



## 2021 Annual Report & 2022 Forecast



Welcome to the **NVSBC 2021 Annual Report & 2022 Forecast**. NVSBC continues to serve as the leading voice of Veteran small businesses that operate as federal contractors. 2021 has been a very positive and transformational year for our organization with new leadership, enhanced goals, a legislative agenda focused on the rapidly changing Veteran small business environment, and many new and exciting initiatives planned in 2022.

With the strong support of our members along with our generous donors and funders, NVSBC is well positioned to advance Veteran Small Business goals and initiatives to new heights during 2022 and beyond. We are excited to report on our 2021 accomplishments and plans for growth in the coming 12 months.

The following pages provide highlights of:



### 2021 ACCOMPLISHMENTS

VETS21 | CHARLIE MIKE WEBINAR SERIES | VETS ETA | GOLF TOURNEY | AWARDS



### 2022-24 STRATEGIC PLAN & OBJECTIVES

STRATEGIC PLAN | DETAILED OBJECTIVES | HOW WILL YOU & YOUR FIRM BENEFIT?



### 2022 LEGISLATIVE AGENDA

TOP 6 LEGISLATIVE PRIORITIES | ENGAGEMENT & RESULTS WITH CONGRESS & FED AGENCIES



### ENHANCED MEMBERSHIP ENGAGEMENT IN 2022

ENGAGEMENT | TRAINING | NETWORKING | EVENTS | MENTORING

## NVSBC – *Leading Growth in a Growing Marketplace!*

NVSBC stands alone as the single largest **Training, Networking, and Advocacy** nonprofit organization supporting Veteran owned small businesses that serve as contractors to the federal government. Federal agencies depend upon the services of the **50,000** Veteran owned small businesses focused on every aspect of federal contracting from construction to IT to program management to medical products and every other NAICS code classification. **No other organization is singularly focused on serving Veteran small business at this scale.**

Federal small business set aside contracting has gained increasing support and visibility during 2021 and NVSBC is leading the charge to promote and advance federal small business contracting opportunities in this growth industry. A few of the growth metrics of the federal Veteran small business marketplace include:

- 2021 federal set aside awards to Veteran small business firms exceeded **\$30 billion**
- Over 12,000 federal set aside awards were made to Veteran owned businesses
- Small business policy initiatives are currently being debated in Congress that impact Veteran small business opportunities including increasing set aside percentages, set aside allocations in the Infrastructure bill, the migration of CVE from the VA to SBA, and many other initiatives
- Veteran small business set aside awards will grow to between **\$40-50B** by 2024

Every qualifying Veteran owned firm stands to benefit from this growth in federal contracting awards. NVSBC stands with Veteran entrepreneurs by providing the tools and training to be aware of these new opportunities, prepared to compete for and win new challenging work, focused on operating successful businesses, and planning for their expanding future.

**Veteran small business contracting with the federal government is a growing marketplace, and NVSBC is Leading Growth in this Growing Marketplace!**



### 2021 ACCOMPLISHMENTS

VETS21 | CHARLIE MIKE WEBINAR SERIES | VETS ETA | SBA GRANT | GOLF TOURNEY | AWARDS & RECOGNITION

#### VETS21

Many said it couldn't be done but VETS21 proved to be NVSBC's most successful annual conference ever! Despite multiple challenges including the pandemic NVSBC delivered an extraordinarily successful **VETS21 Conference** in Orlando, Florida coinciding with Veteran Small Business Week at the start of November. Over 400 participants from across the nation came to learn, grow, and network together at the 4 day event. Attendees included 300 veteran owned small businesses, multiple large government prime contractors, dozens of service providers, and many federal agency leaders. **Many attendees have reached out stating that this was the best VETS conference they have ever attended!** A few success metrics of VETS21 include:

- This was the first *and only* in-person Veteran Small Business Conference of 2021, providing an opportunity for the community to **ReConnect** (our conference theme) as they move into 2022
- Air Force Academy grad & highly successful Veteran entrepreneur [Tommy Moreno](#) offered a stirring and impactful opening Keynote address

- Senior Procurement Officials from the VA, DOD, DHS, and SBA participated in **2021 Federal Trends Roundtable**, addressing many of the major federal acquisition trends
- Small Business Administration Associate Administrator Bibi Hidalgo provided insights on small business certification and the administration's efforts to advance small business policies
- Small business owners & leaders networked with peers and government leaders to pursue business growth opportunities in training sessions, match-making, on the exhibit floor, and at many informal social settings. VETS conferences are truly a unique networking opportunity
- Nationally recognized experts delivered 18 Strategy Session training programs designed to help businesses advance their capabilities moving into 2022
- ***Details of our May 17-20, 2022 VETS22 Conference are below – Don't Miss Out!***

### **CHARLIE MIKE 2021 WEBINAR SERIES**

To address the training delivery challenge that COVID presented, NVSBC created the **Charlie Mike 2021 (CM2021) Webinar Series**, an innovative series of 20 webinars focused on practical small business issues ranging from business development to business operations and financing. This highly acclaimed webinar series reached over 500 veteran owned companies providing training and education in support of procurement readiness at every phase of corporate growth. Based on the resounding success of **CM2021**, we are pleased to announce the continuation of this training series with the **CM2022 Series!** (keep reading for more information).

### **VETS ETA21 (Entrepreneurship Through Acquisition)**

Veterans in search of small business acquisitions often find practical advice and easy access to financing hard to find. Research has shown that minority, women, service-disabled, inner-city and rural Veterans are particularly under-served when it comes to acquisition capital. To take on this challenge NVSBC collaborated with WOSB investment bank [sbLiftOff](#) to launch **VETS ETA21**, a virtual symposium to discuss the capital access and other challenges encountered by Veteran "searchers" from across the nation. The results and feedback were encouraging including:

- Over five hundred veterans from across the nation and globe registered
- Over fifty supporting organizations participated including financial services firms (Bank of America, PNC, and Live Oak Bank), law firms (Baker Botts, others), leading business schools (Booth School at the University of Chicago, Rice School of Business, Tuck School of Business), and other Veteran-service groups (Bunker Labs, the Institute for Veterans and Military Families at Syracuse University)
- SBA Administrator Isabella Guzman keynoted this highly successful event
- VETS ETA was also included as a Strategy Session and as a Friday half day workshop offering at our annual VETS21 conference
- NVSBC continues to work with leading business advocates including sbLiftOff and JP Morgan Chase to promote access to capital for veteran entrepreneurs
- [Here is a link to the VETS ETA 21 Webinar](#)

### **SBA COMMUNITY NAVIGATOR GRANTEE**

Working in partnership with the [Institute for Veterans and Military Families \(IVMF\)](#), NVSBC is proud to be awarded a two-year Small Business Administration [Community Navigator](#) grant recognizing our industry leading training and networking programs supporting federal Veteran contractors. The Community Navigator grant competition was among the most highly sought after federal grants and will contribute greatly to our program growth through 2022 and 2023.

## GOLF TOURNAMENT 2021

NVSBC launched a new annual golf tournament on August 23, 2021. The sold out event featured 24 teams playing 18 holes at the always-beautiful Army Navy Country Club. Gold was followed by a networking lunch and special awards for top place (and bringing up the rear) golfers. The NVSBC Annual Golf event includes a round of golf, breakfast, lunch, raffles, silent auction, games to showcase your skills, and special guests – all in support of the NVSBC mission.

## AWARDS & RECOGNITION

- NVSBC was a 2021 Veteran Service Organization of the Year finalist for the Northern Virginia Chamber of Commerce 2021 **Distinguished Service Awards**
- Our September mid-month [Strategy and Legislative Update](#) was awarded a prestigious **MARCOM** gold award. Many thanks to Jennifer Cave and the team at Van Scoyoc



## 2022-24 STRATEGIC PLAN & OBJECTIVES

STRATEGIC PLANNING | DETAILED OBJECTIVES | HOW WILL YOU & YOUR FIRM BENEFIT?

### STRATEGIC PLANNING

NVSBC advocates for over 50,000 Veteran small businesses serving as federal contractors in every industry group and NAICS code, and based in every US state and territory. Our Strategic Planning process therefore requires that we:

- Maintain awareness of the constantly changing issues impacting Veteran small business growth and opportunities everywhere and across the federal marketplace
- Recognize the specific needs of Veteran small businesses at every stage of growth from launch to securing initial federal contract vehicles and awards through growth and eventually to exit strategy
- Organize, develop, and deliver an effective mix of Training, Networking, and Advocacy initiatives that result in positive impact at the individual firm level and positive change across the Veteran small business ecosystem

### DETAILED OBJECTIVES

That is NOT an easy assignment! How do we do it and **WHAT'S THE PLAN?** NVSBC leadership work together and with outside advisors to evaluate opportunities for program development and delivery that will address targeted issues, benefit our membership, and fulfill our mission of **Training, Networking, and Advocacy**. The current NVSBC 2021-2024 strategic plan includes five primary objectives which we will be our primary focus during the next three years:

1. **Expand comprehensive training** Design, develop, and deliver industry leading veteran-focused training programs to support success in Federal market contracting; provide skills training to become and remain “procurement ready” at every stage of enterprise growth
2. **Serve as a living network** Create Veteran-focused networking opportunities for small business owners and leaders to engage and interact with procurement decision makers (PDMs) and business partners to pursue new business opportunities; ensure newcomers to the community and entrepreneurs get mentoring, guidance, and access to procurement-ready firms offering federal contracting opportunities from people like them – fellow veterans

3. **Fuel responsive initiatives in Congress and at federal agencies** Serve as the voice of Veteran small business at the federal level to advocate for government policies and practices that truly support a growing veteran small business community and promote new business
4. **Drive inclusion** Actively support expansion of minority, women, and service-disabled veteran entrepreneurs so that more veterans can benefit from access to the federal marketplace
5. **Advocate for Veteran “ETA”** Promote and support entrepreneurship through acquisition to allow younger veterans, including veterans of color, women, and service-disabled veterans, to obtain access to capital and the support they need to buy an existing small business

### HOW WILL YOU & YOUR FIRM BENEFIT?

NVSBC provides nationally recognized Training, Networking, and Advocacy programs and services for Veteran small business entrepreneurs in the federal market to ensure they are Procurement Ready and have enhanced access to opportunities to start, operate, sustain, and grow competitive and strong businesses serving Federal agencies and other government contractors.

How do you and your firm benefit for the programs NVSBC delivers? By **JOINING** today and **ENGAGING** in the events, programs and activities that can benefit your unique firm as you and your team grow your firm. And by providing us feedback on how you have benefited from these programs and how we can continue to improve our capabilities in the future.



## 2022 LEGISLATIVE AGENDA

TOP 6 LEGISLATIVE PRIORITIES | ENGAGEMENT & RESULTS WITH CONGRESS & FED AGENCIES

### TOP 6 LEGISLATIVE PRIORITIES

NVSBC serves as *the leading advocate* for the 50,000+ Veteran owned small businesses serving as federal contractors. As detailed above this is a growing marketplace representing over \$32 billion in awards in 2022. This market is also in rapid transition with an ever-changing set of priorities and demands being debated and legislated in Congress, as well as changing priorities and initiatives being implemented at the individual agency acquisition level. NVSBC is the only organization expressly focused on maintaining an awareness of and leadership position on the wide variety of issues that impact opportunities for growth for Veteran small businesses. To stay ahead of and remain every vigilant to these legislative issues, NVSBC leadership work together with highly regarded advisory firm Van Scoyoc Associates to develop and implement a focused engagement plan with both congress and federal agencies on behalf of our members and Veteran owned small businesses throughout the nation. Here is a summary of our current priorities:

**Priority #1: CVE Verification Across All Federal Agencies** Monitor the transition of the CVE verification program from VA to SBA as directed by the FY2020 National Defense Authorization Act (NDAA) to ensure full compliance and maintain high service levels

**Priority #2: Parity of Veteran Small Business Set-Asides** Advocate for an increase of the government-wide set-aside contracting award goal for SDVOSB firms from the current 3% level to 5% or above to match WOSB levels. Additionally ensure that Veteran owned small businesses benefit from any future set aside program increases

**Priority #3: Addressing the Challenges of Category Management** Engage with Congress and agencies that are advancing Category Management as a federal acquisition policy (GSA, OMB, DoD) to mitigate and reverse its’ devastating impact on small businesses (i.e. the resulting 40% reduction in federal small business primes).

**Priority #4: Veterans First** Monitor VA adherence to Vets First acquisition policies for SD/VOSB acquisition awards. Leverage VA best practices to advocate for a DoD Vets First Program



**Priority #5: Addressing the Challenges of Unfunded Mandates** Relieve the burden of unfunded mandates (i.e. CMMC, vaccinations, etc.) through requirement guideline exemptions and/or SBA support programs.

**Priority #6: Access to New Contracting Opportunities** Promote, advance and advocate for new and expanded Veteran small business opportunities at all federal agencies.

## CONGRESSIONAL & FEDERAL AGENCIES ENGAGEMENTS

Working closely with Van Scoyoc Associates (VSA), the NVSBC leadership engaged Congressional Offices to advocate for new and expanded Veteran small business contracting opportunities. Our Congressional call plans include leaders of the committees with greatest impact on Veteran small business contracting including:

- Senate and House Veterans Affairs Committees
- Senate and House Small Business Committees
- Senate and House Armed Services Committees
- Senate and House Appropriations Committees

On these committees, we have engaged the key Members of influence (to include the Chairmen and Ranking Members) and Professional Staff Members. We have also meet with several key NVSBC Congressional Delegations (to include Virginia, Florida, Texas, Maryland, and California) to update them on NVSBC efforts and help shape the NVSBC legislative priorities. Van Scoyoc Associates has supported NVSBC through meetings, phone calls, drafting proposed legislation, Congressional testimony at hearings, and Committee Roundtable events. More specifically, VSA worked with NVSBC to conduct a detailed outreach on Capitol Hill regarding small business-related items in the FY22 NDAA.

During 2021, we also started Federal Agency engagements with the Department of Veterans Affairs, Small Business Administration, Department of Defense, General Services Administration and Federal OSDDBU Council. Within these Federal Agencies, we contacted key leaders and the Offices of Small and Disadvantage Business Utilization, Small and Veterans Business Programs, Acquisition and Contracting, and Legislative Affairs.

## RESULTS & PLANS

- During 2021, VSA and NVSBC conducted over 60 virtual meetings and/or in-person meetings with Congressional Offices and Federal Agencies
- During the past year, NVSBC engaged, educated, and informed Congressional offices and Federal agencies to build an enduring advocacy, develop a trusted partner relationship, and seek support when needed for specific policy and issue requests
- Developed comprehensive information briefing documents highlighting the NVSBC mission, purpose, leadership position, activities, and operations
- Crafted highly Veteran-focused legislative policy papers for each of the Legislative Priorities identified above; these papers are the shared with members of Congress and their staff
- Conducted bi-monthly briefing and planning meetings with NVSBC & VSA leaders to ensure unity of effort for our legislative outreach
- Originated the Mid-Month Legislative Update newsletter, which is distributed monthly to over 1500 NVSBC members, prospective members, sponsors, teaming partners



## ENHANCED MEMBERSHIP ENGAGEMENT IN 2022

ENGAGEMENT | TRAINING | NETWORKING | EVENTS | MENTORING

### ENGAGEMENT

NVSBC has made several strategic investments to bring even more value to membership in 2022. One of the most visible investments is the implementation of a 'next generation' membership engagement system. Our new system – MemberClicks – will bring enhanced user experience and access to high value knowledge to NVSBC members including:

- Expanded access to fellow members at a local, regional, and national levels including communities of interest and networking opportunities with shared interest groups
- Facilitated communications between members based on their specific communities of interest within industries and locations
- Enhanced understanding of and access to fellow veteran business owners via robust search and market research tools to facilitate partnering, resource sharing, and learning.
- Improved coaching and mentoring opportunities
- Exposure of your companies' capabilities to federal contracting decision makers conducting market research via NVSBC supported membership capability collaboration

Our new membership engagement system will be announced and available in Q1 2022.

### TRAINING

In-person and virtual training programs and the networking opportunities that these programs provide will remain a centerpiece of NVSBC in 2022. Each of our existing programs is undergoing significant enhancements to improve both content and delivery. 2022 programs include:

#### VETS22

VETS22 continues our 12-year tradition of delivering the leading VSO-sponsored Veteran Small Business Conference providing a business-focused environment to deliver on the three core components of the NVSBC Mission – **Training, Networking, and Advocacy.**

- Provides small business owners, large business partners, vendors, and government leaders the opportunity to meet and build new business development teams and partnerships. **LAUNCH YOUR FUTURE!** by exploring timely and innovative strategies to capture new business. VETS22 is the must-attend Conference of 2022!
- Brings together more than 500 participants from government, small and large businesses, and Veteran-focused associations and service organizations. The Conference fulfills the NVSBC Mission of **Training**, featuring 2 full days of keynote presentations, general sessions, and breakout strategy sessions focused on Federal procurement trends, business opportunities, fed policy impact on agency acquisition, and other government contracting focused topics
- Offers **Networking** opportunities all day, every day at breakfasts, coffee breaks, luncheons, evening receptions, and other informal gathering sessions
- Provides the latest trends and updates on NVSBC's market-leading federal Advocacy initiatives and what they mean to your small business. The exhibit hall, a VETS22 key destination, features 75 organizations showcasing their products and services to key small business decision makers

## CHARLIE MIKE 2022 WEBINAR SERIES

The Charlie Mike 2022 Webinar Series delivers point-of-impact and Veteran-focused small business training to advance your firms skills, knowledge, and ability to become and remain Procurement Ready. New sponsorship for 2022 from **BAE Systems** will allow us to maintain this great programming. Starting in February, this high impact, widely available, easy to use, and low-cost training delivery platform will enable Veteran small businesses to advance their business management skills and grow their SD/VOSB firms.

- Primary focus will be introductions to the skills needed for NVSBC members and other participants to be **PROCUREMENT READY**
- Survey level webinars will expose participants to the requisite domains of knowledge they need to master and assist them in finding more study in additional and hands-on training
- Subjects addressed will include a curriculum focused on:
  - Business planning – developing your Veteran SB govcon strategy, access to funding, etc.
  - Business operations – program management, maintaining quality, HR issues, etc.
  - Managing growth – teaming/partnering/mentor-protegee/JV's, selective growth, etc.

For more information or to register for an upcoming CM 2022 event visit [NVSBC.org](http://NVSBC.org)

## WASHINGTON DC DINNERS

A flagship activity of NVSBC, this long-standing monthly dinner series brings together a unique combination of small and large businesses, service providers, federal government leaders, and representatives from Congress - all focused on the success of Veteran owned small business in the federal marketplace.

Our monthly DC dinner events were suspended for two years due to covid, and we received constant requests from across the federal marketplace to restart. The **NVSBC DC dinners are kicking off again for 2022!**

Dinners are scheduled for the second Wednesday of each month at a new venue, the Army Navy Country Club in Arlington, VA. Watch for announcements or check [NVSBC.org](http://NVSBC.org) for updates.

## VETS ETA22

This Entrepreneurship Through Acquisition webinar is a virtual symposium that gathers a fractured national community together to discuss the capital and service needs of America's diverse Veteran "searchers." Planned for June of 2022, the VETS ETA Committee, co-led by NVSBC and sbLiftOff -- with representatives from the Carlyle Group, PNC Bank, Live Oak Bank, and others -- is working with financial service firms to promote more flexible lending practices for Veteran searchers.

## CHARITY GOLF TOURNAMENT

NVSBC Charity Golf Tournament on Monday August 22, 2022, at the exclusive Army Navy Country Club in Arlington, VA attracts 300 participants. Showcase your golf skills AND show your support for NVSBC.

Teams will enjoy 18-holes and a networking lunch. Don't have a team? We'll get you matched up with one!

Sponsors will enjoy the day too – with opportunities for exposure and connections.



**SAVE THE DATE! PLAN TO ATTEND VETS22 and LAUNCH YOUR FUTURE!**



**MAY 17-20**  
**ORLANDO, FL**  
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**REGISTRATION**  
**OPENS SOON**  
**CLICK HERE**  
**FOR MORE INFO**

**VETS22 is the Nation's Leading VSO-Sponsored Training, Networking, and Advocacy Conference for Small Businesses Serving as Government Contractors.**

- Registration opens in January
- For **Sponsorship & Exhibitor Opportunities** contact [scott.semple@nvsbc.org](mailto:scott.semple@nvsbc.org) TODAY!

### **NVSBC is the Lifeline for the Veteran Small Business Community**

Facing the challenges of the COVID crisis and new funding initiatives, and the opportunities to support one another as Veterans always do, **NOW** is the time to **ACT**.

NVSBC needs **YOUR HELP** and **YOUR INVOLVEMENT!** Please **REACH OUT** to your fellow veteran business owners. Let them know that **HELP IS OUT THERE**. Let them know what we are doing to help them.

**ASK THEM TO JOIN** NVSBC today to be part of this great expansion!