

SAME Small Business Council Maximize Your SBC

Part 2: Networking, Advanced Strategies, and Exhibitor/Attendee Success

October 30, 2025 | 3:00 p.m.



This webinar is being recorded and will be posted on the SBC website.



Download a copy of the presentation from the “handouts” tab on your control panel.



Use the Q&A tab to submit a question at any time during this presentation.



Use the Chat tab to engage with others.

MODERATOR



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FIRST SBC:

2017

2014

2024

2013

TOTAL SBCs:

6

10

1

15

ACCELERATE READINES

How Many Times Have YOU Attended SBC?

- a) Never
- b) Once
- c) 2-5 times
- d) 6 or more



samesbc.org



SAME
Federal
Small
Business
Conference
NOV
19-21
2025
PHOENIX
ARIZONA

SAMESBC.ORG

 @SAMENATIONAL

 @SAME_NATIONAL | #SAMESBC25

 "SOCIETY OF AMERICAN MILITARY ENGINEERS"

Agenda

USACE Update

Pulling Attendee Lists

Networking Like a Pro

Engaging with SAME National

Maximizing the Expo

Maximizing Matchmaking

Making the Most of Education Sessions

Note Taking

Follow Up Actions

Exhibitor Best Practices

Post-Conference Action Plan

Q&A/Contact Information

Resources

Let's talk about
what everyone's
wondering...

The Elephant (not) in the Room

The Elephant (not) in the Room

SBC WILL occur regardless of the opening of the government.

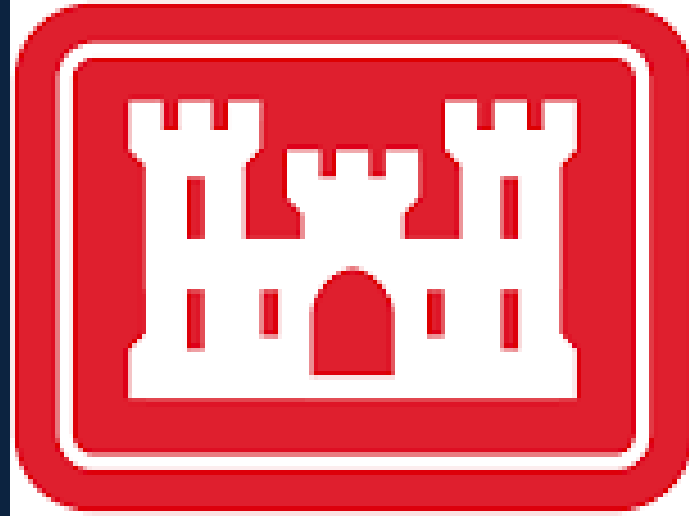
The SAME National Office **has weekly meetings with the services to discuss the current situation**, how we can maximize their participation, and how we can continue to them to **meet them at the point of need**.

A survey has been sent to our government speakers to ascertain milestones around their participation. Responses are very positive so far.

SBC is not just about companies connecting with government but meeting with their peers, discussing teaming arrangements, subcontracting opportunities, and mentor-protégés.

The **business-to-business connections at SBC are critical** to the effectiveness of the A/E/C industry in delivering on the record workloads and emerging requirements of the agencies.

USACE Update



**US Army Corps
of Engineers®**



Recommendations for New Contractors



US Army Corps
of Engineers®

Review Roadmap for Success Industry Roadmap

- [Contractor Roadmap](#)
- Review [mission areas](#) and top NAICS for districts/centers- understand how USACE is structured
- Review current [forecasted opportunities](#) and review SAM.gov for current opps
- Review the small business websites of the targeted districts/centers
- Look at other areas of [USACE HQ Small Business Website](#)

Understand Networking Opportunities

- USACE Exhibit Tables
 - Division and District commanders and contracting
 - [Check schedules](#) to align with other networking and session attendance
 - Should bring specific examples of experience/capabilities relative to their mission and/or open opportunities
 - Plan to follow up with [Small Business Professional](#) (could reach out prior to)

Plan to Attend

- USACE Mega Session on Day 1 (Wednesday, November 19 at 1:00 p.m.)
 - Sets the stage with senior leadership on our challenges
- Business Line Briefings – USACE Information will be available in slide deck but no USACE representative will present the info
- Doing Business with USACE on Thurs, Nov 20 at 11am will provide different perspectives to new contractors



Recommendations for Current Contractors



US Army Corps
of Engineers®

Understand who is Attending

- Shape your messages for commanders and/or contracting officers
 - Be prepared to share briefly with those that may not already have a relationship with you
- Review the [exhibit schedule](#) to better prepare (exhibits are shared and districts/centers have scheduled time)
- Review current [forecasted opportunities](#) to better shape initial discussions

Don't rely only on Business Line Briefings

- USACE is not actively presenting during the business opportunity sessions
 - A USACE slide will be included to direct industry to available forecasted opportunities - this is not all inclusive and not vetted for the presentation as in years past
- Review available [information](#) prior to SBC

Plan to Attend

- USACE Mega Session on Day 1 (Wednesday, November 19 at 1:00 p.m.)
 - Key messaging is how USACE is transforming
 - Current challenges and asks of industry will be shared
- Other sessions include USACE speakers on important issues such as AI, A/E TORN etc. – check the schedule!



Up Next:
Pulling Attendee Lists
Networking

Pulling Attendee Lists & Data Use Policy

Download attendee list securely via your Service Center.

For registered attendees/exhibitors only.

IMPORTANT: Do not share lists, contact info, or screenshots with non-registered parties. Respect SAME privacy & usage policy.

Networking Like a Pro

Book Recommendations for Networking

If you're looking to brush up on networking strategies before the conference, consider these highly regarded books:

Do Your Homework
– Research and be
prepared

Practice your
elevator pitch

Use breakfast and
lunch as networking
opportunities. Sit
with people you
don't know

Tips for
approaching
exhibitors and
speakers

Engage in
roundtables and
Q&A

Respect time, follow
up after
conversations

Smile

Make note of what
you've learned

Send capability
statement

Title	Author	Why Read
"Never Eat Alone"	Keith Ferrazzi	Packed with actionable strategies for building relationships, giving before you take, and growing your network authentically.
"How to Win Friends and Influence People"	Dale Carnegie	The timeless classic on human relations, rapport, and influence—fundamental networking principles.
"The 20-Minute Networking Meeting"	Nathan A. Perez & Marcia Ballinger	A concise guide specifically focused on making the most of short, professional networking interactions—like those you'll have at SBC.
"Networking for People Who Hate Networking"	Devora Zack	Especially helpful for introverts or anyone who finds networking daunting—simple, practical approaches.



Up Next:
Engaging with SAME
National
Maximizing the Expo

Engaging with SAME National



1. Attend COI Meetings at SBC

- You don't need to be a member to join in
- Great way to learn, meet leaders, and find where you fit, offer to help

2. Build National Connections

- Know who's on the Board of Direction
- Get involved in COIs to expand your visibility, great place to find a mentor

3. Connect with Leadership

- Know your RVP — reach out and introduce yourself
- RVPs are your link to SAME leadership and opportunities

Maximizing the Expo



PREPARE A LIST OF TARGET
EXHIBITORS/AGENCIES



TIPS FOR EFFECTIVE
CONVERSATIONS AT
BOOTHS



ATTEND SMALL BUSINESS
MATCHED NETWORKING
SESSIONS



GATHER INTEL ON
COMPETITORS, PARTNERS,
AND OPPORTUNITIES

Maximizing Matchmaking Education Sessions Note Taking Follow-Up Actions

Prepare for customer and industry meetings

- Who will attend?
- What do you want to get out of the meeting?
- Bring marketing materials – capability statement or capability-specific marketing collateral
- Research the opportunities – know everything there is to know – incumbents, competitors, timing, etc.

Making the Most of Education Sessions



Take notes & ask questions

Make sure you introduce yourself and your company

Sit in the front row!



Follow up with speakers afterward



Download presentations/materials when possible



Apply lessons to your business strategy

Note Taking

Carry

Carry a small notebook or use your phone's notes app

Jot down

Immediately jot down key conversation points:

- Name, company, & role
- Specific interests or challenges discussed
- Promised actions (send info, schedule call, make intro, etc.)

Note

Note keywords or memorable details (projects, locations, common connections)

Follow-Up Actions



Mark follow-up commitments with an asterisk or highlight



At day's end, review and organize your notes for clear action steps

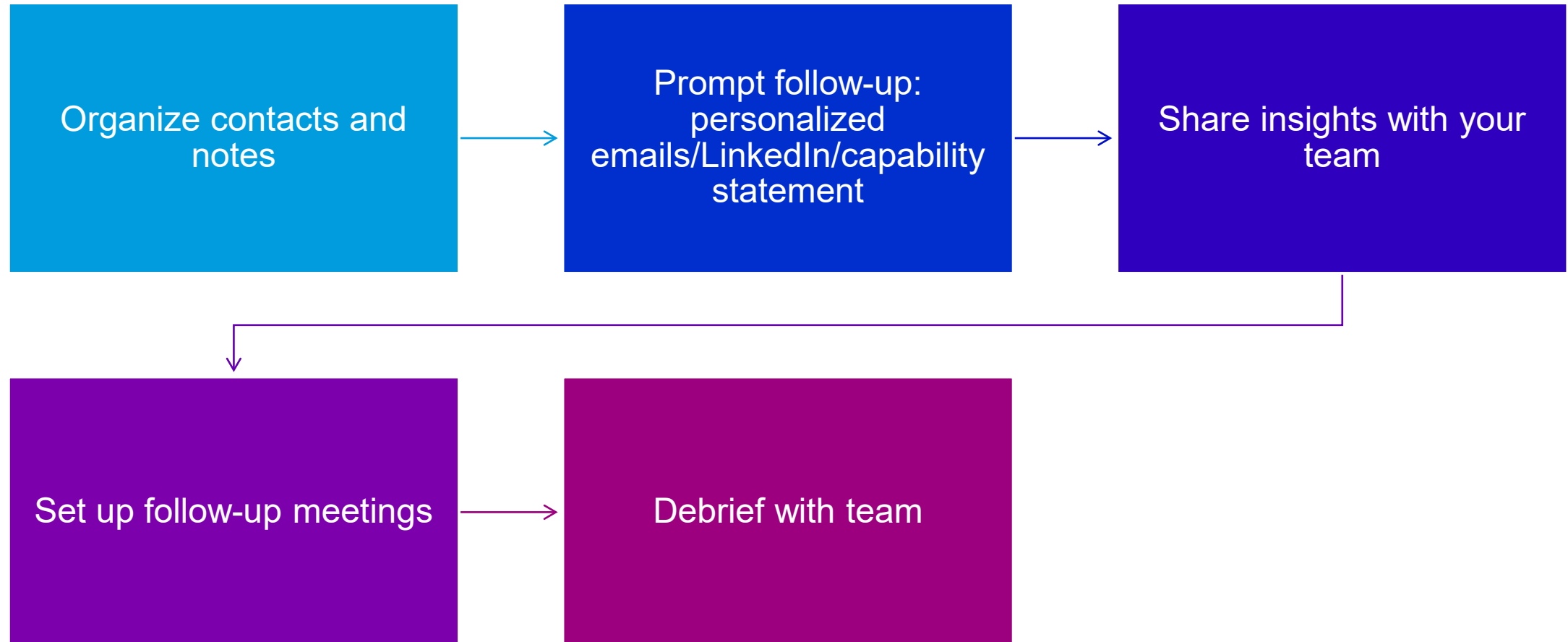


Up Next:
Exhibiting at SBC
Post-Conference

Maximizing Your Impact as an Exhibitor

Set	Set Clear Goals: Target clients, partners, or agencies; define your desired outcomes.
Train	Train Your Booth: Perfect Your 3—second Value Pitch and FAQs.
Keep	Booth Experience Matters: Keep displays engaging and approachable – avoid sitting behind tables.
Smile, stand, and initiate	Proactive Engagement: Smile, stand, and initiate conversation – don't wait for visitors to approach.
Capture	Capture Leads Efficiently: Utilize lead-capture technology or notepads to record specific interests and follow-up steps.
Network	Network Beyond Your Booth: Attend sessions, networking events, and socials.
Follow	Timely Follow-Up: Email contact within 48 hours referencing your conversation.

Post-Conference Action Plan





Last Chance for
Questions...Ask Us
Everything

Thank You for Listening!

- Michele Atkinson, michele@cavalryconsulting.com
- Bre Jones, brejones@martinez.build
- Stacey Duwe, sduwe@garlandco.com
- Archisha Mehan, Archisha@fedconsult.com

Other Preparation Resources

e-newsletters from the SAME National Office

Attendee Orientation Webinar:

- <https://www.bigmarker.com/same/sbc-2025-attendee-orientation-priority-setting>

Tips from the Experts Webinar (Part 1)

- <https://www.bigmarker.com/same/maximizing-your-sbc-tips-frm-the-experts-part-1>

Recordings of Previous Webinars:

- Exhibitor Orientation - <https://www.bigmarker.com/same/sbc-2025-webinar-exhibitor-orientation-training>
- Speaker Orientation - <https://www.bigmarker.com/same/sbc-2025-speaker-orientation>
- Capability Statements- <https://www.bigmarker.com/same/maximizing-your-sbc-creating-a-killer-capability-statement-that-communicates-value>
- Leveraging the Mentor-Protégé Program - <https://www.bigmarker.com/same/maximizing-your-sbc-leveraging-the-sba-mentor-protege-program-for-growth>