Hear it Here
cavalryconsulting
CELEBRATING 10 YEARS

No Booth, Same Unicorns

We dedicated this entire edition to the SAME Federal Small Business Conference because it's the most important conference we attend all year, and we know it is for many of you too.

Last year we had a booth (remember our photo booth and the unicorn hobby horses?), and we got so many great pictures. This year we waited a little too long and missed our chance. Judging by how many of you asked us whether *you* should get a booth (after they sold out), we weren't alone. This was weird, and its hard to make decisons early sometimes. I'm with you.

Meanwhile, I'm still adding slides to my pre-conference workshop. When we planned the session, there was hardly any data available on OTAs. It was all talk, but not much action. Between December and May, 10 notices had been posted. Total. In October? There were 47. So being me, I had to understand the difference between what every agency was doing. Because OTA throws everything you know out the window, and everything you have heard is just as loose. It's not all Progressive Design-Build, it doesn't all follow the USACE process, and it's even being used for FSRM. Signs are pointing to OTA being the default, at least according to what the Air Force is publishing, all the way down to $7.5M projects. But take that with a grain of salt, because everything evolves.

I still haven't packed. And I know the week will end before I see everyone I meant to, so please find me and say hello. Tell me how all of this is hitting your business.

See you in Charlotte!

I know that images don't come through your emails automatically, but trust me, it's worth it to click that little button to allow them for this SBC throwback.

- Michele Atkinson, Founder & Managing Partner

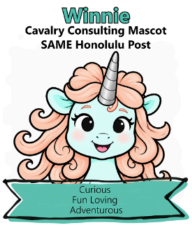
cavalry
CONSULTING
126
a
ACCELERATE READINESS
Pre-Conference Workshop: Deep Dive Into Capture & Proposals to Level Up Your Federal Game
Yes, I read the entire RFP
Proposal Unicorn
#CallintheCavalry
Booth 440: Where proposals go to win!

FEDERAL SMALL BUSINESS CONFERENCE
SBC
FOR THE A/E/C INDUSTRY
SAME
Federal Small Business Conference
NOV 4-6 2026
CHARLOTTE North Carolina
The Strategic Business Connection of the Year
FUELING FEDERAL ACQUISITION

See You in Charlotte!

Connect with the Cavalry Team at the SAME Federal Small Business Conference

Lori Revely
CEO and Managing Partner
SAME Small Business Council Chair
SAME Los Angeles Post Director
L
Government Contract Strategy
Teaming & Joint Ventures


Winnie
Cavalry Consulting Mascot
SAME Honolulu Post
Curious
Fun Loving
Adventurous

Michele Atkinson
Founder and Managing Partner
SAME Kittyhawk Post President
M
Proposal Strategy
Coaching ~ Writing to Win

Shane Payne
Director of Business Development
SAME Fort Worth Post
S
Texas LDP
Class 2026-2027

Ajia Allen
Proposal Manager
SAME Dallas Post
A
Texas LDP Graduate
OASIS+ ~ GSA MAS ~ OTAs

Kara Cogger
Proposal Manager
SAME Atlanta Post
K
SF-330s ~ SF-1442s
Complex DB Strategy

Pre-Conference Workshop: Winning in a New Federal Landscape: Capture, Proposals and Source Selection - M
November 3rd, 1:00PM - 5:00PM
Richardson Ballroom A

SAME National Leadership Assembly Meeting - L
November 3rd, 1:00PM - 5:00PM
Richardson Ballroom D

First-Time Attendee Meet & Greet - L, M, K, A, S
November 3rd, 5:30PM - 6:30PM

President's Reception - L, M
November 3rd, 6:00PM - 7:30PM

Lunch with the Experts - L, A
November 4th, 11:30AM - 1:00PM
Cafe in the Exhibit Hall

Small Business Council All Hands Meeting - L
November 4th, 3:00PM - 4:00PM
Room: E216 CD
With Guest Speakers Sam Le and Matthew Schoonover

General Session/2026 SAME Small Business Awards - L
November 5th, 8:30AM - 10:00AM
Crown Ballroom

Fellows & Young Professionals Luncheon - L
November 5th, 12:00PM - 1:30PM

Capability Statement Reviews - S, K
November 5th, 1:30PM - 3:00PM

Town Hall: Navigating Proposed SBA Size Standard Changes - L, M
November 5th, 3:30PM - 4:30PM
Richardson Ballroom D

Capability Statement Reviews - S, K
November 6th, 9:00AM - 11:00AM

Click the button to contact Shane about connecting with the Cavalry Consulting team at SBC.

Let's Connect at SBC

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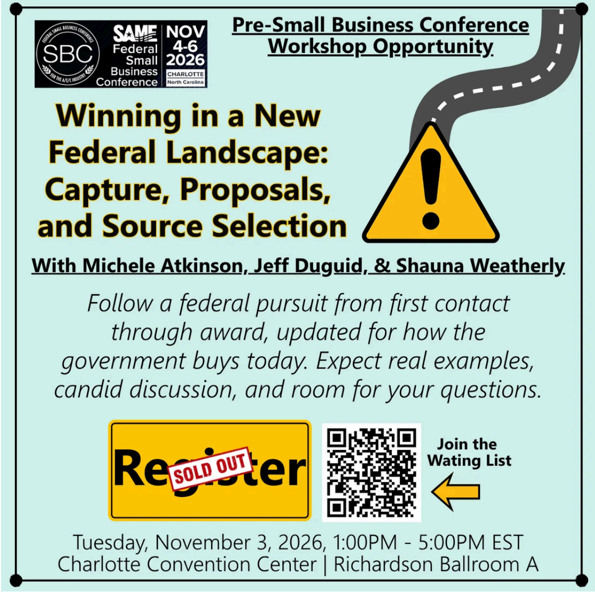
Consider arriving a day early for Michele's pre-conference workshop: **Winning in a New Federal Landscape: Capture, Proposals and Source Selection**



SBC SAME Federal Small Business Conference NOV 4-6 2026 CHARLOTTE North Carolina

Pre-Small Business Conference Workshop Opportunity

Winning in a New Federal Landscape: Capture, Proposals, and Source Selection

With Michele Atkinson, Jeff Duguid, & Shauna Weatherly

Follow a federal pursuit from first contact through award, updated for how the government buys today. Expect real examples, candid discussion, and room for your questions.

Register SOLD OUT

Join the Wating List

Tuesday, November 3, 2026, 1:00PM - 5:00PM EST
Charlotte Convention Center | Richardson Ballroom A

Michele is returning to lead the pre-conference workshop "Winning in a New Federal Landscape: Capture, Proposals and Source Selection" on Tuesday, November 3 from 1:00 to 5:00 p.m. ET in Richardson Ballroom A at the Charlotte Convention Center.

If you joined us last year, don't expect a repeat. So much has changed in federal contracting since then that we rebuilt the workshop for 2026. The RFO, new policy and AI are all changing how the government buys, and this session will teach you how to adapt, as well as how to:

- Identify key shifts in federal procurement and distinguish them from the proposal fundamentals that continue to drive successful awards.
- Apply early positioning strategies to shape opportunities before solicitation release, including RFIs, down-selects, and emerging acquisition formats.
- Align proposal content with evaluation criteria to improve compliance, responsiveness, and scoring potential.
- Assess appropriate uses of AI in capture and proposal development while recognizing risks related to accuracy, compliance, and strategy.

Michele is joined by two other experts that you want in your corner:

- Shauna Weatherly of Federal Subcontract Solutions brings the government's side of the table. She spent almost 36 years in federal contracting at USACE, FAA and GSA, so she can tell you what the contracting office sees when your proposal lands. She's only at SBC for this workshop.
- Jeff Duguid of RLF is the master of capture. He'll show you how to find the right data (for free!) and make sense of it so you stop bidding blind and wasting money on pursuits you can't win. He also rides an 1880s high-wheel bicycle, which is really cool. Ask him about it.

Though the workshop is sold out, you can join the Wait List and will be notified if a spot opens up. The workshop earns 4 PDH. Cost is $149 for SAME members and $199 for non-members. Email registration@same.org with questions.

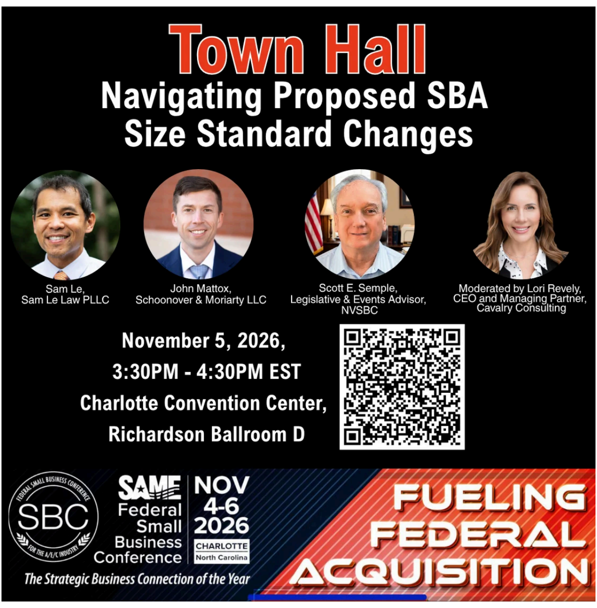
Didn't get in to the session?
Send an email to Michele if you'd like a copy of the OTA White Papers and Pitches Resource Guide she prepared for this workshop.

Send a Note to Michele

Find Lori at These Exciting SBC Events

Thursday General Session, 2026 SAME Small Business Awards
Lori will attend Thursday morning's General Session where, with SAME President Ben Matthews, she will present the 2026 SAME Small Business Awards, recognizing excellence in support of federal small business programs.

Town Hall: Navigating Proposed SBA Size Standard Changes
Lori will also moderate the Town Hall: Navigating Proposed SBA Size Standard Changes, a forum on SBA's proposed size standard changes examining potential impacts on federal contracting, business growth, competition, and workforce capacity. This Town Hall will provide attendees with the opportunity to hear diverse viewpoints and engage in a productive conversation about the future



Town Hall
Navigating Proposed SBA Size Standard Changes

Sam Le,
Sam Le Law PLLC

John Mattox,
Schoonover & Moriarty LLC

Scott E. Semple,
Legislative & Events Advisor,
NVSBC

Moderated by Lori Revely,
CEO and Managing Partner,
Cavalry Consulting

November 5, 2026,
3:30PM - 4:30PM EST
Charlotte Convention Center,
Richardson Ballroom D

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SBC Tips from Lori and Michele

Get the most out of the conference!

- The conference isn't only about government connections. At 2026 SBC, you'll build and nurture a meaningful network that leads to potential subcontracting opportunities, possible teaming partners, and peers.
- Define your objectives for the conference: networking, business, and education goals. Prioritize sessions that align and leave plenty of time to roam the exhibit hall.
- Build connections! Keep external day job tasks to a minimum in order to take advantage of networking during the conference and meals.
- Maximize Education Sessions: Sit in the front. Take notes. Share on socials, and tag the speaker.
- Ask questions in sessions! Stand up, introduce yourself and your company. Say something relevant, and ask a smart question. People will remember you!
- Practice your elevator pitch: Who you are, what your company is, and what value you bring.
- Wear comfortable shoes. Carry a bag that doesn't hurt your shoulders after a few hours. Bring more business cards than you think you'll need.
- Attend the evening social events! Even if you'd rather hide in your room, it's worth going out for an hour to make new connections in a different setting.

Cavalry Wrote a Book!

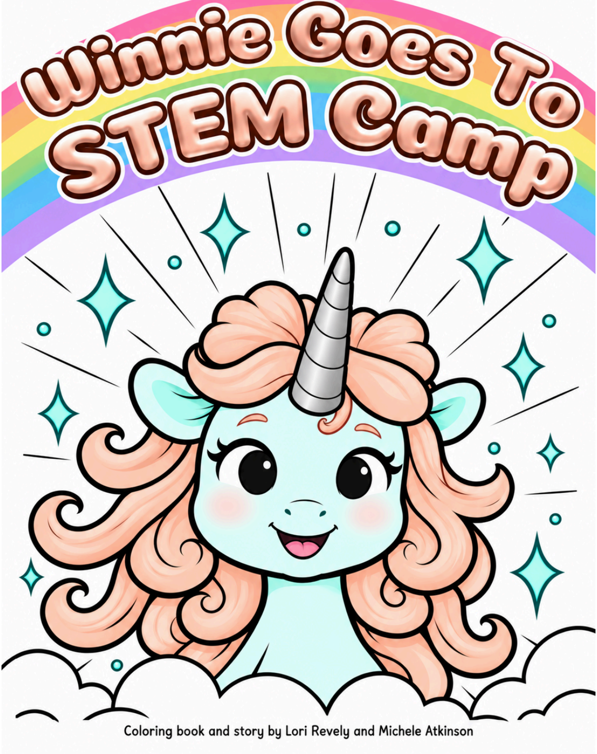
Not just any book -- a COLORING book, starring our mascot, Winnie!

Michele and Lori founded Cavalry Consulting to help firms win work. We collaborate with architects, engineers, construction professionals, technology innovators, and scientists, and that makes us passionate about children getting into the Science, Technology, Engineering, and Math fields (STEM!). Winnie, our company mascot, is now the star of her own story, *Winnie Goes to STEM Camp!*

Winnie the unicorn has strayed from Unicorn Island and found herself in the Human World, where she is saddened to find all the children distracted by their devices. Winnie needs their laughter to find her way back to Unicorn Island, so she works to get to STEM camp, where children will be engaged in fun and learning. Will Winnie be able to go to STEM camp and, ultimately, return home to Unicorn Island?

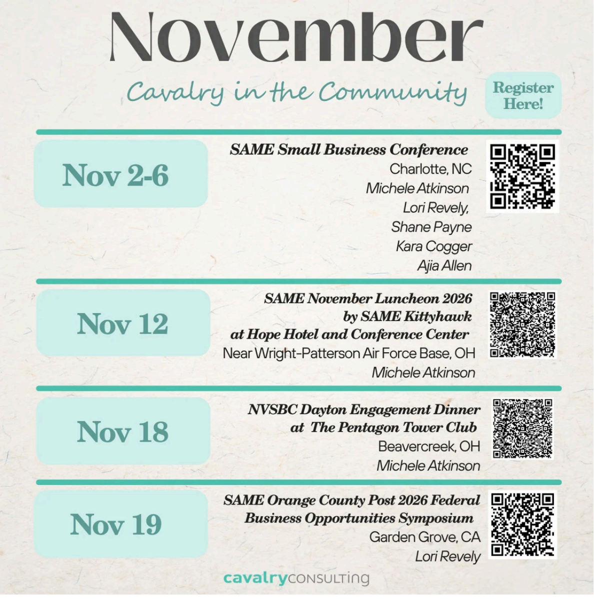
A portion of the proceeds from the sale of *Winnie Goes to STEM Camp* will be donated to programs that support youth in STEM.

Order Winnie's Coloring Book


Winnie Goes To
STEM Camp
Coloring book and story by Lori Revely and Michele Atkinson

Cavalry in the Community

We're starting the month with our biggest event of the year, and we are still keeping busy as the seasons start to change. Where will we see you?



November

Cavalry in the Community

Register Here!

Nov 2-6

SAME Small Business Conference
Charlotte, NC
Michele Atkinson
Lori Revely,
Shane Payne
Kara Cogger
Ajia Allen

Nov 12

SAME November Luncheon 2026
by SAME Kittyhawk
at Hope Hotel and Conference Center
Near Wright-Patterson Air Force Base, OH
Michele Atkinson

Nov 18

NVSBC Dayton Engagement Dinner
at The Pentagon Tower Club
Beavercreek, OH
Michele Atkinson

Nov 19

SAME Orange County Post 2026 Federal
Business Opportunities Symposium
Garden Grove, CA
Lori Revely

cavalryCONSULTING

October Wrap-Up

Michele, Lori, and Catherine had an incredible night at the National Veteran Small Business Coalition - NVSBC Awards Gala!

We're thrilled by Michele's recognition as a finalist in the Veteran Small Business Advocate of the Year - Service Provider Category, and proud of her work to advance and improve contracting opportunities for SD/VOSBs, as well as to increase the number of contracts awarded to SD/VOSBs.

Congratulations to all of the winners. It's so great to see companies we partner with being celebrated for their accomplishments!

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