



Welcome to our Newsletter, the Sequel

In our tenth year, we decided to start sending email newsletters again. This allows us to provide more value with longer articles, relevant updates, and information that doesn't suck you into an algorithm.

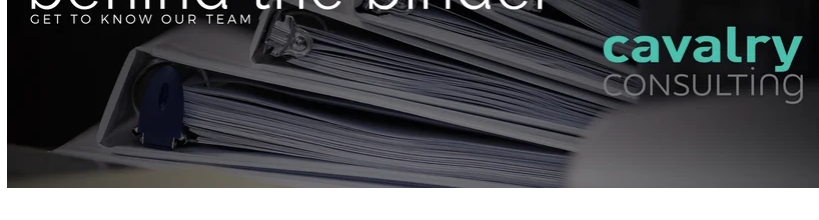
As I was working on the banner graphic, I found the graphic I made for our original newsletter that we sent out in our very first few years. What a throwback.

Remember when we had to print and ship every proposal in tabbed binders? I still have a stack of about 80 blank CDs that I just can't bring myself to throw away. If you haven't known us since our founding, we are military spouses who grew this company by hiring military spouses. One big perk was that it was always easy to hand-deliver those boxes of binders. We can get onto any installation, easy-peasy. One downside is that my proposal printing accessories have moved with me across four states.

Oh, the world sure has changed. Binders have been mostly replaced by optical character recognition (OCR) PDFs, and now AI is assisting in proposal evaluation. The constantly changing regulations keep us on our toes. This job never gets boring!

- Michele Atkinson, Founder & Managing Partner

Our original
newsletter
banner



Is GSA MAS for AEC firms?

As an architecture, engineering, or construction firm, it's fair to assume the GSA Multiple Award Schedule is built for *other* types of contractors like IT vendors and product resellers. (It's not!) Agencies buy a lot of what your firm already does through the Schedule, from facilities maintenance and repair to environmental and technical services.

A Schedule is a different way to compete. Instead of chasing one solicitation at a time, it puts your firm where agencies look when they need this work, and it opens task order competitions you wouldn't otherwise see. It won't cover your core design work or ground-up construction, since those run through qualifications-based selection and FAR Part 36. But for the services around them, a Schedule can turn into steady, repeatable work.

Whether it's worth the effort depends on your specific mix of work and the agencies you serve, and it isn't the right move for every firm. If you've wondered whether a Schedule fits, or you've never looked at one, reach out and we'll help you figure out if it makes sense for your firm specifically.

Learn more at these recommended resources:

- [Roadmap to get a MAS contract](#)
- [GSA eLibrary](#)
- [FAR 8.405](#)
- [Find more information here](#)



Want more information?
Started a GSA MAS proposal on your own and need help completing it?
We are here to help!

Email Us

Outside the FAR: Other Transaction (OT) Agreements

Sit in any federal construction industry day right now and you'll hear the same three letters over and over. OTA. Other Transaction Authority. Contracting outside the FAR. If you aren't sure what this is all about, it's time to get familiar.

We get it that when the traditional way you've always done business changes, there are a lot of questions. So when the federal government says they will start awarding construction projects through these agreements, upending everything you've always known about traditional government construction contracting, it's not something that just clicks. You need to see it done a few times. You want to examples. It feels risky.

The good news is, Other Transactions aren't new to us at all. They've been used for a long time in the R&D prototyping world, where we also have a good amount of experience. We already asked the questions, resolved the learning curve, and figured out how to win awards through the Other Transaction Authority years ago. Our work in the SLED space complements that with progressive design-build expertise that makes us really excited about what is ahead.

What this means for you: We will be publishing a detailed blog in the next week that talks through the basics of OTAs in plain language. Our next newsletter will also provide more information.

In the meantime:

- Head to our [Resources](#) page for links to the USACE playbook and overview guide.
- Set up a search on SAM.gov using only the keywords "Other Transaction". No NAICS, no set-asides, nothing else. This is the easiest, cheapest way to stay on top of the new projects that are being announced on a regular basis.
- Follow or Connect with [Michele](#) on LinkedIn for more frequent OTA updates.

Cavalry in the Community

As a fully remote company, we stay involved with our professional community through networking events, speaking engagements, golf tournaments, and more. Attending any of these events? Please make sure to say hello!

August

Cavalry in the Community

Aug 2-4

SAME Post Leader Workshop
 Scottsdale, AZ
Lori Revely and Michele Atkinson



Aug 17-20

2026 Navy Gold Coast
 San Diego, CA
Lori Revely and Shane Payne



Aug 20

SAME MSP Post Scholarship Golf Tournament
 Oakdale, MN
Benny Volkmann



Aug 27

ACG's Hot Summer Night Mixer
 Anaheim, CA
Lori Revely



Aug 28

ACG Small Business Construction Expo
 Anaheim, CA
Lori Revely



Aug 28

SAME Kittyhawk Post Golf Tournament
 Wright-Patterson AFB, OH
Michele Atkinson



Aug 28

SAME Las Vegas Post Industry Day
 Las Vegas, NV
Kendra Wagstaff



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SAME PLW Recap

We spent last week in Scottsdale, Arizona at the SAME Post Leaders Workshop. Can you tell it was 115 degrees in this photo?

Lori attended as Chair of the Small Business Council, participating in insightful Board of Direction meetings. I was there representing the Kittyhawk Post as Post President.

We met leaders from Posts all across the country, the National Board and SAME staff; learned a lot from the leadership sessions, and got in some great networking along the way. It was a hot few days, but worth every minute.



Help us Name our Mascot!

Our unicorn needs a name, and we'd love to hear what you come up with.

We are running a naming contest with an exciting prize. The winner will be written into our very first book. That means your company name and logo will be right there in the story. As marketers, we think that is pretty cool.

The submission period will be open a few weeks, but we recommend sending in your ideas [early](#). We will be running a vote for the finalists on [LinkedIn](#).



Send a Name

Submit Your Proposal. Win the Contract. Go to Work.

Cavalry Consulting provides expert proposal, capture, and marketing services to help you secure contracts at the federal, state, and local levels. Whether you need full-service proposal development, capture, strategic positioning, or overflow support during peak submission seasons, we ensure your business is equipped to compete and win.

Looking for more information?

Contact Us



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