

NBDC

Nebraska Business
Development Center

The importance of capability statements, SBS listing, and market research in pursuing federal agencies

Date: May 27, 2026

Presenters:

Veronica Doga,
Harold Sargus, &
Terry Morgan,
Nebraska APEX Accelerator



Society of American Military Engineers
2026 Missouri River JETS

BETTER TOGETHER

Advancing Readiness, Resilience, and Results



Society of American Military Engineers
2026 Missouri River JETS

BETTER TOGETHER

Advancing Readiness, Resilience, and Results

Overview

- **Small Business Workshop 8am – 9:20am**
- **Small Business Panel 9:20 – 10am**

Small Business Workshop



Society of American Military Engineers
2026 Missouri River JETS

BETTER TOGETHER

Advancing Readiness, Resilience, and Results

- Effective Capability Statements
- SBS Listing
- Market Research

Nebraska APEX Accelerator



Harold Sargus
APEX Consultant

Harold Sargus has 25 years of successful human resource, organization development and consultative sales experience. He served as the lead HR professional within the nonprofit, manufacturing and construction sectors and created an HR department. He has consulted with a variety of organizations, including manufacturers, healthcare organizations and service organizations.

Harold has managed projects involving HR audits, process improvement, leadership development and applied research.

Harold began his current role in May 2021.

Nebraska APEX Accelerator



Terry Morgan
APEX Consultant

Terry Morgan has 44 years of construction, construction and project management, land-use planning, and contracting experience working with small businesses at all levels of government. He has worked multiple areas within the United States and overseas. Terry is involved with his community as a board member for a charity federation and federal campaign. He also volunteers as a Cliftons Strength Coach helping others live into their full potential.

In his role as an APEX Accelerator consultant, Terry assists business owners in northern Douglas, Dodge, Saunders, and Washington Counties to do business with all levels of the government.

Terry began his current role in April 2025.

Nebraska APEX Accelerator



Veronica Doga
Director, Nebraska APEX
Accelerator

Veronica Doga served as an export assistance consultant, providing support with export business planning, international market research, financing, and export licenses and regulations. She also served as a market research specialist providing support to innovative businesses pursuing non-traditional funding avenues in their commercialization pursuit.

Since becoming the director in 2015, Ms. Doga has led the NBDC APEX Accelerator to provide one-on-one counseling services to over 3,300 firms and conduct approximately 650 government procurement training and outreach events with over 8,000 attendees



Effective Capability Statements

What is a Capability Statement



A capability statement is a marketing tool – a visual representation of your company, products/services, etc.

Generally, it is a 1 or 2-page document that promotes your company's capabilities to an audience.

Why Use a Capability Statement

A well-developed capability statement sets your company apart from the competition and can serve as a “door opener” for your company.

It provides key information in a clear, concise manner.



What Factors are Important to Consider When Developing Marketing Materials?

Start by taking a look at...
your website and/or
other marketing materials.



What Factors are Important to Consider When Developing Marketing Materials?

Then take a look at...

your competitors' websites and marketing materials.



What Factors are Important to Consider When Developing Marketing Materials?

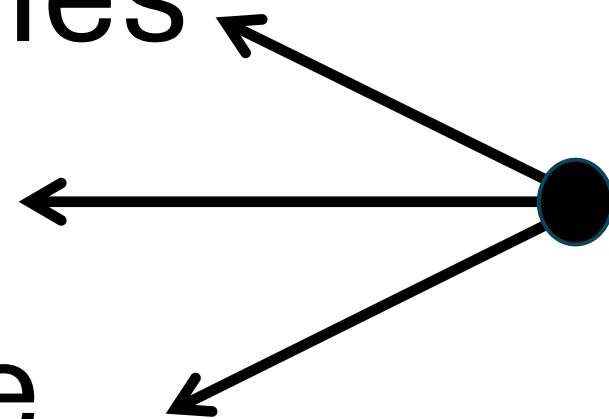


Developing the Capability Statement



Effective capability statements have 5 key areas:

- Core Competencies
- Differentiators
- Past Performance
- Corporate Data
- Contact Information



Key elements that government buyers are looking for.

Developing the Capability Statement



Core Competencies –

- ▶ Short introduction explaining your core competencies relative to the agencies needs followed by bullet point list.

- ◀ *Increased Effectiveness:* Customize the capability statement based on individual agencies mission statement, needs, and opportunities.

Developing the Capability Statement



Differentiators –

▶ A succinct, clear statement that relates to the needs of the agency – helping them understand why they should choose you.

◀ *Increased Effectiveness:* Answer the following – Why are you best suited to do it better, faster, cheaper, etc.? What is it about your staff / products / services that give you an advantage?

Developing the Capability Statement



Past Performance –

- ▶ Past Performance represents your experience through a list of past customers or projects.
- ◀ *Increased Effectiveness:* Customize the capability statement when possible, and include specific contact information including name, title, email address, and phone number.

Developing the Capability Statement

Past Performance –

▶ A listing of past customers that can provide positive feedback about your products or services.

◀ ***If you are partnering on a project, and a team member has relevant experience – highlight that team member's experience to show your ability to perform the contract.***

Developing the Capability Statement

Corporate Data –

- ▶ Company Name & Address [May Include Multiple Locations]
- ▶ Socio-Economic Certifications [WOSB, 8(a), SDVOSB, HUBZone, etc.]
- ▶ UEI Number & CAGE Code
- ▶ NAICS Codes & PSC Codes
- ▶ GSA Schedules & Any Contract Vehicles [i.e., BPA's, MATOC, etc.]
- ▶ Acceptance of Credit & Purchase Cards
- ▶ Bonding Levels
- ▶ Quality Control & Quality Assurance Programs
- ▶ Non-Federal Government Certifications



Developing the Capability Statement

Contact Information –

- ▶ Include contact information for the person who will serve as your company's point of contact – including name, email address, and phone number.

- ◀ *Increased Effectiveness:* Include contact information on both sides of capability statement if it's two pages long.

Developing the Capability Statement



Tips to Remember –

- ▶ Implement existing sales and company documents/photos as appropriate.
- ▶ Use appropriate tools and formatting to develop your capability statement.
- ▶ Follow your company's branding if you have an established look.
- ▶ Customize your capability statement for each agency, prime contractor and/or teaming partner.
- ▶ When the capability statement is developed, save it as a pdf file if you will be emailing the document.
- ▶ Find out if individual agencies have requirements for capability statements [i.e., Defense Supply Center, Sources Sought Requirements, etc.]

Developing the Capability Statement

Importance of Repetition – **REPEAT, REPEAT, REPEAT**

- ▶ Do you have multiple product lines or services that can be featured on different capability statements?
- ▶ Are there specific features of your products or services that you can be highlighted on different capability statements?
- ▶ Are there seasonal products or services that you might want to promote?
- ▶ Is there something newsworthy or a new development that will lend itself to updating and re-sending your capability statement?



CAPABILITIES STATEMENT

Garner Industries

A small business offering quality machine shop services and custom parts manufacturing.

Company

Established in 1953, Garner Industries is a privately held, veteran-owned, small business that has been providing quality CNC machining, mold building and plastic injection molding with reliable service for more than 55 years. Garner owns and operates a 75,000 square foot manufacturing facility located in Lincoln, Nebraska. Garner Industries is a quality-focused machine shop and custom parts manufacturer that provides professional, courteous service and on-time delivery.



Capabilities

Garner Industries is able to provide a wide range of machining, tooling and injection molding services for both government and commercial entities, specializing in short to medium production runs of metal and plastic parts. Garner is a highly experienced parts contractor with extensive expertise in a wide variety of materials, including most metals such as stainless steel, hastelloy, inconel, steel, aluminum, and brass, plus many plastics.

Quality

Following documented quality management processes in its ISO 9001:2008 certified facility, Garner is able to supply a wide variety of CNC-machined metal and plastic parts, wire EDM parts, and plastic injection molded parts that meet the stringent requirements of the United States government and its military, defense and aviation industries.



Contact Information

Garner Industries
7201 N 98th St.
PO Box 29709 (68527)
Lincoln, NE 68529
Phone: 402-434-9100
Toll Free: 800-228-0275
Fax: 402-434-9133
Email: garnerinfo@garnerindustries.com
Web site: www.garnerindustries.com

Designations

CAGE Code: 57933
DUNS Number: 007273063
EIN: 47-0497161
ITAR Part 122 Compliant Manufacturer
Central Contractor Registrant (CCR)
ISO 9001:2008 Certified
Small Business
Corporate Structure: C Corporation

Principals

Philip Mullin: Chief Executive Officer and majority owner, with 42 years experience in manufacturing and machine shop management.

Scott McLain: President and minority owner with 18 years experience in business management, manufacturing, sales and marketing.

Customers

Eagle Picher Technologies
Amanda Brown
PO Box 47
Joplin, MO 64802
417-623-8000
<http://www.eaglepicher.com/>

L-3 Communications
Felix Rubio
3724 W. Vancouver St.
Broken Arrow, OK 74012
918-258-0707
<http://www.l-3com.com/>

Li-Cor
Ron Hudson
PO Box 4425
Lincoln, NE 68504
402-467-3576
<http://www.li-cor.com/>

NAICS Codes

326199 – All Other Plastics Product Manufacturing
332710 – Machine Shops
332721 – Precision Turned Products
332721 – Precision Turned Product Manufacturing
336399 – All Other Motor Vehicle Parts Manufacturing
336413 – Other Aircraft Parts and Auxiliary Equipment Manufacturing
336415 – Guided Missile and Space Vehicle Propulsion Unit and Parts Manufacturing
336419 – Other Guided Missile and Space Vehicle Parts Manufacturing

SIC Codes:

3399 – Primary Metal Products
3451 – Screw Machine Products
3714 – Motor Vehicle Parts and Accessories
3724 – Aircraft Engines and Parts
3728 – Aircraft Parts/Auxiliary Equipment
3751 – Motorcycles, Bicycles and Parts
3769 – Guided Missile and Space Vehicle Parts and Auxiliary Equipment
3999 – Manufacturing Industries not classified elsewhere

Federal Supply Classes (FSC)

1560 – Airframe Structural Components
1610 – Aircraft Propellers and Components
1615 – Helicopter Rotor Blades, Drive Mechanisms and Components.
1620 – Aircraft Landing Gear Components
1630 – Aircraft Wheel and Brake Systems
1650 – Aircraft Hydraulic, Vacuum, and De-icing System Components
1680 – Miscellaneous Aircraft Accessories and Components
1820 – Space Vehicle Components
2010 – Ship and Boat Propulsion Components
2240 – Locomotive and Rail Car Accessories and Components

2510 – Vehicular Cab, Body, and Frame Structural Components
2520 – Vehicular Power Transmission Components
2530 – Vehicular Brake, Steering, Axle, Wheel, and Track Components
2590 – Miscellaneous Vehicular Components
2910 – Engine Fuel System Components, Non-aircraft
2915 – Engine Fuel System Components, Aircraft and Missile Prime Movers
2950 – Turbosupercharger and components
9330 – Plastics Fabricated Materials
9390 – Miscellaneous Fabricated Nonmetallic Materials

7201 N 98th St. • Lincoln, NE 68507 • Phone: 402-434-9100

COMPANY NAME
COMPANY ADDRESS
CITY, NE ZIP CODE
(xxx)xxx-xxxx

CAPABILITY STATEMENT

COMPANY PROFILE

Company Information – provide information that would be important to establish your expertise, capacity, etc., which would be important for government purchasing personnel to know about your company. You may want to discuss key staff, teaming partners, certifications, special equipment / materials, bonding levels, etc.

CORE COMPETENCIES

Description of company's core competencies. May include bullet list:

- **Capability** – description of capability.
- **Capability** – description of capability.
- **Capability** – description of capability.
- **Capability** – description of capability.

DIFFERENTIATORS

Description of differentiators for company. May include bullet list:

- ✓ **Differentiator** – description of differentiator.
- **Differentiator** – description of differentiator.
- **Differentiator** – description of differentiator.
- **Differentiator** – description of differentiator.

PAST PERFORMANCE

Reference Information
Reference Information
Reference Information
Reference Information
Reference Information

CONTACT INFORMATION

Contact Name
Contact Title
Phone Number
Email Address



CERTIFICATIONS:
8(a) Certified
HUBZone Certified
SDVOSB
VOSB
WOSB

DUNS: xxxxxxxx
CAGE: xxxxxx
NAICS Codes:
xxxxxx
xxxxxx
xxxxxx
xxxxxx

Capability Statement Examples



Small Business Search

NBDC

APEX
Accelerator

How do the agencies/primes find you?

How do you market yourself to agencies/primes?

SBA's - Small Business Search (SBS):

<https://search.certifications.sba.gov/>

- Most of your profile information is pulled from SAM
- Where Federal agencies and primes conduct market research to find small businesses
- Check listings to research other companies
- Key components:
 - Contact info
 - Certifications
 - Capabilities narrative
 - Key words
 - Past performance/references information

SBS Profile and the Importance to Have One

- A KO conducts market research and may reach out directly to the small businesses it finds in the SBS.
- If an agency is experiencing low numbers of proposals, the KO will search SBS and may reach out to you directly.
- Prime contractors looking to verify a small business' socioeconomic certification go to SBS.
- Prime contractors wanting to subcontract or form a mentor protégé relationship search in the SBS.
- Small businesses wanting to scope out their competition look in the SBS.

Creating Your SBS Profile

- You can upload a PDF of your capability statement. Or, if you have a landing page for your capability statement on your website, there is a place to enter the URL.
- Confirm the point of contact is still valid.
- If SBA-certified, ensure it appears in your profile.
- The capability narrative section (aka written elevator pitch) is key to getting noticed.
- Insert your name and phone number for a reference's contact information.
- Remember, this information is public for anyone to see, even your competitors.

SBS Demo

How easy is it for a KO to skip your business listing in a SBS search..? Let's find out

[SBS Search](#)



Market Research

NBDC



APEX
Accelerator



Are you small to the Federal Govt?

NAICS Codes : Size Standards

SBA SIZE STANDARDS define whether a business is "small" and thus eligible for government programs and preferences reserved for “small business” concerns.

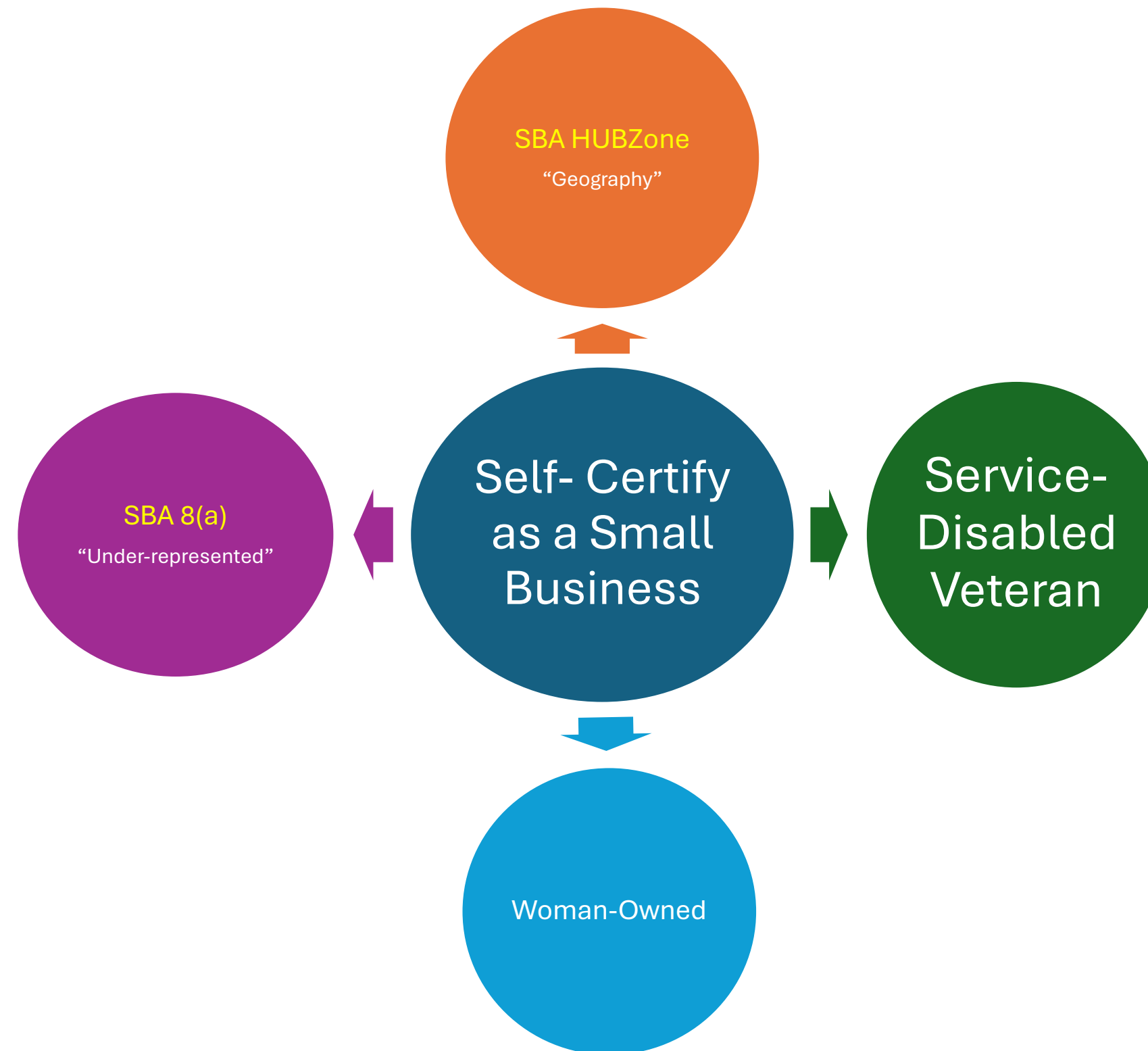
<https://www.sba.gov/content/small-business-size-standards>

SBA uses it to establish size standards to identify small businesses under each NAICS code to ensure a “level playing field” for competition of small businesses with other than small businesses.

Contracting Officers use it to classify procurements for services as full and open or as a set-aside.

Do I qualify for any socio-economic categories?

Federal Acquisition self-certifications and SBA certifications:



How the Federal Government Buys: Small Business Set-Asides

- Set-asides are a powerful tool for small business – to level the playing field
- Powerful vehicle for helping small firms compete and win prime contracts
- Fundamental: Every federal government purchase with an anticipated value above the micro-purchase threshold of \$15,000, and up to the Simplified Acquisition Threshold (SAT) of \$350,000, is required to be automatically and exclusively set-aside for small businesses.

Does the Federal Government buy what you sell?

Do Your (Basic) Market Research!

www.usaspending.gov

- What agencies **have purchased** in my geographical capacity and for what services and products:
 - Can search prime and sub awards
 - Search by awardee, competition, industry, set-aside type, place of performance, awarding agency, etc...

<https://www.acquisition.gov/procurement-forecasts>

- What agencies **anticipate purchasing** in my geographical capacity and for what services and products:
 - Government “wish list” for future purchasing
 - Search by agency, industry, etc...
 - Locate agency POC’s

33

<http://www.sam.gov>

- What agencies **are purchasing now** in my geographical capacity and for what services and products:
 - Search by industry, place of performance, set-aside, agency, , etc...

Who buys what you sell?

- Identify the Right Agencies?
 - Use tools like SAM.gov and USAspending.gov to discover which federal, state, or local agencies regularly buy A&E services
 - Focus on agencies with active or recurring A&E contract opportunities
- Find the Right Points of Contact (POCs)
 - Target Contracting Officers, Small Business Specialists, and Program Managers involved in A&E procurements
 - Look for contact info in procurement forecasts, award notices, and agency directories
- When should you talk to them?
- How do you talk to them/what do you say?

How do agencies procure what you sell?

- **Understand the Agency's Acquisition Strategy**
 - Research how your target agency plans and funds A&E services
 - Review forecasting tools, past solicitations, and procurement histories to align with their goals
- **Engage Early with Decision Makers**
 - Begin outreach 12–24 months before a solicitation is released
 - Build relationships with program managers, contracting officers, and small business specialists to position your firm early
- **Know the Contract Vehicles They Use**
 - Identify whether the agency uses:
 - ✓ IDIQs, MATOCs, GSA Schedules
 - ✓ AEC-specific contracts or regional BPA/MACs
 - Register and position your firm for relevant vehicles in advance
- **Get on the Winning Team**
 - Monitor upcoming opportunities and find teaming partners early
 - Join or form joint ventures, mentor-protégé agreements, or subcontractor relationships to increase competitiveness

What is your strategy to become a player?

- **Be the Prime**
 - actively seek solicitations that match your A&E capabilities
- **Start as a Subcontractor**
 - Team with experienced primes to gain relevant experience, build credibility, and understand federal contracting procedures
 - Use subcontracting as a stepping stone to prime work in the future
- **Leverage the Mentor-Protégé Program (MPP)**
 - Explore the SBA's Mentor-Protégé Program to access mentorship, technical support, and joint venture opportunities
 - Ideal for small firms looking to grow capacity, improve competitiveness, and enter the federal market more effectively

Market to Large Primes

- ✓ Work as a small business subcontractor to an “other than small” federal prime contractor
- Locate opportunities on SBA’s SUB-Net
https://subnet.sba.gov/client/dsp_Landing.cfm

Federal subcontracting plan requirements

(FAR 19.704)

Federal contract or subcontracts:

- Over \$750,000
- Over \$1,500,000 construction

How to market to Primes/Mentors/Partners?

- ✓ Prepare a quality Capabilities Statement
 - Know your strengths, competitive advantage, identify key staff, past project experience
- ✓ Leverage small business designations
- ✓ Know the government market
- ✓ Know the Prime – how you fit their needs
- ✓ Get to know their Small Business Liaison Officer
- ✓ Focus on what you bring to the table
- ✓ Timing and Preparation
- ✓ Get the Meeting!

Who to Contact:

Small Business Liaison Officer (SBLO)

- Know your competition...they may be a good partner
- Be sure your SAM and SBS are up to date, accurate, and fully describes your capabilities.
- Look for SBLO list on agency small biz sites
- Once you know who they are, look for primes' websites.
- Check SAM.gov or USA Spending for large prime awards.
- Register in SBA Sub-Net
- Participate in Business Opportunity Workshops, Trade Fairs, Procurement Conferences, etc.
- Maintain internal source lists

Find Subcontracting Opportunities

- Subcontracting can be a better alternative for those new to contracting or new start-ups
- This will better prepare you to build “past performance” to prime contracts in the future
- SBA maintains a database of subcontracting opportunities:
 - Sub-net: <https://www.sba.gov/federal-contracting/contracting-guide/prime-subcontracting/subcontracting-opportunities>
 - List of Prime Subcontracting Plans (as recent as FY24): <https://www.sba.gov/document/support--directory-federal-government-prime-contractors-subcontracting-plans>
- Review USASpending.gov for recent awards

Connect with your APEX Accelerator and ask for a Market Research Report

Market Research, Top Agencies

State and local

NAICS Code(s): 237310, Highway, Street, and Bridge Construction

Agency Name	Total Spend (Approx.)	Total Purchased Items (Approx.)
Nebraska Department of Transportation, Nebraska	\$813,481,441.83	13,027
Omaha Fire and Rescue, Nebraska	\$59,810,092.67	154
Nebraska State Patrol, Nebraska	\$36,309,775.73	4,472
Nebraska Public Service Commission, Nebraska	\$27,093,540.64	116
Doniphan-Trumbull Schools, Nebraska	\$26,010,603	10
Nebraska Department of Natural Resources, Nebraska	\$23,754,881.25	148
City of David City, Nebraska	\$10,704,853.28	58
Adams County, Nebraska	\$9,062,440.19	277
Buffalo County, Nebraska	\$8,244,386.62	121
Nebraska Department of Revenue, Nebraska	\$8,191,946.50	6
Nebraska State Treasurer, Nebraska	\$7,695,285.63	117
Nebraska Department of Military, Nebraska	\$6,406,591.86	256
Nebraska Oil and Gas Conservation Commission, Nebraska	\$5,870,505.12	714
Lincoln County, Nebraska	\$4,738,725.71	25
Cedar County, Nebraska	\$4,725,720.86	31
Rock County Public Schools, Nebraska	\$4,648,018.47	127
City of Hastings, Nebraska	\$3,887,063.56	82

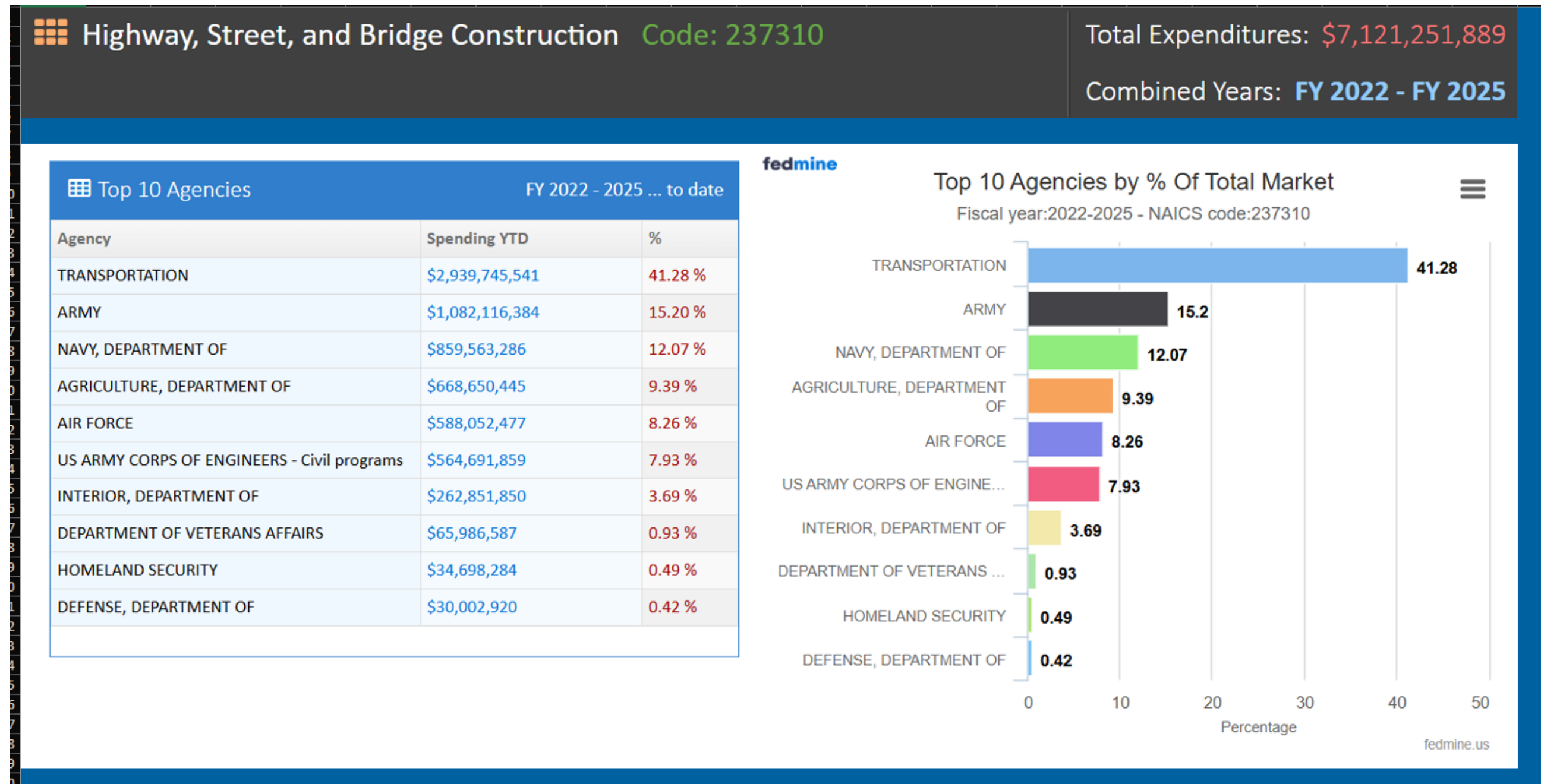
Market Research, Top Primes

State and local

NAICS Code(s): 237310, Highway, Street, and Bridge Construction

Company Name	Total Sales (Approx.)
Werner Construction	\$82,175,796.25
Hawkins Construction	\$79,868,890.23
Us Bank National Assn Ag 27 Only	\$44,826,250
Constructors Inc Payments	\$42,993,934.71
Paulsen Inc Payments	\$39,181,499.11
W W Clyde	\$38,037,611.94
Vontz Paving	\$34,792,456.73
Western Engineering	\$33,251,592.46
Koss Construction	\$32,541,676.42
Menards	\$26,366,437.82
Truck Center Companies	\$17,882,617.71
United Contractors	\$17,263,257.64
Sarpy County And Cities Wastewater Agency	\$16,083,827.58
Knife River Midwest Llc All Payments	\$15,303,262.08
Iowa Civil Contracting	\$13,773,290.33
Graham Construction	\$13,629,384.90
Simon Contractors Pymts For Np And Sb	\$10,444,692.05

Connect with your APEX Accelerator and ask for a Market Research Report- cont.



Questions?

NBDC

APEX
Accelerator



Email

hsargus@unomaha.edu or terrymorgan@unomaha.edu



Website

nbdc.unomaha.edu/APEX



Location

6708 Pine Street, Mammel Hall 200
Omaha, Nebraska

Small Business Panel



Society of American Military Engineers
2026 Missouri River JETS

BETTER TOGETHER

Advancing Readiness, Resilience, and Results

Daniel Curado –

Procurement Center Representative (PCR)

U.S. Small Business Administration (SBA)

Office of Government Contracting (NE & IA)

Matt Hibbert –

Deputy, Office of Small Business Programs (OSBP)

USACE, Omaha District (NWO)

Veronica Doga-

Director, Nebraska APEX Accelerator



We Connect Businesses to Government Contracts

There are now 90+ APEX Accelerator programs with 300+ local offices in the country and US Territories

NBDC



APEX
Accelerator

How we can help you land a government contract:



Determining Contracting Suitability

APEX experts help evaluate your business's readiness for government contracts, ensuring you have the maturity and resources to thrive in this competitive environment.



Securing Registrations

Get assistance with essential registrations like SAM, SBA's Dynamic Small Business Search, and other government vendor databases.



Getting Certified

Learn if your business qualifies for special certifications (like SDB, 8(a), HUBZone) and receive guidance on securing them.



Marketing & Networking

Identify potential government customers and develop strategies to connect with them effectively.



Procurement Research

APEX helps you understand past procurement trends, which agencies have purchased similar products, and who your competitors are.



Identifying Bid Opportunities

Receive daily notifications of government contracts your business is eligible to bid on.



Proposal Preparation

Get expert help with understanding solicitation packages, pricing, and proposal submissions.



Contract Performance & Audit Support

Get assistance with contract execution and prepare for audits.