



# 2023 SAME SMALL BUSINESS CONFERENCE

NOV 1-3 • 2023  
SAN ANTONIO • TX

POWERING YOUR PRIORITIES

SAME [SAMESBC.ORG](https://www.samesbc.org)

# SBC 2023 Sneak Peek

**Ann McLeod**, Director of Meetings, Membership & Business Operations, SAME  
**Belle Febbraro**, Associate Director of Education, SAME  
**Lori Revely**, Managing Partner/CEO, Cavalry Consulting LLC



2023 SAME  
**SMALL  
BUSINESS**  
CONFERENCE

NOV 1-3 • 2023  
SAN ANTONIO • TX

POWERING  
YOUR PRIORITIES

**SAME**  
SAMESBC.ORG



# Ann McLeod

SAME

Director, Meetings, Membership  
& Business Operations

## FUN FACTS

- My Happy Place: the beach
- Never met a microphone I didn't like
- Peloton junkie: recently hit 1700 rides, 1400 strength, 1150 walks, 50 yoga! #ANNwithNoE



2023 SAME  
**SMALL  
BUSINESS**  
CONFERENCE  
NOV 1-3 • 2023  
SAN ANTONIO • TX

POWERING  
YOUR PRIORITIES

**SAME**  
SAMESBC.ORG

## SPEAKER



# Belle Febbraro

SAME

Associate Director of Education

## FUN FACTS

- Been with SAME for 13 years
- Favorite song: Dancing Queen
- Current binge watch: Suits, Netflix
- Was locked inside a movie theater and had to pull the fire alarm to be let out





2023 SAME  
**SMALL  
BUSINESS**  
CONFERENCE  
NOV 1-3 • 2023  
SAN ANTONIO • TX

POWERING  
YOUR PRIORITIES

**SAME**  
SAMESBC.ORG

## SPEAKER



# Lori Revely

Cavalry Consulting LLC  
Managing Partner/CEO

## FUN FACTS

- Big sports fan! Favorite teams: Seattle Seahawks and LA Clippers.
- Enjoy any place I can be on or viewing the water.
- Currently working on a couple new karaoke songs for San Antonio!



This webinar is being recorded.



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.

# How much convincing do you need to come to SBC?

- a) A lot – I am totally unfamiliar
- b) A little – I have heard of it but need more details
- c) Almost none – I am pretty sure I'll go
- d) Zero – I have been before and am just tuning in for fun



# Top 6 Features of SBC

- Networking – Limitless Connections!
- Pre-Conference Webinar Series
- Business Opportunity Sessions – Understand Contract Prospects
- Education Sessions – Learn how to take your business to the next level
- Exhibit Hall – Find your next partner or solution provider
- Matched Networking – One-on-one appointments to discuss future success





# Networking



# Networking – Unlimited Connections!

Year	Total Registrants	Exhibiting / Sponsoring Orgs	Speakers
2023 so far	1,937	484++	166 ++
2022	4,689	537	244
2021	3,418	398	224

# Networking – Activities

## Opening Reception in Hall

- Wednesday, November 1 | 5:30 – 7:00 p.m.

## Networking Reception in Hall

- Thursday, November 2 | 4:30 – 6:00 p.m.

## Lunch Daily in Hall

- Wednesday, November 1 | 11:30 a.m. – 1:00 p.m.
- Thursday, November 2 | 12:00 p.m. – 1:30 p.m.
- Friday, November 3 | 11:30 a.m. – 1:00 p.m.

# Get The Big Picture

## Wednesday General Session

- Wednesday, November 1 | 9:00 – 10:30 a.m.
- Government Outlook from the Agencies

## Thursday General Session

- Thursday, November 2 | 9:00 – 10:30 a.m.
- DOD Outlook from the Services
- SAME Small Business Awards





# Pre-Conference Webinar Series



2023 SAME  
**SMALL BUSINESS  
CONFERENCE**

POWERING YOUR PRIORITIES

NOV 1-3 • 2023  
SAN ANTONIO • TX

[SAMESBC.ORG](https://www.samesbc.org)  [@SAMENATIONAL](https://www.facebook.com/SAMENATIONAL)

 [@SAME\\_NATIONAL](https://twitter.com/SAME_NATIONAL) | [#SAMESBC23](https://twitter.com/SAMESBC23)

 "SOCIETY OF AMERICAN MILITARY ENGINEERS"

# Pre-Conference Webinar Series

Doing Business with  
USACE

Doing Business with  
GSA

Doing Business with  
USAID

Doing Business with  
the Guard

Doing Business with  
the VA



# Business Opportunity Sessions



# Business Opportunity Sessions – Business Lines



Architecture & Engineering



Emergency Management



Energy Programs



Environment & Remediation



Healthcare A&E



Healthcare Construction



Horizontal Construction



Civil Works Initiatives



OCONUS



Vertical Construction



2023 SAME  
SMALL BUSINESS  
CONFERENCE

NOV 1-3 • 2023  
SAN ANTONIO • TX

POWERING YOUR PRIORITIES

SAME SAMESBC.ORG

SAMESBC.ORG



@SAMENATIONAL



@SAME\_NATIONAL



#SAMESBC23



"SOCIETY OF AMERICAN MILITARY ENGINEERS"

# Business Opportunity Sessions – By Agency



Department of Energy



Department of State



Department of Transportation



GSA



NASA



VA Cemeteries, VA Leasing, and VHA



2023 SAME  
SMALL BUSINESS  
CONFERENCE

NOV 1-3 • 2023  
SAN ANTONIO • TX

POWERING YOUR PRIORITIES

SAME SAMESBC.ORG

SAMESBC.ORG



@SAMENATIONAL



@SAME\_NATIONAL



#SAMESBC23



"SOCIETY OF AMERICAN MILITARY ENGINEERS"



# Education Sessions



# Education Session Tracks

Advanced Business  
& Procurement  
Strategies

Entering the  
Federal  
Marketplace

Government  
Perspectives

Industry  
Government  
Engagement

Marketing &  
Business  
Development

Regulations, Rules  
& the Government  
Framework

# New to SBC: Micro Session Theater

- Located in the Exhibit Hall
- 20-minute quick learning on a variety of topics:
  - Technical Discussions
  - Professional Development
- View schedule here:  
[https://www.samesbc.org/  
Micro\\_Theater.cfm](https://www.samesbc.org/Micro_Theater.cfm)







# Exhibit Hall





**Exhibit Hall – Hundreds of Potential Partners + Solutions Providers**







# Matched Networking

# Matched Networking Appointments

- Hosts are representatives from uniformed services and government agencies OR businesses
  - Contracting Officers
  - Small Business Liaisons
  - Program Managers
- One-on-One meetings between you and the Host
- Matching system – find who is looking for YOU
- Appointments open:
  - October 16th

You have  
Questions?

Let's  
Pause for  
a Minute.

Q&A

have

Questions

We have

Answers





# SBC Helps You Achieve Your Priorities



NOV 1-3 • 2023  
SAN ANTONIO • TX  
POWERING YOUR PRIORITIES

[SAMESBC.ORG](https://SAMESBC.ORG)  @SAMENATIONAL

 @SAME\_NATIONAL | #SAMESBC23

 "SOCIETY OF AMERICAN MILITARY ENGINEERS"

# Strategy: Identify Your Goal and Prepare Effectively



Why am I attending?



What is our ideal outcome/ROI goal?



Collaborate with your team and create a plan.





# Plan and Prepare for Success



Register to Attend (\$100 off today! Code in chat)



Exhibiting? Secure a Booth (\$200 off today! Code in chat)



Book a SAME preferred Hotel



Strategic Ride share & Air travel tips



# Maximize Your Time



Attendee List (Attendee Service Center)



Schedule your week/Invitations



Meals/Sessions/Priorities



Divide and Conquer





## CAPABILITY STATEMENT

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

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 & Coordination
- 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

**UEI**  
007837458912

**Cage No.**  
3QBPO

**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, NJ, 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@wrallp.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*  
phdaly@usni.org

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

I am  
not  
THROWING  
away  
my  
shot!

# Capability Statements

Update your CS to be current, accurate, and professional. Include:

- UEI (Delete DUNS)
- Cage Code
- Company Data
- POC
- Set-Asides
- NAICS, bold primary
- Core Competencies
- Differentiators
- Past Performance
- Geographical reach
- Construction: Incl. EMR if it's under 1 & bonding capacity
- 1 page, dual sided. No bigger



Fire Away...

We Are  
Ready!!

Q & A

have

Questions

We have

Answers

# Have we convinced you to come to SBC?

- a) Absolutely
- b) I'm convinced, now I need to convince the boss
- c) Almost there – I'll check out the website and then decide
- d) Nope, still not convinced







# If you'll be joining us...



2023 SAME  
**SMALL BUSINESS  
CONFERENCE**

POWERING YOUR PRIORITIES

NOV 1-3 • 2023  
SAN ANTONIO • TX

[SAMESBC.ORG](https://SAMESBC.ORG)  [@SAMENATIONAL](https://@SAMENATIONAL)

 [@SAME\\_NATIONAL](https://@SAME_NATIONAL) | [#SAMESBC23](https://#SAMESBC23)

 "SOCIETY OF AMERICAN MILITARY ENGINEERS"



# Key Milestones to Hit

TODAY – Register to Attend

TOMORROW – Book Hotel

By Mid-September – Review & Update Profile

October 13 – Bookmark Sessions to Attend

October 16 – Request MN Appts (SBs)

October 23 – Request MN Appts (All)

October 25 – Finalize SBC Itinerary



# We'll Help You Further Prepare for SBC with Upcoming Webinars

Exhibitor Orientation: September 19 @ 3 p.m. ET

Attendee Orientation: October 17 @ 3 p.m. ET



**New Member & First Time  
Attendee Meet & Greet**



**Room 225**



**Oct 31, 2023**



**3:30 – 5:00 p.m.**





# Additional Questions?

exhibit@same.org

registration@same.org

sessions@same.org



# See you in San Antonio!



POWERING YOUR PRIORITIES

NOV 1-3 • 2023  
SAN ANTONIO • TX

[SAMESBC.ORG](https://www.samesbc.org)  [@SAMENATIONAL](https://www.facebook.com/SAMENATIONAL)

 [@SAME\\_NATIONAL](https://twitter.com/SAME_NATIONAL) | [#SAMESBC23](https://twitter.com/SAMESBC23)

 "SOCIETY OF AMERICAN MILITARY ENGINEERS"