



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

8/14/2019
In Reply Refer To: **00VE**

Mr. Todd A. Muffley
Plan B Marketing, Inc.
DUNS: 621510648
13480 Shakamac Dr.
Carmel, IN 46032

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 Plan B Marketing, Inc. has been verified as a Veteran-Owned Small Business (VOSB) and added to the Vendor Information Pages (VIP) at <https://www.vip.vetbiz.gov/>. Plan B Marketing, Inc. will be eligible to participate in Veterans First Contracting Program opportunities with VA.

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 Regulations (CFR) § 74.12. You may reapply 120 days prior to your expiration date by logging in to your VIP profile.

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

To ensure that Plan B Marketing, Inc. is correctly listed in the Vendor Information Pages, check Plan B Marketing, Inc.'s profile for the verified logo. Please notify us if the logo is not present within 72 hours of receipt of this letter.

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.

"World Class Professionals

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

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 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 individual 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 the NAICS Code(s) 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 "Thomas McGrath". The signature is written in a cursive style with a large, looping initial 'T'.

Thomas McGrath
Director
Center for Verification and Evaluation