



# SAME SBC

## Preparation + Strategy for Success!

10/13/2022 3:00 – 4:30 PM

2022 • • •

**SAME FEDERAL  
SMALL BUSINESS  
CONFERENCE**

NOVEMBER 2-4 • 2022  
NASHVILLE, TENNESSEE



# MODERATOR

## ANN MCLEOD, CEM, CAE



### FUN FACTS

- This year is my 13<sup>th</sup> SBC! The first year, there were about 1,200 attendees
- Was in the live studio audience for The Tonight Show with Jimmy Fallon and even got on TV
- I never say no to travel, live music, dancing, or karaoke

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“SOCIETY OF AMERICAN MILITARY ENGINEERS”



20  
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Audio is broadcast through your computer speakers; when you entered you should have seen a play button...make sure you click connect...and turn up your volume.

Use the “Chat” tab on the control panel to submit a technical issue and engage with others.

Submit a written question at any time via the “Q&A” tab. “Upvote” questions already asked to avoid duplication but indicate you want an answer to that too!

This webinar will be recorded for future viewing.

A PDF of this presentation is available via the “handouts” tab to your right.



# Current Facts and Figures

- Total registrants: 3,408
  - Government: 10%
    - Most Government attendees still have not registered. Final number is typically around 20%
  - Small Businesses: 50%
  - Med Businesses: 24%
  - Large Businesses: 16%
- Total exhibiting/sponsoring orgs: 476

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# SPEAKER

## MINDY HINSLEY, F.SAME, FSMPS, CPSM



### FUN FACTS

- Die hard Baltimore Ravens and Nebraska Cornhuskers football fan (by marriage!)
- Love to travel and plan milestone birthday trips and adventures for friends and family – Greece, Switzerland, England, and any island in the Caribbean
- Golf and paddle boarding are my favorite outdoor activities
- I currently serve as the president of the SAME Baltimore Post, the DRVP for the SAME North Atlantic Division, and I'm chairing the steering committee to set up a Marketing + Business Development COI under the Small Business COI.

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# How many times have you attended **SAME SBC**?

- A. This will be my first time!
- B. Last year was my first time
- C. Two-Four times
- D. Five + times
- E. So many I've lost count



# Why I “heart” SAME SBC

# Sharing the love...



- The energy and effort to help form connections and partnerships
- SO. MUCH. **VALUABLE**. INFORMATION.
- The conference has continuously met me where I'm at in my career
- Great venues and locations to explore





# What will be your primary focus at SBC this year?

- A. Finding Contract Opportunities
- B. Networking
- C. Looking for Teaming Partners
- D. Meeting New Clients
- E. Learning from Educational Sessions



# Strategy + Goal Setting

# Hold Brainstorming Session

- What do we need to accomplish? **Pick 3 Goals**
- What do we know?
- What information do we need?
- Who do we need to engage and connect with?
- Where do we need to be?



# EXAMPLE

Hamilton Landscape Architecture is a newly certified WOSB looking to build on their government portfolio with the USACE, New York District.

Their **TOP 3 GOALS** for SAME SBC are:

- Engage with members of the USACE, New York District
- Connect with five new potential Teaming Partners (Prime)
- Learn how to better prepare and submit SF 330 forms



Align conference goals with planning efforts to help integrate an all-out engagement blitz



# Research + Preparation

# Research + Tools

- Contract Opportunities
- Competitive Intelligence Webinar
- Capabilities Statement Webinar
- Pre-Conference Sessions
- Session Schedule
- Matched Networking Opportunities
- Exhibitor Listing + Exhibit Hall Map
- Online Resources – sam.gov, Federal Compass, Fedmine, or GovWin



## In This Section

Marketing Tools

Why Military / Government Employees Should Attend

Matched Networking

Prepare for SBC

Service Centers

Health and Safety

The Faces of SBC

## Plan Ahead to Maximize Your Investment!

Advanced planning is essential to make your time at any conference a success. The SAME Small Business Community's Steering Committee is pleased to present their Top 10 ways to prepare.

### **BLUF: CREATE A PLAN , DO YOUR RESEARCH, and USE TOOLS TO HELP YOU SUCCEED**

1. Determine your primary and supplementary goals for the conference. Is it learning about specific business opportunities for your company? Is it gaining tips on how you can more successfully compete with federal agencies? Finding a new teaming partner? Or maybe it's building brand awareness. Set focused goals so you can prepare accordingly...and then achieve them!
2. Find out what opportunities are currently out there for your primary NAICS code. Look at the opportunities out there for prime contracts to which you know you can be a sub. Do a search on Contract Opportunities!

[https://www.samesbc.org/att\\_welcome.cfm](https://www.samesbc.org/att_welcome.cfm)





# FIND



**or create one ...**



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# Preparation

Utilize resources to support your goals

- Identify **Business Opportunities** for client panels/contract opportunities
- Identify **Education Sessions** to fill skill gaps
- Schedule **Matched Networking Appointments** (Nov 1<sup>st</sup>)
  - ✓ Who do you need to meet?
- Review **Conference Attendee List**
  - ✓ Who do you need to meet?
- Review **Exhibitor List + Map**
  - ✓ Who do you need to visit?
  - ✓ Where can I find them?
- Look for onsite **Post/Region/COI Meetings** and **Networking Receptions** and other opportunities to mix and mingle



# EXAMPLE

HLA's **PREPARATION** for SAME SBC included:

- Scanning the Attendee and Exhibitor List for USACE, New York attendees
- Conducting Google Search and visiting the USACE, New York website to find incumbent architects and engineers working for the District
  - Scanning the Attendee and Exhibitor List to find SBC attendees from identified incumbent firms
- Searching **Business Opportunity** sessions online USACE, New York or NAD
- Searching **Education Sessions** focused on how to prepare and submit SF 330 forms
- Scheduling **Matched Networking Opportunities** with USACE, New York District and potential Teaming Partners
- Preparing **Capability Statement** with HLA's core competencies, past performance, differentiators, and company data

# Create Master Schedule

Broken out by day and time and assigned point person:

- Pre-conference meetings, workshops, exhibitor set-up, registration opening, etc.
- Pre-Conference sessions
- Business opportunity sessions
- Networking breaks and opportunities
- Education sessions
- Blocked out Exhibit Hall time
- Matched Networking Sessions
- Pre-scheduled meet and greets
- Social events

## SAME SBC

Company: **Hamilton Landscape Architecture**

*SAME's 2022 Federal Small Business Conference (SBC) is headed to Music City Center in Nashville, TN, November 2-4, 2022. This is your opportunity to connect with a community of leading experts, decision-makers, solution providers, business partners, and federal contracting officers.*

|             | OCT. 31  | NOV. 1                                       | NOV. 2   | NOV. 3   | NOV. 4   |
|-------------|--|--|--|--|--|
| TIME        | MONDAY   | TUESDAY                                      | WEDNESDAY  | THURSDAY   | FRIDAY   |
| 9:00-9:30   | Finalize SBC Agenda - Schedule Appointments,     | Register Onsite                              | Meet Peggy Schuyler/Burr & Associates for Coffee - lobby | Meet Eliza S. for breakfast at hotel lobby café (Marriott) | Meet Angeli ca S./Alexander Assoc for Coffee - lobby |
| 9:30-10:30  | Bookmark Sessions & Exhibitors                   | Set-Up Exhibit                               | Opening General Session - Grand Ballroom                 | Exhibit Hall   | North Atlantic Division Business Opp Session - 563   |
| 10:30-10:45 | Break  | Break  | Break  | Break  | Break  |
| 10:45-11:15 | D. LGA @ 10:45 AM                                | Meet George W. USACE, New York teaming opp - | Exhibit Hall   | Matched Networking Session w/USACE, New                    | Exhibit Hall   |
| 11:15-11:45 | A. BNA @ 11:45 AM                                | Attend "How to Prepare a SF330" - Rm 234     |  |  |  |
| 11:45-1:15  | Meet Tommy J. Acme Feed & Seed for Nashville hot | Lunch  | Lunch  | Lunch  | Lunch  |



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Contact: Mrs. Alexandria Hamilton, PLA, LEED AP, DBIA  
Principal / Federal Programs Lead  
410-528-8395  
ahamilton@hamilton.com

## CAPABILITY STATEMENT

Hamilton Landscape Architecture  
Established 08.01.1776  
800 N. Charles St., Suite 300  
New York, NY 21201  
www.hamilton.com

### CORE COMPETENCIES

Hamilton Landscape Architecture is a WOSB and HUBZone-certified landscape architecture firm applying extensive experience and creativity to a variety of government, DoD, and institutional projects throughout the mid-Atlantic region. With offices in Philadelphia, Pittsburgh, and Baltimore, Maryland, HLA has worked on a variety of small and large projects for a diverse group of clients. As a firm dedicated solely to landscape architecture, our professional staff is comprised of registered landscape architects, landscape designers, planners, foresters, arborists, irrigation designers, and urban designers. HLA has applied our talents and expertise to a variety of project types including city/state/Federal governments, military housing, hospitals and medical facilities, transportation, campus settings, parks and recreation, environmental, mixed-use and civic landscapes.

- Landscape Design
- Streetscape Design
- Public Art Coordination & Administration
- Construction Administration
- Urban Design
- Community Outreach
- Water Conservation
- Wetland Delineation & Mitigation
- Forest Conservation
- Brownfield Sites Revitalization
- Habitat Assessment
- LEED Documentation & Certification
- GIS/GPS Data Collection
- Landscape Master Planning
- Urban & Regional Planning
- Arboricultural Services

### DIFFERENTIATORS

At HLA, we are passionate about our profession, dedicated to providing innovative solutions, and committed to protecting and nurturing the natural environment through sustainable practices. We translate our clients' vision into landscapes that create meaningful new places using innovative landscape design techniques.

Sustainability. Our commitment to sustainability is reflected by the credentials of our staff and first-hand project experience. Our expertise includes vegetative/green roofs, forest conservation, stormwater management, and LEED requirements. Additionally, we have extensive knowledge and experience with strategies for wildlife preservation, wetland protection and re-creation, and innovative stormwater management techniques.

Design and Ecology. HLA has the staff and experience to blend high quality design with an understanding of landscape ecology; it is a level of expertise found in few design firms but one we feel is critical to successful implementation of projects.

Collaborative Approach. HLA has an integrated approach to design, which includes on-going collaboration with our client and sensitivity to adjacent neighborhoods and communities. Our practice in varied market sectors informs the way we plan and design public sector projects and gives us a clear understanding of the way these projects are incorporated into the fabric of their surroundings.

### COMPANY DATA

**Business Size**  
Small Business, HUBZone  
Woman Owned Small Business (WOSB)  
Small Disadvantaged Business

**UBI**  
007837458912

**Case No.**  
30BP0

**FEIN No.**  
52-2256073

**Service Area**  
CONUS

**NAICS Codes**  
541320 - Landscape Architectural Services  
541620 - Environmental Consulting Services

**LEED Accredited**  
95% of professional staff LEED Accredited

**Licensed Landscape Architects**  
DE, MD, MN, NC, NY, PA, UT, VA

### REFERENCES

**Cantonment Area Roads & Cooper Avenue, Fort George G. Meade**  
Michael Miskimon, Associate  
Whitman Requardt & Associates  
443.224.1659 direct  
mmiskimon@wrpa.com

**Greening America's Communities**  
Clark Wilson, Project Manager  
Pittsburgh Community Lead  
Environmental Protection Agency  
202.566.2880 direct  
Wilson.clark@epa.gov

**US Naval Institute Jack C. Taylor Conference Center**  
United States Naval Institute  
Admiral Peter H. Daly, CEO  
410.295.1060 direct  
pjdaly@usni.org

**AT/FP Virginia Avenue Gate, Joint Base Andrews**  
Rad Delaney, AIA  
PRIME AE  
267.800.8671 direct  
rdelaney@primeng.com



### PAST PERFORMANCE

#### C&O Canal National Park Headquarters and Visitor Center, Williamsport, MD

The project began with an assessment of the project site as well as potential ecological and circulation connections to the Canal, the Potomac River and the town of Williamsport. Working with the cultural resources team, HLA identified pedestrian and bicycle circulation routes as well as the location of parking areas which could be easily connected to the towpath trail, but would not impact the historic landscape. The new landscape will reflect the rich history and historic use of the site and the region, both from a human perspective as well as by illuminating the effects of flooding and past industrial uses on site ecology.

**Client:** Maryland Economic Development Corp (Subconsultant to Ziger Sneath) **Period of Performance:** 2/2019 to 1/2020

**Contract Value:** \$35,000 FT Contract Value

#### Cantonment Area Roads Cooper Avenue, Fort George G. Meade, MD

The Cooper Avenue roadway widening project at Fort George G. Meade improved operational efficiency and enhanced traveler safety along the project's 1.8 miles of improved roadway corridors. HLA's scope of work included inventory of existing forest and tree resources by a certified arborist, development of a streetscape planting concept that incorporated stormwater infrastructure plantings and mitigation plantings to satisfy forest conservation requirements.

**Client:** USACE, Baltimore District (Subconsultant to Whitman, Requardt & Associates) **Period of Performance:** 8/2019 to 11/2020

**Contract Value:** \$16.5 million (Construction Budget); \$141,041.60 FT Contract Value

#### Greening America's Communities: Assistance for (4) Communities addressing Heat Island Issues with Green Infrastructure - Birmingham, AL; Pittsburgh, PA; Shoshone-Bannock Tribes, Idaho; Albuquerque, NM

HLA was selected by the US Environmental Protection Agency (EPA) to develop green infrastructure strategies for heat island mitigation within four communities as part of the EPA's Greening America's Communities program. This effort involved conducting three-day charrettes in each community. FTLA produced planning documents and final master plans.

**Client:** US Environmental Protection Agency **Period of Performance:** 10/29/19 to 1/28/2021

**Contract Value:** \$139,035 FT Contract Value

## CAPABILITY STATEMENT

I am  
not  
THROWING  
away  
my  
Shot!

PHILADELPHIA | BALTIMORE | PITTSBURGH | [WWW.FLOURATEETER.COM](http://WWW.FLOURATEETER.COM) | [INFO@FLOURATEETER.COM](mailto:INFO@FLOURATEETER.COM)

THANK YOU!



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- Replace DUNS Number with SAM UEI on Capability Statement
- Create QR code of Capability Statement to share
- Pack **EXTRA** business cards
- Ask if you can follow up the week or two after the conference and do!

The new Unique Entity Identifier (UEI) is now the **primary means of identifying entities registered for federal awards government-wide in the System for Award Management (SAM)**. If your entity is already registered in SAM, it has been assigned a UEI.



# Promotion + Engagement

# Shout it Out!

- Utilize SBC Marketing Tool Kit + Social Media Graphics
- Update LinkedIn, other social media, and website
- Create pre-conference e-mail blast to existing clients and teaming partners
  - Highlight firm as exhibitor and/or sponsor, promote speakers, and introduce attendees



## In This Section

Marketing Tools

Why Military / Government Employees Should Attend

Matched Networking

Prepare for SBC

Service Centers

Health and Safety

The Faces of SBC

## Marketing Tool Kits & Social Media Graphics

Let SAME help you promote your Small Business Conference (SBC) attendance, exhibit booth, education session, or company sponsorship! Marketing tool kits are easily downloadable with email and social media copy ready for personalization and SBC graphics for posting. Easily add your logo or photo, location of your booth, organization name, speaker information and session information to the graphic when you download one of our editable graphics. Don't forget to add the event hashtag to your post to be a part of the digital conversation, **#SAMESBC22!**

- DOWNLOAD THE EDITABLE SOCIAL MEDIA HORIZONTAL GRAPHIC
- DOWNLOAD THE EDITABLE SOCIAL MEDIA SQUARE GRAPHIC
- DOWNLOAD THE STRATEGIC PARTNER TOOLKIT

### Horizontal Social Media Graphics (Right-Click On The Image To Download)

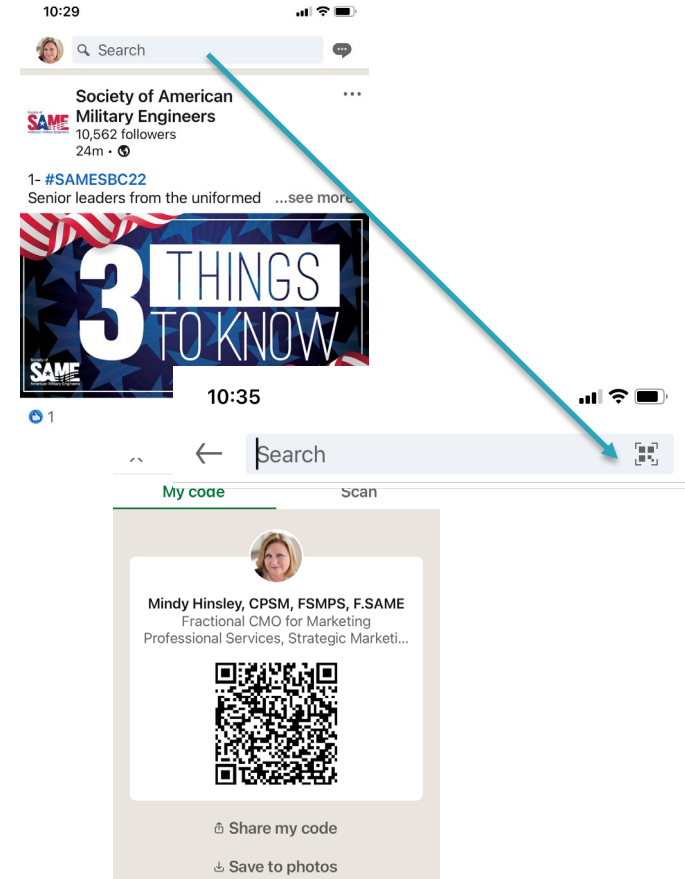






## Create a LinkedIn QR code

- Open **LinkedIn** on your mobile device
- Tap the QR code in the Search bar at the top of the homepage
- Tap the **MY CODE** tab to find your QR code.
- You can tap **SAVE TO PHOTOS** to save a copy of your QR code to your photo gallery





# Engage Pre-Conference

Reach out and schedule meet and greets in advance of the conference

- Meet for Coffee
- Reserve a table for an offsite meal
- Meet for lunch in the Exhibit Hall
- Meet for the opening session
- Meet for a drink at Exhibit Hall networking reception
- Take a tour



# LIFE IS SHORT: Make SAME SBC an ADVENTURE!

- Pack comfortable shoes and make room in your luggage for new pair of boots
- Take in the sights and discover what makes Nashville special. Invite a new connection to tag along!
  - Grab a **hot chicken sandwich** and listen to live music at **Acme Feed & Seed**
  - Enjoy a craft cocktail and social games (**vintage bowl o' rama!**) at **Pinewood** social club
  - Stroll **Vanderbilt** University's campus
  - Tour the **Grand Ole Opry**, **Ryman Auditorium**, or the **Country Music Hall of Fame and Museum**



# Additional Resources

# Attendee Orientation & Training (Webinar)

October 24, 2022 @ 3:00 PM EST



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**First Timer's Event**  
**Music City Center**  
**Room 205**  
**Nov 1, 2022**  
**4:30 PM**



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# Pre-Conference RECAP: Top 5!



- Set 2-3 goals
- Gather research needed to support goals
- Update, prepare, and gather materials needed – both print + digital
- Plan your schedule – divide and conquer
- Promote attendance + make connections





# Post-Conference Top 5!





- Organize conference intelligence
- Enter data into CRM system
- Schedule briefing with key staff members
- Send e-mails to new connections and schedule calls and/or meetings
- Prepare for conversations prior to calls/meetings



# Tools You Can Use

# SBC Website, Attendee Service Center (ASC) and App

WEBSITE: Review schedule at-a-glance, search for exhibiting companies, understand sessions

ASC: Update your profile, create a personalized itinerary, request appointments, manage your registration, download registrant list, and more (not all functions available now)

- Login are via E-mail and password - included in the confirmation that was sent to the e-mail you provided on the registration form.
- [https://www.samesbc.org/attendee\\_service\\_center.cfm](https://www.samesbc.org/attendee_service_center.cfm)

APP: Launching soon, find the app on your app store and search “SAME Events”

# QUICK DEMO OF:

Updating Profile

Searching for and bookmarking exhibitors

Searching for and bookmarking sessions

Requesting appointments



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# Matched Networking Appointments

- Requests open MONDAY, OCT 17 for registrants representing small businesses
- On Monday, OCT 24, all other registrants may request



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# Other Preparation Tools/Opportunities

- How-To Guides
- Attendee e-newsletters
- Exhibitor e-newsletters
- Attendee Orientation Webinar: Logistical Overview of SBC
  - Monday, October 24, 3 p.m. EDT
- 1<sup>st</sup> Time Attendee/New Member Orientation
  - Tuesday, November 1 (at SBC), 3:30 – 5:00 p.m.
  - RSVP required – if applicable, add to your registration if you haven't...email us at [registration@same.org](mailto:registration@same.org) to be added



Q&A

Mindy Hinsley, F.SAME, FSMPS, CPSM  
mindy@hinsleycollective.com