





DOING BUSINESS WITH THE GOVERNMENT/ MILITARY – THE BASICS







A short list of options to diversify would include:

- Starting a Repair Station
- Engaging in Disassembly tear-down projects
- Applying for, or partnering with PMA firms
- Establishing strong ties to OEMs
- Leasing
- Entering the drone/UAV market
- Developing niche specializations in certain parts, aircraft, commodities, or ATA Chapters
- And the topic of this webinar, entering the defense and government markets

In the challenged environment

we find ourselves in, firms

which survive and thrive will be

those which found ways to

diversify their business

portfolios, such that

underperforming segments are

offset by better performing

segments.







Global defense spending from FY 2008 to FY 2022

(in billion U.S. dollars)

2 1 0 0 2 0 2 3 2 000 1 96 ÷ 1 902 -4 1 900 U.S. 1 828 55 8 1 780 E 1 800 ₽ 1 728 1 690 1 695 1 690 1 664 1 657 1 672 1 682 1 700 1 662 a a a 1 600 1 5 5 7 1 500 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018" 2019" 2020" 2022 2021

WHY SHOULD YOU CONSIDER DOING BUSINESS WITH THE GOVERNMENT / DOD?

© Statista 20





In this webinar we'll give quick overviews of:

- CAGE Codes
- DUNS Number
- NAICS Codes
- FARs
- National Stock Numbers
- PSC Codes
- Registering with the government's SAM (System for Award Management)
- Search for Solicitations
- Marketing
- Beware the ".COM" websites vs ".GOV"
- Leveraging your minority or other special status
- Help





OK, so what's a CAGE Code?

- Commercial And Government Entity.
- A CAGE code is a five-character alphanumeric identifier assigned to entities located in the United States and its' territories.
- Sometimes called manufacturer's code
- <u>During your SAM registration process</u>, you'll be assigned your CAGE code.



CAGE Codes

BENDIX

55284















Want to do a search?

https://cage.dla.mil/search







FAQ - Frequently Asked Questions

What is NCAGE code?

NATO Commercial and Government Entity code is primarily entity identifier within NATO Codification System (NCS), which holds the name, address and contact details of the organization. NCAGE codes are recognized throughout the international community and broadly used in many countries in a variety of logistics and administration processes, like a System for Award Management (SAM) registration in USA.

What is the difference between an NCAGE and a CAGE code?

They are the same; however, the US drops the N to call it a CAGE code as they use this throughout their Government system and not just within Defence forces.

How much does it cost to get NCAGE code assigned?

NCAGE code assignment/update is free of charge.

How can I submit my NCAGE code request?

Visit https://eportal.nspa.nato.int/AC135Public/CageTool and search for your entity. If not found, click Request New button, fill in all required fields and submit the request.

New Social Distancing Flights now available









Leandra, any words of wisdom about the Registration Process?

Royboy, AFFIRMATIVE!

PRECISION: Your registrations will be vetted carefully. If the address on your Articles of Corporation when you first formed your company don't match the address on your registration it may be rejected; if it does not match your tax returns- possible rejection; if you omit one part of your legal name, for example giving AIM Solutions Consulting, rather than AIM Solutions Consulting LLC-rejection.

PATIENCE: This whole process to register can be numbing. You must be detail oriented and have patience to work the system. Consultants are frequently used to ease the pain of registration.



DUNS NUMBER

• If you don't already have one, get this first; you'll need it for the SAM Registration **Process.** The Data Universal Numbering System, DUNS Number is a unique nine-digit identification number provided by D&B (Dun and Bradstreet). DUNS Number assignment is FREE for all businesses required to register with the U.S. Government for contracts or grants







https://fedgov.dnb.com/webform/

Begin D-U-N-S Search/ Request Process

About the D&B D-U-N-S Number

Frequently Asked Questions (FAQ)

D&B, SAM, Grants Contacts

D&B's Privacy and Data Policy

Accessibility

Welcome to the D&B D-U-N-S Request Service for US Federal Government Contractors and Assistance Awardees

Dun & Bradstreet (D&B) provides a D-U-N-S Number, a unique nine digit identification number, for each physical location of your business.

D-U-N-S Number assignment is FREE for all businesses required to register with the US Federal government for contracts or grants.

Click here to request your D-U-N-S Number via the Web. If one does not exist for your business location, it can be created within 1 business day.

For technical difficulties, contact SAMHelp@dnb.com









A NAICS Code is simply a six-digit code *which represents and describes the industry you're in.* A NAICS (pronounced NAKES) Code is a classification within the North American Industry Classification System. The NAICS System was developed for use by Federal Statistical Agencies for the collection, analysis and publication of statistical data related to the US Economy.

It was adopted in 1997 to replace the Standard Industrial Classification (SIC) system in cooperation with the statistical agencies of Canada and Mexico.







So Earl, why do I need NAICS codes?



You WILL be asked to list your NAICS codes during the SAM Registration Process.

NAICS CODES:

• These codes don't always exactly match what you do, so the trick is to find the ones which most closely match. *It's common for firms to list themselves with several NAICS codes* to make sure all the possible topics are covered.

For distributors, consider using 423860
For Repair <u>Stations, consider using 488190</u>





https://www.census.gov/eos/www/naics/

← → ひ ŵ A https://www.census.gov/eos/www/naics/

Census

You are here: Census.cov > Business & Industry > NAIC 8

North American Industry Classification System

| Main History | Development Partners | Federal Register Notices | NAPCS | FAQs | |
|--|-------------------------|--|---------------|---|-----|
| NAICS Search: Enter keyword or 2-6 digi | t code Intro | duction to N | AICS | | |
| 2017 NAICS Search | | th American Industry Cla s economy. | ssification S | System (NAICS) is the standard used by Federal statistical agencies in class | ify |
| Enter keyword or 2-6 digi | | | | of the Office of Management and Budget (OMB), and adopted in 1997 to repl and Mexico's Instituto Nacional de Estadistica y Geografia 🗗, to allow for a h | |
| 2012 NAICS Search | | cial U.S. Government We story section of this Web | | ides the latest information on plans for NAICS revisions, as well as access to | • • |
| Enter keyword or 2-6 digi 2007 NAICS Search | | 17 NAICS Manu | al ——— | | |
| Reference Files | | North 🔞 | | | |
| 2017 NAICS | | | Ø | | |
| 2012 NAICS 2007 NAICS | | American | | | |
| 2007 NAICS 2002 NAICS | | NDUSTRY | | | |
| 1997 NAICS | (| CLASSIFICATION | View | ew or download this publication | |
| Concordances | < | System | | | |
| Downloadable Files | | ind States, 2007 | | | |
| NAICS Update Process Sheet [PDF, 146KB] | Fact | | | | |
| Contact Us Email Us: naics@census.c | | 7.5MB] | | EM | |
| | | | | | |







FARs FEDERAL ACQUISITION REGULATIONS:



Electronic Code of Federal Regulations

e-CFR data is current as of May 15, 2020

| Title | Volume | Chapter | Browse Parts | Regulatory Entity |
|----------------------------|--------|---------|-----------------|--|
| Title 48 | 1 | 1 | 1-51 | FEDERAL ACQUISITION REGULATION |
| Federal | 2 | | 52-99 | |
| Acquisition Regulations | 3 | 2 | | DEFENSE ACQUISITION REGULATIONS SYSTEM, DEPARTMENT OF DEFENSE |
| System | 4 | 3 | 300-399 | HEALTH AND HUMAN SERVICES |







FARs FEDERAL A CQUISITION REGULATIONS:

It's important that you have a working knowledge of these for two reasons:

- In the SAM registration process you will be asked to attest that you have read and are familiar with the requirements of the many cited FARs. You will also have to do this annually after your initial registration.
- Each Solicitation (contract) awarded will have a list of FARs which are applicable.
 - Conceptually, these are the terms and conditions of the Solicitation and are frequently called its Clauses.
 - If you are a subcontractor to the firm who was awarded the work, you can expect the Clauses to be flowed-down to you.







A National Stock Number is simply an official label applied to an item that is repeatedly bought, stocked, stored, issued, and used throughout the federal supply system. When an NSN is assigned to an item, data is assembled to describe the item. The item description includes information like price, item name, *manufacturer's part number*; physical and performance characteristics, and so on.

















It's Important to know about Federal Supply Class codes for two reasons:





1) When you know the codes, <u>you'll</u> <u>be familiar</u> with the types of parts and services you're buying and selling

| 1420 | Guided Missile Components |
|------|--|
| 1430 | Guided Missile Remote Control System |
| 1440 | Launchers, Guided Missile |
| 1510 | Aircraft, Fixed Wing |
| 1520 | Aircraft, Rotary Wing |
| 1540 | Gliders |
| 1550 | Drones |
| 1560 | Airframe Structural Components |
| 1610 | Aircraft Propellers |
| 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 |
| 1660 | Aircraft, Air Conditioning, Heating and Pressurizing Equipment |
| 1670 | Parachutes: Aerial Pick-Up, Delivery, Recovery System and Cargo Tie Down Equipment |
| 1680 | Miscellaneous Aircraft Accessories and Components |
| 1710 | Aircraft Landing Equipment |
| 1720 | Aircraft Launching Equipment |
| 1730 | Aircraft Ground Servicing Equipment |
| 1740 | Airfield Specialized Trucks and Trailers |
| 1810 | Space Vehicles |
| 1820 | Space Vehicle Components |
| 1830 | Space Vehicle Remote Control Systems |
| 1850 | Space Vehicle Handling and Servicing Equipment |
| 1905 | Combat Ships and Landing Vessels |



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2) In today's parlance, these Codes are now widely known as PSCs or Product Service Codes







PRODUCT SERVICE CODES

Product Service Codes are used by the United States government to describe the products, services, and research and development purchased by the government. Government procurement specialists and government contractors alike require a solid understanding of these codes in order to produce quality partnerships between buyers and suppliers. The significance of these codes for use lies in searching for opportunities as well as making it known what you do. You should establish the ones applicable to your firm for the SAM Registration Process.

These are much more specific than NAICS Codes...







For practice, go here and search on "Aircraft Parts"

The search results are about 180. Pick the ones that represent what products or services you sell. A small example from this search might be:

1560 – Airframe Structural Components

1630 – Aircraft Wheels and Brakes

P200 – Aircraft Salvage (AFRA members may use this one)

J016 - Maintenance, repair and rebuilding of equipment: aircraft components and accessories (For repair stations/AMOs)

| PSC | |
|----------------|--|
| SELECTION TOOL | |

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3. Security and

Protection

4. Facilities & Construction

PRODUCT SERVICE CODES

https://psctool.us/

| A https://psctool.us/ | 🗆 \star 🛛 🖈 |
|-----------------------|--|
| N TOOL | <u>Home</u> References Contact API Mappings |
| | |

Search for your PSC here

Welcome to the Product Service Code (PSC) Selection Tool, a tool designed to help you navigate and select PSCs quickly and accurately.

This tool allows users to search for the right PSC by keyword search, code search, or using the Federal Government's category management (CM) spend categories. These categories, as established by the Office of Management and Budget (OMB) and the cross-agency Category Management Leadership Council (CMLC), group together like products or services to enable the government to buy smarter and more like a single enterprise, delivering more savings, value, and efficiency for Federal Agencies. The tool also allows searches by DOD's legacy sixteen portfolio groups that were established under the Better Buying Power initiative.

Pick as many as may describe the products or services you trade



Now that you have your DUNs number, NAICs Codes, and PSC Codes, you're ready to start the most important process required to do business with the government or military: your SAM Registration; a lengthy process. https://sam.gov/SAM/

| | View assistance for SAM.gov | | | | | | | | |
|------------|---|--|-------------|---|--|------|--|------------------|--|
| | SYSTEM FOR AWARD MANAGEMENT | | | | A NEW WAY TO SIGN IN - If you already have a SAM account, use your SAM email for login.gov. Login.gov FAQs | | | | |
| | HOME | SEARCH RECORDS | DATA ACCESS | CHECK STATUS | ABOUT | HELP | | | |
| | | : SAM.gov will be down for sch a CAGE service interruption, S | | | | | please try again later. | | |
| | The System for Award Management (SAM) is an official website of the U.S. government. There is no cost to use SAM. You can us this site for FREE to: • Register to do business with the U.S. government • Update or renew your entity registration • Check status of an entity registration • Search for entity registration and exclusion records | | | | | | | SAM. You can use | |
| | | | | Getting | Started | 1 | | | |
| | | Create A User Account | : | Register I | Entity | | Search F | Records | |
| Start here | | Å | | + | | | | | |
| | Star | rt by creating a SAM user acco | unt. After | creating your SAM user : to do business with the | | - | Do a public search for exi records or exclu | | |

Federal users can log in to see additional information.

After many hours of patient waiting, stops and goes, you'll get your congratulatory email that you're registered in SAM!

Let's do a sample search!







https://beta.sam.gov

What Can I Do Here?

Contracting

Contract Data Reports (FPDS Reports)

This website will officially replace FPDS.gov reports.

- Learn About Contract Data Reports
- Run Contract Data Reports

Contract Opportunities (FBO)

This website has officially replaced FBO.gov.

- Learn About Contract Opportunities
- Search Contract Opportunities



Start your searches!







These are your search options. For example, put in your NAICS Codes and PSC codes.

By the way, your searches can be saved and emailed to you daily.

Keywords Clear All Federal Organizations Enter Code or Name × •••• Type of Notice Select... ~ Entity Name/Unique Entity ID (DUNS) **DUNS Unique Entity ID** Search DUNS ~ Service Classifications NAICS Ex: 621511 ~ PSC Ex: C1LB × Set Aside Select... ~ Place of Performance Location

More on this later...

Enter POP Zip





A TYPICAL SOLICITATION: Page 1 of 40!



| Contact information of the person responsible for this buy | Solicitation nur date | mber and issue | | | | |
|---|--|--|--|--|--|--|
| | N/CONTRACT TE BLOCKS 11, 13, 15, 21, 22, & 27. | 1. THIS CONTRACT IS A RATED ORDER UNDER DRAS (15 CFR 700) DQ: A1 | | | | |
| 2. CONTRACT NUMBER | | ATION NUMBER 1-20-R-0161 5. SOLICITATION TYPE SEALED BIDS (IFB) (IFB) SEALED BIDS (IFF) SEALED BIDS (IFF) (| | | | |
| 7. ISSUED BY DLA AVIATION AT OKLAHOMA CITY, OK DLR PROCUREMENT OPERATIONS (AO) 3001 STAFF DRIVE TINKER AFB OK 73145-3070 BUYER: David Garcia/DLA-AOBA david.garcia.59@us.af.mil Phone: (405) 739- 5501 | CODE SPRTA1 | 8. THIS ACQUISITION IS UNRESTRICTED OR SET ASIDE: % FOR SMALL BUSINESS WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOSB PROGRAM OUR NAICS: 336413 IESS NAICS: 336413 SIZE STANDARD: 1,000 | | | | |
| 9. (Agency Use) LATE OFFERS ARE SUBJECT TO LATE PROPOSAL PROVISIONS INCORPORATED HEREIN. ALL OFFERS ARE SUBJECT TO SUCH PROVISIONS, REPRESENTATIONS, CERTIFICATIONS AND SPECIFICATIONS AS ARE ATTACHED OR INCORPORATED BY REFERENCE. SOLICITATION: OFFERS WILL BE RECEIVED AT THE ISSUING OFFICE UNTIL 25-JUN-2020 3:00PM Due date | | | | | | |
| 10. ITEMS TO BE PURCHASED (Brief Description) | Part and Auxiliary Equipment Manufacturi | | | | | |











The first time you decide to respond to one of these, your head will spin!

Your response/bid <u>must be impeccably filled out</u> and <u>submitted precisely</u> in accordance with the instructions. You may have the perfect product but be eliminated on the technicality that you didn't follow instructions!





National Veteran Small Business Coalition

SET-ASIDES



Does your firm qualify as minority owned or other special status? Many contracts are set aside especially for those groups. TAKE ADVANTAGE OF IT!

Let's quickly review some of the categories.





Small Business

Contracts less than \$100,000 or those where 2 or more small businesses can fulfill the contract can be set aside for small businesses. This is typically a contracting officer decision after they perform market research. Contracts can be fully set aside or partially set aside (large company and small company). The SBA's definition of a small business varies based on industry but typically is less than 500 employees or less than \$5,000,000 in revenue. The government has an overall goal of 23% of prime contracts flowing to small businesses



SET-ASIDES

HUB Zone

The HUBZone program is to encourage small businesses located in designated high unemployment, low-income areas through set aside contracts. HUBZone stands for "Historically Underutilized Business Zone". To qualify a company must be a small business, owned and controlled 51% by US citizens, have a main office in a HUBZone and have at least 35% of employees living in a HUBZone. The governments contracting goal is 3% of all prime contract dollars being awarded to HUBZone businesses.

8(a) Small disadvantaged businesses

may apply to the SBA 8(a) program. To qualify a business must be owned by socially or economically disadvantaged people, in business for at least 2 years and owners must have a net worth under \$250,000. Once certified by the SBA 8(a) companies have set aside contracts available.



Women-Owned

There is no formal certification for women-owned small businesses – <u>it is</u> <u>self-certified</u>. The government contracting goal is 5% to womenowned businesses but there are no specific set aside programs.

Small Disadvantaged Business

Small disadvantaged businesses are 51% owned and controlled by African Americans, Hispanic Americans, Asian Pacific Americans, Subcontinent Asian Americans, and Native Americans. <u>This</u> <u>designation is self-certifying.</u>



SET-ASIDES



Veterans who are certified as service-disabled and own a company can be qualified as a service disabled veteran owned company. <u>There is no formal</u> <u>certification process (self-</u> <u>certified)</u> other than the Veteran's Administration qualifying them as service disabled. The government-wide contracting goal is 3% to SDVO.



Veteran-Owned

Veteran-owned companies is a <u>self-certifying</u> designation when at least 51% of the company is owned by veterans.

Native American

Native American (including Alaskan and Hawaiian) can have contracts set aside and sole-sourced to them.















For your **commercial/civilian enterprise**, do you have a marketing budget to:

- Attend Trade Shows
- Set up booths/displays at shows
- Post advertisements
- Travel to meet customers
- Meals and entertainment
- Social media
- Branding merchandise

THEN DO THE SAME FOR YOUR GOVERNMENT / MILITARY SEGMENT!









After you get your CAGE and SAM registration done, if you're the Point of Contact, expect your email inbox traffic to increase significantly.

Much of the content and titles of the email will sound "Official", but is not. If you feel overwhelmed, a simple technique to distinguish between real 'official' vs marketing emails, is to ignore the '.com' s.

Official email will come from '.gov' or '.mil' sources.





GETTING <u>FREE</u> HELP



Most of the government web sites contain numerous links to training, user manuals, and phone numbers to call in case you need help. **USE THEM!**

There are several free help agencies to assist you. chat with your state's PTAC Rep, Procurement Technical Assistance Center. They will coach you. Here's a link to get started: https://www.dla.mil/SmallBusiness/ PTAP/

PROCUREMENT TECHNICAL ASSISTANCE PROGRAM

The Procurement Technical Assistance Program was established to expand the number of business capable of participating in government contracts. The program is administered by DLA's Office of Small Business in cooperation with states, local governments and nonprofit organizations.





PTAC support to businesses includes registration in systems such as the System for Award Management (SAM), identification of contract opportunities, help in understanding

requirements and in preparing and submitting bids. Read reviews from businesses about the support they received from the PTACs.

The PTACs have a local presence in 48 states, Washington, D.C., Puerto Rico and Guam. Other PTACs specialize in assistance to federally recognized Indian tribes and Alaska Native entities, their members and reservations throughout the country. Find your local PTAC.







Another free source of help is the Small Business Administration, SBA. Here's a link to their Federal Contracting assistance: https://www.sba.gov/federal-contracting









https://www.sba.gov/offices/headquarters/osbdc



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SBA.gov » Headquarters Offices » Office of Small Business Development Centers

Office of Small Business Development Centers Leadership SBA Locations Headquarters Offices George Koklanaris Mission Statement Associate Administrator Office of Small Business **Development Centers** The Mission of the Office of Small Business Development Centers is to promote George Koklanaris joined the About Us entrepreneurship, small business growth and the US economy by providing the critical U.S. Small Business funding, oversight and support needed by the nationwide network of Small Business Administration (SBA) as Leadership Development Centers. Associate Administrator of the Resources Office of Small Business **Office Spotlight** Development Centers (SBDCs) in Regional Offices April 2019. In this role,... View All Office Spotlights District Offices Check out OSBDC Office Spotlights that include updates on collaborations, reports and office news. Work@Health -- The Work@Health program is geared to promote and implement Disaster Offices workplace wellness programs for companies and employees of all sizes - including small Connect With Us businesses. Work@Health... Washington Office Center Read More

409 3rd Street, S.W. Suite 6400 Washington, DC 20416

EM







My wife just did her nails











Roy Resto is an experienced aviation industry professional having served in management positions with several firms, and is currently Principal of AIM Consulting Solutions. Most recently he was Vice President of Technical Operations for Tracer Corp. and Messier-Bugatti-Tracer, a family of SAFRAN aviation companies. Prior to this position, he was the COO of Quality Management Solutions LP, a consulting firm specializing in aircraft maintenance. In addition, Roy worked with American Airlines in their Maintenance and Engineering center where he retired as a level 5 Manager, and before that, with McDonnell Douglas. He was also a member of the US Air Force in the Reserves/ANG having served 32 years in Electronic Warfare and Avionics. Resto has served on the FAA's Suspected Unapproved Parts Steering Committee, and the Aviation Suppliers Association Board of Directors.

Roy has an MBA in Finance from Oklahoma City University, a BS from Oklahoma State University, an AAS in Avionics from the Community College of the Air Force, and is an Aviation High School graduate. Complementing these, he has an FAA A&P license, an FCC Radiotelephone license with a RADAR endorsement, is an FAA DAR (Designated Airworthiness Representative), Instrument Rated Pilot, and speaks fluent Spanish. His website is: www.AimSolutionsConsulting.com

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Leandra Cain is the Chief Executive Officer/President of Hurricane Aerospace Solutions- Pompano Beach, FL, a Women Owned Small Business and Hub ZONE certified. Her responsibility is for the Company's operations, administration, and financial performance. Hurricane Aerospace provides products to not only meet but exceed the customer expectations through strategic alignments with various OEMS. The team is proven to provide cost-effective options for factory New and Legacy Spares that are hard to find, obsolete or long lead times to the Aviation and Defense community

Under her diligent leadership, Leandra's team created, implemented, registered, and sustained an AS9100- AS9120 certification. For the past 9 consecutive years, Hurricane Aerospace Solutions received the pinnacle of all awards in the industry, the "Boeing Performance in Excellence Award." Leandra leads a team of associates, who are focused on innovation and consistently looking for ways to do things better for their customers.

Leandra was born and raised in Rochester, New York a resident of Pompano Beach along with her Husband are active members of the Pompano Beach community and strive to continually create sustainable jobs that affords individuals ongoing opportunities to be promoted within the organization learning and perfecting new skills for continued employment with in the global aviation and defense community.

In Leandra's spare time, she enjoys spending time with her family (including her beloved dog), traveling, and serving as a devoted volunteer teacher at the Church of the Glades- Coral Springs, FL.

Leandra Cain <u>lc@hurricaneaerospace.com</u> 954-345-9330 ext 101 www.hurricaneaerospace.com







Earl Morgan is the Program Director for the National Veteran Small Business Coalition (NVSBC). The NVSBC is the nation's largest non-profit trade association representing veteran and service-disabled veteran-owned small businesses in the federal marketplace as prime and subcontractors.

Prior to joining the NVSBC, Earl was the Business Development Manager for Aether Quest Solutions (AQS), Inc., a veteran-owned small business which provides event management solutions to the federal government. He served as the conference manager for numerous small business events including the annual U.S. Department of Energy Small Business Forum & Expo and annual Veteran Entrepreneur Training Symposium.

A 20-year Air Force Veteran, Earl was selected to the position of Executive Noncommissioned Officer at the Air Force Office of Small Business Programs, Office of the Secretary of the Air Force in Washington DC. He represented the Air Force at numerous small business outreach events and provided support to 150 Small Business Specialists in the field. Earl was also the Air Force liaison for the Annual National Veteran Small Business Conference hosted by the U.S. Department of Veterans Affairs.

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