



October 8, 2014

Scott Dennison
Executive Director
National Veteran Small Business Coalition
14001-C St. Germain Drive, #652
Centerville, VA 20121

Thank you for your letter dated September 19, 2014 regarding GSA's implementation of Executive Order (EO) 13360 "Providing Opportunities for Service-Disabled Veteran Businesses to Increase Their Federal Contracting and Subcontracting."

Per your request, please see GSA's implementation of each of the three items from EO 13360 identified in your letter:

- A. In 2012 GSA implemented a group of advocates who formed the "GSA Veteran Business Kitchen Cabinet" for better adoption of the specific efforts outlined in EO 13360.
- B. This group developed and posted our "21 Gun Salute" which provided a roadmap for all GSA to collaboratively exceed our 3 percent Service Disabled Veteran Owned Small Business Goal which is reported annually to the Small Business Administration (<http://www.gsa.gov/portal/content/268585>). An introductory page for SDVOSBs was also created at www.gsa.gov/service-disabled.

GSA's current strategy includes hosting small business events directed toward the veteran community, monitoring small business goaling reports for improved performance, providing training, and additional targeted support to veteran-specific events. All efforts are focused on exceeding the 3 percent procurement goal established by Public Law 106-50. GSA continues to incorporate the message of the "21 Gun Salute" as a part of the agency's strategic plan.

In addition to the overall strategy of promoting veteran opportunities, GSA has engaged the veterans community in FY 2014 through:

- 1) Maximizing the use of existing memoranda of agreement with other Federal Agencies (SBA and VA) to assist each other in promoting the use, developmental assistance, and general support of VOSBs and SDVOSBs. An example of these successes has been with the joint outreach efforts between SBA and GSA Office of Small Business Utilization (OSBU) in performing one-on-one Question and Answer review sessions. Officials have met with over 500 established VOSBs/SDVOSBs and approximately 150 potential VOSBs/SDVOSBs.

U.S. General Services Administration
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C. GSA's senior level official, designated in August 2014, is responsible for the development and implementation of our agency strategies is provided below:

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Thank you for this opportunity to respond to your request. If you have any questions, please do not hesitate to contact me at (202) 694-2989 or via email at karen.poole@gsa.gov. GSA OSBU looks forward to a continued partnership with your organization and is happy to report that as of today GSA has exceeded the Service Disabled Veteran Owned small business goal of 3 percent for FY 2014.

Sincerely,



Karen Poole
Acting Associate Administrator
Office of Small Business Utilization