

The Women Veteran Entrepreneurs of Color (WVE) Initiative of Morgan State University EDAC's W.O.M.E.N. Presents

28 APRIL 2022 8:00 AM - 4:30 PM EST

VIRTUAL BUSINESS SUMMIT BOOKLET

BECOME A BUSINESS TRIPLE THREAT!

SECURE THE 3 C'S: CONTRACTS, CONTACTS, AND CAPITAL

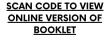














TABLE OF CONTENTS BUSINESS SUMMIT BOOKLET GUIDE



PAGE 3 Intro to Initiative

PAGE 5 Summit Schedule

PAGES 8-11 Summit Schedule Breakdown

PAGE 6 <u>Business Advocates</u>

PAGE 7 <u>Keynote Speaker</u>

PAGES 12-15 WVE Honoree Directory

PAGES 16-20 <u>Small Business Resources</u>

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INTRO TO INITIATIVE

WOMEN VETERAN ENTREPRENEURS OF COLOR (WVE)

The Morgan State University Entrepreneurial Development & Assistance Center (MSU EDAC) in Baltimore, Maryland has launched the Women Owned and Managed Enterprise Network (WOMEN) platform's Women <u>Veteran Entrepreneurs of Color (WVE)</u> initiative to meet the growing demand of minority women veteran, minority military spouses and minority women seeking contracting opportunities with government agencies and the private sector. The WVE has primarily served 8 counties in Maryland: Baltimore City, Baltimore County, Montgomery, Prince Georges, Calvert, Charles, St. Mary's and Wicomico. In addition to business services, knowledge as well as access to resources to develop and retain competitive enterprises are offered to women business owners and managers.

PRIMARY PROGRAM COORDINATORS





Omar S. Muhammad EN-TRE-PRE-NEUR & Director Morgan State University Entrepreneurial Development & Assistance Center (EDAC)









Dawn Tucker WVE Lead Program Coordinator Lord and Tucker Management Consultants, LLC (LTMC)











Yvette Racks Administrative Assistant Morgan State University Entrepreneurial Development & Assistance Center (EDAC)

Thanks to funding from <u>Truist</u>, the leaders of this initiative as well as our partners have the means to directly support the businesses of the women who have served our country, and we strive to function as powerful liaisons of knowledge, network and resources between their businesses and their inevitable success.

SPECIAL RECOGNITION TO THE MARYLAND WOMEN BUSINESS CENTERS FOR THEIR INVALUABLE PARTICIPATION WITH THE WVE!









CONFERENCE COUNSEL



WVE PLANNING COMMITTEE

- Dawn L. Tucker, Program Coordinator and Facilitator
- Jennene Biggins, Digital Marketing Strategist Danso Digital Media Group
- Yvette Racks, Administrative Assistant MSU EDAC
- Kamalia Blunt, Program Coordinator and Facilitator & Graphic Designer
- Andrea Jackson, Maryland Military-Veteran Women Business Conference,
 Small Business Inclusion Officer, Deputy Compliance Officer for the District
 Department of Transportation
- <u>Michal Dickson</u>, Former Admin Assistant at Baltimore Metropolitan Women's Business Center (2021-2022)
- <u>Nancy Peters (Ret.)</u>, Advisory board member for the Baltimore Metropolitan Women's Business Center

WVE ADVISORY BOARD

- Omar Muhammad, Director MSU EDAC, Podcast Host
- Dawn L. Tucker, Program Coordinator and Facilitator
- <u>Kamalia Blunt</u>, Program Coordinator and Facilitator
- Joe Wynn, The Veterans Entrepreneurs Training and Services (VETS) Group
- <u>Crystal Showell, Jollycare-rs</u> (In Process) Retired Head of Contracting Activity, Supervisory Contract Specialist at U.S. Department of Treasury
- Lonnette Bryan, GSA Federal Solutions and Retired Federal Employee
- Anissa Alston, ALSTNTEC and Destination Achievers (2021)
- <u>Roslyn Jones</u>, Women Veterans/Inclusion Program Manager, MD Department of Veterans Affairs
- Sharon Jacobs, Strategic Alliance Group, Inc. and N-STEP, Inc.

HIGHLIGHTED PARTNERS

- <u>Sonya Hopson</u>, PMP CSP, CEO of Sage Services Group LLC, Certifications Contact, BMWBC Counselor
- <u>Mary Lee Kolich</u>, Former Maryland PTAC Director and Counselor, Certifications Contact, BMWBC Counselor
- <u>Dr. Major General Linda Singh (Retired)</u>, Owner & CEO of Kaleidoscope Affect, LLC

SUMMIT SCHEDULE

8:00AM -8:30AM WELCOME ADDRESS

Special Guests Appearances From:

Lt. Governor Boyd Rutherford, Congressman Kweisi Mfume, Senator Van Hollen, MD Secretary of Veterans Affairs, Baltimore Metro Women Business

Center, Truist, and Provost of Morgan State University

8:35AM - 9:00AM SMALL BUSINESS LEGISLATIVE UPDATES

Special Guest Appearance From: Senator Ben Cardin

9:05AM - 10:00AM STRATEGIES TO WIN FEDERAL CONTRACTS

10:10AM - 10:55AM STRATEGIES TO WIN INFRASTRUCTURE CONTRACTS

11:00AM - 12:00PM SMALL BUSINESS RESOURCES: CERTIFICATIONS, TEAMING & CMMC UPDATES (20 MINUTE SESSIONS)

11AM-11:20AM	11:20AM-11:40AM	11:40AM-12PM
Certifications: SDVOSB, ED(WOSB), & Other Small	Joint Ventures, Teaming, All SBA Small Mentor Protégé & Prime Mentor	Cybersecurity Maturity Model Certification (CMMC) Requirements
Businesses	Protégé	•

12:10PM - 1:00PM

KEYNOTE ADDRESS: HOW I BECAME A BUSINESS TRIPLE THREAT DR. MAJOR GENERAL LINDA SINGH (RET.)

Co-Occurring Events

WVE Boot Camp and Other WVE

Honorees and Acknowledgement

Winners of FREE GSA Schedule &
Business Assessment Announced

1:05PM - 1:55PM BUSINESS SUBJECT MATTER BREAKOUTS

Key Strategies to get on the GSA

Multiple Award Schedule

Learn the Keys to Partnering with a Prime

2:00PM - 2:55PM TRUIST TIPS: FINANCING TOOLS & HOW TO BECOME A TRUIST

DIVERSE SUPPLIER

3:00PM - 4:15PM PROCUREMENT FORECASTS AND OPPORTUNITIES

4:20PM - 4:30PM CLOSING REMARKS: BE A BUSINESS TRIPLE THREAT



<u>Special Thank You to Danso Digitial Media Group</u> for providing the virtual platform of the conference.

BUSINESS ADVOCATES





<u>Dr. Major</u> <u>General Linda</u> <u>Singh</u> (Ret.)



Senator Ben Cardin



Senator Chris Van Hollen



Congressman Kweisi Mfume



MD Lt. Gov. Boyd K. Rutherford



Secretary George W. Owings, III



NaTasha Horton (Truist)



Dr. Hongtao Yu (MSU Provost)



Omar S Muhammad (EDAC Director)



Ann Frank, GCDF (Balt. Metro WBC Director)

MEET THE SPEAKERS

KEYNOTE ADDRESS





Dr. Major General Linda Singh (Retired)
Owner & CEO of Kaleidoscope Affect, LLC







With over 30 years of leadership, consulting, and systems integration experience, having served in various senior executive level positions, Dr. Linda Singh offers a blend of public and private sector experience that spans health, defense, state, and local government.

As the founder and Chief Executive Officer of Kaleidoscope Affect, LLC providing leadership and strategic advisory services for a variety of clients. Dr. Singh is transitioning from the Interim Executive Director and CEO of TEDCO focused on investing and helping to grow early stage technology and life sciences companies to fuel economic development and growth. Prior to that she served as a Major General in the Maryland National Guard, dedicating more than 38 years of service. As the Adjutant General and a Cabinet Secretary she was responsible for the Maryland Military Department. As part of her military role she worked with senior level officials at ministerial and ambassador levels in Estonia and Bosnia developing country strategies under the Department of Defense State Partnership Program. Dr. Singh retired from Accenture in 2016, she was a Managing Director in the Health and Public Service North America Operating Unit where she served for 21 years.

Dr. Singh personally mentors, coaches and speaks on leadership, diversity, adversity, career transition and issues that plague women and veterans in the workplace. She holds a bachelor's degree in business, a Master of Business Administration, a Master of Strategic Studies and a PhD in Industrial and Organizational Psychology. She is the author of "Moments of Choice: My path to leadership" and "What's in Your Box" which is schedule for early 2020 release.

Dr. Singh is a certified Project Management Professional (PMP), Professional Certified Coach (PCC), Gallup Strengths Coach and John Maxwell certified trainer and speaker. She has received numerous awards, among them are the 2013 DiversityMBA Top 100 under 50 Diverse Emerging Leaders, The Network Journal 25 Influential Black Women in Business Award for 2014 and recipient of the Ellis Island Medal of Honor for 2015. She was also inducted into the Maryland Women's Hall of Fame in March 2015. She was also featured on the Today Show for her history making leadership team and named as one of InStyle's Badass 50 in July 2019.

EVENT SCHEDULE

HOW TO DO BUSINESS PROCUREMENT PANEL





STRATEGIES TO WIN FEDERAL CONTRACTS 9:05AM - 10:00AM EST

MODERATOR: Kamalia Blunt, Senior Analyst/WVE Program
Coordinator, Lord and Tucker Management
Consultants, LLC

PANELIST(S): Shannon Jackson, Executive Director (SES),
OSDBU, U.S. Department of Health and Human
Services

Marleitha Williams, **Supplier Diversity Program Specialist,** Federal Reserve Program, Board of Governors



STRATEGIES TO WIN INFRASTRUCTURE CONTRACTS

10:10AM - 10:55AM EST

MODERATOR: Andrea Jackson, Small Business Inclusion
Officer/Deputy Compliance Officer, District
Department of Transportation

PANELIST(S): SUBJECT TO CHANGE

EVENT SCHEDULE

SMALL BUSINESS CERTIFICATIONS, TEAMING & CMMC UPDATES





BLOCK 1: SDVOSB, ED(WOSB) & OTHER SMALL BUSINESS CERTIFICATIONS

20 MINUTE SESSION FROM 11:00AM -11:20AM EST

MODERATOR: Denise Hayes ,**Business Development Specialist**, Small Business Administration, Baltimore District Office

PANELIST(S): Tonia McCoy, **Economic Development Specialist**, Small Business Administration, Baltimore District Office

P. Caroline Henson, Business Development Specialist, Small Business Administration, Baltimore District Office



BLOCK 2: HOW BUSINESSES CAN EFFECTIVELY TEAM AND SUBCONTRACT TO WIN CONTRACTS

20 MINUTE SESSION FROM 11:20AM -11:40AM EST

MODERATOR: Denise Hayes, **Business Development Specialist**, Small Business Administration, Baltimore District Office

PANELIST(S): Javette Johnson, Small Business Specialist, OSDBU

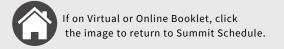


BLOCK 3: CYBERSECURITY MATURITY MODEL CERTIFICATION (CMMC) REQUIREMENTS

20 MINUTE SESSION FROM 11:40AM -12:00PM EST

MODERATOR: Denise Hayes, **Business Development Specialist**, *Small Business Administration*, **Baltimore District Office**

PANELIST(S): John Ellis, **Software Division Director**, *Defense Contract Management Agency*



EVENT SCHEDULE

SUBJECT MATTER LABS





BLOCK 1: KEY STRATEGIES TO GET ON THE GSA MULTIPLE AWARD SCHEDULE

1:05PM - 1:55PM EST

MODERATOR: Lonnette G Bryan, President & CEO, GSA Federal

Solutions, Inc.

PANELIST(S): Lonnette G Bryan, President & CEO, GSA Federal

Solutions, Inc.



BLOCK 2: LEARN THE KEYS TO PARTNERING WITH PRIMES

1:05PM - 1:55PM EST

MODERATOR: Nancy Peters, Small Business Advocate, CACI-

Retired

PANELIST(S): Diane Dempsey, Small Business Programs

Intelligence Director, Security BAE Systems, Inc.

Chireda Gaither, Associate Director of Corporate

Small Business Programs, Leidos Inc

Calvin Freeman, Vice President of Enterprise Procurement and Supply Chain Management,

ManTech International Corporation

EVENT SCHEDULE

PROCUREMENT PANEL





PROCUREMENT FORECASTS AND OPPORTUNITIES

3:00PM - 4:15PM EST

MODERATOR: Sharon Jacobs, Chief Executive Officer, Strategic Alliances Group, Inc

PANELIST(S): Natasha Boyce, Small Business Specialist (FDA & NIH Support), Office of Small Business U.S.

Department of Health and Human Services (HHS)

Melissa Jenkins, Industry Liaison Program Analyst
- Outreach/In-Reach, WOSB Program Manager,
Department of Treasury Office of Small and
Disadvantaged Business Utilization

Juanita Hunt, **Small Business Professional 316th Wing,** Small Business Office Joint Base Andrews – Naval Air Facility Washington

Irma Alvarez-Alexander, **Deputy Director,** Office of Small Business Programs, NAVAIR HQ Naval Air Systems Command (NAVAIR)









Business Owners

Name	WVE Achiever	Email	Business Info (If Applicable)
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Resource Providers

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Allison Tavik	WESTERN.		alison.tavik@maryland.gov	Governor's Office of Small, Minority & Women Business Affairs
Andrea Jackson	WOMEN.		andrea.jackson@dc.gov	Maryland Military-Veteran Women Business Conference
Baltimore Metropolitan Women's Business Center	WOMEN.		ann.frank@morgan.edu	Baltimore Metropolitan Women's Business Center
Dana Burl	W. Graen		dana.burl@maryland.gov	Department of Veteran Affairs
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Sonya Hopson, PMP CSP	WOMEN.		sonya@sageservicesgroupllc.c om	Sage Services Group, LLC
Steven Colella	WOMEN.	(R)	scolella@umd.edu	Mid-Atlantic Veterans Business Outreach
Yvette Racks	WOMEN.		yvette.racks@morgan.edu	Morgan State University Entrepreneurial Development & Assistance Center (MSU EDAC)









Esteemed Participants

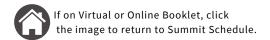
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NOTE: The following resources are subject to change over time.



Government Resources to Support Veterans

- National Veteran Institute for Procurement VIP, https://nationalvip.org/, pbrown@nationalvip.org
- Learn more about VA OSBDU: http://www.va.gov/osdbu
- Learn more about Acquisition Support: https://www.va.gov/osdbu/acquisition/index.asp
- Learn more about Boots to Business: https://www.sba.gov/offices/headquarters/ovbd
- For more SBA resources for veterans: https://www.sba.gov/business-guide/grow-your-business/veteran-owned-businesses
- Learn more about VA Small Business Programs: http://www.va.gov/osdbu/programs/
- Learn more about VA's Verification Assistance and Counseling Programs: https://www.va.gov/osdbu/verification/index.asp
- Learn more about WVOSBI: https://www.va.gov/OSDBU/wvosbi.asp
- Learn more about required documents for VIP application: https://www.va.gov/OSDBU/docs/Required-Documents-for-VIP-Application-4Dec2018.pdf
- Access the Veteran Entrepreneur Portal: https://www.va.gov/osdbu/entrepreneur/index.asp
- Learn more about training and employment: https://www.va.gov/osdbu/entrepreneur/training.asp
- Learn more about HIRE Vets Medallion Award: https://www.hirevets.gov/about
- Verification Program Webinars and Town Halls (Vets First Verification Program): https://www.va.gov/osdbu/verification/you_asked_we_listened.asp
- National Veterans Small Business Coalition: https://nvsbc.org/
- Institute for Veterans and Military Families: https://ivmf.syracuse.edu/apply/our-programs/
- Veterans Institute for Procurement: https://nationalvip.org/
- Verification Program Webinars and Town Halls (Vets First Verification Program): https://www.va.gov/osdbu/verification/you_asked_we_listened.asp
- Learn more about VA OSDBU events: https://www.va.gov/osdbu/calendar.asp
- Learn more about DAP events: https://vetbiz.va.gov/events/
- Download a copy of the VA OSDBU Doing Business with VA Reference Guide (Abridged Version): http://www.va.gov/osdbu/docs/DoingBusinessWithVA_ReferenceGuide.pdf
- Download a copy of the VA OSDBU Doing Business with VA Reference Guide (Expanded Version): https://www.va.gov/osdbu/docs/doingBusinessWithVA_ReferenceGuideFULL.pdf
- To locate a Small Business Liaison near you: https://www.va.gov/osdbu/about/contacts.asp#sbl
- Learn more about the Veteran Entrepreneur Investment Program: https://veip.penfedfoundation.org/
- Learn more about Networking Opportunities through DVA: https://www.va.gov/osdbu/outreach/dap/index.asp
- Access your VetBiz Portal: https://www.vetbiz.va.gov/
- Apply to the Veteran Institute for Procurement (Maryland START Program): https://www.mcccmd.com/veteran-institute-for-procurement.html





Maryland Specific Resources

- Maryland Veterans Business Outreach Center: veteranbusiness@umd.edu (301) 955-6328
- Maryland PTAC Contacts: https://www.aptac-us.org/find-a-ptac/?state=MD
- Maryland Women's Business Center (Serves Maryland's Capital region Prince Georges County, Montgomery County, and Frederick County): https://marylandwbc.org/
 - Angie Duncanson: angie@marylandwbc.org
- Baltimore Metro Women's Business Center (Serves Baltimore City, Baltimore, Howard, Frederick, Carroll and Harford Counties): https://baltmetrowbc.org/
 - Yvette Racks: Yvette.racks@morgan.edu
- Maryland Capital Enterprises Women's Business Center (Serves MD Eastern Shore, Anne Arundel County, and Baltimore City): https://womensbusinesscenteratmarylandcapitalenterprises.org/
 - Lisa Twilley: ltwilley@marylandcapital.org
- Maryland Small Business Development Financing Authority: https://mmgcapitalgroup.com/
- Maryland Department of Commerce: https://commerce.maryland.gov/
- Maryland Department of Veterans Affairs: https://veterans.maryland.gov/
- Maryland Workforce Exchange: https://mwejobs.maryland.gov/vosnet/Default.aspx
- Project Opportunity: https://www.project-opportunity.com/

More Resources Can be Found in this Attachment

https://commerce.maryland.gov/Documents/Business Resource/maryland-federal-facilities-contracting-guide.pdf and the substitution of the substitu





General Business Resources

Business IDs, Codes, and Registrations and Verifications

- Learn more about TIN: http://www.irs.gov/smallbiz
- Obtain a DUNS number: https://www.dnb.com/duns-number/get-a-duns.html
- Learn more about DUNS number: http://fedgov.dnb.com/webform
- SAM.Gov Registration: https://sam.gov/content/home
- Learn how to get verified with VA: https://www.va.gov/osdbu/verification/assistance/counselors.asp
- Certifications through SBA programs: https://certify.sba.gov/
- Learn more about CAGE codes: https://cage.dla.mil/Home/UsageAgree
- Learn more about NAICS codes: https://www.census.gov/naics/
- Learn more about permits and licensing: https://www.sba.gov/licenses-and-permits

General Business

- Learn more about the Women's Business Enterprise National Council: https://www.wbenc.org/
- Learn more about the National Minority Supplier Development Center: https://nmsdc.org/
- Learn more about SBA events: https://www.sba.gov/events/find? dateRange=all&distance=200&pageNumber=1
- Download a copy of the Procurement Readiness Guide for Small Businesses: https://www.va.gov/osdbu/docs/procurementReadiness_FULL.pdf
- Access more Free Contracting Resources: https://fedbizaccess.com/fedbiz-connect-resources/
- Visit the OSDBU Council website: https://www.va.gov/osdbu/council/interagency-council.asp
- Learn more about PTAC: http://www.aptac-us.org/
- Learn more about PTAC events: https://www.aptac-us.org/contracting-assistance/ptac-training-events/
- Learn more about Dun & Bradstreet: https://www.dnb.com/products/small-business/credit-signal.html
- Learn more about CMMI: http://cmmiinstitute.com/
- Learn more about Small Business Matters
 - Basic Business Requirements: https://www.sba.gov/federal-contracting/contracting-guide/basic-requirements
 - Size Standards: https://www.sba.gov/federal-contracting/contracting-guide/size-standards
 - Protests: https://www.sba.gov/partners/contracting-officials/contract-administration/handlingprotests
 - Surety Bonds: https://www.sba.gov/funding-programs/surety-bonds
 - Events: https://www.sba.gov/tools/events
 - How to Win Contracts: https://www.sba.gov/federal-contracting/contracting-guide/how-wincontracts



General Business Resources

Federal Laws, Procedures, and Information

- Learn more about federal information at GPO: https://www.govinfo.gov/
- Learn more about FAR Subpart 15.403: https://www.acquisition.gov/far/15.403
- Learn more about Public Law 109-461: http://www.va.gov/ogc/docs/pl109-461.pdf
- Learn more about Simplified Acquisition Procedures, Simplified Acquisition Threshold Contracts: https://www.acquisition.gov/far/part-13
- Learn more about Subpart 19.5 Set-Asides for Small Business: https://www.acquisition.gov/sites/default/files/current/far/html/Subpart%2019_5.html
- Learn more about Contract Cost Principles and Procedures: https://www.va.gov/oal/library/vaar/vaar831.asp
- Learn more about VA Acquisition Regulation (VAAR): http://www.va.gov/oal/library/vaar/
- Learn more about the Public Law 95-507: https://www.govinfo.gov/content/pkg/STATUTE-92/pdf/STATUTE-92-Pg1757.pdf
- Learn more about Executive Order on Racial Equity and Support for Underserved Communities through
 The Federal Government: https://www.whitehouse.gov/briefing- room/presidentialactions/2021/01/20/executive-order-advancing-racial-equity-and- support-for-underservedcommunities-through-the-federal-government/
- Learn more about the National Defense Authorization Act (NDAA) OF 2021" https://www.congress.gov/bill/116th-congress/house-bill/6395
- Learn more about the American Rescue Plan: https://www.whitehouse.gov/briefing-room/legislation/2021/01/20/president-biden-announces-american-rescue-plan/
- Learn more about Veteran Affairs Acquisition Manual: https://www.va.gov/oal/library/vaam/index.asp

Partnership and Teaming Resources

- Learn more about DSBS: http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm
- Learn more about subcontracting opportunities: https://eweb1.sba.gov/subnet/client/dsp_Landing.cfm
- Learn more about Joint Ventures: https://www.sba.gov/federal-contracting/contracting-assistance-programs/joint-ventures
- Learn more about Contractor Team Arrangements: https://www.gsa.gov/buying-selling/purchasing-programs/gsa-schedule/schedule-features/contractor-team-arrangements

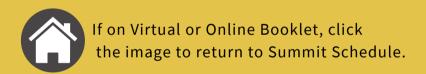


General Business Resources

Procurement, Contracts and Acquisitions

- Learn more about Bidspeed: https://fedbidspeed.com/
- Learn more about Sam.gov data bank: https://sam.gov/content/contract-data
- Learn more about PSCs/FSCs: http://www.fpds.gov/
- Learn more about acquisition systems: https://www.acquisition.gov/?q=Acquisition_Systems
- Learn more about CPARS: http://www.cpars.gov/
- Learn more about GSA schedule: https://www.gsa.gov/acquisition/purchasing- programs/gsa-schedules
- Access SBA Contracting Guides and Programs: https://www.sba.gov/federal-contracting
- Learn more about SBA events: https://www.sba.gov/events/find? dateRange=all&distance=200&pageNumber=1
- Learn more about the Defense Contract Audit Agency: http://www.dcaa.mil/
- Learn more about GSA Smart Pay Program: https://smartpay.gsa.gov/content/gsa-smartpay-vendors
- Download the Product and Service Code Manual: https://www.acquisition.gov/psc-manual
- Learn more about VA Forecast of Contacting Opportunities (FCO):
 - Overall Search: https://www.vendorportal.ecms.va.gov/eVP/fco/EntireVA.aspx?Type=Complete
 - Capitol Health Care Network: https://www.vendorportal.ecms.va.gov/eVP/fco/VisnSearch.aspx? ID=05&Type=Visn
- Learn more about Contract-Awarded Labor Category (CALC): https://calc.gsa.gov/
- Learn more about Grant opportunities: https://www.grants.gov/
- Learn More about the GSA Schedule: https://www.gsaelibrary.gsa.gov/ElibMain/ElibHome? user=newAdvantage&referer=cIrVEcReE5jYjGfAm4l37gVKB5Bz721xgxTQChvGMKvAZBeNYbUDFw%3D%3D

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