



# JULY 2024

# FIRST CALL

## Transitioning Military Experience to Veteran Entrepreneur



NVSBC has had an enormous positive impact on the growth of my company. And, NVSBC has helped thousands of veterans start and grow companies in the federal government contracting space.

The training, assignments, and experiences I received in the military were a catalyst for becoming a veteran entrepreneur. The military taught me leadership, and how to organize and lead teams. I also learned how to obtain resources and execute a plan for success – all skill sets directly applicable to starting, leading, and growing my company. While in the military, I learned federal government contracting and become a construction contracting officer. I learned how to manage construction projects in another assignment. These skill sets were a natural “fit” for owning a construction business and providing construction services to federal government clients.

Veterans receive leadership training and skills that the federal government needs. NVSBC engagement and federal government contracting is an outstanding way to continue to serve our country.

My journey toward becoming a veteran entrepreneur began 12 years ago after completing a 20-year Army career and 10-year corporate career. With a passion for starting my own government contracting business, in 2012, I “googled” veteran entrepreneurship. The National Veterans Small Business Coalition (NVSBC) was at the top of my search list. I greatly valued the training, networking with veteran business owners, and meeting federal agency procurement officials that VETS12 provided. Most importantly, I applied numerous tips, leads, and advice received to start and grow my business. Because NVSBC has been instrumental to my company’s initiation and growth, I have attended every NVSBC, “VETS” procurement conference since!

As a result, my construction company, AEONRG LLC, has been awarded over 200 government contracts. And, it has received numerous awards to include my county’s 2023 Chamber of Business & Industry Small Business of the Year.

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**President, [AEONRG, LLC](#) and NVSBC**  
**Board Member**

# Around the NVSBC

## Welcome New & Renewed Member Organizations

### New Members

171Comply  
Anchor Business Agency  
B3W Insights LLC dba B3W  
Blue Cord  
BMRA  
Cole Marie Austin, LLC  
Custom Marketing Solutions, LLC  
Dwit & Hawkins, LLC  
enGenius Consulting Group, Inc  
G&W Solutions, LLC  
Mission Six Enterprises

Old Dominion University Veterans  
Business Outreach Center  
Revelations Counseling and  
Consulting, LLC  
Strategic All-Source Intelligence  
Agency  
VBOC The Citadel  
Veterans Business Outreach Center  
of New England  
Veteranson Inc  
Walmart Business  
Wynn Innovations, LLC

### Renewed Members

Academy Medical  
Axios Investigations Firm, LLC  
B. Out There  
Baker Botts, LLP  
Black Box Safety, Inc  
CDO Consulting Services, LLC  
Community Business Partnership  
CSSS.net DBA Constellation West  
Health Facility Solutions (HFS)  
Company  
HonorVet Technologies  
IronArch Technology  
J & B Hartigan, Inc  
Leidos

MDC Global Solutions  
Medical Place, Inc  
Nationwide IT Services, Inc  
Oasys International, LLC  
Objective Area Solutions, LLC  
Onyx Government Services, LLC  
RoDa Business Solutions  
Security Consultant Agency, LLC  
South River Federal Solutions, LLC  
T & T Materials  
The Gatewood Group, LLC  
UAH SBDC/APEX Accelerator  
Veterans Enterprise Technology  
Solutions, Inc



Supplies for your business.  
Savings on your first order.

Shop for the products & services your  
business needs from veteran-owned  
companies you respect.

Claim offer



Walmart  Business

# Around the NVSBC (cont.)

## NVSBC New Board of Directors & Officers

The NVSBC welcomes and congratulates our newly elected Board of Directors and Officers for the upcoming year.

The newly elected leaders bring a wealth of experience and expertise to the organization, positioning NVSBC for continued success in supporting and advocating for Veteran Owned Small Businesses across the country.

See more about this special announcement at the link [here](#).



**National Veteran  
Small Business  
Coalition**

The National Veteran Small Business Coalition (NVSBC) is pleased to announce the election of its new Board of Directors and Officers for the upcoming year.

### New Board Members



**Robin Desmore**



**Akinwande Oshodi**



**Venus Quates**



**Tim Ross**



**Scott Thompson**

### New Board Officers



**Robert Betters**  
President



**Phillip Panzarella**  
Vice President



**Robert Santmyer**  
Treasurer



**Neeraja Lingam**  
Secretary

# Around the NVSBC (cont.)

## Engagement Meetings

*NVSBC hosted the Dayton Engagement Dinner 6 Jun 2024*



*NVSBC hosted the DC Metro Engagement Dinner on 12 Jun 2024*



# Around the NVSBC (cont.)

## Engagement Meetings

*NVSBC hosted the Huntsville Engagement Dinner on 18 Jun 2024*



*NVSBC hosted the San Diego Engagement Dinner on 27 Jun 2024*



# Around the NVSBC (cont.)

## Calls to Action

**July 2024**

### SAN ANTONIO ENGAGEMENT DINNER

WED | JUL 10 | 5:30 PM - 8:30 PM CT

### COLORADO SPRINGS ENGAGEMENT DINNER

THU | JUL 23 | 5:30 PM - 8:30 PM MT

**August 2024**

### HAMPTON ROADS ENGAGEMENT DINNER

THU | AUG 1 | 5:30 PM - 8:30 PM ET

### CHARITY GOLF TOURNAMENT

MON | AUG 12 | 9:00 AM - 4:00 PM ET

### PHILADELPHIA ENGAGEMENT DINNER

TUE | AUG 27 | 5:30 PM - 8:30 PM ET



National Veteran Small Business Coalition

### NVSBC Communities of Interest

- Colorado Springs, CO
  - Dayton, OH
  - DC Metro Area
- Hampton Roads, VA
- Huntsville, AL



- Orlando, FL (VETS Conference)
- Philadelphia, PA
- San Antonio, TX
- San Diego, CA
- Tampa, FL

The NVSBC is here to help serve SD/VOSB professionals throughout all stages of the business life cycle to operate, sustain, and grow thriving businesses that perform as effective government contractors.

# Around the NVSBC (cont.)

## July/August Events Calendar

### JULY 2024

M	T	W	R	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

### AUGUST 2024

M	T	W	R	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Engagement Events
  Charlie Mike
  Conferences
  Special Events

**Event Dates Link to Online Information.**

## ACT NOW: SBA VetCert Applications will PAUSE on August 1, 2024

SBA recently announced that starting August 1, initial applications for government contracting certifications will pause for the month to implement a planned upgrade across all of SBA's certification systems. The upgrade will make SBA certifications easier for our small business customers—including making it possible to apply for multiple certifications at once. The upgraded system is expected to be available for new certifications in early September.

Which certifications are impacted by the upgrade?

- Women-Owned Small Business (WOSB)
- Economically Disadvantaged Women-Owned Small Business (EDWOSB)
- 8(a) Business Development Program
- Veteran Small Business Certification (VOSB)
- Service-Disabled Veteran-Owned Small Business (SDVOSB)
- Historically Underutilized Business Zones (HUBZone) Program

The SBA will grant a one-year extension to all certified Veteran-Owned Small Businesses (VOSBs) and Service-Disabled Veteran-Owned Small Businesses (SDVOSBs) with a recertification due on or after August 1, 2024.

August, September, and October are busy times for federal contracting opportunities. **THIS COULD AFFECT YOUR OPPORTUNITIES IF YOU DON'T ACT NOW.** Don't miss out on contracting opportunities at the end of the fiscal year!

If you are not certified by the SBA as a VOSB or SDVOSB or need to recertify prior to August 1st, **THERE IS STILL TIME to apply prior to the SBA pause, but YOU MUST ACT FAST!**

Log on to Veteran Small Business Certification ([sba.gov](https://sba.gov)) to complete the certification or recertification process.

The announcement can be viewed [here](#) and you can view the FAQs about this extension at the link [here](#).

**IMPORTANT:** If you have questions about this notice, please contact the VetCert Call Center at 800-862-8088 (M – F, 8 AM – 6 PM ET) or [vetcert@sba.gov](mailto:vetcert@sba.gov).



U.S. Small Business  
Administration

## Techniques to Identify and Close More Business in Q4!

Fed Fiscal Q4 (July through September) represents the prime awards season for small business government contractors. Here's why and how your small business can benefit!

**FACTS.** Federal agency Q4 awards to small businesses represent 41% of the entire year's awards and FFY'24 promises the largest Q4 awards totals in history. Reasons are numerous:

- **Behind on goal attainment:** Slower than average agency spending in Q1+Q2+Q3 combined with new higher goals for SDB and SDVOSB means billions more in contract awards in Q4.
- **Legal issues:** Non-stop protests plus legal challenges to the SDB/8a program have slowed the pace of set aside acquisitions and awards.
- **Fewer acquisition professionals in federal service:** Over 43% of the acquisition workforce retired in the past 5 years. As a solution, the federal acquisition process has incorporated artificial intelligence (AI) and robotic process automation (RPA) in the entire acquisition life cycle from market research to contract vehicle choice, to source selection, through contract management, and contract close-out.
- It is more difficult to meet with real decision-makers. Because fewer acquisition professionals and program managers are available, those remaining must handle the ever-growing \$760B+ in contracts and they have precious little time to meet with uninformed small businesses.

**OPPORTUNITY.** These FACTS suggest a lot of federal agency acquisition personnel are using every possible approach to find qualified firms, solicit bids, and make awards in as short a time frame as possible. So how do you take advantage of this incredible opportunity?

- **How will agencies find your firm in a sea of competition?** Agencies have incorporated artificial intelligence (AI) and robotic process automation (RPA) in the entire acquisition life cycle from market research to contract award and close-out. For example, the Department of Homeland Security's Procurement Innovation Lab created their own

market research tool to find contractors and GSA's Market Research as a Service (MRAS) offers AI-fueled market research support for all federal DOD and Civilian agencies.

- **Where will they be looking?** Primarily your SAM profile and your SBA DSBS profile. There are new fields in SAM for keywords and phrases and in SBA's DSBS, three fields in your company's profile could determine if you match their search criteria: Capabilities Narrative, Special Equipment & Materials, and Keywords.
- **What will they be looking for?** Agencies will be matching the words in these SAM and DSBS fields against specific agency requirements using tools that rank your match to their needs. Broad, generic one-size-fits-all capabilities statements or lack of detailed keywords will reduce your match profile. Lack of appropriate keywords and phrases in your federal registrations means your company is totally invisible to these new AIMR tools and essentially locked out of opportunities.
- **How does your past performance rank?** The last section in your company's DSBS is devoted to providing past performance examples, and over 90% of small businesses fail to keep this updated, immediately disqualifying themselves from serious consideration.
- **How will agencies make awards?** Fast-track award methods including expanded use of existing agency and GWAC contract vehicles. GSA MAS and vehicles like 8a Stars and OASIS are vehicles of choice. Agency BPA, MATOCs, SATOCs, and IDIQ contracts are heavily used. Sole source awards will be used wherever possible.
- **What happens next?** As agency, prime contractor, and partner AIMR searches result in inquiries to your firm, the next step requires a targeted response that

**Continued Next Page**

## Techniques to Identify and Close More Business in Q4! (cont)

matches your web presence while proving your capacity to perform the work with appropriate past performance.

### Q4 MARKETING AND SALES CAMPAIGN ACTION PLAN.

To maximize this time-sensitive revenue-generating OPPORTUNITY, implement a plan today with these ideas to build your Q4 MARKETING AND SALES CAMPAIGN ACTION PLAN.

1. Review/revise your SBA DSBS and SAM records to ensure the language describing your Capabilities Narrative, Special Equipment & Materials, and Keywords matches the verbiage used in your target agencies most recent RFPs/RFIs/RFQs. And check the DSBS records of your competitors and competimates!
2. Review/revise your branded collateral materials to project the same capabilities as the match that led the agency to your door. The keywords and phrases in the sections titled Keywords, Capabilities Narrative, and Special Equipment and Materials on your DSBS record also need to feature prominently on your company 1-page or 2-page capability statement and are a part of your 90-second elevator pitch. Make sure your brand is clear and your responses are crisp with appropriate past performance.
3. Identify agencies with small business goal gaps and reach out to them to request a capability briefing. Where can you find this information? History repeats itself – look at the SBA small business procurement scorecard for agencies that chronically underperform in your set aside category.
4. Leverage targeted outbound marketing. Send tailored 1-pagers to identified agency and large prime acquisition personnel and request a capabilities briefing after

you have identified three or more specific opportunity matches to discuss.

5. Create and track your Q4 sales and marketing campaign. Using your existing pipeline tracking system or an Excel spreadsheet, track your outreach activities and all inbound inquiries. And respond quickly – Q4 will be over before you know it!

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**Scott Semple - Founder and Managing Partner, NewTHINK Solutions & Senior Director-National Events, NVSBC**

## Summer Strategies for GovCon Success: Staying Ahead of the Game

### NVSBC'S TRAINING DIRECTORATE

The summer months can sometimes bring about a sense of complacency to business owners; vacations, family visits, the children being out of school .... The list goes on. In the world of GovCon, however, there are several key things to be aware of during the summer months:

1. **Contracting Activity:** Summer can often see fluctuations in contracting activity due to various factors such as government fiscal year-end spending priorities, vacation schedules impacting decision-making timelines, and potential delays in contract awards.
2. **Bid Opportunities:** While some agencies may slow down during the summer months, others might release new solicitations or extend deadlines. It's crucial to stay vigilant about new bid opportunities.
3. **Compliance and Reporting:** GovCon Contractors must stay compliant with reporting requirements throughout the year. Ensure required reports are submitted on time and compliance with regulations is maintained.
4. **Strategic Planning:** Use the summer months to strategize and plan for upcoming procurements. This includes reviewing past performance, identifying potential teaming opportunities, and refining your business development strategies.
5. **Networking and Relationship Building:** Summer can be a good time for networking events, conferences, and industry gatherings. Building and maintaining relationships with key stakeholders in the government and within the industry can lead to future business opportunities.

Check out NVSBC's Events (hint, hint):  
Events ([memberclicks.net](https://memberclicks.net))

6. **Contract Performance:** For ongoing contracts, ensure that performance metrics are being met and that any required deliverables are on track.
7. **Regulatory Changes:** Stay informed about regulatory changes or updates that may impact GovCon contracting, i.e. changes to procurement policies, compliance requirements, or new legislative developments.
8. **Subcontracting Opportunities:** Explore potential subcontracting opportunities with prime contractors who may be gearing up for new projects or needing additional support during busier times.

By being aware and actively managing your GovCon business during the summer months, you can position yourself for continued success!



*Marie Myszkier is the Director of Training at NVSBC*

## How to Overcome Being Shy as a Business Owner? ( Part 2)

Being shy as a business owner is not necessarily a disadvantage, but it can pose certain challenges. So as you approach some of your networking events, here are some strategies to help you feel more confident and engage effectively:

### 1. Start with Smaller Groups:

- Instead of diving into large crowds, begin by joining smaller conversations.
- Approach individuals or pairs and introduce yourself.

### 2. Ask Open-Ended Questions:

- Show genuine interest in others by asking questions like:
  - “What brings you to this conference?”
  - “What challenges are you facing in your industry?”
- Active listening helps build rapport.

### 3. Body Language Matters:

- Maintain eye contact, smile, and offer a firm handshake.
- Stand or sit confidently, avoiding closed-off postures (crossed arms, looking down).



*John Cochran is the Consulting Manager at NVSBC*

# 2024 Golf Tournament News!

## Meet Us on the Greens Next Month!

### **Almost Gone: 10 Teams (Four-some's) Remaining! Register your team to play today!**

Join us in 32 days at the NVSBC Education Foundation Charity Golf Tournament.

This highly anticipated event will take place on Monday, August 12, 2024, at the renowned Army Navy Club in Arlington, VA, with a shotgun start at 9 am and we're on track to sell out once again!

Golfers can expect 18 challenging holes, with carts, drinks, and snacks available on the course. The tournament will feature fun skills games with great prizes, making for a day of friendly competition and socializing, and networking. We hope that you'll gain new business too!

Whether you're assembling your own foursome or prefer to be paired with fellow enthusiasts, this tournament offers an unparalleled experience. Don't delay, and have

to settle with being on the waitlist. This year's tournament promises to be even more popular, with all three courses at the Army Navy Club being utilized to accommodate the high demand.

The NVSBC-EF Charity Golf Tournament is open to a limited number of teams and individuals. Teams consist of four registered golfers. Individual golfers will be teamed up at the discretion of the event organizers.

Register today by clicking on this [link!](#) Proceeds from the Charity Golf Tournament benefit our Educational Foundation, NVSBC-EF, which is a 501 (c) (3) non-profit organization.



## August 12, 2024

### Army Navy Country Club in Arlington, VA

# 2024 Veteran Small Business Advocate Awards!

**Save the Date!**

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**To learn more about this year's Veteran Small Business Advocate Awards, please visit our event [website](#).**

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# Other Events

## July Partnership Deals

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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](mailto:members@nvsbc.org) with respective details.

### Featured Partner Deal

NVSBC members, receive:

- Waived setup fees
- Reduced minimums for small businesses
- At Cost program for charities/non-profit organizations
- Full end to end service (graphic design, build pre-order online store, collect payment, drop ship fulfillment, etc...)
- High quality American made branded apparel personalized with your business or charity logo. Only 3% of the apparel in the US is American made.
- American made apparel is hard to find. Only 3% of the apparel in the US has a 'Made in USA' tag. We want to make a difference and your order will help create American jobs.
- Authentically American partners with hundreds of Veteran owned/operated businesses and charities who want American made for their custom branded apparel to help drive higher levels of engagement and increase employee morale and retention.
- NVSBC Members, login to your account to know how to access this awesome partner deal!

## Membership and Sponsorship Supports NVSBC Programs

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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!**

# Other Events (cont)

## Other 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
- Communities of Interests (Networking Lunch/Dinner Events)
- Training Symposiums & Conferences

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



**National Veteran Small Business Coalition**  
**NVSBC**

**SAVE THE DATE**

**VETS 25**

**MAY 13-16, 2025**  
**Rosen Center in Orlando, FL**

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



Scan QR Code for Early Access Alerts

# Other Events (cont)

## 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](mailto:members@nvsbc.org) with respective details.



**NVSBC CELEBRATES YOUR GOVCON SUCCESS!!**



 **CIVILITY MANAGEMENT SOLUTIONS**

Black Veteran woman-owned professional and technical services consulting firm, Civility Management Solutions (CivilityMS) is expanding its current strategic alliance with woman-owned professional services consulting firm, Springboard Global Enterprises (Springboard) to expand leadership training for Veterans, with and without disabilities, inside **Fortune 500** companies and government agencies.



**National Veteran Small Business Coalition**



**CONGRATULATIONS!!!**



*The NVSBC would like to recognize and celebrate your GovCon success!*