

Southeast Region Federal Construction

2025 SUMMIT

April 22-24 Wilmington, North Carolina

Infrastructure & Environmental Summit

Virginia

North Carolina

South Carolina

Georgia

Florida

Hosted by:

US Senator Thom Tillis

US Senator Ted Budd

North Carolina Military Business Center

Southeast Region Federal Construction

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CCI Prime Contractors LLC

Selling to the Federal Government & Tools for Success in the Federal Marketplace

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Virginia North Carolina South Carolina Georgia Florida

- **Sue Kranes, Strategic Industries Professional, North Carolina Military Business Center**
- **Aregnaz Mooradian, Deputy District Director, North Carolina District Office,
US Small Business Administration**
- **Jacquie Spearman, Director, Government Contracting Assistance Program**
- **Anne Shaw, State Director, Small Business Center Network,
North Carolina Community College System**

North Carolina Military Business Center

2025 Summit
Selling to Federal Government
April 22, 2025

Presented by:
Susan Kranes, Strategic Industry Team
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Scott Dorney
Executive Director, scott@ncmbc.us



ncmbc.us DEFTECH.nc.gov MatchForce.org

First Steps: What Every Contractor Should Know

- The Federal Government is the largest buyer of goods and services
- Most businesses can participate in Federal Contracting
- Solicitations for Government requirements are posted on the Government Point of Entry (GPE) www.sam.gov
- Required posting at \$25K – generally post at \$15K
- This increases competition from vendors and allows the government to set aside procurements for the socioeconomic programs
- Know the regulations: www.acquisition.gov



Why Government Contracting?

- Provides stable reliable customer with consistent payments- Company must meet performance standards in contract.
- Long Term contract potential – depending on type of contract
- Contracts available for all business sizes
- FY 2024: \$773 Billion federal market with \$183 Billion for small businesses
- Solicitations are posted on www.sam.gov – can search without a log in



Summit Checklist for Selling to Government

- Marketing - provide business cards- capabilities statements-bonding limits-cage codes or UEI information are helpful to government on marketing material.
- Company information phone numbers, email addresses, websites, up to date and correct.
- Target your networking with government, industry partners, state agencies that buy what you are selling.
- Know company NAICS Codes (North American Industrial Classification Code)
<https://www.census.gov/naics>



SAM.Gov Basics

- All Vendors must be registered in the System for Award Management (SAM) www.sam.gov to do business with the Federal Government.
- Follow all instructions provided on the sam.gov website
- Sam registration is free (be careful of fee based services)
- Know all of your company information and have it available, before starting your registration process.
- Additional information at www.ncmbc.us under contracting tab, getting started.



Acronyms

- BPA- Blanket Purchase Agreement
- COTS- Commercial Available Off the Shelf
- DSBS- SBA's Dynamic Small Business Search (www.dsbs.sba.gov)
- FAR- Federal Acquisition Regulations (www.acquisition.gov)
- IDIQ- Indefinite Delivery/ Indefinite Quantity
- JOC- Job Order Contract
- MACC- Multiple Award Construction Contract



Acronyms (Continued)

- MATOC- Multiple Award Task Order Contract
- SAT- Simplified Acquisition Threshold
- SABER- Simplified Acquisition Base Engineering Contract
- SATOC- Single Award Task Order Contract
- SBA- Small Business Administration (www.sba.gov)
- SBTDC- Small Business Technical Development Center (www.sbtfdc.org)
- FAR Part 2 – contains definitions for government acronyms and terms



Resources

- NCMBC supports industries in: Aerospace, Infrastructure, Medical, Energy & Environmental, Textiles, Food, Tactical Vehicles, Manufacturing
- Register your company in www.matchforce.org
- NCMBC's Business Development Professionals can assist with: Proposal Reviews, Understanding Solicitations, Teaming Arrangements, Joint ventures.
- DEFTECH Team - New Technologies to the Government



Summit Strategies

- Attend agency specific sessions for your industry.
- Ask questions during Q&A sessions if you don't understand a government acronym ask what it means
- Know you elevator speech
- Network with companies in attendance
- Reach out to agencies attending the Summit for assistance, SBA, SBTDC, etc.



After the Summit

- NCMBC will post presentations on www.ncmbc.us
- Contact agency Small Business Specialist - send capabilities statement and/or ask for appointment
- Follow-up with businesses you met for additional business opportunities.
- Search Sam.gov for current solicitations
- Ensure your company information is up to date in Sam and the SBA's dynamic small business search.



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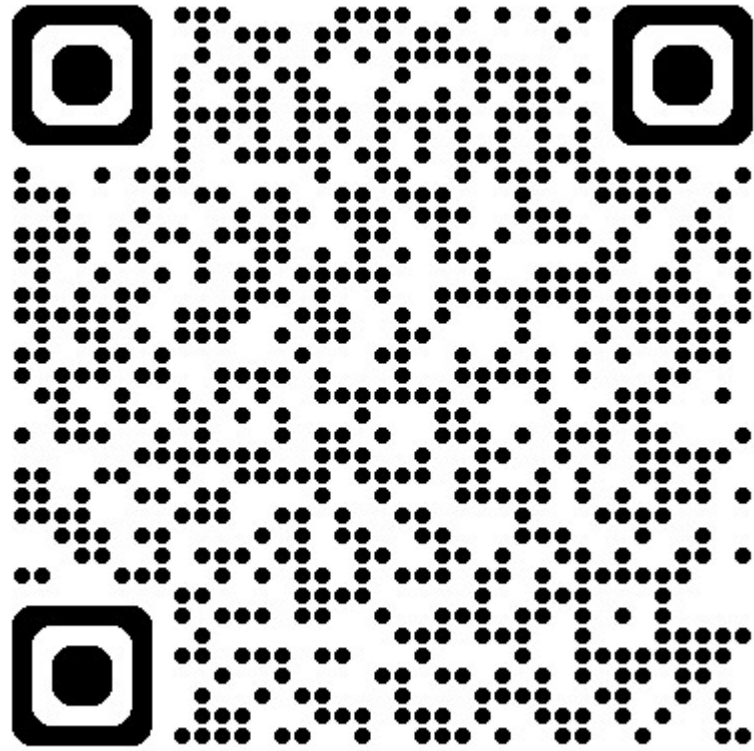
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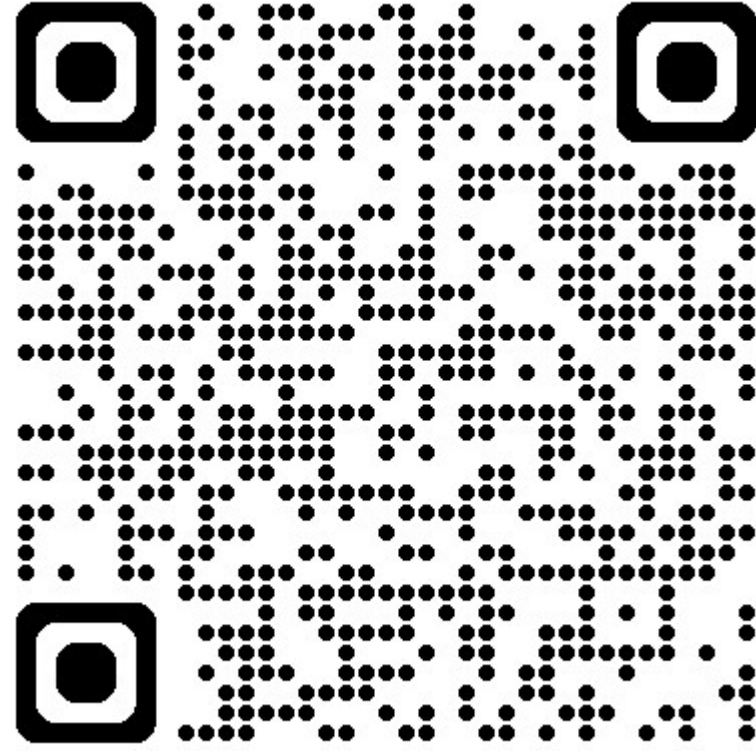
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First Steps in Government Contracting

What Every New Contractor Should Know

sbtcdc

Why Government Contracting?

 Stable, Reliable Customer With Consistent Payments

 Long-term Contract Potential Provides Stability

 Contracts Available For Businesses Of All Sizes

\$183B

\$773B Total Federal Market

Before You Attend Tomorrow

(Your tonight homework)

Your Checklist:

- ☐ Know what you sell and what you can prove you do well
- ☐ Identify your NAICS codes on census.gov
(North American Industry Classification System)
- ☐ Register in SAM.gov tonight to get your UEI at least
(System for Award Management)
- ☐ Review the agenda, Determine what agencies buy your products/services
- ☐ Identify in the exhibitor list who you could partner or subcontract with
- ☐ Connect with resource partners for ongoing support



SAM.gov Registration Essentials

- 1 Required for all federal contracts
- 2 Free registration process
Beware of fee-based services!

Registration Timeline

1

Claim UEI
1-3 days

2

Complete Registration
~ 10 days average

What you'll need:



Unique Entity ID

from Sam.gov must be claimed first



EIN/TIN

from IRS



Banking Info

For electronic payments



Company Details

Address, contact info, matches NC SoS

Questions to Ask at the Summit

Federal Agencies

- 1 Does your agency purchase my products/services?
- 2 What contracting methods do you typically use?
- 3 What are your upcoming procurement needs?
- 4 Who is the Small Business Specialist for your agency?

Prime Contractors

- 1 What subcontracting opportunities do you have?
- 2 How do I get into your subcontractor database?
- 3 What qualifications do you look for in partners?
- 4 What contracts are you currently working on?"

Making the Most of This Summit

- ✓ Attend agency-specific sessions for your industry
- ✓ Visit the exhibit hall with specific goals
- ✓ Collect business cards and make genuine connections
- ✓ Take notes on contract opportunities mentioned
- ✓ Connect potential teaming partners

Summit Prep Tips:

- Review the agenda beforehand
- Bring plenty of business cards
- Prepare your elevator pitch

Summit Success Metrics:

- ☐ 5+ new contacts made
- ☐ 3+ agency connections
- ☐ 2+ potential opportunities

After the Summit - Next Steps

Review and organize your notes and contacts

- Day 1: Sort business cards and digitize important information

Follow up with agency representatives within one week

- Days 2-7 Send personalized emails referencing your conversation

Research specific opportunities mentioned

- Week 2: Explore agency websites and procurement forecasts

Develop a capability statement for your business

- Week 3: Create a targeted 1-2 page document highlighting your strengths

Reach out to resource partners for personalized guidance

- Week 4: Schedule meetings with technical assistance for next steps

Creating Your Government Contracting Strategy

Identify 2-3 target agencies

- Research which agencies buy what you sell



Start small: Under \$10,000 first

- Micro-purchases and simplified acquisition



Consider subcontracting

- Build past performance with less risk



Develop capabilities

- Align with specific agency needs



Set realistic timeline expectations

- Plan for 6-18 months to first contract award



Free Resources to Support Your Journey



- One-on-one business consulting with business and specialty counselors



- Your guide to business development & relationships

Agency websites:

- Procurement forecasts and small business specialists

Acquisition.gov:

- Federal Acquisition Regulation information



Contact Us

Connect With Our Government Contracting Team

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How the SBCN Supports Businesses in the Federal Marketplace

***Southeast Region Federal Construction,
Infrastructure & Environmental Summit
April 22, 2025***



www.ncsbc.net



Introducing the SBCN - Agenda

- **Who we are, our mission**
- **Our Services**
- **How We Support the Construction Industry with Government Contracting activities**
- **What Success Looks Like**
- **Our Results**
- **How to Connect**



www.ncsbc.net



Who We Are

The Small Business Center Network

- **Established in 1984 by the NC General Assembly**
- **Footprint of 58 SBCs across North Carolina**
- **Mission: Increase the success rate and number of viable small businesses, create jobs**
- **Services: Business Counseling, Training, Resources and Referrals**



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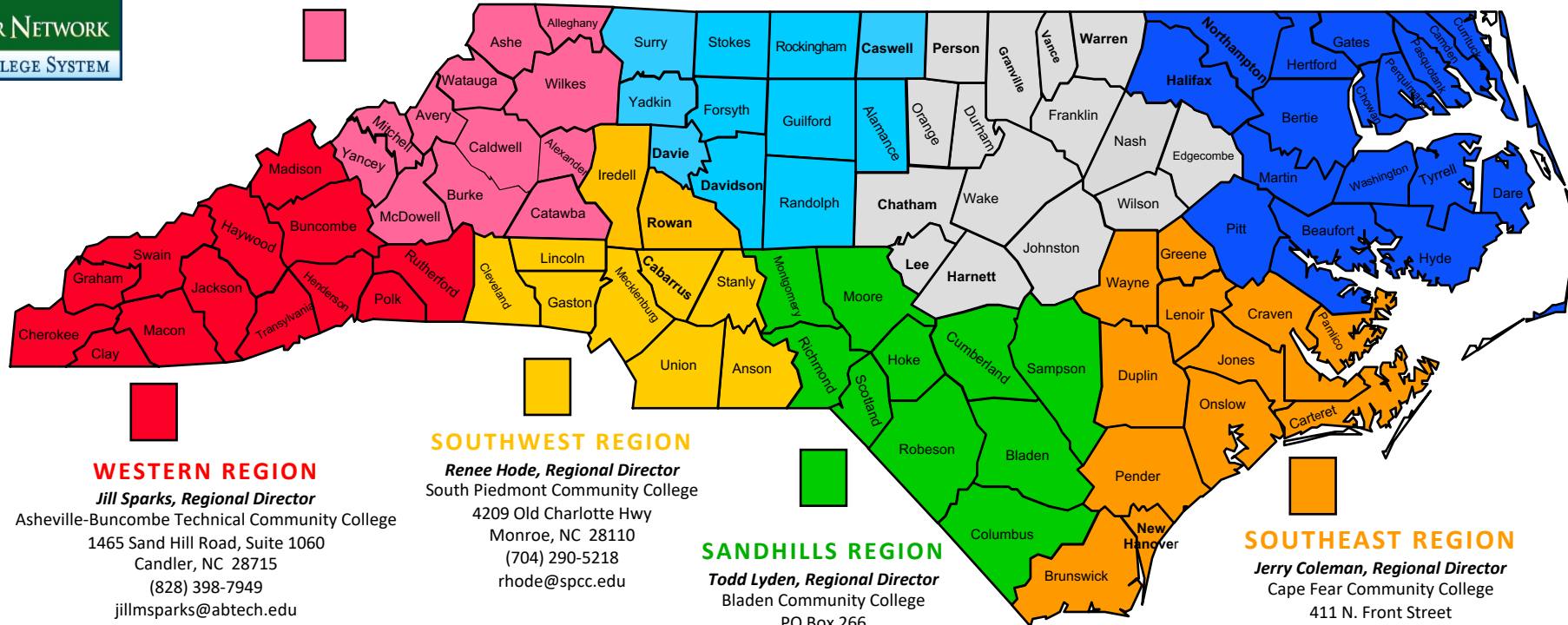
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March 2025

Key Services of the SBCN

- **One-on-One Business Counseling:** Confidential, free guidance on business development, government contracting, and growth strategies
- **Training & Workshops:** High-impact, short-duration sessions covering essential business topics
- **Resource & Referral Network:** Connections to state and federal agencies, financing programs, and industry partners
- **Government Contracting Support:** Assistance in navigating SAM registration, capability statements, and referral to federal contracting opportunities



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Why SBCN Matters for the Federal Construction Industry

- **6% of SBCN clients are in the construction industry**
- **Support small businesses who want to enter the federal contracting arena but aren't ready for prime time**
- **Provide essential business training and counseling to help businesses understand how to compete for government contracts and specifically for defense contracts**
- **Assists with business planning, access to capital, and marketing**
- **Help businesses connect with partners, resources and funding opportunities**



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How We Can Help You

- **New & Growing Small Businesses:** Business planning, financial projections, and referral to sources of capital and sources of support for R&D
- **Experienced Contractors:** Expansion strategies, subcontracting opportunities, networking events, and workforce development
- **Federal Contractors:** Capability statement development, networking, and compliance training



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What Success Looks Like

As a result of training, counseling and events:

- **Businesses Understand How to Compete for Government Contracts**
- **Hub Certification completed**
- **Defense Agencies/Organizations/Prime Contractors meet potential contractors and subcontractors at Events hosted by the SBCN**
- **Contractors get notified and potentially matched to opportunities they are uniquely qualified to perform (MatchForce.org)**
- **Contractors win opportunities – more defense business stays in North Carolina, more jobs and economic impact across the state**



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Our Results – FY 2023-2024

- **718 Businesses Started**
- **4,441 Jobs Created and Retained**
- **6,310 Clients Counseled**
- **16,258 Counseling Hours**
- **4,100 Entrepreneurship Training Events**
- **44,086 Event Attendees**



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The NC Community Colleges

SMALL BUSINESS CENTER NETWORK

5 YEAR AVERAGE IMPACT AT A GLANCE

NC COMMUNITY
COLLEGES
CREATING SUCCESS



Creating success for small business. | www.ncsbc.net

SBCN PERFORMANCE

5-Year Average
Impact

Solid
performance
year over year!



FACILITATES
ECONOMIC IMPACT IN
100%
OF ALL NC COUNTIES
EACH YEAR

SUPPORTS OVER
40K+
ATTENDEES THROUGH
BUSINESSES
SEMINARS

HELPS START
AN AVERAGE OF
630+
BUSINESSES
EVERY YEAR

WORKS TO
CREATE & RETAIN
5000
JOBS ANNUALLY FOR
NORTH CAROLINA

Get Connected

- **Visit www.ncsbc.net**
- **Locate your nearest Small Business Center**
- **Sign up for upcoming events anywhere in the state**
- **Register for free business counseling**



www.ncsbc.net



Thank you for attending!
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