

Ready. Set. SBC: A Practical Guide to Winning Federal Contracts

Moderator: Archisha Mehan, FedConsult, Founder

Speakers:

- Jackie Santisteban, Government Business Development Consultant, JBS Consulting, Inc.
- Veronica Doga, Director, Nebraska APEX Accelerator, Government Contracting

September 10, 2026 | 1:00 p.m.

Style Guide



FUELING FEDERAL ACQUISITION

MAIN TEXT COLORS

Light Background

(#0c0b0d)
RGB: 12-11-13
CMYK: 74-69-65-85
PANTONE: Black 6C

Dark Background

(#ffffff)
RGB: 255-255-255
CMYK: 0-0-0-0
PANTONE:

Arial black
(Header Font)
Arial (Body Font)

MAIN COLORS

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RGB: 12-11-13
CMYK: 74-69-65-85
PANTONE: Black 6C

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CMYK: 0-69-94-0
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CMYK: 95-87-0-0
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CMYK: 0-96-94-0
PANTONE: 3556 C

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CMYK: 24-93-98-18
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SECONDARY COLORS

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CMYK: 3-7-83-0
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RGB: 243-148-35
CMYK: 2-49-98-0
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RGB: 178-64-38
CMYK: 22-87-100-12
PANTONE: 7599 C

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RGB: 47-81-162
CMYK: 92-78-0-0
PANTONE: 7685 C

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RGB: 199-32-44
CMYK: 15-100-94-5
PANTONE: 711 C

(#a41e29)
RGB: 164-30-41
CMYK: 24-100-91-18
PANTONE: 187 C

About this Webinar

Recording

The webinar is being recorded and will be available within **24 hours**

Download the Presentation

Download the PPT under the **Handouts** tab

Q&A

Ask questions at any time under the **Q&A** tab

Chat

Engage with other participants using the **Chat** tab

PDH Credits

PDH credits are **not available** for this webinar.



Name: Jackie Santisteban

Org/Company: JBS Consulting, Inc.

Title: Government Business Development Consultant



Get to Know Me

GREW UP IN:

- Minnesota (On a dairy farm)

CURRENTLY BINGE- WATCHING or READING:

- Seal Team

PROUDEST ACCOMPLISHMENT:

- Raising three great daughters

BIGGEST FEAR:

- Being in water over my head



**FUELING FEDERAL
ACQUISITION**

Name: Veronica Doga

Org/Company: Nebraska Business Development Center

Title: Director, Nebraska APEX



Get to Know Me

GREW UP IN:

- East Europe

**CURRENTLY
BINGE- WATCHING
or READING:**

- “Evghenii Oneghin” by Pushkin

**PROUDEST
ACCOMPLISHMENT:**

- Summiting a 14er

BIGGEST FEAR:

- Insects



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ACQUISITION**



Type Poll Question Here

Enter no more than 5 Answer Choices here:

- a) Answer 1
- b) Answer 2
- c) Answer 3
- d) Answer 4
- e) Answer 5



Get Active in your Local SAME Post

- Attend events
 - Network with government and industry partners
 - Follow up with people you meet
- Volunteer with the Local Post
 - Join a committee
 - Support STEM and Veteran Programs
- Follow and repost their social media



Connect with your APEX Accelerator

- APEX Accelerators provide:
 - Free training
 - One-on-one consulting
 - Networking opportunities.
- They can connect you with experienced government contractors and industry leaders
- They will help you develop an approach to pursuing government contracts.
- Find your local APEX Accelerator: [APEX Locator](#)



APEX Accelerator Services

- Marketing & Networking
- Securing Registrations
- Procurement Research
- Identifying Bid Opportunities
- Proposal Preparation
- Determining Contracting Suitability
- Getting Certified
- Contract Performance & Audit Support



Find a Mentor

- Identify someone in the industry to help you understand the government marketplace
 - Industry Associations & Networking Groups
 - Local Chambers of Commerce
 - Prime Contractors to team with
 - LinkedIn & GovCon Communities
 - Existing Connections
- SCORE (Service Corps of Retired Executives)



Develop a Capability Statement

- A capability statement is a marketing tool
 - A visual representation of your company, products, & services
 - Limit to two pages
- Designed to convince federal buyers and primes that you are a high value and low risk company
- Shows what value you provide



CMMC SUPPORT



Revised CMMC Framework Requirements



CMMC Model		Model	Assessment
LEVEL 3	134 requirements (110 from NIST SP 800-171 R2 plus 24 from NIST SP 800-172)	- DIBCAC certification assessment every 3 years - Annual Affirmation	
LEVEL 2	110 requirements aligned with NIST SP 800-171 R2	- C3PAO certification assessment every 3 years, or - Self assessment every 3 years for select programs - Annual Affirmation	
LEVEL 1	15 requirements aligned with FAR 52.204-21	- Annual Self Assessment - Annual Affirmation	

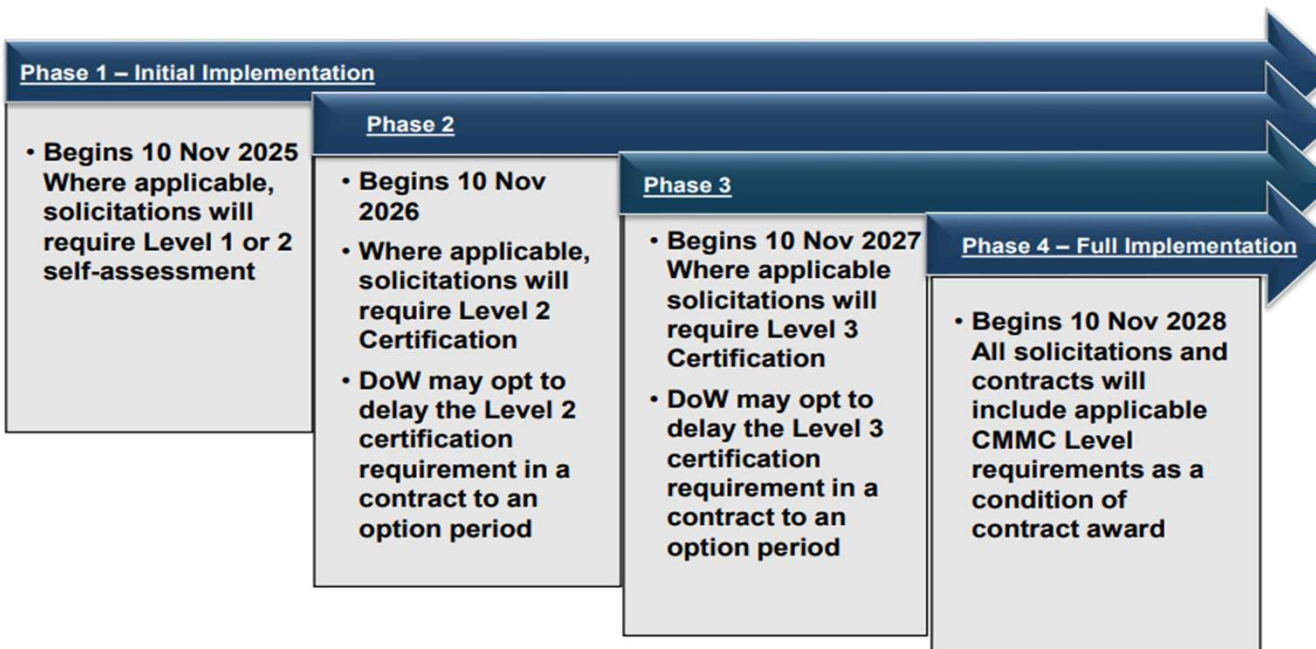
When specified in a solicitation, all CMMC requirements must be met prior to award



CMMC SUPPORT



Phased Implementation of CMMC Requirements



DoW may implement CMMC Level 2 (C3PAO) requirements in some Phase 1 procurements or Level 3 requirements in some Phase 2 procurements, which may limit competitors or drive cost



Develop an Elevator Speech

- A clear and concise statement of the services / products you provide
 - Make it about them, not you
 - Show the value of your company
- What differentiates you from your competition
- Open the door for a deeper conversation



Use SAM.gov to Find & Track Opportunities

- Register in SAM.gov
- Website where most Federal procurements are posted
- Tailor your search
- Many APEX Accelerators will provide a search
- Research federal spending trends



Simplified Acquisition Thresholds & Set-Aside Opportunities

- Simplified Acquisition Threshold
 - The dollar limit under which government purchases have fewer regulatory requirements
 - The streamlined process means less paperwork and faster awards
- Set-Aside Opportunities
 - Contracts reserved exclusively for small businesses
 - Subsets include 8(a), HUBZone, SDVOSB, and WOSB firms



Focus on Contracts You Can Perform

- You can't do everything
- Assess your capabilities & past performance -
- Understand the scope & requirements
- Build strategic partnerships
- Prioritize quality over quantity



Find Agencies That Need Your Services

- What have agencies purchased
 - www.usaspending.gov
- What do agencies anticipate purchasing
 - <https://www.acquisition.gov/procurement-forecasts>
- What are agencies purchasing now
 - <http://www.sam.gov>



Be Prepared to Discuss Specific Opportunities

- Ask agencies questions before the opportunity is published
- Present teaming opportunities to Primes
- Bring intel to the meetings



Do Your Homework

- Research & Identify Target Primes
- Build Relationships & Showcase Your Value
- Don't think the primes will seek you out upon receiving certification
- Certification is a Tool, Not a Guarantee
- Engage & Follow Up Consistently



Attend Industry Days

- Expand Your Network
- Gain Insider Knowledge
- Meet Decision Makers
- Meet Teaming Partners
- Learn Best Practices



Utilize the SAME Website

- Search for Prime Contractors
- Find calendar of local & National SAME events
- Read past articles in The Military Engineer
- Join communities of interest (COIs)



How Agencies Use Certifications

- Target Agencies with Set Aside Goals
- Pursue Set-Aside / Sole-Source Opportunities
- Partner with Large Business Prime Contractors
- Gain Access to Exclusive Resources & Training



SBA & DOD Mentor-Protégé Program

- Formal program for a firm to be mentored
 - Department of Defense MPP
 - Small Business Administration MPP
- Purpose is to increase government contractors
- Mentor and Mentee can create a Joint Venture



SAME National Small Business Conference

- Held in the fall, over 5,000 participants
- Networking Opportunities
- Access to Government Contracting Personnel
- Education & Training
- One-on-One Matchmaking Sessions
- Showcase Your Business
- Identify potential teaming partners



BEST PRACTICES

1. Get Active in your Local SAME Post
2. Connect with your APEX Accelerator
3. Find a mentor
4. Develop a Capabilities Statement
5. CMMC Support
6. Develop an Elevator Speech
7. Use SAM.gov to Find Opportunities
8. Simplified Acquisition Threshold & Set-Aside Opportunities
9. Focus on Contracts You Can Perform
10. Find Agencies That Need Your Services
11. Be Prepared to Discuss Specific Opportunities
12. Do your Homework
13. Attend Industry Days
14. Utilize the SAME Website
15. How Agencies Use Certifications
16. SBA & DOD Mentor-Protégé Program
17. SAME National Small Business Conference



Thanks for Listening!

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SAME
Federal
Small
Business
Conference

NOV
4-6
2026
CHARLOTTE
North Carolina

The Strategic Business Connection of the Year

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SAMESBC.ORG