



DECEMBER 2024 FIRST CALL

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What's Your Transition Impact Score? And What are You Doing about It?



SAFE HARBOR NOTICE: This is a BUSINESS article and not a POLITICAL article. It's safe to keep reading.

Complete this sentence: **Transition is** _____. If you said any words other than **REALITY** or **OPPORTUNITY** (like *scary* or *threatening*) you really need to read this article. Why? Here's the REALITY – the nation voted and transition is upon us. For average citizens there are impacts. But citizens engaged in any aspect of federal government contracting are not average citizens; our livelihoods are tied directly to the vicissitudes of federal budgets and spending priorities. And for those of us who participate in federal set aside programs our business lives revolve around scrutinizing and understanding the implications of agency access to funding, acquisition policies, IDIQ and GWAC contract vehicle funding and task orders, and

the resulting impacts on near- and mid-term solicitations. So, our job **right now** is to read the winds of change and – as growth-focused small federal GovCons know how to do – adjust!

Transition in this case refers to the incoming administration. Expectations are high that federal spending priorities will change significantly under this administration – that has yet to be seen. Regardless of the velocity of these pending changes, the direction of change can be projected based on well-publicized policy documents of the incoming administration. It is the responsibility of every small set aside business owner to rapidly assess the impact of the potential changes on agency budgets and determine how those changes will impact your firm.

Why perform a transition impact assessment for your set aside firm now? Simply stated, it's our job. Federal market opportunities will exist, they may just not exist where you've been investing your BD dollars and building your pipeline. Our job is to quickly evaluate opportunities that may exist within the new administration and adjust our business development strategies, go-to-market plans, and marketing language to benefit from change.

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And how can you develop an assessment of the impact of unknown federal spending changes on your business? Consider each of these 10 Factors "**UNDER THE NEW ADMINISTRATION ...**":

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Author: Scott E. Semple, Founder, NewTHINK Solutions and Senior Director, NVSBC

What's Your Transition Impact Score? And What are You Doing about It?

- 1. Products & Services Impact**
The products and/or services we provide are likely to (increase | decrease) in demand. **1 for INCREASE; -1 for DECREASE**
- 2. Agency Impact** The federal agencies we serve/have established relationships with are likely to experience budget (increases | decreases). **1 for INCREASES; -1 for DECREASES**
- 3. Contract Vehicle Impact** The contract vehicles on which we are prime contractors are likely to experience budget (increases | decreases). **1 for INCREASES; -1 for DECREASES**
- 4. Revenue Backlog Impact**
Our existing backlog revenue stream is likely to (increase | decrease). **1 for INCREASE; -1 for DECREASE**
- 5. Pipeline Impact** Our existing BD pipeline forecast is composed of programs that are likely to (increase | decrease). **1 for INCREASE; -1 for DECREASE**
- 6. Alliances And Teaming Impact** Our JV (Joint Venture), Mentor/Protegee Agreement, teaming, and strategic partner positioning will (increase | decrease) our ability to win business with agencies having increasing budgets. **1 for INCREASE; -1 for DECREASE**
- 7. Messaging Impact** Our corporate messaging (elevator pitch, corp. capability deck, 1

paggers, etc.) uses language that is (aligned | not aligned) with the new administration's goals and priorities. **1 for ALIGNED; -1 for NOT ALIGNED**

- 8. Advocacy Impact** Our firm (is or is not) an active member of an association or coalition that has an active and proven legislative (lobbying) program that has delivered positive change for my set aside category. **1 for ACTIVE MEMBER; -1 for NOT AN ACTIVE MEMBER**
- 9. Work Group Impact I** (participate in or do not participate in) a small work group of similarly situated and like-minded business owners to discuss and assess the impacts of the current federal transition on our firms and our businesses. **1 for PARTICIPATE IN; -1 for DO NOT PARTICIPATE IN**
- 10. Advisor Impact** Our firm (has access to or does not have access to) advisor(s) that understand our business and can provide advice on the impacts of the current federal transition. **1 for HAS ACCESS; -1 for DOES NOT HAVE ACCESS**

It's time to calculate your **Transition Impact Score!** Add your score for each of the 10 Factors; your Transition Impact Score is the sum and will range between -10 (time to REFOCUS) and +10 (time to INVEST). So, what does this admittedly non-scientific assessment tell you? 3 things:

1. What is your firm's overall position regarding this administration change and the anticipated impacts on federal agency budgets and program spending.
2. What are some of the Factors that may influence my firm's position positively or negatively?
3. What factors do I need to focus on and perhaps adjust in my business development strategies, plans, and budgets for 2025 and 2026?

And how do you adjust your business development strategies, plans, and budgets for 2025 and 2026? In our next article we will detail the top 10 successful strategies to adjust to the impact of transition to the new administration. Articles on adjustment strategies will also be available on our website www.NewTHINKSolutions.com **NewTHINK Solutions: Crafting Solutions for GovCon Growth.**

NVSBC Celebrates

The NVSBC Awards Gala 2024 was a Sold Out Success!

The Veteran small business marketplace with federal agencies and large GovCon prime contractors is robust and growing, and each year NVSBC celebrates these organizations that fuel the growth of our ecosystem. Our 3rd annual



Veteran Small Business Advocate Awards Gala was a SOLD OUT success recognizing the outstanding support of these organizations for Veteran owned small business government contractors.

We appreciate the generosity of our Awards Gala sponsors as their engagement supports NVSBC's 15 programs offering Training, Networking, and Advocacy for Veteran small business entrepreneurs in the federal market.

A special thanks to [JPMorganChase](#) who served as our

Leadership Sponsor, [LMI](#) as our Veteran Champion Sponsor, and [Pathfinder Consultants LLC](#) as our Event Sponsor! [Jeff Shen](#), our esteemed Master of Ceremonies, did an outstanding job in guiding the evening's proceedings with poise and professionalism. We were privileged to have esteemed speakers, [Dilawar Syed](#), [Ruth Ann Clark](#), and [Christen Marie Smith](#), grace us with their invaluable insights and thought-provoking perspectives regarding the critical role of veteran owned businesses to delivering on federal agency missions. The NVSBC team and NVSBC Board of Directors send a huge congratulations to ALL of our Awardees of the 2024 Veteran Small Advocate Business Awards!

The annual Awards Gala is produced under the creative direction of [Scott Semple](#), [Sara Stehle](#), [Alisha Mitten](#), [Cheshire Audio Visuals](#), [Darlene's Photography](#), and

with support from the entire NVSBC team.

We look forward to welcoming you ALL back next year for Awards Gala 2025 on 6 November 2025!



Around the NVSBC

Welcome New & Renewed Member Organizations

New Members

2030 Consulting, LLC
Analysis & Resolution, LLC
APEX Digital Imaging, Inc.
Calm Source
Capital i
Cascadia Global Security, Inc.
CFS General Contractors
Computer Information Security Professionals, LLC dba / C.I.S.P.
Corporate Cleaning Group East Tampa
Crescent Global Integrated Solutions, LLC
Dark Hollow LLC
DPT Waste Solutions, Inc.
ET Services, LLC
Excel Medical Staffing, LLC
GLEAMAX, LLC
GrayLineX LLC

Innovative Technology Enterprise Strategic Solutions (ITESS), LLC
Iron Mike Construction, LLC
JFB Services
Kym Ali Consulting
METCOR/LSI
Ocean Decisions, LLC
Patient Centered Services, LLC
Porter Brothers Logistics LLC
Puro Consulting Services LLC
Robert Langham, LLC
ScaVet Technologies LLC
South Jersey Heating and Cooling
SUCCESS BY DESIGN, LLC.
The STK Group, Inc.
The Wellness Effect, LLC
TPE Logistics Solutions, Inc.
Victory Contracting, LLC
W.P.R., LLC

Renewed Members

AEONRG, LLC
Amtrin Corporation
BAE Systems
Bino Construction
Bravo Zulu Enterprise, LLC
Crosscheck Technologies
David T. Scott & Associates, LLC
Deloitte Consulting LLP
Dobbs Defense Solutions, LLC
EGA Associates, LLC
Fairfax County Economic Development Authority (FCEDA)
Fluet
Goldschmitt and Associates LLC
HigherEchelon, Inc
HRUCKUS LLC
Innovative Management Concepts
ITL Solutions LLC

JMA Solutions
Komplete Systems Integrators Inc.
Network Designs, Inc
PenBay Technology Group LLC
Premier Consultants International, Inc
RB Consulting, INC
RightDirection Technology Solutions LLC
Rockhead Consulting LLC
rockITdata
RSM Federal and Veteran Warehouse Supply
SteerBridge
T12 Technologies, LLC
Teracore Inc
The Collins Group, L.L.C
Thomas & Moore Strategic Ventures

The National Veteran Small Business Coalition (NVSBC) offers 7 types of organization membership that support our mission and serve our constituents. If you have any questions about membership, please contact members@nvsbc.org. Click on the "Join NVSBC Today" button below and begin receiving access to the benefits of NVSBC membership.

- **Representation** as part of the coalition through our [advocacy work & legislative agenda](#)
- **Exclusive access for members only**
 - Strategy & Legislative Newsletters
 - Tailored Presentations & Training Sessions from past and current Engagement events + VetFedAcademies
- **Discounted pricing** for **ALL** individuals within your organization's membership at NVSBC Training, Engagement/Networking, and Advocacy events including our DC Metro Engagement Dinners, Annual

Awards Gala, and VETS Conference

- Engagement Dinners: \$20 discount per person, per event
- VETS Conference: \$200 discount per person
- Awards Gala: \$25 discount per person
- **Access to VetFedConnect Directory**, providing access to thousands of contacts within the GovCon ecosystem
- **Early access**
 - Priority access to resources and information when available
- **Voting privileges** for membership by-laws, board membership, and more
- **Exclusive Partner Deals & Discounts**



Around the NVSBC (cont.)

Engagement Meetings

NVSBC hosted the Hampton Road Engagement Lunch, sponsored by Ferguson on 13 November 24



Around the NVSBC (cont.)

NVSBC Out and About

NVSBC exhibited at the NCMA Atlanta Veterans Business Summit



VIB National Conference

NVSBC exhibited at the VIB National Conference



SAME Conference



Around the NVSBC (cont.)

Calls to Action

December 2024

TAMPA ENGAGEMENT DINNER

THR | DEC 5 | 5:30 PM - 8:30 PM ET

SOLD OUT

PHILADELPHIA ENGAGEMENT DINNER

WED | DEC 11 | 5:30 PM - 8:30 PM ET

SAN ANTONIO ENGAGEMENT DINNER

TUE | DEC 17 | 5:30 PM - 8:30 PM CT

January 2025

DAYTON ENGAGEMENT LUNCH

TUE | JAN 14 | 11:00 AM - 2:00 PM ET

DC METRO ENGAGEMENT DINNER & VETFEDACADEMY

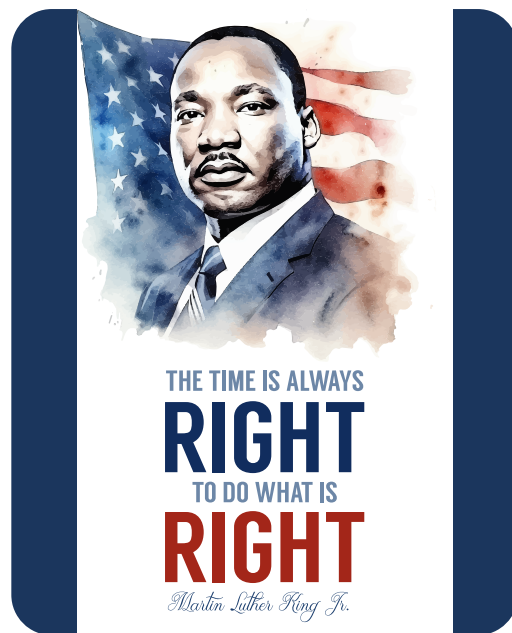
WED | JAN 15 | 4:00 PM - 8:30 PM ET

HUNTSVILLE ENGAGEMENT LUNCH

THR | JAN 23 | 11:00 AM - 2:00 PM CT



← **Communities of Interest**



Around the NVSBC (cont.)

December/January Events Calendar

DECEMBER 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		26	27	28	29
30	31					

JANUARY 2025

M	T	W	R	F	S	S
			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
 Federal Holidays

Click on Event Dates to Link to Online Information.

The Holiday's are Here What are Your Plans?

When the federal government “goes home for the holidays,” contractors in the Federal GovCon sector often face a slowdown in activity. However, there are still steps contractors can take to stay productive, plan, and prepare for the next year. Below are a few suggestions for what you may do during this time:

1. Wrap Up Ongoing Projects and Contracts

- **Finalize Deliverables:** Ensure any deliverables due at the end of the year are completed and submitted on time. Double-check deadlines, invoicing, and contractual obligations.
- **Review Contract Performance:** Use this time to review the progress of active contracts and evaluate how your company is performing against milestones and deliverables.

2. Prepare for the New Year

- **Plan for the Next Fiscal Year:** Review forecasts, track changes in government priorities and position your firm for new opportunities.
- **Develop Your Pipeline:** Take a deep dive into your business development pipeline. Review upcoming Requests for Proposals (RFPs), Requests for Information (RFIs), and other government contracting opportunities. Begin drafting proposals or pre-bid preparations, even if some deadlines are further out.

3. Network and Build Relationships

- **Reach Out to Clients and Partners:** The holiday season is a perfect opportunity to nurture relationships with both existing clients and potential partners. Send holiday greetings, thank you notes, or engage in virtual meetings to maintain rapport. Building strong relationships can lead to new business or help you stay top-of-mind when new opportunities arise.
- **Attend Industry and Networking Events:** If there are any end-of-year events, conferences, or networking opportunities in the GovCon space, use this time to attend. Networking with industry professionals can open doors for partnerships,

teaming arrangements, or even new contract leads in the coming year. Reminder: Check out NVSBC's Communities of Interest Events: Communities of Interest

4. Evaluate Your Business Strategy

- **Conduct a Year-End Review:** Reflect on your company's performance over the past year. What were your successes and challenges? Where did you see growth, and where can you improve? This insight can help you fine-tune your approach for the new year.
- **Adjust Business Development Strategy:** Given the often-quiet period during the holidays, this is a great time to reassess and refine your business development strategy. Review past proposals and identify areas where you can improve. Analyze the competitive landscape and identify where your company could be better positioned in the market.

5. Organize Internal Operations

- **Streamline Processes:** Take time to review internal processes and make improvements in areas like project management, financial tracking, and compliance.
- **Staffing and Training:** If you're looking to build a stronger team for the year ahead, consider training programs or evaluating the skills gaps in your workforce.

6. Focus on Marketing and Outreach

- **Update Marketing Materials:** Use the holiday period to update your company's website, social media profiles, and marketing materials. Highlight any new services, capabilities, or certifications that could appeal to government clients.
- **Prepare for Future Bids:** The downtime during the holidays is a great time to craft or update marketing content aimed at future government clients, including case studies, white papers, and capabilities statements that demonstrate your company's expertise.

Article continues on next page

The Holiday's are Here What are Your Plans?

7. Stay Proactive on Compliance and Regulations

- **Regulations Review:** Use the slower period to ensure your company's compliance with federal regulations.

In summary, even when the federal government "slows down" or "goes home" for the holidays, the holiday season presents an opportunity to plan, reflect, and get ahead on key aspects of your business. By focusing on relationship building, internal improvements, and strategic planning, you can position yourself for success when the government resumes full operations in the new year.

Wishing you the Happiest of Holidays

And a Prosperous New Year!!

Marie



Marie Myszkier is the Director of Training at NVSBC

A promotional advertisement for Walmart Business. The top half features a photograph of a woman in a green apron watering plants in front of a brick building with large windows. Below the photo, the text reads: "Supplies for your business. Savings on your first order." Underneath that, it says: "Shop for the products & services your business needs from veteran-owned companies you respect." To the right of this text is a QR code with the label "Claim offer" above it. At the bottom left is the Walmart Business logo, and at the bottom right is the QR code.

The Value of a Government Contracting Consultation

The value of a government contracting consultation can vary widely depending on several factors, including the consultant's expertise, the scope of the services provided, and the specific needs of your business. Generally, these consultations can help you navigate the complexities of government procurement processes, improve your chances of winning contracts, and ensure compliance with regulations.

Here are some key benefits of a NVSBC consultation:

1. **Expert Guidance:** Consultants can provide valuable insights into best practices surrounding 24 different programs (see below) concerning government contracting.
2. **Strategic Planning:** They can help you develop a strategic approach to targeting government contracts that align with your business capabilities and goals.
3. **Competitive Edge:** By leveraging their experience, consultants can help you stand out from competitors and increase your chances of securing contracts.

The cost of these services can range from a few hundred to several thousand dollars, depending on the depth and breadth of the consultation. It's often a worthwhile investment, especially if you're new to government contracting or looking to expand your business in this area. But an NVSBC consultation is **FREE**, so why not start there!

1. Creating your business.
2. Becoming procurement ready.
3. Being business ready
4. Marketing your business.
5. Certifying socioeconomic status with SBA

6. How to use VOSB/SDVOSB status?
7. Additional resources for assistance.
8. Finances
9. Cyber security requirements.
10. Security clearance.
11. sam.gov basics
12. Fed Ramp.
13. Pre-acquisition primer.
14. Government contract types.
15. Contract vehicles
16. Past performance.
17. Subcontracting
18. TEAMING.
19. Joint-ventures.
20. Mentor protégé.
21. Pricing
22. SBIR/STTR
23. Human resources
24. How to respond to RFPs



Author is John Cochran who is the Consulting Manager at NVSBC

VetFedConsult

NVSBC has provided consultations (GovCon best practices, referrals, and more) to member organizations to support their business growth and development to increase federal marketplace success since 2022. VetFedConsult, our new and formal program provides consultation for veteran small business government contract professionals from all stages of success (emerging, small, and mid-size) as part of a generous grant from JPMorgan Chase & Co.

CONSULTATIONS ARE :

- ☆ FREE
- ☆ VIRTUAL
- ☆ Provided by trained experts in Government Contracting
- ☆ Provided to ALL GovCon Professionals (owner, operations, business development, and more)
- ☆ Backed by the NVSBC network of distinguished subject matter experts
- ☆ 45 minutes with Q&A
- ☆ Followed up with GovCon resources, referrals, and more

Other Events

December 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



NVSBC members, receive:

- Exclusive 2 hours free consult to **NVSBC members**. Company and Clark Hill will enter into an engagement detailing the scope of work reasonably expected to be completed, or to provide meaningful advice or services in two (2) hours or less. Additional, or future, work requested/required by the NVSBC member, will be handled via a separate engagement upon mutual agreement.
- [Clark Hill](#) is a full-service law firm, offering life cycle advice to government contracts. Navy Veteran / Navy JAG Government Contracts attorney supporting veteran-own and service-disable veteran-owned businesses.
- Routinely operates as a trusted advisor and fractional outside general counsel advising on contracts, agreements (teaming, JV, etc.), bid protests, FAR clause analysis (flow down), contract claims, compliance programs (including VA and SBA certifications), FOCl mitigation, and facility clearance requirements.
- Clark Hill PLC operates as a trusted legal and business advisor to our clients. See a full list of our firm's legal services here, and our Government Contracts and Regulatory team's capabilities here. We're one phone call or email away for any questions that arise.
- **If interested, contact Chris White at jcwhite@clarkhill.com, Phone: 202.772.0903 for introductory call.**

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!**

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 with respective details.



FSRS RETIREMENT AND SYSTEMS MODERNIZATION:

The FFATA Subaward Reporting System ([FSRS.gov](https://www.fsr.gov)) is retiring in March 2025. In the coming months, we will be working toward the launch of a modern subaward reporting capability in [SAM.gov](https://www.sam.gov). Register below to learn more about how Customer Experience (CX) Makes Good Cents, why FSRS.gov is being retired and the timeline, the benefits and improvements you can expect, and more. Register at the link [here](#) as this Webinar will take place on 17 Dec 24 at 12:00 PM CST.



Upcoming NVSBC 2025 Events

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 (Engagement 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.

VETS25 Sponsorship & Exhibit Booth Registration Open



The graphic features a background image of a city skyline at dusk with lights reflecting on water. In the top left, there is the NVSBC logo: a circular emblem with "National Veteran Small Business Coalition" around the perimeter and "NVSBC" in the center with a red star. The main text "SPONSORSHIP & EXHIBIT BOOTHS NOW AVAILABLE" is in large, white, bold, sans-serif font. Below that, "VETS 25" is written in a very large, dark blue, bold font, with a white star inside a circle between the words. To the right, a white rounded rectangle contains the event dates "MAY 13-16, 2025" and location "Rosen Center in Orlando, FL" in bold dark blue text. Below this is a paragraph: "The Nation's Leading VSO-Sponsored Training, Networking, and Advocacy Event for Small Businesses Serving as Federal Contractors". Underneath the paragraph is a green QR code, and at the bottom of the white box is the text "Scan QR Code for Early Access Alerts".

Upcoming NVSBC 2025 Events (cont)

Access to Capital Symposium 2025

SAVE THE DATE FOR THE VETERAN ACCESS TO CAPITAL SYMPOSIUM



Fueling GovCon professionals at all stages of their business growth with affordable, accessible capital. This annual hybrid (in person and virtual) event focuses on access to capital for Veteran GovCon's. The event is held by the National Veteran Small Business Coalition (NVSBC), presented by JPMorgan Chase with partner organizations the D'Aniello Institute for Veterans and Military Families (IVMF) and George Mason University Baroni Center for Government Contracting.

The location of the event is at the Arlington Campus, 3351 Fairfax Dr, on Monday, March 17th.