as you share your experiences and mentor others within the coalition.

Eight years later I'm more committed to NVSBC than ever and currently I sit on the Board of Directors. Frequently I am often asked why someone should join NVSBC and if it is worth the time and money. I find myself sharing the story of how being a member of NVSBC made the difference for me and my company and to show the seriousness of our world as business owners. Single mistakes can often shake businesses to their core and without support, they can compound and become disastrous. I believe without having a place to turn to ask tough questions and receive real advice, my company may not have survived.

An important and often overlooked piece of advice has everything to do with camaraderie and fun. The NVSBC offers you and your colleagues opportunities to engage during Networking dinners, our VETS Conference, training events, and more to make connections and have fun. As veterans, most of us had a close team in the military and enjoyed working with our brothers and sisters in arms. Now that many of us are retired from the military, it is difficult to find that level of kinship in organizations.

Membership (Con't)

Not an issue with the NVSBC. We are tight and we have fun at the events. The cost is negligible and when compared with the return you will receive from mentorship, kinship, friendship, and the opportunity to help your fellow veteran small business owner.

Join today as it will be your best investment in your business.

William Dunn
President, Strategic Resilience Group, LLC.
NVSBC Board of Directors

Around the NVSBC



NON VET OWNED. FEDERAL CONTRACTOR

Trusted link staffing services LLC

NON VET OWNED 1500 OR LESS

Fox Rothschild LLP

LARGE BUSINESS

Burke & Herbert Bank
Fulton Bank

Small SDVOSB or VOSB

1DOS
Accessibility by Design Inc.
AccuGov, Inc.
Acu-Elligent
American Healthcare Enterprises, LLC
Austin Transport and Towing, LLC
Blue Water Thinking
Boots 2 Cyber LLC
Castletop Logistics
CS Consulting Engineers, Inc.
Defense Integration Solutions, LLC.
Empowered to Prosper Consulting Services LLC
Entero Emergency Management Consulting, Inc
Evoke Consulting LLC
Faison Office Products, Inc.
Gate Way Solutions
GovCon Readiness
Government Solutions & Services
Limited Liability Company
Greater Comfort Heating and Air Conditioning, Inc.
Hercules Bolt & MFG
Hugh and Associates, Inc.
Infiniti Information Solutions LLC
Integrated Maintenance and Bus Services LLC
Ironclad Services
Leftwich Global Protective Services
Lighthouse SDVOSB LLC
MAHS Services LLC
dba Stevenson Consulting Group
MDC Global Solutions
Mission Dynamic, LLC
MyRuck, Inc
P Cubed Consulting, LLC
Patriapps Software Venture Studio
Pearson Consulting
PR Squared
Premiers Secours LLC
Santa Fe Power Solutions, Inc
dba Santa Fe Professional Solutions
Sarratt Acquisition Management Inc.
SRL Total Source LLC
Stealth Tech Services
Swain Enterprises LLC
Technology Management Solutions LLC
TechnoTraining, Inc.
Telecommunications Technical Services
The Avery Group LLC
The Whitestone Group Inc.
Veterans Rock LLC
XFed, LLC

***AND SO THE ADVENTURE
BEGINS...***

**Welcome to the
NVSBC
Team!**



Star Cathcart
Director of Engagement

***You can't just
play golf;
you have to
work at it!***



NVSBC
**Education
Foundation
Charity Golf
Tournament**

***Save the date
for this year's
Educational Fund
Tournament:***

August 14

2023

VETS★23 CONFERENCE

May 22-25 • Orlando, Florida



RESGISTER NOW!



Who SAID IT BEST.™

ENTER TO WIN & PITCH LIVE at TargetGov's Elevator Pitch Competition!

Powered by TargetGov

Tuesday, May 23 at 4:15pm #VETS23 Orlando, Florida



VETS 23 CONFERENCE

May 22-25 • Orlando, Florida



CHARLIE MIKE '23

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BAE SYSTEMS

BANK OF AMERICA

Live Webinar On:

April 18

REGISTER TODAY!

Perfecting Your Elevator Pitch for VETS23
Who Said It Best™ Elevator Pitch Competition
and
Matched Networking Sessions



Gloria Larkin
President and CEO
TargetGov

The “SVB” Bank Failure Teaches Business Owners About Risk

On March 9th, 2023, SVB Bank, one of the largest banks in the United States, declared bankruptcy, sending shockwaves through the financial industry and leaving many of its customers in a state of uncertainty and fear.

SVB Bank, formally known as Silicon Valley Bank, was established in 1983 with the aim of providing financial services to the technology and life science industries. Over the years, the bank had grown to become one of the most prominent banks in Silicon Valley, providing banking services to startups, venture capitalists, and high-net-worth individuals. SVB has locations in nine countries and fifteen states in the United States.

The cause of the bank’s failure is attributed to a combination of factors, including mismanagement, over-reliance on the technology industry causing customer concentration, and an inability to adapt to the changing regulatory environment. Specifically, the feds increased the prime interest rate to manage inflation; which cause federal bonds to be increasingly discounted meaning worth less. Unfortunately, SVB’s debt portfolio had a disproportional allocation in this debt.

SVB Bank had been under scrutiny by regulators for its lax approach to risk management, and its failure to adequately address these concerns ultimately led to its downfall. The bank’s failure is also likely to lead to increased scrutiny of other banks, as regulators seek to prevent similar failures from occurring in the future.

As of writing this article, the [FDIC](#) created the Silicon Valley Bridge Bank to secure all deposits. As of Monday, March 13, 2023, depositors may conduct business as normal. Stock shareholders and unsecured lenders to the bank are not protected by the Bridge Bank.

If You Bank at SVB

Fortunately, we did not have any clients impacted by SVB’s failure. If you bank at SVB, we are happy to help you. We will:

1.Keep You Informed. The first step is to keep informed about the situation.

2.Make Sure that Payroll Goes Out Based on your unique situation keep all your payees informed and get them paid on time if not already missed.

3.Explore Alternative Banking Options. As [Growth CFOs](#), we help by researching and recommending other banks that are suitable for your needs. We can also provide assistance with transferring your accounts to a new bank and help navigate the process.

Is Your Bank Healthy?

[Review your bank and banking relationship.](#)

Deposits Greater than \$250,000 per institution are not insured by the FDIC. As a result, each dollar above this threshold is at risk. Notice, that I said per institution not per bank account because spreading balances out across multiple bank accounts at the same institution doesn’t provide any benefit.

Check Your Banks Rating. The FDIC publishes the grades for each bank. The grades are based on the CAMELS assessment framework, which evaluates six aspects of a financial institution's performance. Ratings of 1 or 2 indicate strong financial institutions, while ratings of 3, 4, or 5 indicate problems or weaknesses.

Assess the Pros and Cons of Implementing a Risk Strategy. For example, transferring surplus funds into investments or different banking institutions may be worth considering. Plus, you may want to have a second bank that is ready to go or performing services for you such as payment receipt and processing. This is similar to what COVID-19 taught the supply chain world. Depending on one bank may cause your business to stall.

What Does the “SVB” Bank Failure Teach Business Owners About Risk?

Learn from SVB's failure to be even more effective.

Develop the Ten Performance Drivers. Based on John Warrillow's research into 34,000 private companies, there are eight drivers proven to make your business 71% more valuable than the average competitor. These drivers are dependencies, like SVB's industry/customer concentration. They include customer concentration, supplier dependence, the owner's trap, financial performance, growth potential, key person dependence, positive cash flow, recurring revenue, uniqueness, and customer satisfaction.

Habit 1 – Achieve Positive Cash Flow. This includes the 12-week cash forecast to ensure that the timing of cash flow in is greater than the timing of cash flow out and measuring the velocity of money to determine practices and the terms of doing business.

Habit 2 – Use the Monthly Financials Like a Scoreboard. Teach the P&L managers to know their number story. This includes gaining clarity based on variances to figure out what to do next.

Habit 3 – Engineer Profit with the Budget. Run what-if scenarios from sales to pricing strategy and compensation plans. Figure out the breaking points and how to optimize the financial outcomes that you are looking for. Gain clarity and confidence.

Measure Your Risk. Just like the banks, measure your financial and non-financial risk. Competitive benchmarks are ideal tools to assess your business health.

In conclusion, the SVB Bank failure is a significant event that has impacted many banking customers, while proactively teaching willing business owners about risk.

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.



Navigate Your Business With CNPP

S Syracuse University

D'Aniello Institute for Veterans & Military Families

JPMorgan Chase & Co., Founding Partner

It can be hard finding the right resources and programs to make your business a success. Syracuse University's D'Aniello Institute for Veterans and Military Families' (IVMF) Community Navigator Pilot Program (CNPP) connects you with the programs and resources you need to recover, grow, or start your small business.



Access IVMF's CNPP Partner Network:

15 National and regional partner organizations experienced in helping veteran and military-connected entrepreneurs thrive.

Need Help Growing Your Business?

IVMF's CNPP Partner Network provides resources and support to entrepreneurs in five key areas:



Business Training and Counseling

Not sure where to start? Connect with experts for business planning, technical assistance, and management and operations support.

Financial Literacy and Loan Assistance

Get help with business financing, loans, and state and local grants to take your business to the next level.



Government Contracting

Find training opportunities and get assistance navigating the federal marketplace to ensure you are procurement ready.



Networking and Mentorship

Connect with other entrepreneurs and get access to networking events, workshops, and webinars.



Legal Services

Access resources and information on common legal topics and regulations business owners need to know.

Ready to Kick-Start Your Entrepreneurial Journey?

Visit IVMF's CNPP website to get connected to:



FREE resources

FREE program support

FREE 1-on-1 services



ivmf.syracuse.edu/community-navigator
ivmfnavigator@sy.edu



Community Navigator Pilot Program



U.S. Small Business Administration

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...

12
April



VetFedAcademy
Time: 4:00 p.m.
DC Networking Dinner
Time: 5:30 p.m.

[Register Here](#)

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

25
April



Huntsville Networking Dinner
Time: 5:30 p.m.
Jackson Center
6001 Moquin Drive, Huntsville, AL

[Register Here](#)

[Enter NVSBC 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 a Federal Procurement Event you'd like NVSBC to consider adding to this page, please contact members@nvsbc.org with respective details.

[Enter Federal Procurement Events](#)

Partner Deals

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.

[Partner Deals](#)

Opportunities

Take a look at our **Opportunities Board** where we provide access to unique subcontract opportunities with federal prime contractors.

Prime Contractor: Post your [opportunities here](#) to access the finest VOSB's and SDVOSB's.

VOSB's / SDVOSB's: We encourage you to frequently visit the NVSBC Opportunities Board to review the most current opportunities for contracting and subcontracting. The prime contracting opportunities listed have been brought to NVSBC's attention as preferred veteran small business opportunities.

[Opportunities Board](#)

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!**

[Join Today!](#)

[Sponsorship Opportunities](#)

Certifying Your Veteran-Owned Small Business

sba.gov/vetcert



#VetCert

Showcase your business in



FIRST CALL

NVSBC's First Call newsletter delivers Veteran-focused small business information training content and information on small business operations, laws, rules, and regulations. 12 issues per year are provided to an audience of greater than 48,000. This newsletter is co-authored by recognized leaders in the SDVOSB/VOSB and small business communities and provides timely updates to upcoming events and activities.

Quarterly Sponsor - 3 months	Price
Introduced as Sponsor for calendar quarter	\$5,000
Brought to you by SPONSOR NAME on Front Page of each issue (3 issues)	
(3) Full Page Ads (1 ad per month for 3 issues)	
(3) 1/4 Page Ad (alternate months)	
(3) Social Media Posts Recognizing Support to Veteran Small Business	
(3) Thought Leadership Contributions (Optional)	
Monthly Sponsor - 1 month	Price
Introduced as Sponsor for calendar month	\$2,000
Brought to you by SPONSOR NAME on Front Page of issue (1 issue)	
(1) Full Page Ad	
(1) 1/4 Page Ad (alternate month)	
(1) Social Media Posts Recognizing Support to Veteran Small Business	
(1) Thought Leadership Contributions (Optional)	

A La Carte	Price
(2) Thought Leadership Contributions	\$1,000
(1) Thought Leadership Contribution	\$750
(1) Full Page Ad	\$1,000
(1) 1/2 Page Ad	\$500
(1) 1/4 Page Ad	\$250

For more information, contact Zack Armstrong, Deputy Executive Director at zack.armstrong@nvsbc.org