Welcome to the 2014 SAME Small Business Conference for Federal Engineering, Construction & Environmental Programs
Dec. 9-11 • Kansas City, Mo.
How Can I Make the Most of SBC
Hosted by the Society of American Military Engineers
2014 SAME Small Business Conference
for Federal Engineering, Construction & Environmental Programs

How Can I Make the Most of SBC?

Speakers:
- Ann McLeod, CEM, CAE, Director of Meetings & Expositions, SAME
- Marc Bialek, Director of Membership and Post Operations, SAME
- Matt Wallace, President/CEO WT Resources, LLC, Small Business Council

For up to date conference information, follow @SAME_HQ and contribute to the conversation at #SAME_SBC on Twitter
What is the Purpose of the Conference?

• Provide a General Overview of Federal Agency Business Lines and Management

• Offer Opportunities to Meet and Greet USACE personnel, other government agencies, small and large businesses, and exhibitors

• Learn of strategies to help make your small business more successful
Facts and Figures

• More than 1,817 total conference attendees
  – 18% government / 82% private industry
  – 62% SB attendees
  – 38% LB attendees
  – 425 exhibiting personnel
  – 50 speakers

• 224 exhibiting companies, including government agencies
Who is Attending?

• 190 USACE / Army Personnel Representing:
  – Divisions
  – Districts
  – Centers
  – HQ

• Air Force Civil Engineers and Major Command Engineers
• NAVFAC Small Business Directors
• Departments of Veterans Affairs, Energy, and Commerce

The OPPORTUNITIES ARE ENDLESS…Now Let’s Help You Navigate It!
We Care about Your Experience!

- SAME Staff and volunteers available for you…look for us in our “daily uniform”
- Information booth in registration area
- SAME Booth in Exhibit Hall
- Small Business Council members are a great resource
- Post-Conference Survey
SBC Technology

- Website
  - Download Handouts
  - Search Exhibitors
  - Download attendee list
- Mobile Phone App
  - Conference Schedule
  - Search Exhibitors
  - Simple and Easy to Use!
- WiFi
  - Network Name: SAMESBC
  - Password: VERSARSBC

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## Schedule Highlights

### TODAY!
- Concurrent Education Sessions 3:00 PM
- Plenary Session Featuring US Air Force 4:30 PM
- Ice Breaker in Exhibit Hall 5:30 PM

### TOMORROW
- Plenary Session Featuring US Army 8:00 AM
- Exhibit Hall Open 9:45 AM – 6:30 PM
- Business Opportunity Briefings Multiple Sessions
- Matched Networking Tables Session 1 Multiple Sessions

### Thursday
- Exhibit Hall Open 8:00 AM – 12:30 PM
- Business Opportunity Briefings Multiple Sessions
- Matched Networking Tables Multiple Sessions
- Small Business Awards Luncheon 12:45 PM
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WHAT IS NEW THIS YEAR?!

Career Development Passport

- Attendees can take their passport to stations throughout the hall and get it stamped.
- Attendee gets five out of six stamps and then turns passport in to the SAME booth for a chance to win a registration AND housing to JETC or SBC next year.
- Stations will include:
  - Resume Review and LinkedIn Update Stations with Real Street Staffing.
  - Small Business Marketing Check-up with SMPS.
  - Continuing Education and Credentialing Center
  - Professional Photography Studio
  - Shoeshine Station
WHAT IS NEW THIS YEAR?!

Resume Review and LinkedIn Profile Update Station
Schedule a résumé check-up with one of RealStreet’s Certified Staffing Professionals. Attendees are encouraged to upload resumes prior to the conference. Hours:

• TONIGHT | 5:30 p.m.-8:00 p.m. - Sign up for Resume Review
• Wednesday, Dec. 10 | 9:45 a.m.-6:30 p.m. - Resume review
• Thursday, Dec. 11 | 8:00 a.m.-12:30 p.m. - Resume review
WHAT IS NEW THIS YEAR?!

SMPS Small Business Marketing Check-up
What: SBs can gain valuable feedback on the effectiveness of their firm's marketing materials/plans. SMPS Certified Professional Services Marketers will review marketing plans and collateral during a 15-minute meeting. Hours of service:

– Wednesday, Dec. 10 | 2:00 p.m.-6:00 p.m.
– Thursday, Dec. 11 | 8:30 a.m.-12:30 p.m.

Continuing Education and Credentialing Center
Get valuable information on SAME’s Continuing Education offerings and new On Demand library of webinars and courses. Information on credentialing for PMP, CFM, CCM & other certifications will be available.
WHAT IS NEW THIS YEAR?!

Matched Networking Sessions
Small Businesses (SBs) have the opportunity to meet with Public Agencies (PA) and Large Businesses (LB) representatives

- PAs and LBs filled out profiles, including the type of work they need SBs to do - find their profiles in a spreadsheet on the ASC
- SBs wishing to be matching in advance with PAs and LBs completed a survey – deadline was Dec. 1.
- SBs were be matched with the appropriate LB or PA and sent an appt. time
- Didn't get your profile in? No worries! Opportunities to meet with government agencies and large businesses remain!

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Appointments Still Available!

Didn’t get pre-matched, didn't get your top 5, or there were other tables which you would have signed up for, it's not too late! *Download* the list of openings from the ASC. You can sign up on-site at the **SAME Booth**:

- **Tuesday, from 5:30-8:00 PM.**
- **Wednesday from 9:45-11:00 AM.**

OR after 1pm at the networking room, after the networking sessions have begun.

**Want to have the best meetings and make the best use of your time?**

- Search on the list for your NAICS codes to see which hosts are looking for YOU!
- Come to the Networking Tables desk prepared with a schedule of openings and sign up for them on-site (**limited to 5 meetings**).
- **Be prepared for a few of your choices to be full** - pick a few extra and do some homework on them so you can have a productive conversation!
How to Prepare for Your Appointments

- **Arrival** - Please arrive at your tables 15 minutes prior to your appointment time. The sessions are in Room 2501D.
- **Host** will brief you on upcoming workload and where they need SB services.
- **They** have your information so they can help point you in the right direction to set up follow up meetings and phone calls for current and existing needs! There are two formats for meetings:
  - **Roundtables** - you will be meeting with hosts with up to 6 other SBs for a 20 minute period. *Listen to the instructions at the beginning of the meeting - do not give a marketing pitch of your company.* Your follow up meetings and calls is where you will give your marketing pitch!
  - **One-on-Ones** - you will be individually meeting with government agencies and/or large businesses for a 10 minute period.
Benefits of Attending this SBC

1. In-Person Networking
2. Educational Opportunities
3. Learn About and Find Teaming Partners
4. Meet Potential Clients
5. Spark Creativity
#1 In-Person Networking

- Split-up with your colleagues
- Meet speakers, attendees
- Meet Commanders, Contracting and Small Business specialists
- Share information
- Don’t shy away from penetrating “circles”
- Follow-on discussions
- Propel ideas into new ventures
#2 Educational Opportunities

- Face-to-face learning and sharing
- Technical Seminars
- Business Seminars
- Get PDHs!
#3 Learn About Teaming Partners

- Who they are?
- What services they provide?
- Why are they successful?
- What capabilities can you add to the team?
- As a Small Business, how can you leverage your Small Business status
#4 Meet Potential Clients

- DOD Representatives
- Small Business representatives
- Contracting representatives
- Be cautious about “aggressive marketing”
- Be a good listener
#5 Spark Creativity

- Gets you out of your routine!
- Enables you to meet new colleagues
- Fosters professional relationships
- Gives you an opportunity to think beyond the day-to-day!

Have a GREAT conference!!

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SAME Benefits

• SAME Membership
  – Education
    • Live courses, conferences, and webinar topics
  – Mentoring
  – Networking and Other Opportunities
    • Post Involvement
    • Committees and Councils
    • National Conferences (JETC Houston May)

• TME – The Military Engineer Magazine

• Visit SAME Booth for more info
Upcoming SAME Events

- Continuing Education Programs
  - January 28, BWI Airport
- Transition Workshop & Job Fair
  - January 29 & 30, BWI Airport
- FY2016 DOD & Federal Agency Briefings
  - March 10-11, Alexandria VA
  - MUST be a member to attend!!
- Golden Eagle Dinner
  - March 12, Alexandria VA
- Joint Engineer Training Conference & Expo
  - May 19-22, Houston TX
SAME Small Business Council

• Join LinkedIn SAME Small Business
• Log into the SAME Small Business Website
• Provide feedback related to how we can serve you better!