

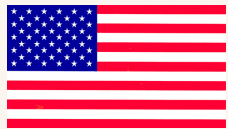
GovConcepts

GACO APEX ACCELERATOR QUARTERLY INDUSTRY INSIGHTS

35th GACO PROCUREMENT OPPORTUNITIES FAIR

The 35th GACO Procurement Opportunities Fair is right around the corner! Join us at the Monroeville Convention Center on November 14th to capitalize on a day filled with networking, speakers and training opportunities. Visit the event page for more information or to register. We hope to see you there!

[Procurement Fair Registration and Information](#)



**CELEBRATE NATIONAL
VETERANS SMALL
BUSINESS WEEK
NOV. 11 - 15, 2024**

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SBA Administrator Announces \$1 Million for Grant Awardees to Expand Resources for Veteran Entrepreneurs - OH, PA, and PR to Benefit

The SBA recently announced \$1 Million in grant awards to help expand veteran entrepreneur resources. Three VBOC locations will be funded by the grants, with new centers planned for Ohio, Pennsylvania and Puerto Rico. The Veteran Business Outreach Centers will provide assistance to veterans, service members and military families who wish to start and develop businesses. The awardees were as follow:

Economic and Community Development Institute, Inc. (ECDI) - Columbus, OH

Pennsylvania State University - University Park, PA
Corporación para el Financiamiento Empresarial del Comercio y de las Comunidades (COFECC) - San Juan, PR

Services will include business planning, assistance in accessing capital, government contracting guidance, marketing/outreach help, and transitioning. Click here for more information: [VBOC Information](#).

Networking Tips and Tricks

GACO's Procurement Opportunities Fair is coming soon! Representatives from government agencies and prime contractors will be exhibiting in the hopes of building relationships with businesses that can best fill their needs. Do you know how to connect with these professionals? What can you say to demonstrate you are the company they're looking for? The answer to those questions involves a multi-step process.

Prior to the event:

- Review the speakers and exhibitors lists. Research what they do, the contracts they award or deliver on, and how you can best integrate into that process.
- Create a short list of 5 or 6 people you **MUST** visit. These are the people you cannot leave the event without speaking to.
- Get everything ready. You should have a freshly-edited capability statement, up-to-date licenses, certifications, registrations, website, and social media accounts. They might research you during their downtime at the event or even with you there. Already having these things done will set you apart and give you the confidence that comes with being prepared.

At the event:

- Find your short list first. Have those conversations early while everyone is fresh and energetic.
- Make sure you talk about the things you found in your research and how you could perform on those needs. Agencies and Primes want to know that you understand what they do and fit well into their processes.
- Know what kind of relationship you are pursuing. Do you want to be a prime, partner, sub, or vendor? Knowing where you want to fit into any contracts will help you structure the conversation.
- Keep it brief. Once you've discussed what you came to discuss, go to your next contact.
- Before you leave for the day, check back in with the people you connected with most. Those extra few seconds could make the difference.
- **DO NOT** try to make a sale or get a commitment. You did your homework, let them do theirs. Aim for a potential meeting to discuss further.

After the event:

- Make sure to enter the contacts you made into your system.
- Send a follow-up email with highlights of your discussion and then request a meeting.
- Send a capability statement to the contact that is tailored to their requirements.

Refresh Your Capability Statement to Open Contracting Doors

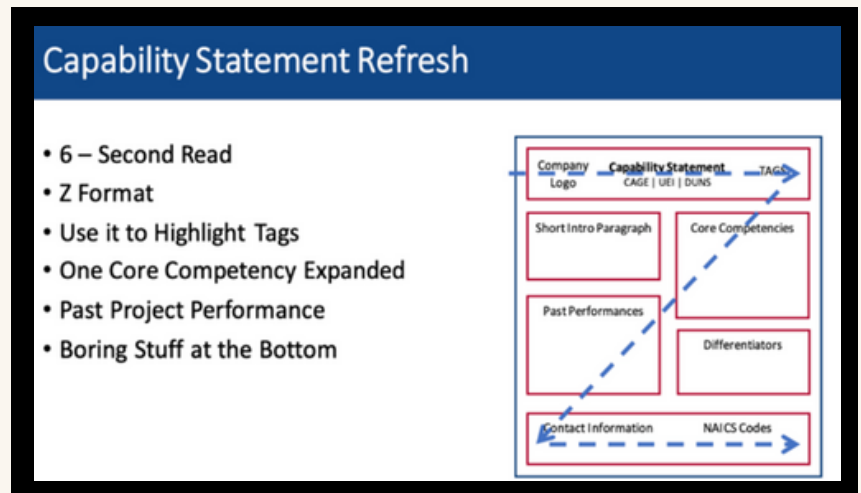
6 SECONDS MATTER IN GOVERNMENT CONTRACTING

Depending on the industry, location, size, and scope of procurements, government buyers can receive hundreds of capability statements from interested vendors during a bidding cycle. A brief and clearly expressed capability statement elevates you and your company above the competition.

The key is to express specialized capabilities early in the capability statement to grab and hold the attention of a contracting officer. Why? The truth is government buyers have very little time. They typically scan capability statements for products or services from skilled experts geared toward resolving the need or problem posted in the notice.

According to Neil McDonnell, a focused statement opens doors ([GovCon Chamber of Commerce](#)). So, how do you craft those crucial six seconds to paint a lasting impression of your company's core qualifications and performance? Redesign your current capability statement into a Z-Format.

The Z-format is an eye-friendly design similar to reading left to right. While scanning across a capability statement in a Z-fashion contracting officers can compare your company's description, core competency, past performance and differentiator to their solicitation requirements in seconds. Try using this 6-second Z-format to improve upon opening contracting opportunities and doors.



Now that you have an innovative style to refresh your capability statement, try it out at the November 2024, GACO APEX 35th Procurement Opportunities Fair.

Click [HERE](#) to register TODAY!

GACO PRO TIP

Beware of fraudulent emails claiming to be from SAM.gov. Legitimate government communications are only sent from email addresses ending in .gov or .mil. If you receive an email purporting to be from a government agency that does not come from a .gov or .mil address, please do not respond or click on any links. Such emails may be attempts at phishing or other fraudulent activities.

Upcoming Events

NOVEMBER

35th GACO PROCUREMENT OPPORTUNITIES FAIR

Monroeville Convention Center, Monroeville, PA

Nov. 14, 2024

REGISTER

BOOTS TO BUSINESS - REBOOT

SBA Pittsburgh Veteran Hybrid Event

Nov. 15, 2024

MORE INFO

NASA WEBINAR: GROWTH STRATEGIES

EXPANDING YOUR BUSINESS

IN THE AEROSPACE INDUSTRY

Nov. 20, 2024

MORE INFO

DECEMBER

TRI-STATE APEX ACCELERATOR

MEGA MATCHMAKER

Dec. 3 and 4, 2024

MORE INFO

GACO LOCAL PROCUREMENT SEMINAR

CoLab18 - Nova Place

Dec. 10, 2024

MORE INFO

Further Reading

PENTAGON RELEASES FINAL CMMC RULE

PA. ADDITIVE MANUFACTURING, NEIGHBORHOOD 91

DON'T IGNORE SBA PROGRAM EXAMINATION QUESTIONS!

SBA SMALL BUSINESS RESILIENCE GUIDE

Please note: the GACO website address has changed. Our new address is:

<https://www.pennwest.edu/gaco>



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