The Role of the Post Small Business Liaison Officer (PSBLO) and Annual Award

What is the Role of the PSBLO and how can the Small Business Council help?
Most SAME Posts now have a Small Business Liaison Officer (PSBLO) as a Board member. The duties and responsibilities of the PSBLO are to help their SAME Post membership the same way the SAME Small Business Council works to support SAME’s membership at the national level. In order to be a successful PSBLO, you must first understand the Mission of the Small Business Council: “The mission of the Small Business Council is to be an advocate for and engage small business in support of SAME’s Strategic Plan through outreach, training, networking and recognition. Service to current and new SAME members, the Board of Direction, and the Uniformed Services shall guide the Council in the execution of its mission. The Small Business Council works to:

- Inform SAME of technical programs of interest to small business members
- Provide opportunities to meet with key military decision makers
- Represent small business interests on select SAME national committees
- Keep members informed on small business regulations and legislation
- Provide opportunities to highlight small business success stories and lessons learned
- Recognize and reward small business firms through the Gen. Robert Flowers Small Business Award

How can the Small Business Council support the PSBLO’s and SAME Members?

- Assist with conference planning
- Assistance with hitting relationship/outreach streamers
- Assist PSBLO’s mission to help Large and Small Businesses SAME members identify teaming partners in a particular region
- Helping PSBLO’s and SAME Members to learn who the prime contractors are in a post
- Helping small businesses gain a competitive edge by either hosting or identifying small business conferences which will help their membership market their services and build relationships.

PSBLO Award and criteria
The annual “POST SMALL BUSINESS LIAISON OFFICER OF THE YEAR,” is an annual award in which recognition of the PSBLO that best exemplifies the mission of the Small Business Council. CRITERIA FOR THE AWARD ARE AS FOLLOWS (Needs to meet at least 5 to Qualify)

1. Conducted at least one (1) community small business outreach event.
2. Coordinated or assisted a Small business event with a Local Government Agency.
3. Recognized a small business member via newsletter, newspaper, magazine award, monthly Post meeting, etc.
4. Received Letter(s) of appreciation/commendation from a local or national organization or agency for post efforts in small business activity.
5. Implemented Innovative membership recruiting of small businesses.
6. Increased small business individual and/or sustaining Post membership over the preceding year.
7. PSBLO sits on the Board of Direction or is a Post Officer.