



June 26, 2008
Arlington, TX

Annual Small Business Procurement Fair Advocate Awards

All nominations must be submitted to LaVida Barnes by fax: 817-978-0440 or email (lvida.barnes@gsa.gov) by 5:00 pm on May 23, 2008.

General Information

NAME OF NOMINEE (Individual or Organization): Beverly Kuykendall

Company/Agency: FCC INC. / Tremco

Position: President

Mailing Address: 1526 Centinela Avenue Inglewood, CA 90302

E-mail Address: beverly@fccicorp.com Phone #310 674 7452

Name of Person Submitting Nomination: Gregory L. Cody

Company/Agency: GCC Enterprises Inc.

Mailing Address: 1601 Valley View Lane #201 Dallas, TX 75234

E-mail Address: gcody@gccenterprise.com Phone #: 972.406.1050

Outstanding Performance

(Please type your answer below each question. You may use as much space as you deem necessary.)

I. Nominee's Background (10 points)

Beverly Kuykendall is the Director of Small Business and Diversity Programs for Tremco, Inc. Tremco has retained the services of Beverly through her consulting firm, FCCi. Primary responsibilities are the development of a Small Business Program that delivers pertinent and quality services to small businesses to enhance their ability to understand the federal contracting arena.

Beverly has gone a step further by volunteering her time to motivate and encourage small businesses to self-market to governmental agencies. The core of her encouragement involves sharing her wealth of knowledge with small business contractors. Beverly resolves the disconnect between small business federal acquisition guidelines and the ability of small businesses to position themselves for contract awards.

Beverly extends her time and her expertise on a volunteer basis to small businesses. Her time and efforts have resulted in numerous direct contract awards to small business. She also works tirelessly to connect small business and large businesses through



*June 26, 2008
Arlington, TX*

Annual Small Business Procurement Fair Advocate Awards

teaming arrangements that enhance the abilities of both to secure contracts.

Beverly volunteers her time and pays her own expenses to keynote during a variety of federal venues to stimulate and educate small businesses. Even more, Beverly volunteers her time to teach contracting 101-type classes to the ever increasing number of small businesses who are eager to do business with the federal government.

Beverly routinely publishes white papers on the subject of small business and federal contracting and is a regular columnist for Vetpreneur Magazine, the premier magazine for Service Disabled Veteran-Owned Small Businesses.

Her training webinars are conducted on a no-fee basis for small businesses. Beverly's passion is small business and she works diligently to educate and share information to enhance federal procurement opportunities for all categories of small business.

II Small Business Community Involvement (45 points)

Service Disabled Veteran-Owned Small Business – 109-461

When P. L. 108-183 was augmented in June of 2007 by P. L. 109-461, Beverly had already begun to work with various SDVOSBs, on a volunteer basis, to position them for the opportunities that were made available through the Department of Veterans Affairs based on this legislation. Beverly took advantage of every opportunity to offer training to SDVOSBs to educate them on the law and to provide step-by-step implementation ideas for them on how to partner, team and work with large businesses.

Beverly sent out a mailer to SDVOSBs informing them of the VA's commitment. She also conducted a webinar to make herself available to answer questions and share ideas regarding how to move toward self-marketing for the purpose of positioning themselves for sole-source and set-aside awards.

Beverly also offered training through the "Keeping the Promise" SDVOSB event held in California for two consecutive years. Beverly is a board member of the National Veteran-Owned Small Business Association (NaVOBA) and is a columnist where she submits monthly articles for publication regarding issues relevant to SDVOSB's. All of this is done on a volunteer basis.

Beverly routinely meets with and councils individual SDVOSBs regarding business opportunities with the federal government and works diligently to assist them in developing relationships with large businesses as sub or prime contractors.

SDVOSBs are faced with numerous obstacles as they endeavor to become government contractors. Beverly arduously and voluntarily assists them in overcoming these obstacles through providing and interpreting acquisition regulations, advising them on and connecting them with various government resources, helping them to complete the CCR, developing capability statements, and securing bonding assistance.

Annual Small Business Procurement Fair Advocate Awards

Beverly is steadfast in her belief that Small Business is the engine that drives America. However, she also knows that it is time to face some harsh realities if the promise that America has made to veterans and other small businesses is to be fulfilled. It is obvious that Beverly is secure in the knowledge that this is her mission.

The 8(a) Program has been on Beverly's "life purpose" radar for many years. From her volunteer advocacy through "lobbying" Congressional Representatives to working with 8(a) firms to help them understand how to work within the 8(a) Program, Beverly has proven her commitment to the small business community. Beverly's interpretation of the Federal Acquisition Regulations and the Code of Federal Regulations has led her toward small business. Beverly has developed numerous documents for distribution to 8(a) firms so that they could be better positioned for government contracts. Beverly feels that it simply takes 8(a) firms too long to understand the value of this certification. With tenacity and candor, Beverly works with and educates 8(a) firms on what she calls the "Search", "Offering" and "Acceptance" Process of 8(a) contracting. In 1992, Beverly Co-Founded the National Minority Medical Suppliers Association. This was a trade association developed for the advocacy of 8(a) firms in the medical supply distribution industry. Since that time, Beverly's efforts have assisted numerous 8(a) firms understand the value of self-marketing for the purpose of securing 8(a) sole-source contracts as well as the value of the certification as a procurement vehicle for government agencies. Beverly's unique perspective has moved many firms from the outside to the inside of government contracts. Many of these firms built on their success and have graduated from the government program into the commercial sector. Beverly has voluntarily developed a training workbook to teach frustrated 8(a) firms on the value of the U. S. SBA and how to actually gain opportunities for sole-source contracts through the 8(a) program. Beverly travels thousands of miles every year to conferences and other outreach venues for small business to inspire and motivate 8(a) and other small businesses to change the way they endeavor to conduct business with the government and to take a more pro-active and strictly business approach.

III Demonstration of "Over and Above" Performance (45 points)

- *How has the nominee demonstrated "over and above" performance in supporting and providing excellent service/resources to the small business community?*
- *Please provide any additional information for consideration.*

Beverly has performed over and above her performance on behalf of small business by providing opportunities through her relationships with large businesses. Beverly is able to help large businesses understand the "HOW" of small business government contracting. She considers herself successful when she can develop a working relationship between large business and small business contractors. This is what Beverly has achieved through at least one large business General Construction and manufacturing firm, Tremco, Inc. Beverly has worked with Tremco to help them understand the value of small business programs. She has provided Tremco with the opportunity to enhance the capabilities of small businesses through the provision of



June 26, 2008
Arlington, TX

Annual Small Business Procurement Fair Advocate Awards

resources critical to their development. Marketing support, bonding support and RFP support are key resources that Tremco provides small business through a program developed by Beverly, The Tremco Small Business Strategic Alliance Program. Beverly has educated the Tremco sales force on government contracting and small business. Tremco has developed a number of value-added relationships with small business that have resulted in more than \$40MM in incremental business-this is business that Tremco would not have done without strategic and capable small businesses enrolled in the Strategic Alliance Program. Tremco has expanded their program to include other diversity initiatives such as their relationship with Job Corp. Tremco actively recruits Job Corp graduates and offers disadvantaged youth tangible job opportunities as employees of Tremco. It is a tribute to Beverly's passion and tenacity that Tremco has expanded their program beyond supply chain diversity to actual business development strategies for small business members of the Strategic Alliance Program