



**DEPARTMENT OF VETERANS AFFAIRS
Center for Verification and Evaluation
Washington DC 20420**

8/8/2022
In Reply Refer To: **00VE**

Mr. Todd A. Muffley
Plan B Marketing, Inc.
SAM UEI: M6EMKKX1YZS8
1055 Marshide Way
Belville, NC 28451

Dear Mr. Muffley:

On behalf of the U.S. Department of Veterans Affairs (VA), Center for Verification and Evaluation (CVE), I am writing to inform you that your application for reverification has been approved. Plan B Marketing, Inc. will remain eligible to participate in Veterans First Contracting Program opportunities with VA as a verified Veteran-Owned Small Business (VOSB).

This verification is valid for three (3) years from the date of this letter.

Please retain a copy of this letter to confirm Plan B Marketing, Inc.'s continued program eligibility in accordance with 38 Code of Federal Regulation (CFR) § 74.12. You may reapply 120 days prior to your new expiration date by logging into <https://www.vetbiz.va.gov/>.

To promote Plan B Marketing, Inc.'s verified status, you may use the following link to download the logo for use on your marketing materials and business cards: https://www.va.gov/OSDBU/docs/cve_completed_v.jpg. In addition, please access the following link for information on next steps and opportunities for verified businesses: <http://www.va.gov/osdbu/verification/whatsNext.asp>.

While CVE has confirmed that Plan B Marketing, Inc. is presently, as of the issuance of this notice, in compliance with the regulation, Plan B Marketing, Inc. must inform CVE of any changes or other circumstances that would adversely affect its eligibility. Eligibility changes not reported to CVE within 30 days could result in a referral to the Office of Inspector General (OIG), a referral to the Debarment and Suspension Committee, and the initiation of cancellation proceedings—all of which could result in Plan B Marketing, Inc. being removed from the VIP Verification Program.

Please be advised all verified businesses may be required to participate in one or more post-verification audits at CVE's discretion. Additionally, this letter and other

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Enabling Veteran Business Opportunities by Protecting the Veteran Advantage - One Vet at a Time"*

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information pertaining to Plan B Marketing, Inc.'s verification application may be subject to Freedom of Information Act (FOIA) requests. However, FOIA disclosures include exceptions regarding the personal privacy of individuals, and VA policy similarly provides limitations on the release of individuals records.

If Plan B Marketing, Inc. receives a negative size determination from the U.S. Small Business Administration (SBA), CVE must act in accordance with 38 CFR § 74.2(e). Also note, if at any time Plan B Marketing, Inc. discovers that it fails to meet the size standards for any NAICS Code(s) listed on its VIP profile, CVE requires such NAICS Code(s) be removed within five (5) business days. If these NAICS Codes are not removed within the allotted five (5) business days, CVE may request SBA conduct a formal size determination. In addition, CVE may initiate a referral to OIG, a referral to the Debarment and Suspension Committee and pursue cancellation proceedings. All of the aforementioned referrals and procedures could result in Plan B Marketing, Inc. being removed from the VIP Verification Program.

Thank you for your service to our country and for continuing to serve America through small business ownership.

Sincerely,

A handwritten signature in black ink that reads "D. Scott Wilson". The signature is written in a cursive, slightly slanted style.

Douglas Scott Wilson
Deputy Director
Center for Verification and Evaluation