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NSSF[®]
The Firearm Industry
Trade Association

 **PROJECT
CYBERSAFE**[™]

WEBINAR SERIES

CMMC & the Firearms Industry

Revenue Protection, Legal Exposure & Competitive Positioning

A boardroom-level conversation for defense-adjacent manufacturers navigating the U.S. Department of War's cybersecurity mandate.



YOUR PRESENTERS

Meet the Panelists



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What We'll Cover

This webinar is designed for executives, CFOs, legal teams, and operations leaders — not just IT. Every topic reflects real-world patterns seen across defense-adjacent organizations today.

01

The Revenue At Risk Conversation

What government-adjacent revenue is already gated behind CMMC compliance?

03

The Competitive Moat Argument

Why early certification is a strategic differentiator — not just a compliance checkbox.

05

Actual Costs vs. Expectations

Four real cost categories every executive needs to understand.

02

The Liability You Don't Know You're Carrying

False Claims Act exposure, SPRS scores, and DOJ involvement.

04

The Timeline (Hint: It's Now)

Flow-down clauses are already live. The clock is running.

06

Pathway to Certification

Actionable next steps — wherever you are in the CMMC journey.

The Revenue At Risk Conversation

CMMC compliance is no longer a future requirement — it is already the price of admission for significant portions of the defense supply chain. If your organization touches DoW contracts, Federal Military Sales (FMS) relationships, or prime contractor supply chains, this revenue is actively at risk today.

DoW Contracts

- DoW deals now require CMMC.
- Certification is a condition of award.
- This is already happening.

Prime Contractor Supply Chain Pressure

- Primes are demanding compliance proof.
- Uncertified suppliers risk preferred lists.
- Future bid eligibility may be lost.

Certification vs. Opportunity Cost

- It is no longer optional.
- Consider the revenue left behind.
- Certification protects and grows revenue.

⚠ Organizations that delay certification risk being systematically excluded from contract vehicles and supply chain positions they currently hold — not just future opportunities.

The Liability You Don't Know You're Carrying

This is not an IT conversation. This is a legal and financial exposure conversation that belongs in the boardroom with your CFO and General Counsel present.

The False Claims Act

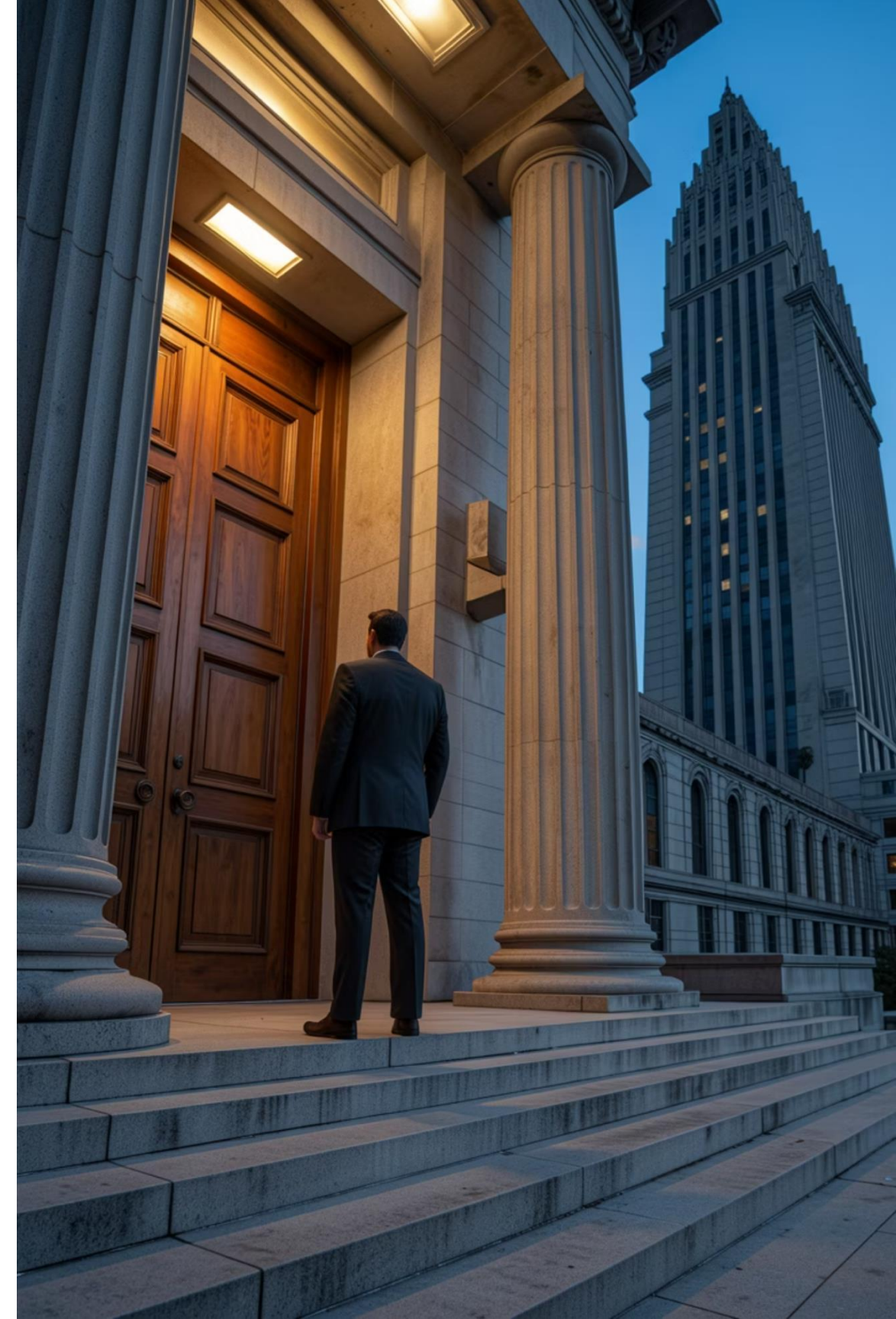
- Certified compliance without meeting requirements
- False Claims Act liability exposure
- Personal consequences for signing executives

SPRS Score Exposure

- Public self-attestation in Supplier Performance Risk System
- Inflated or inaccurate scores create liability
- DOJ actively investigates these misstatements

DOJ Involvement

- Enforcement actions have already begun
- Cybersecurity non-compliance triggered False Claims Act cases
- This threat is real, not hypothetical





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TOPIC 3

The Competitive Moat Argument

For organizations willing to move early, CMMC certification is not a burden — it is a strategic weapon. The window to use certification as a differentiator is open now, but it will close as the market catches up.

Early Mover Advantage

- Access contracts ahead of competitors
- Win task orders and supply positions
- Secure durable procurement advantages

Supply Chain Consolidation

- Prime contractors are reducing suppliers
- Certified vendors are retained and expanded
- Non-certified vendors are consolidated out

Certification as a Differentiator

- Signals organizational maturity and trust
- Shows long-term defense mission commitment
- Stands out in competitive bids

The Timeline — Hint: It Is Now

There is a persistent belief that CMMC is a future requirement. It is not. The contractual and regulatory machinery is already in motion. The only question is whether your organization is ahead of it, keeping pace with it, or already behind.



The DFARS rule is not waiting for your next budget cycle. Prime contractors are issuing compliance questionnaires today. Flow-down clauses in your existing contracts may already require CMMC — check them.

Flow-Down Clauses

- Flow down from prime contractors
- Apply to subcontractors and suppliers
- May already exist in contracts

Prime Requests Are Live

- Compliance requests are happening now
- Supplier questionnaires are being issued
- Before formal award requirements

Are You Behind?

- If you started nothing, yes
- Need to assess your gap
- Find the fastest credible path

Actual Costs vs. Expectations

Most organizations dramatically underestimate the total cost landscape of CMMC — and equally underestimate the cost of *not* achieving certification. Executive decision-making requires full visibility into all four cost categories.

1

Cost of Certification

- Assessment fees and consultant costs
- Technology remediation and documentation development
- Internal labor to prepare, maintain

2

Cost of a Failed Assessment

- Remediation after a failed C3PAO assessment
- Re-assessment fees and lost time
- Missed gated opportunities and reputational impact

3

Cost of a False Claims Act Action

- Treble damages and civil penalties
- Legal defense and settlement costs
- Debarment and lost federal eligibility

4

Cost of Supply Chain Removal

- Revenue loss from prime removal
- Transition costs and vendor disruption
- Harder re-entry after competitor certification

Pathway to Certification

Wherever your organization is in the CMMC journey, there is a defined and actionable next step. The path forward depends on your current state — and understanding that starting point is the first action.



Haven't Started Yet

- Establish your current baseline
- Identify highest-risk control gaps
- Create a prioritized remediation roadmap
- Set realistic timelines and costs



Already on the Path

- Conduct an independent program review
- Confirm your current trajectory
- Find SSP and evidence gaps
- Validate timeline feasibility before assessment
- Set a C3PAO date confidently



Ready for Assessment

- Complete a pre-assessment readiness review
- Confirm evidence package completeness
- Verify controls are defensible
- Reduce risk of assessment failure
- Proceed to C3PAO assessment

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Key Takeaways



LET'S TALK

Thank you, NSSF.

Offer: CMMC Readiness Workshop.

As a thank-you to NSSF members, Fellsway offers a complimentary CMMC Readiness Workshop — a focused session to assess your current posture, identify your highest-risk gaps, and map a credible path to certification. No obligation. No sales pitch. Just clarity on where you stand and what to do next.

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