



U.S. Small Business
Administration

8(a) Business Development Program | 409 3rd Street, SW | Washington, DC 20416

Please let us know how we are doing by taking a brief survey: [8\(a\) Program Customer Feedback Survey](#)

August 23, 2024

In Park

NORTH ROCK CONSULTING, LLC

3100 CLARENDON BLVD SUITE 200 Arlington, VA 22201-

Dear In Park

Congratulations! Your firm has been certified as a Participant in the U.S. Small Business Administration's (SBA) 8(a) Business Development (BD) Program. Your nine (9) year program term begins on 08/23/2024.

During participation in the 8(a) BD Program, you will receive business development assistance from an assigned Business Opportunity Specialist in the Houston District Office. Your servicing district office will contact you to schedule an orientation session as soon as possible, usually within 30 business days, and is available to address any questions you may have.

Next Steps:

- **Log into [Certify.sba.gov](#) and complete your Participation Agreement:** SBA requires the 8(a) Participant's highest-ranking officer, the individual upon whom eligibility is based, to complete the Participation Agreement showing he or she understands the conditions of the 8(a) BD Program participation. A copy of the agreement will be available in your document library for your records once submitted.
- **Each newly admitted Participant must submit its business plan to SBA as soon as possible after program admission.** Once approved, the business plan will be reviewed annually and may be modified as appropriate. SBA will suspend your firm from receiving 8(a) BD Program benefits, to include 8(a) contracts, if you do not submit your business plan to your assigned Business Opportunity Specialist within 60 days after program admission. A guide to complete a business plan is available on the [Certify Knowledgebase](#). Your Business Opportunity Specialist will contact you and provide guidance on how to submit your business plan.
- **Log into [Certify.sba.gov](#) and upload your capability statement** (Certify [Capability Statement User Guide](#)). The SBA is focused on promoting your technical capabilities to Federal agencies to help increase the share of contract dollars awarded to small disadvantaged businesses and support a more dynamic and resilient supplier base. The SBA will assist you and directly connect Federal agencies to your company's Capability Statement. The Capability Statement is a snapshot of your company that serves as a resume for your business and highlights core capabilities. During market research activities federal agency purchasing offices rely on Capability Statements to inform their acquisition strategy. Working together, the SBA and 8(a) Participants can make the biggest impact to effectively and efficiently service and assist our Federal agency partners.

- **Develop Your Strategy for Winning Contracts:** Although your firm has been approved for the program under its primary North American Industry Classification System (NAICS) Code, your firm may be awarded contracts under other NAICS Codes, as long as your firm is determined to be responsible to perform the required service or task. In this regard, please note that contracts awarded under the 8(a) BD Program authority generally result from the self-marketing efforts of participating firms. You must build relationships with potential federal customers, pursue federal prime contractors for subcontracts, and actively pursue prime contract opportunities to grow your business. Successful 8(a) firms regularly respond to competitive small business contracting opportunities posted on sam.gov.
- **Utilize Resources:** There are valuable FREE resources available to you right now that offer expertise in all areas of business operation including reviewing your business plan and strategy. Three resources that you can utilize today are:
 - Enroll in [the Empower to Grow Program](#) to help you identify how to effectively use your 8(a) certification to position your company for success. This free training is an integral part of achieving your business objectives and goals. You will learn different strategies and tactics to successfully compete for federal, state and local contracting opportunities. Your success in the program is dependent upon the extent to which you take advantage of this free training. Consult with your respective District Office Business Opportunity Specialist for more information about how to access and enroll in training.
 - SBA Resource Partners: I encourage you to locate your nearest Resource Partner at the following link: <https://www.sba.gov/local-assistance>. This link also provides access to upcoming small business events and the webpage for your servicing SBA District Office.
 - 8(a) Surplus Property: You have access to additional equipment to help you expand and grow your business. The SBA has signed Memorandum of Agreements with the General Services Administration and State Agencies for Surplus Property to provide resources. Please consult with your Business Opportunity Specialist to learn more.
 - SBA's Surety Bond Guarantee Program helps small businesses establish or increase bonding capacity. Bond guarantees increase eligibility for contracts up to \$10 million. Go to www.sba.gov/osg to find an SBA authorized agent.
 - As a certified firm in the 8(a) Business Development Program, you **MAY** use the [SBA 8\(a\) Certified Icon](#) on your business' website, business cards, social media profiles, and in your capability statements and proposal bids. However, you **MAY NOT** use the digital icon to express or imply endorsement of any goods, services, entities, or individuals. Thus, **they may not be used** on a company's letterhead, marketing materials or advertising, whether paid or PSA, traditional or digital.
 1. Click on the "[SBA 8\(a\) Certified Icon](#)" hyperlink in this letter;
 2. Under General Materials, click on "Decals and Web Icons";
 3. The Icons should download on your computer; select "Open File"; and
 4. Select/use **only** the Icon(s) that reflect the Program(s) in which you are currently certified

Our SBA team is here to support you and your business plan as you pursue new growth and build capacity. We look forward to our new partnership with you and what your future holds. Welcome to the 8(a) Business Development Program!

Sincerely,

Van Tran

Van Tran

Acting Associate Administrator

Office of Business Development