

# North Carolina Military Business Center: Introduction to Federal Contracting

04 FEB 2026

Presented by:

Dr. Sherry Gaylor [gaylors@ncmbc.us](mailto:gaylors@ncmbc.us)



[ncmbc.us](http://ncmbc.us)   [MatchForce.org](http://MatchForce.org)

# Agenda

- **Welcome**
- North Carolina federal market overview
- How the government purchases goods and services
- Federal contracting – business development programs
- Leveraging the market – NCMBC services, tools
- Getting started in the market
- Finding opportunities and next steps



# Disclaimer

The opinions expressed by participants in this meeting do not necessarily represent the official views or positions of the NC Military Business Center, the North Carolina Community College System, or the State of North Carolina. This meeting and its contents are provided for informational purposes only and do not constitute legal advice. The NC Military Business Center, the North Carolina Community College System, and the State of North Carolina assumes no responsibility for any actions taken based on the information provided during this meeting.



# Welcome

Each year, the government awards hundreds of billions of dollars in federal contracts to businesses like yours to meet the needs of the military and federal agencies. The government's goal is to award at a minimum **23 percent** of those contracts to small businesses.



# Welcome

To sell your products or services to the federal government, your business must meet specific requirements. Although the contracting process can seem complicated and overwhelming at first, the government provides information and tips to help you learn to compete as a federal contractor in North Carolina.



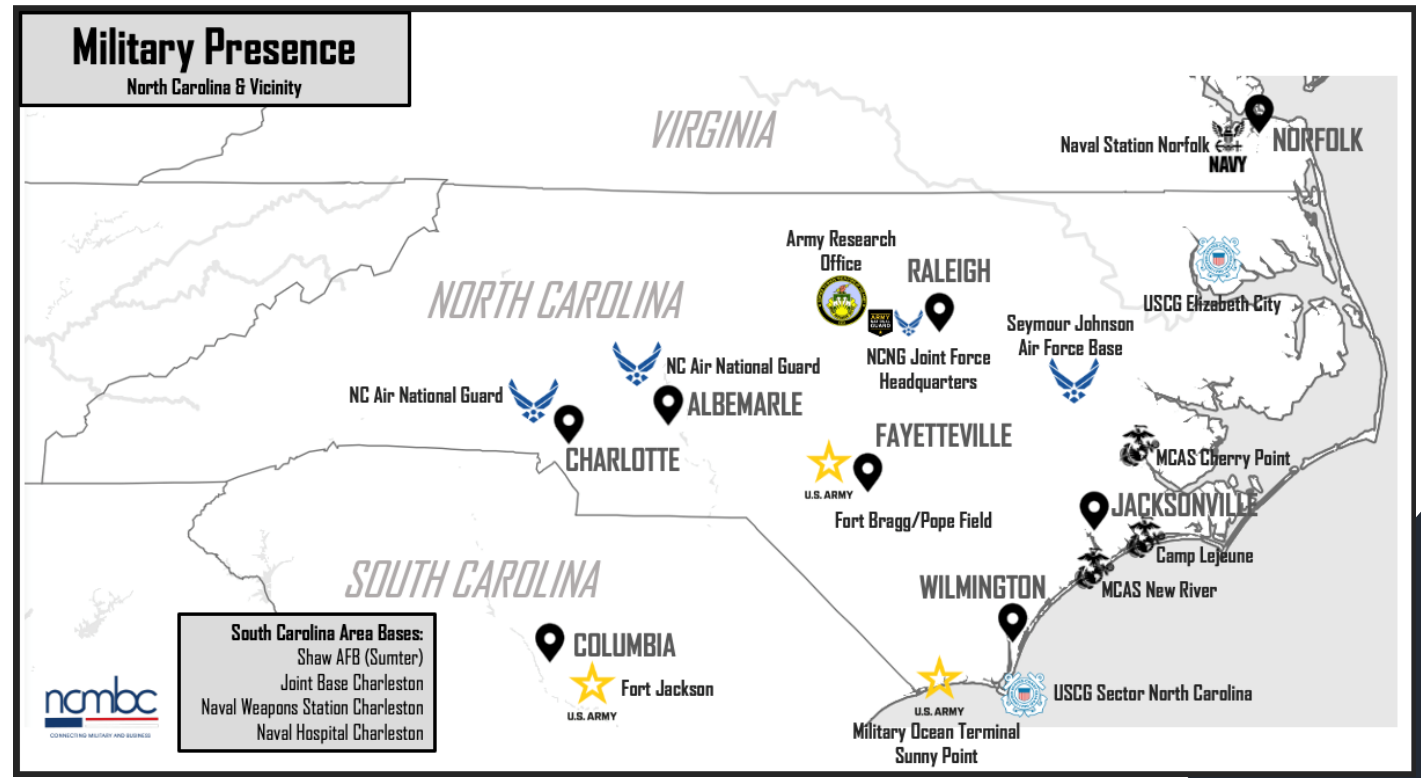
# Agenda

- Welcome
- **North Carolina federal market overview**
- How the government purchases goods and services
- Federal contracting – business development programs
- Leveraging the market – NCMBC services, tools
- Getting started in the market
- Finding opportunities and next steps



# Situation: Military Presence

- 4th highest military presence in US
- 6 major installations (5 DoD/1 DHS)
- Over 100 National Guard & Reserve facilities
- 130,000 active, Guard and Reserve personnel
- 18,000 annual transitions



# Situation: Military Impact on NC Economy

|                                             |                                        |
|---------------------------------------------|----------------------------------------|
| <b>Total Annual Impact: \$79.7 billion*</b> | <b>Gross State Product: 12.7%</b>      |
| Military/civilian payroll: \$19.2 billion   | (Second largest sector of NC economy)  |
| Over 653,000 jobs impacted                  | Personal income: \$49 billion          |
| Federal contracts, FY24: \$8.551 billion**  | DoD contracts, FY24: \$4.231 billion** |
| Subcontracts: additional billions           |                                        |

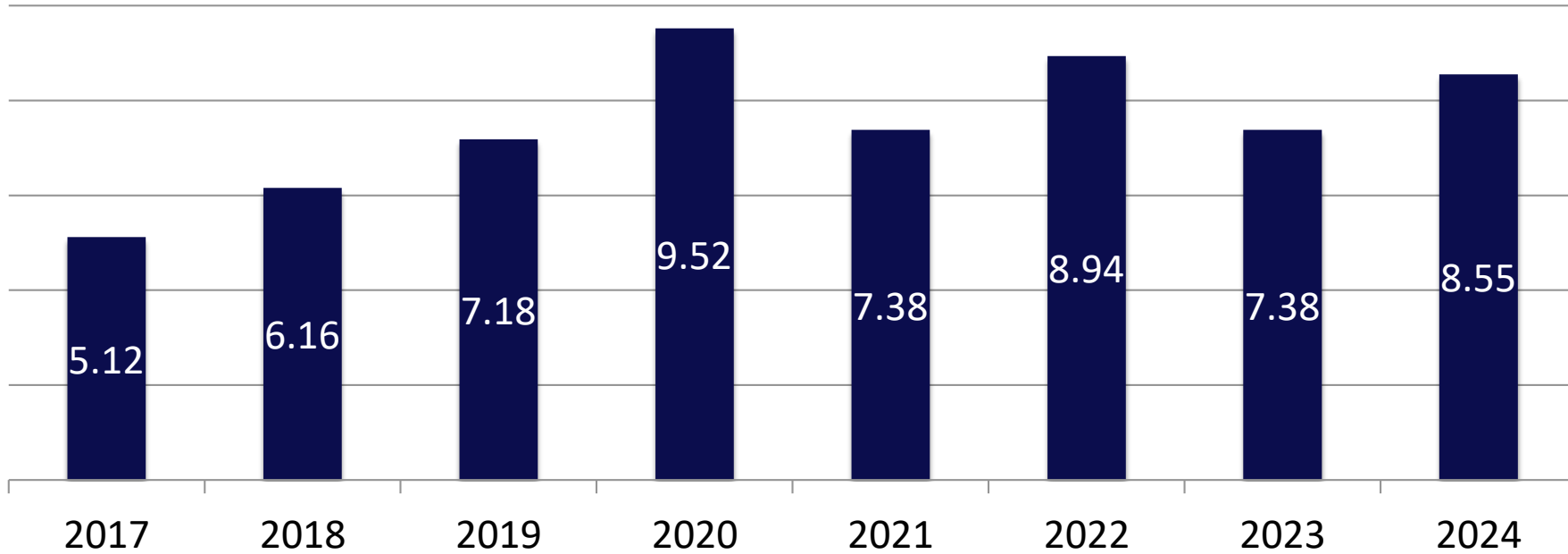
\* "The Economic Impact of the Military on North Carolina," NC Department of Commerce, 2022

\*\*Federal Procurement Data System



# Situation: Federal Procurement, FY2024

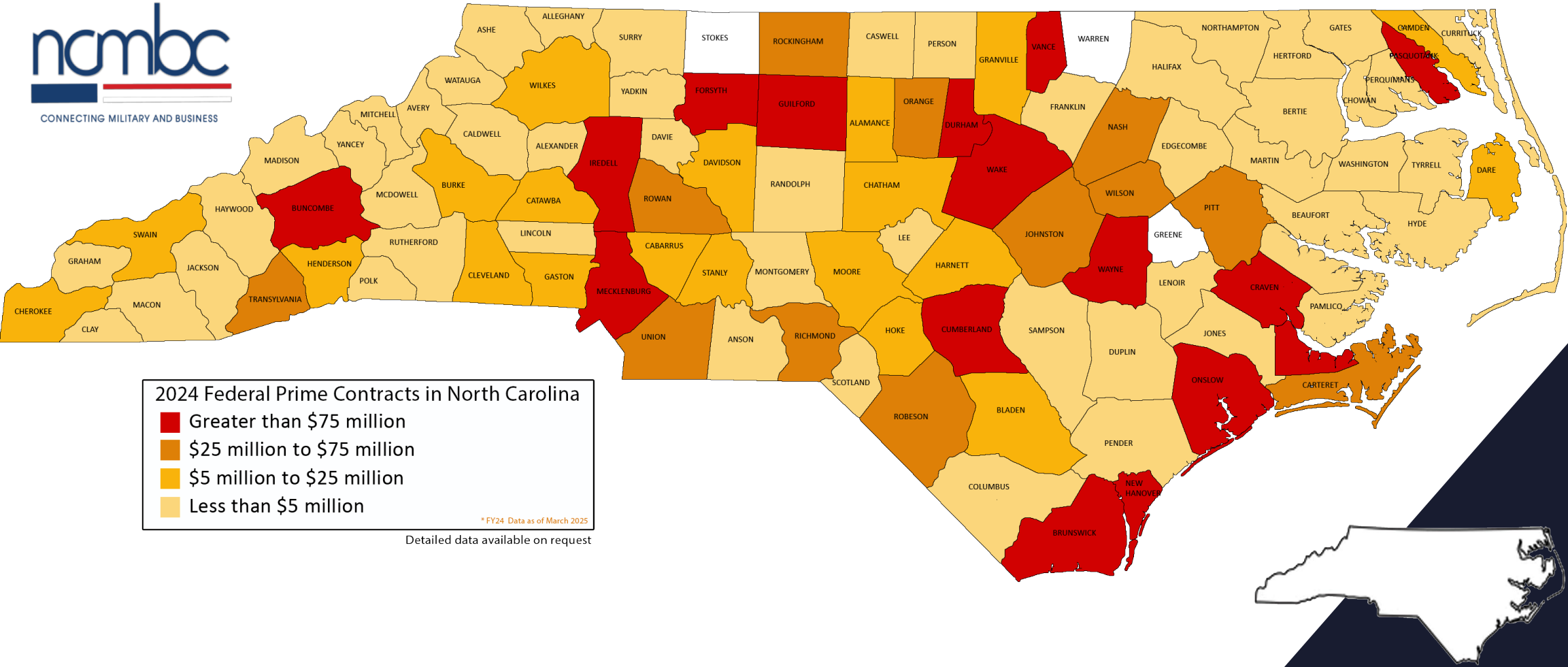
Prime contracts, Federal in NC: **\$8.55 billion** (97 Counties)



Prime contracts, DoD in NC: **\$4.23 billion** (81 Counties)



# Situation: Federal Procurement, FY2024



**2024 Federal Prime Contracts in North Carolina**

- Greater than \$75 million
- \$25 million to \$75 million
- \$5 million to \$25 million
- Less than \$5 million

\* FY24 Data as of March 2025

Detailed data available on request



# Positioning Your Business to Engage

- Need computer and **internet access** - the government does everything online
- Best for firms with at least two years of sales, in business for two years
- Record of experience and **(good) past performance** - commercial and subcontracting past performance is acceptable
- Must be competitive, as well as **technically and financially capable**
- High competition – no easy sales, not a lifesaver for struggling businesses, teaming often critical



# Positioning Your Business to Engage

## Research

In order to bid on and win government contracts, you'll need to know what products and services the government buys — and at what price. Spend time upfront to make sure there's a market for your product(s) or service(s), determine how big the market is and find potential buyers.

## **Federal Procurement Data System (FPDS)**

The Federal Procurement Data System – Next Generation is the repository of all federal contracting data for contracts over \$25,000. You can see which agencies have contracts and with who, what agencies buy, and which contractors have contracts.



# Positioning Your Business to Engage

## USASPENDING.gov

[USASpending.gov](https://www.usaspending.gov) tracks government spending through the contracts it awards. This searchable database contains information for each federal contract. You can use this information to help identify government purchasing trends by county and state.

## Federal Agency Procurement Forecasts

Each government agency releases a procurement forecast that includes contracting opportunities for small businesses. You can review these Agency Recurring Procurement Forecasts to find out if there are agencies that buy what you sell. Data is loaded on [www.ncmbc.us](http://www.ncmbc.us) **future opps database**.



# Agenda

- Welcome
- North Carolina federal market overview
- **How the government purchases goods and services**
- Federal contracting – business development programs
- Leveraging the market – NCMBC services, tools
- Getting started in the market
- Finding opportunities and next steps



# How the Government Purchases Goods and Services

“Who’s Who” and “What’s What” in federal acquisition

- Users (with requirements)
- Contracting Offices (acquire goods, services for users)
- Federal acquisition regulations (and supplements)



# How the Government Purchases Goods and Services

## Prioritized Sources

- Agency inventories
- Other agency excess
- [Federal Prison Industries](#)
- [Ability One](#)
- Wholesale supply sources (Defense Logistics Agency, [DLA](#))
- General Services administration, mandatory, then optional federal supply schedules ([GSA](#))



# How the Government Purchases Goods and Services

## Prioritized Sources

Commercial sources including:

- Indefinite Delivery Indefinite Quantity contracts ([IDIQ](#))
- Multiple Award Construction Contract ([MACC](#)) (construction)
- Multiple Award Task Order Contract ([MATOC](#)) (construction)
- Single Award Task Order Contract ([SATOC](#))
- Sole Source Set Aside
- **Competitive**



# How the Government Purchases Goods and Services

Rules depend on the “color of money” and value of the procurement

- **Non-Appropriated Funds:** monies derived from sources other than Congressional appropriations and commissary surcharge funds, primarily from the sale of goods and services to DoD military and civilian personnel and their family members that are used to support Morale, Welfare, and Recreation (MWR) programs.
- **Appropriated Funds:** monies allocated by legislation passed by Congress and signed by the President. Appropriated Funds are usually specified in Congress's yearly budget or continuing resolution. Appropriated Funds may only be used for the purpose for which they were appropriated.



# How the Government Purchases Goods and Services

## Non-Appropriated Funds

- Spent by MWR (Army), MCCS (Marines) to support troops
- No need to register anywhere (but you should)
- Rules and processes are simple
  - If <\$25,000 competition is not required
  - \$25,000 to \$150,000 must solicit two sources
  - Purchases >\$150,000 a minimum of three qualified sources.
- **Market your business directly to the buyers**



# How the Government Purchases Goods and Services

## Appropriated Funds

- Government seeks to give businesses a fair chance to compete
- Government may use “best value” - may not be lowest price
- Purchasing Laws are followed in accordance to:
  - [Code of Federal Regulation](#)
  - Federal Acquisition Regulation ([FAR](#))
  - Defense Federal Acquisition Regulation ([DFAR](#)), or...
  - Other Federal Agency Supplements



# How the Government Purchases Goods and Services

## Appropriated Funds

- Micro Purchases – Up to \$15,000
  - Buyer only has to solicit one source
  - Price must be reasonable
  - Usually paid by [Government Purchase Card \(GPC\)](#)
  - Many federal employees have GPC's and make small purchases everyday



# How the Government Purchases Goods and Services

## Appropriated Funds

- Simplified Acquisition Threshold (SAT), up to \$350,000
  - Set-aside for small business (SB)
  - SB dealer/distributor may offer product of any size manufacturer
  - Handled by contracting officers
  - Assigned by commodity
  - 3 quotes from **vendors they know and locate**
  - Award based on low best price/delivery requirements
  - May use "Best Value," not always the lowest price
  - Solicitations posted on [SAM.gov](https://www.sam.gov) ([MatchForce!](#))

\* Exceptions to the limit exist for CONUS/OCNUS contingency operations, disaster prevention/response/recovery



# How the Government Purchases Goods and Services

## Appropriated Funds (above SAT threshold)

- Purchases over \$350,000
  - Subject to other federal business development programs
  - Past Performance will be a factor in the decision process
  - May require a technical proposal
  - More formal process - **must follow instructions** in the Request for Quote (RFQ) or Request for Proposal (RFP)



# Agenda

- Welcome
- North Carolina federal market overview
- How the government purchases goods and services
- **Federal contracting – business development programs**
- Leveraging the market – NCMBC services, tools
- Getting started in the market
- Finding opportunities and next steps



# Federal Contacting - Business Development Programs

Federal Government has instituted business development programs to meet **national policy goals**

- Firms that qualify:
  - May receive contracts on a sole source basis
  - May only have to compete with similar firms
  - May get a price preference
  - Help the Government agency meet its goals
  - Help prime contractors meet their goals



# Federal Contracting - Business Development Programs

Business development programs and federal government goals:

- Small Business Concerns - **23% of all contract value**, with subsets:
  - HUBZone Small Business Concerns - **3%**
  - Service-Disabled Veteran-Owned Small Businesses - **5%**
  - Small Disadvantaged Businesses - **10%**
  - Women-Owned Small Businesses - **5%**

Source: US SBA, Federal Contracting, Contracting assistance programs <https://www.sba.gov/federal-contracting/contracting-assistance-programs>, 30  
NOV 2023



# Federal Contacting - Business Development Programs

## Small Business Concerns

- Firm must: be for-profit, independently operated, located in US, not “nationally dominant,” and meet [size standards](#) for “small:”
  - **Vary by North American Industry Classification System Code**
  - May be based on # of employees, or average annual receipts over the last 3 complete fiscal years (or 5 years – optional to 1/6/2022)
  - Include the parent and/or affiliate companies
- Firm may be SB for one product/service, large for others



# Federal Contacting - Business Development Programs

## HUBZone Program

- **Census tracts** designated based on median income or unemployment
  - Must be SBC, 51% US-owned, with principal office and 35% of employees living in a HUBZone; apply to SBA for certification
  - Eligible for sole source, set-asides, price preference (10% in full and open competitions)
  - Example: [Reprogram Chiller](#)



# Federal Contacting - Business Development Programs

An official website of the United States government

View an instructional video here: [Navigate the updated HUBZone map](#)

**HUBZone Map** Governor

North Carolina, USA

Light Gray

**Legend**

- 2020 Census Boundaries
  - County
  - Tract
- Qualified HUBZones
  - Census Tract
  - Newly Qualified
  - County
  - Newly Qualified
- Expiring HUBZones
  - Redesignated
  - Disaster Area
  - Governor-Designated Covered Area

Map showing HUBZone boundaries in North Carolina and surrounding states (Kentucky, Virginia, South Carolina, Georgia). Includes labels for National Forests like George Washington and Jefferson, and Francis Marion Summer National Forests.



# Federal Contacting - Business Development Programs

## Veteran Assistance Programs

- Must be SBC, at least 51% owned, controlled and operated by service-disabled veteran(s)
- Owner(s) needs disability rating letter from VA
- As of 1 JAN 2023, must be [SBA Certified](#) for VA contracts under **Veterans First Contracting**
- Eligible for **sole source contracts and set-asides**
- Example: [Sign Language Interpretation and CART Services](#)



# Federal Contacting - Business Development Programs

## Small Disadvantaged (SDB) and [8\(a\) Business Development Program](#)

- SBC must be at least 51% owned & controlled by a socially **and** economically disadvantaged individual (8a-“potential for success”)
- “Socially” includes all minority groups; others may justify status
- **8(a) requires SBA certification**
- **8(a) allows sole source/set asides** - SDB for agency goals only
- Example 8(a) set-aside: [Repair and Restore Parking Apron](#)



# Federal Contacting - Business Development Programs

## Women-Owned Small Business (WOSB) Programs

- SBCs at least 51% owned, controlled, operated by woman(en)
- Additional requirements for Economically Disadvantaged (EDWOSBs)
- Requires SBA certification
- Contracts in **444 NAICS codes** (sectors WOSBs were disadvantaged) qualify for set-aside/sole source in the “WOSB Federal Contracting Program,” including 80 NAICS for EDWOSBs only
- Example: [Procurement of Backshells](#)

\* SBA may require supplemental information



# Federal Contacting - Business Development Programs

## All-Small Mentor-Protégé Program

- Approved mentor-protégés can form joint ventures (JV)
- **JVs can compete for small business set-asides**, including WOSB, VOSB and HUBZone contracts

## Natural Resource Sales Assistance Program

- Set-asides allow SBCs to compete for national resources contracts
- Rules depend on type of natural resources



# Federal Contacting - Business Development Programs

## Subcontracting Opportunities

- Federal subcontracts = commercial contracts between two firms
- Subcontracting plan required for awards to other SBC primes when
  - Contract value exceeds \$900,000 (\$2.0 million for construction)
  - SBCs can execute at fair market value, without disrupting performance
- **Large primes have goals** for SBCs, HUBZone, SDVOSB, SDB, WOSBs
- May be the best market for new contractors, initially
- Access sub opportunities via NCMBC events,  
[www.ncmbc.us](http://www.ncmbc.us), [www.MatchForce.org](http://www.MatchForce.org), [SBA Subnet](http://SBA Subnet)



# Agenda

- Welcome
- North Carolina federal market overview
- How the government purchases goods and services
- Federal contracting – business development programs
- **Leveraging the market – NCMBC services, tools**
- Getting started in the market
- Finding opportunities and next steps



# Who We Are

- The **NCMBC** is a statewide, business development and technology transition **entity of the State of North Carolina**, embedded in the state's community colleges and headquartered at Fayetteville Technical Community College
- Totally State-funded, the **NCMBC** is the **only statewide, military-focused economic development entity in the US**, and the only NC entity solely focused on growing the defense economy through existing industry



# Mission, Goals and Outcomes

**Mission:** To leverage military and federal business opportunities to expand the economy, grow jobs and improve quality of life

## Goals and Operations:

- 1 - Increase federal revenues for businesses
- 2 - Support integration of military into workforce
- 3 - Support defense-related business recruitment
- 4 - Support technology transition to federal agencies

**Outcomes:** Contracts (6,777), revenues (\$18.60b), jobs!

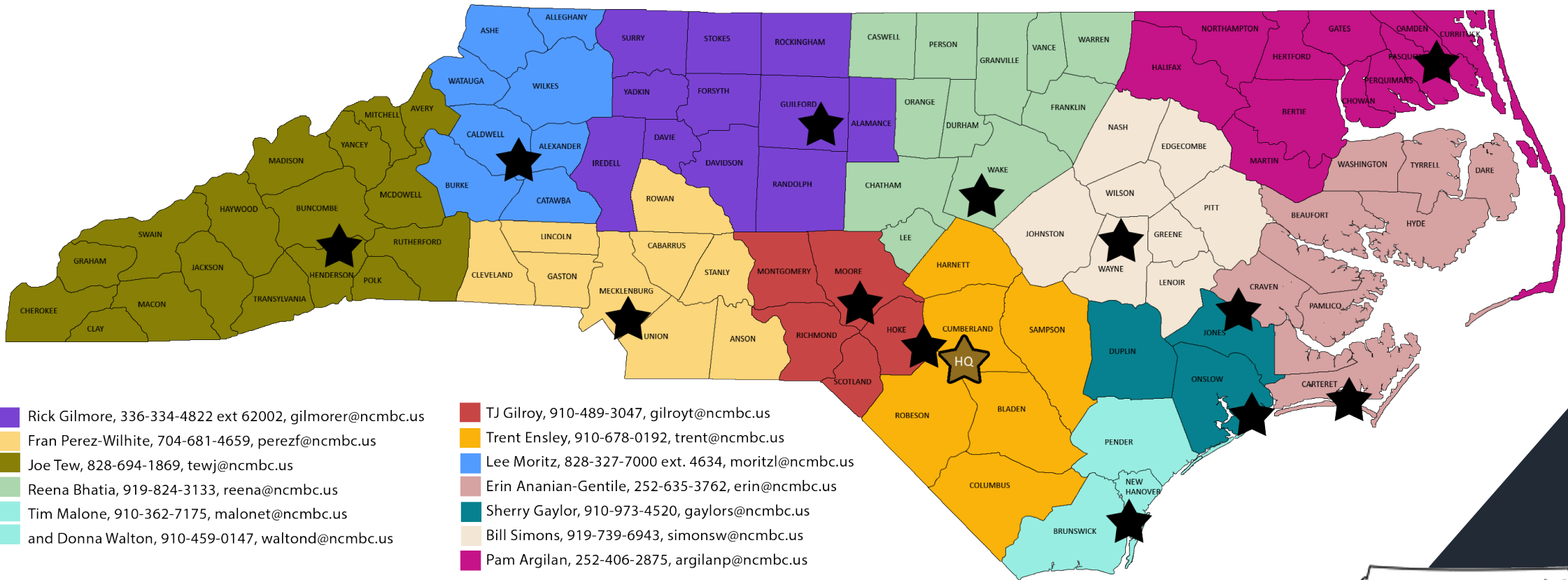


# Operations: Business Development

| Operations at Colleges | Future Opportunities    | Current Opportunities      |
|------------------------|-------------------------|----------------------------|
| Recruit to market      | Identify, analyze       | ID, analyze most lucrative |
| Engage in market       | Connect to businesses   | Connect to businesses      |
| Training, webinars     | Market intelligence     | Solicitation support       |
| Counseling, 1-on-1     | Pre-positioning         | Proposal support           |
| Events, statewide      | Teaming, subcontracting | Contract execution         |



# Operations: Business Development Team



# Operations: Business Development

Thu 3/27/2025 11:31 PM  
 noreply@salesforce.com on behalf of NC Military Business Center <admin@ncmbc.us>  
 Federal Business Opportunities for March 27, 2025  
 To: Erin Ananian-Gentile Expires: 4/26/2025  
 Retention Policy: Junk Email (30 days)  
 This item will expire in 26 days. To keep this item longer apply a different Retention Policy.  
 Links and other functionality have been disabled in this message. To turn on that functionality, move this message to the Inbox.



The North Carolina Military Business Center's (NCMBC) Federal Business Development Team identifies the most lucrative contract opportunities, notifies and pre-positions businesses for specific opportunities, and assists clients to understand government solicitations, to prepare winning proposals and to successfully execute federal contracts. The table below displays the newly released federal business opportunities that North Carolina businesses should pursue. Please share these opportunities with businesses in your region that may be capable of performing these contracts. Click on the "Opportunity Title" of each listing to view details. The NCMBC staff member designated can provide additional assistance.

| Opportunity Title                                                       | BDS Name                           |
|-------------------------------------------------------------------------|------------------------------------|
| <b>Aerospace</b>                                                        |                                    |
| <a href="#">DRONE</a>                                                   | <a href="#">Trent Ensley</a>       |
| <b>Medical</b>                                                          |                                    |
| <a href="#">S222--Sharps and RMW North Battlefield Service Contract</a> | <a href="#">Fran Perez-Wilhite</a> |
| <a href="#">6515--Patient Rescue Mats BRAND NAME OR EQUAL</a>           | <a href="#">Fran Perez-Wilhite</a> |

- Daily email from NCMBC HQ
- Contains **screened/matched** federal opportunities from NCMBC BD staff. Your match will be highlighted based on your registration in MatchForce for ease of review.

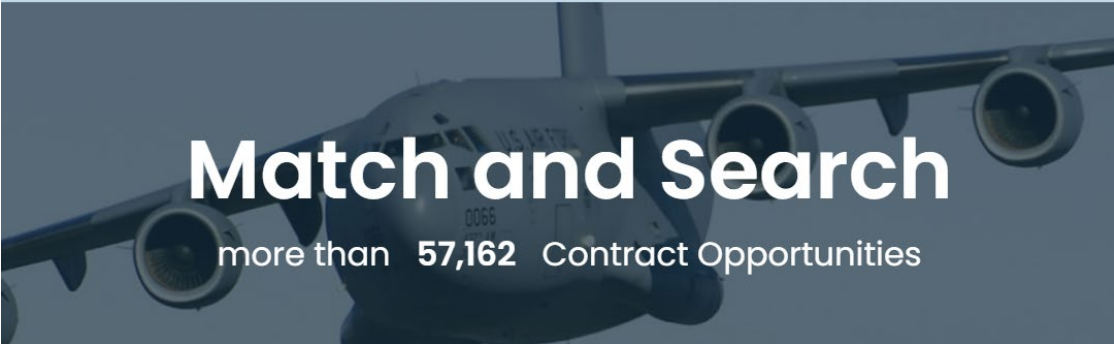


# Operations: MatchForce.org

| MatchForce Next Generation Matches:    |
|----------------------------------------|
| NC businesses to federal opportunities |
| Contracting staff to NC businesses     |
| Prime contractors to NC subcontractors |

**24,192**  
Registered Businesses

**57,162**  
Contract Opportunities



**Match and Search**  
more than **57,162** Contract Opportunities

CY2005-CY2024 | Opportunities distributed: over 2.0 million | Business-Opportunity Connections: >400 million

MatchForce-Involved Wins: over 2,912

Min Value, MatchForce Wins: over \$8.03 billion



# Operations: Defense Technologies

## Leads State, growing defense innovation

Sources DoD tech needs to ecosystem

Scours state, tech w/defense application

Helps navigate agencies and processes



Bob Burton  
Director of Defense Technologies



# Operations: 2026 Major Events

- Defense Industrial Sustainment for Combat Systems Summit (MAR 18-19, Chapel Hill)
- SE Region Federal Construction, Infrastructure Summit (APR 14-16, WIL)
- Federal and Defense Textile & Tactical Equipment Summit (MAY 19-20, RAL)
- Federal Technologies Symposium (AUG 4-5, FAY)
- Medical, Biomedical, Biodefense Symposium (SEPT TBD, Chapel Hill)



GO



# CONNECTING MILITARY AND BUSINESS

Business Development Support for Federal Contractors

CONTACT NCMB



# Agenda

- Welcome
- North Carolina federal market overview
- How the government purchases goods and services
- Federal contracting – business development programs
- Leveraging the market – NCMBC services, tools
- **Getting started in the market**
- Finding opportunities and next steps



# Getting Started in the Market

## Identify your business and capabilities

- Obtain an Employer ID Number (EIN/TIN) from the [IRS](#)
- UEI when you register in SAM
- Identify all NAICS codes that may apply to your products/services
  - Wholesaler, dealer, distributor, manufacturer
  - NAICS Lookup on [US Census Bureau NAICS](#)



# Getting Started in the Market

## Identify your products and services

- Identify your [Federal Supply Class Codes](#) (2 Digit)
- Identify your [Product Service Codes](#) (4 Characters)
- [Acquisition.gov Product and Service Code Manual](#)
  - Products: digit in first position
  - Services, R&D: letter in first position



# Getting Started in the Market

## Determine if your business is a **small business concern (sbc)**

- Size standards vary by NAICS code
- Businesses may be a sbc for one and not small for other NAICs
- Include parent and/or affiliate companies
- Most businesses will qualify as sbcs:
  - manufacturing businesses with <500 employees
  - non-manufacturing businesses with average annual receipts for last three full FYs under \$7.5 million
- SBA [Table of Small Business Size Standards](#)



# Getting Started in the Market

## Register in [System for Award Management \(SAM.gov\)](https://sam.gov)

- SAM.gov is an official, free website of the U.S. government
  - Register to do federal contracting
  - Check status, update or renew (annually) entity registration
  - Search for entity registration and exclusion records
- **Registration in SAM.gov is mandatory** before award of a contract vehicle
- Complete the “SBA Supplemental Pages” to transfer entity data into the SBA Dynamic Small Business Search (DSBS) database
- Results in assignment of CAGE Code, allows electronic payment which is mandatory



# Getting Started in the Market

The screenshot shows the SAM.gov website interface. At the top, there is a navigation bar with links for Home, Search, Data Bank, Data Services, and Help. The main content area features the SAM.GOV logo and a badge indicating it is an official U.S. Government Website, 100% Free. A central section titled 'The Official U.S. Government System for:' lists various services such as Contract Opportunities, Assistance Listings, Contract Data, Entity Information, Wage Determinations, Entity Reporting, and Federal Hierarchy. To the right, there is a prominent call to action: 'Register Your Entity or Get a Unique Entity ID', with buttons for 'Get Started', 'Renew Entity', and 'Check Registration Status'. Below this, a search bar is available with a dropdown for 'Select Domain...' and a search button. At the bottom, there are two sections: 'Announcements' with a recent article about validations in SAM.gov, and 'Have Questions about SAM.gov?' with a video thumbnail for 'Get a Unique Entity ID (SAM)'.



# Agenda

- Welcome
- North Carolina federal market overview
- How the government purchases goods and services
- Federal contracting – business development programs
- Leveraging the market – NCMBC services, tools
- Getting started in the market
- **Finding opportunities and next steps**



# Finding Opportunities and Next Steps

**MatchForce**

[www.matchforce.org](http://www.matchforce.org)

**NCMBC Business Development Team**

[http://www.ncmbc.us/contact-us-ncmbc\\_staff/](http://www.ncmbc.us/contact-us-ncmbc_staff/)

**SAM.gov**

<https://sam.gov/content/home>



# Sources Sought

- A request for information (RFI), or a solicitation of interest, from an agency. The RFI may help an agency understand the interests and capabilities of businesses that would submit proposals for a future contract. A sources sought notice may or may not be followed by a solicitation.
- Example [Four-terminal Guarded Coaxial Scanner](#)



# Pre-Solicitation Notice

- A notice about contract opportunity proposals will open in the future. The notice may ask interested businesses to submit information, which may help the agency determine whether the contract should be reserved for businesses that qualify for certain types of set-asides.
- Example [Land-based Air Conditioner](#)



# Solicitation

- Any request to submit offers or quotations to the Government.
- Solicitations under sealed bid procedures are called “invitations for bids.” Solicitations under negotiated procedures are called “requests for proposals.”
- Solicitations under simplified acquisition procedures may require submission of either a quotation or an offer.
- Example [88<sup>th</sup> Army Band Musical Instruments](#)



# Combined Synopsis/Solicitation

- A combination of a synopsis of an opportunity and the solicitation for that opportunity, used for commercial items to streamline the acquisition process
- Example [29—Radiator, Engine COO](#)



# Award

- When a federal agency awards a contract in response to a solicitation, it may choose to upload a notice of the award to allow the public to view which vendor received the awarded contract and the contract amount awarded. Requirements for posting award notices vary based upon the agency and the solicitation.
- Example [68—Gas, Natural, Dry](#)



# Justification

- A contracting office may need to document the contract file regarding the accuracy of a decision and obtain required approvals. Details for the content of a justification are specific to the action being accomplished
- Example [Spiral 4 Justification for Exception to Fair Opportunity](#)



# Finding Opportunities and Next Steps

## What you need to do:

- Become web-enabled to find contracts
- Learn the basic rules of contracting
- Learn to describe your business and your products/services (UEI, NAICS, CAGE, FSC and PSC codes)
- Develop marketing materials and capabilities statements: in “government speak”
- Follow the checklist on [www.ncmbc.us](http://www.ncmbc.us)!
- Register: [www.MatchForce.org](http://www.MatchForce.org), [SAM.gov](http://SAM.gov)



# Finding Opportunities and Next Steps

## What you need to do:

- Certify with the Small Business Administration (SBA) for Contracting Programs
- **Monitor Opportunities:** SAM.gov, MatchForce.org, etc.
- Respond to opportunities, including Sources Sought and Requests for Information
- Network with prime contractors for subcontract opportunities
- Leverage resources – Join networks/connecting organizations, use NCMBC/SBTDC/SBA/SBC and attend EVENTS!



# Contact Information



- **Scott Dorney**, Executive Director, 910-678-0190, [scott@ncmbc.us](mailto:scott@ncmbc.us)
- **Courtney Smedick**, Operations Director, 910-678-0193, [courtney@ncmbc.us](mailto:courtney@ncmbc.us)
- **Regional Manager: Sherry Gaylor**, 910-973-4520, [gaylors@ncmbc.us](mailto:gaylors@ncmbc.us)

