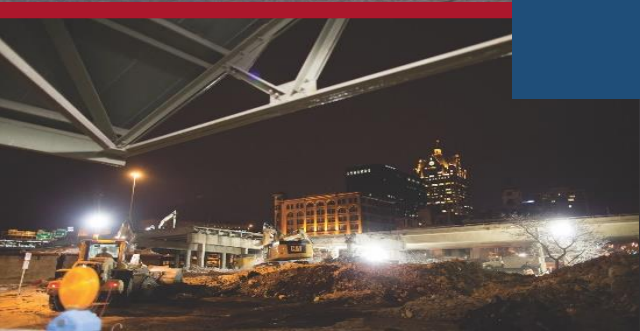




A Procurement Technical  
Assistance Center (PTAC)

# GROWING NEW CUSTOMERS WITH GOVERNMENT CONTRACTING – THE FEDERAL SMALL BUSINESS HUBZONE PROGRAM

February 28, 2017



# Thank you to our hosts



**The Milwaukee Urban League**

# What we are going to talk about today

- Overview of the Federal Contracting
- Getting Ready to Sell to the Federal Government
- Overview of the Federal Small Business Programs
- The HUBZone Program
- Marketing your certifications
- Strategies for Success in the Federal Marketplace

# INTRODUCTIONS

- Your name
- Company name
- City
- Contracting experience?

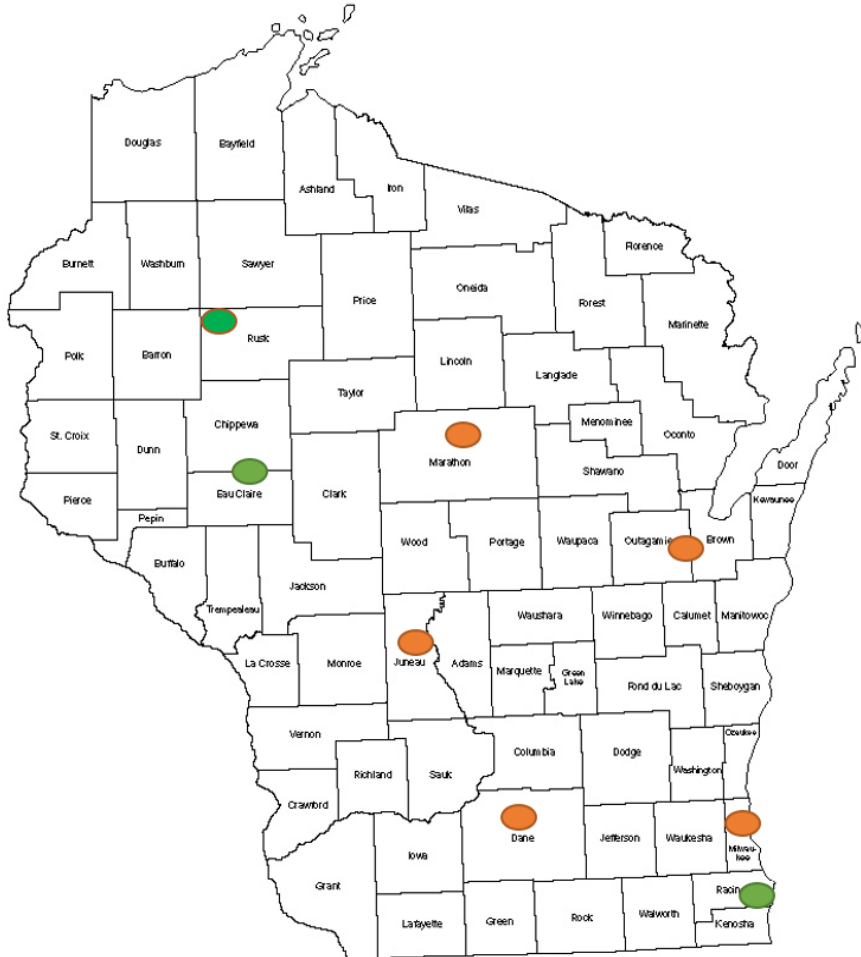




# ABOUT WPI

## Supporting the Mission

Assist businesses in creating,  
development and growing their sales,  
revenue and jobs through Federal, state  
and local government contracts.



## LOCATIONS:

- **Primary office – Milwaukee** - Technology Innovation Center
- **Staffed Satellite offices**
  - Madison** (FEED – Food Enterprise & Economic Development / MEC – Madison Enterprise Center)
  - Camp Douglas** (Juneau County Economic Development Corporation)
  - Wausau** (Wausau Region Chamber of Commerce)
  - Appleton** (Fox Valley Technical College)
- **Active Partnerships**
  - Racine** – LaunchBox
  - Eau Claire** - Western Dairyland
  - Ladysmith** – Indianhead Community Action

←

**MARK YOUR CALENDAR! 5TH  
ANNUAL U.S DEPARTMENT OF  
VETERANS AFFAIRS BUSINESS  
CONFERENCE - MAY 10TH.**

→

[www.wispro.org](http://www.wispro.org)

UPCOMING EVENTS

FEBRUARY 28 2017  
ACQUISITION HOUR – THE CONTRACTOR PURCHASING  
SYSTEM REVIEW (CPSR) SERIES PART 4 OF 4

FEBRUARY 28 2017  
GROWING NEW CUSTOMERS WITH GOVERNMENT  
CONTRACTING - THE FEDERAL SMALL BUSINESS  
HUBZONE PROGRAM - MILWAUKEE  
MILWAUKEE, WI »

MARCH 1 2017  
ACQUISITION HOUR: ESRS INDIVIDUAL  
SUBCONTRACTOR REPORTING (ISR) BASICS

MARCH 1 2017  
ACQUISITION HOUR – MARKET RESEARCH – USING  
THE FEDERAL PROCUREMENT DATA SYSTEMS (FPDS)

MARCH 2 2017  
GROWING NEW CUSTOMERS WITH GOVERNMENT  
CONTRACTING - THE FEDERAL SMALL BUSINESS  
HUBZONE PROGRAM - LA CROSSE  
LA CROSSE, WI »

CURRENT OPPORTUNITIES (3)

GET STARTED WITH THE BASICS

Questions & answers on how to get started.

GET STARTED

SIGN-UP FOR OUR NEWSLETTER

Stay up-to-date with the latest WPI news.

SIGN UP

HAVE A QUESTION? WE'RE HERE  
TO HELP.

One of our staff of experts is available to answer your  
questions.

GET HELP

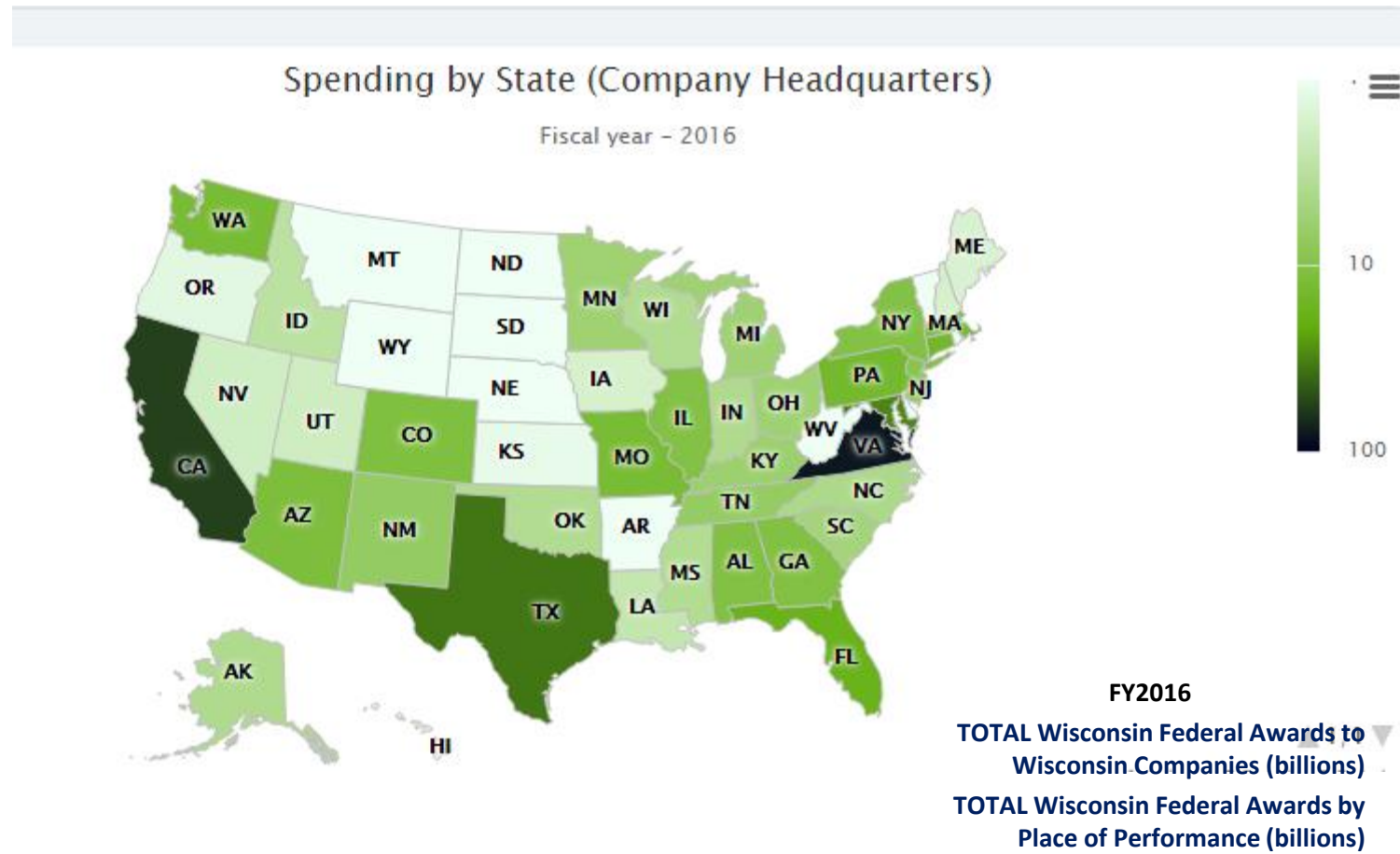
WISCONSIN PROCUREMENT INSTITUTE  
10437 INNOVATION DR., SUITE 320  
MILWAUKEE, WI 53226





# Overview of the Federal Contracting

# WHERE IS THE MONEY GOING



# FEDERAL CONTRACTS – TOP WI COUNTIES – FY2016

TOP 10 Counties by Place of Performance (million)	FY16 Dollars in County	Largest Federal Contractor in the County
Winnebago \$	1,430.00	Oshkosh Defense
Dane \$	548.43	WPS Insurance Corp.
Milwaukee \$	283.74	Industries for the Blind
LaCrosse \$	211.01	Logistics Health Inc.
Outagamie \$	163.48	Tower Industries
Waukesha \$	114.90	Konecranes Nuclear Equipment & Service
Rock \$	106.00	AMTEC Corporation
Brown \$	82.73	Krueger International
Monroe \$	82.00	Versar Inc. (HQ VA)
Kenosha \$	49.77	Ocenco

**In the last two years  
businesses in every county  
in the State received  
contract awards**

# More on Federal Contractors in Wisconsin – FY2016

## TOP 5 NAICS Codes (millions)

336212 - Truck Trailer Mfg	\$	939.99
336992 - Military Armored Vehicle	\$	314.94
332992 - Ammunition	\$	213.86
621111 - Offices of Physicians	\$	204.94
522390 - Credit Intermediation	\$	183.83

## TOP FIRST TIME WI Contractors (millions)

Calument Diversified Meats	\$	2.37
Silver Lake Construction	\$	1.90
PGB LLC	\$	1.49
American Patriot Construction Services	\$	1.02
Quality Lockout	\$	0.93

## TOP 5 Small Business Contractors

Tower Industries	\$	125.52
AMTEC Corporation	\$	87.40
Didion Inc.	\$	34.40
Statz Corporation	\$	23.96
Avantti Builders Group	\$	20.03

### TOP PRIME RECIPIENTS

1. OSHKOSH DEFENSE, LLC	\$1,405,857,672
2. WISCONSIN PHYSICIANS SERVICE INSURANCE CORPORATION	\$212,089,206
3. LOGISTICS HEALTH, INC.	\$190,006,396
4. GREAT LAKES EDUCATIONAL LOAN SERVICES, INC.	\$183,834,126
5. TOWER INDUSTRIES, INC.	\$126,459,020

[Text View and More Details on All Prime Recipients](#)

### TOP CONTRACTOR SUB-AWARDEES

1. WISCONSIN PHYSICIANS SERVICE INSURANCE CORPORATION	\$486,548,157
2. United Technologies Corporation	\$67,225,047
3. EXTREME ENGINEERING SOLUTIONS, INC	\$29,272,601
4. COLTEC INDUSTRIES INC	\$12,139,618
5. Dover Corporation	\$2,570,604

[Text View and More Details on All Contractor Sub-Awardees](#)

# More on Wisconsin Federal Contractors

## FY2016 – 8(a)

Contractor name	
ONEIDA TOTAL INTEGRATED ENTERPRISES, LLC	\$17.63M
SUSTAINMENT&RESTORATION SERVICES, LLC	\$9.66M
1PROSPECT TECHNOLOGIES, LLC	\$8.09M
O-TECH SOLUTIONS LLC	\$6.46M
MISSION SUPPORT SERVICES, LLC	\$5.79M

## FY2016 – HUBZone

Contractor name	
ROEN SALVAGE CO.	\$11.87M
O-TECH SOLUTIONS LLC	\$6.46M
ALLIANCE STEEL CONSTRUCTION, INC.	\$4.22M
ALMOST HOME, LLC	\$1.67M
KPH CONSTRUCTION, CORP.	\$1.35M

## FY2016 - SDVOSB

STATZ CORPORATION	\$23.96M
PROGRESSIVE CONSTRUCTION SERVICES, LLC	\$14.79M
MAINSTAY DISTRIBUTING, LLC	\$7.97M
C3T, INC.	\$5.60M
VETERANS ELECTRIC, LLC	\$5.52M

## FY2016 - WOSB

ALLIANCE STEEL CONSTRUCTION, INC.	\$4.22M
ALLCON, LLC	\$2.90M
STRATATECH CORPORATION	\$1.93M
ALMOST HOME, LLC	\$1.67M
HICKEY BROS. RESEARCH, LLC	\$1.17M

# Wisconsin and area Federal agencies

**128th Air Refueling Wing (WIANG) – Dionne Holloway, Contract Specialist**  
1919 E. Grange Avenue  
Milwaukee, WI 53207  
(414) 944-8517 [dionne.f.holloway.mil@mail.mil](mailto:dionne.f.holloway.mil@mail.mil)

**U.S. Department of Agriculture –Colleen M. Rettinger, Supervisory Contract Specialist**  
Forest Products Laboratory & Northern Research Station  
One Gifford Pinchot Drive  
Madison, WI 53726-2398  
608-231-9285 [creittinger@fs.fed.us](mailto:creittinger@fs.fed.us)

**U.S. Forest Service – Shawn Lacina, Contracting Officer**  
Lake States Acquisition Team (LSAT)  
500 Hansen Lake Road  
Rhineland, WI 54501  
(715) 362-1347 [slacina@fs.fed.us](mailto:slacina@fs.fed.us)

**U.S. Veterans Affairs – Steve Maier, Small Business Liaison**  
Great Lakes Acquisition Center (GLAC)  
112<sup>th</sup> South 84<sup>th</sup> St. Suite 101  
Milwaukee, WI 53214  
(414) 844-4824 [steven.maier2@va.gov](mailto:steven.maier2@va.gov)

**Environmental Protection Agency - Adrienne Callahan**  
Small and Disadvantaged Business Utilization Coordinator  
USEPA, Region 5  
77 West Jackson Blvd. (MC-10J)  
Chicago, IL 60604  
(312) 353-5556 [Callahan.adrienne@epa.gov](mailto:Callahan.adrienne@epa.gov)

**Oxford Prison – Bob Pahmeier, Contract Specialist**  
Federal Correctional Institution  
P.O. Box 500  
Oxford, WI 53952  
(608) 584-5511 [rpahmeier@bop.gov](mailto:rpahmeier@bop.gov)



# Wisconsin and area Federal agencies

**115th Fighter Wing - SMSgt Katherine Pinnow**

Wisconsin Air National Guard  
3110 Mitchell Street  
Madison, WI 53704  
(608) 245-4528 [Katherine.pinnow@ang.af.mil](mailto:Katherine.pinnow@ang.af.mil)

**Volk Field Combat Training Readiness Training Center - TSgt Seth Swieter**

100 Independence Drive  
Camp Douglas, WI 54618-5001  
(608) 427-1235 [seth.swieter@ang.af.mil](mailto:seth.swieter@ang.af.mil)

**Fort McCoy Contracting Division - Tony Steinhoff, Small Business Specialist**

Mission & Installation Contracting Command  
60 South O Street  
Fort McCoy, WI 54656  
(608) 388-7351 [tony.r.steinhoff.civ@mail.mil](mailto:tony.r.steinhoff.civ@mail.mil)

**General Services Administration - Kimberly Hutchinson**

Public Buildings Service  
230 S. Dearborn Street, Rm 3300  
Chicago, Illinois 60604  
United States  
(312) 353-1889 [kimberly.hutchinson@gsa.gov](mailto:kimberly.hutchinson@gsa.gov)

**General Services Administration Public Building Services (PBS) - Susan Dobrosavljevic**

Public Buildings Service  
230 S. Dearborn Street, Rm 3300  
Chicago, Illinois 60604  
United States  
[\(312\) 886-0539](tel:312-886-0539) [susan.dobrosavljevic@gsa.gov](mailto:susan.dobrosavljevic@gsa.gov)

**United States Transportation Command**

Office of Small Business Programs  
508 Scott Drive  
Scott AFB, IL 62225-5357  
(618) 220-7066  
[www.transcom.mil/about/org/tccs/OSBP.cfm](http://www.transcom.mil/about/org/tccs/OSBP.cfm)

# Wisconsin and area Federal agencies

**Argonne National Laboratory**

9700 S. Cass Avenue  
Argonne, IL 60439  
(630) 252-2000

**Department of Veterans Affairs - Delonda**

**Ward, Small Business Liaison**

NCO 23 – Minneapolis  
708 S Third Street, Suite 200E  
Minneapolis MN 55415  
(612) 344-2162 [delona.ward@va.gov](mailto:delona.ward@va.gov)

**National Park Service, Midwest Region -**

**George Sievers, Regional Chief of Contracting**

601 Riverfront Drive  
Omaha, NE 68102-4226  
402-661-1680 (voice) [george\\_sievers@nps.gov](mailto:george_sievers@nps.gov)

**U.S. Army Corps of Engineers Chicago & Detroit - Bonita Carroll**

312-846-5565  
[bonita.m.carroll@usace.army.mil](mailto:bonita.m.carroll@usace.army.mil)

**Chicago District Main Office**

231 S. LaSalle St., Suite 1500  
Chicago, IL 60604  
Phone: (312) 846-5330

**Detroit Area Office**

6309 W. Jefferson, Bldg. 414  
Detroit, MI 48209  
(313) 226-2206

**U.S. Army Corps of Engineers Rock Island**

**Arsenal - John Dengler**

1500 Rock Island Lines Railroad  
Rock Island, IL  
(309) 794-5205  
[john.e.dengler@usace.army.mil](mailto:john.e.dengler@usace.army.mil)

**U.S. Coast Guard Sector Lake Michigan**

2420 S. Lincoln Memorial Drive  
Milwaukee, WI. 53207  
(414) 747-7100 [richard.w.goodman@uscg.mil](mailto:richard.w.goodman@uscg.mil)

**Wisconsin Army National Guard**

100 Independence Dr  
Camp Douglas, WI 54618  
(414) 844-4824  
[gwendolyn.f.duncan2.civ@mail.mil](mailto:gwendolyn.f.duncan2.civ@mail.mil)

## Veteran Pursues Massage Business Growth Through SBDC, SBA Mentoring and Contracting Certifications



Jessica Dragan, a Wisconsin native, joined the U.S. Army

as a logistics and transportation specialist and spent four years traveling the globe with tours in South Korea, Texas, and Kuwait during Operation Iraqi Freedom. She knew when she left the service that she would take a different path. She spent two years in Los Angeles studying as many styles of massage as she could learn. She gained experience working at one of the Los Angeles area's most respected spas, Burke Williams. In 2009, she felt a pull back to Wisconsin and family, and returned to the Milwaukee area.

She started her business, Spa Massage on the Go, working with people in their homes. Unlike many massage therapists, she felt more comfortable working with clients in their own environments rather than in a salon or other setting. Soon she began hiring other massage therapists on contract when she needed extra help. Within a year, Spa Massage on the Go needed more help on a regular basis. She expanded her practice

to retirement homes and homes for the disabled and started working at corporate wellness events, sometimes personally working on as many as ten clients a day. By 2013, the rigors of the physical work of massage resulted in an injury. She soon realized that she needed to work more on her business and do less hands-on work with clients. Thus began an intensive phase of business planning and development.

Seeing a TV ad prompted her to begin exploring government contracting as a possible business opportunity. In 2014, she attended SBA's ChallengeHER women's contracting event in Milwaukee and began attending the Wisconsin Procurement Institute's (WPI) events and classes to educate herself. She also reached out to SBA's Veterans Service Development Officer Frank Demarest. By August 2015 she had gotten certified as a Service Disabled Veteran-Owned Small Business, an Economically Disadvantaged Woman Owned Small Business and a Wisconsin Women's Business Enterprise.

Jessica also has sought SBA counseling and mentoring resources, which can help businesses generate

more revenues and hire more employees. With mentor Richard Gorko of the Small Business Development Center in Milwaukee, Jessica is working on her business model canvas. This easy-to-use tool helps business owners put the key aspects of their business development on just one sheet of paper.

Rick says, "Right now, Jessica is quantifying her value proposition, which focuses on convenience and customized service on location, and prioritizing her customer segments so that she can create consistent revenue streams. She is very committed to her business' success." In a new venture, Jessica has just partnered with an eldercare concierge provider in the Milwaukee area as its exclusive massage therapy service. In the meantime, Spa Massage on the Go still has nine contract massage therapists working with current clients. Jessica says that she's finding the resources she needs and a level of ease working SBA partners as she grows Spa Massage on the Go. She says, "As a veteran, it feels very comfortable. It's straightforward—it feels like home."



## Hayward Awards Business Finds Online Niche in Contracting through HUBZone Location

When Dennis Smith was coaching high school basketball in the 1980s, he never dreamed his dissatisfaction with local trophy products for his teams would set him on a journey to government contracting. After building a golf course in the 1990s and selling personalized trophies and awards there, Smith decided to open a small shop in the town of Hayward. In fall 1996 he went to look at Apple Awards, a mail order awards business whose owners had recently moved from Green Bay to Hayward. When the owners realized they needed to sell the business and retire, Smith was in the right place at the right time. Apple Awards historically has sold to teachers' associations and educational organizations. Its brass, marble and crystal apple products are sourced from India, Taiwan and China with personalizing and base production taking place at its Hayward shop. Smith keeps a ready stock for quick service and ships products to all 50 states, Canada and occasionally China.

While Smith continued to sell from

his local shop after purchasing Apple Awards, he saw a great opportunity in the nascent Internet to add to the traditional catalog and mail order marketing for the company. Before it was common, he built an e-commerce site in 2000. Through the years he developed his online business into a thriving one, with more than 700 new customers in 2015. As his online business was growing, Smith's foray into contracting began in September 2014 when he attended a seminar held by the Wisconsin Procurement Institute, the federal Procurement Technical Assistance Center in the state. Through that and WPI's in-person visit to his business, he learned Hayward was in one of Wisconsin's historically underutilized business zones (HUBZone), which are designated to encourage economic development and employment growth in distressed areas by providing access to more federal contracting opportunities. As a HUBZone-certified small business, Apple Awards could receive a 10 percent price preference



and be awarded sole source contracts.

Smith's first step was to register Apple Awards in the System for Awards Management (SAM) online with the help of Joe Smetak and Ben Blanc at WPI. The registration led to a contract with the New York Housing and Preservation Authority, which had an incentive to use small businesses and is now a repeat customer. Dennis worked on the HUBZone verification process around the daily demands of his busyschedule. Soon after completing it in 2015, he got his first HUBZone contract with a Texas-based company. Smith is looking now at how to sustain the HUBZone advantage and his SAM registration as an income stream. "I'm pulling business into Wisconsin that I would not have been able to without the registration, and WPI was key to getting me into SAM and into the HUBZone program. It's a commitment and I'm looking at the best way to move forward."



## Determination, Investment in People Drives 8(a) Graduate to Excellence in Government Contracting



When Thomasina M. Ivy was working for a Large Corporation in 2000, she was told it would be many years before she could be considered for a vice presidency. She rejected that path--she had already built up extensive professional experience, and, as a Milwaukee native, she had seen firsthand the effects of urban poverty, lack of education, and economic decline. She wanted more for herself and her community.

Ivy founded TMI Consulting LLC in March 2001 as a single person firm. TMI provides professional services for local state and federal governments as well as commercial businesses. Its core competencies include business process re-engineering, financial and risk management, infrastructure support, project and program management, and security services. The firm's core values are integrity, innovation, and growth, and from the beginning it has successfully demonstrated all three.

While her first clients were major corporations, many from her extensive network of professional contacts, she had her eye on the federal marketplace. Ivy first applied for SBA's HUBZone (Historically Underutilized Business Zone) program as a way to fulfill her deep commitment to providing employment for economically disadvantaged populations. The HUBZone program helps small businesses located

in distressed urban and rural communities to access federal sole source and set-aside contracts. To qualify, the business must be located in a designated HUBZone area, and at least 35% of employees must also live in a HUBZone. Since then, she has trained and hired employees from HUBZones throughout the country, with 40 percent of her staff living in HUBZones.

That same year, she also enrolled in SBA's 8(a) business development program for economically and socially disadvantaged small businesses. This nine year long program provides training, counseling, and matchmaking opportunities as well as sole-source contracts of up to \$4 million for goods and services and \$6.5 million for manufacturing. Within a few years, she had contracts with the Department of Transportation, the Department of Justice, the FBI and HUD. She obtained financing and a line of credit to help meet the growth opportunity provided by the contracts. In 2010, the year she graduated the 8(a) program, the company was awarded a \$7.2 million contract to provide enterprise architecture support to the Department of Labor, and got additional financing from Associated Bank to fund the necessary growth. TMI now self-funds its line of credit.

From the start, Ivy has viewed her employees as her top asset. She

invests about \$10,000 on average in her team members to train them on the latest technologies and necessary industry certifications. The company recently began an internal mentorship program which pairs soon-to-retire, experienced employees with newer, more tech-savvy hires. This commitment, along with company's ISO 9001:2008 Certifications ensures that it meets or exceeds its contractual obligations has paid off with repeat business, high growth, national recognition, and the trust of lenders. The company has consistently placed in the Inc. 5000 list and Washington SmartCEO Magazine recognized Ivy as one of its 25 Brava! Award winners in 2012. Forbes published a profile of her in its June 2016 issue focused on women business leaders.

In 2016, Thomasina Ivy was recognized as Wisconsin's SBA 8(a) Graduate of the Year for her business development and growth through the 8(a) program and her commitment to the community. What's next for TMI Consulting and Thomasina Ivy? "TMI Consulting will continue to make significant investments in our people, processes and the communities in which we do business. This will assist us in becoming better at what we do and launch us into our next phase."

# Getting Ready to Sell to the Federal Government



# HOMework –or- MARKET RESEARCH

- **SOME BASICS – You need to learn about your potential customers**
  - Use the INTERNET
  - ATTEND or PARTICIPATE in events, seminars, networking.....
  - Read – newspapers, publications..... STAY CURRENT
  - Direct contact – whenever and wherever you can get it
  - Participate in Associations, Trade Groups, Business Groups..... especially those with members that you may want to meet
  - Join groups such as **SAME, NDIA, NCMA**..... WHY?
  - Contact WPI – can help guide you

# Federal Agencies – WHO is BUYING / WHO is WINNING CONTRACTS / HOW MUCH / WHEN

- [www.usaspending.gov](http://www.usaspending.gov)
- Or [www.fpds.gov/](http://www.fpds.gov/)
- USASPENDING more user friendly

The screenshot shows the USA SPENDING.GOV website. At the top is the logo and navigation menu. Below the menu, there's a section titled 'WHAT IS USASPENDING.GOV?' with a brief description. To the right is a map titled 'AWARDS BY STATE - FY 2016' with a color scale from 0B to 300B. Below the map is a 'Text View of Awards by State' link. In the center, there's a section titled 'OVERVIEW OF AWARDS - FY 2016' with a horizontal bar chart showing the distribution of funding: Contracts (orange), Grants (green), Loans (blue), and Other Financial Assistance\* (purple). Below the chart is a link to 'Text View of Overview of Awards'. At the bottom, there's a 'SHORTCUTS' section with a link to 'FAQs', a 'SEARCH FOR A RECIPIENT' section with a search bar, and a 'SPENDING MAP' button.

**USA SPENDING.GOV**  
An official website of the U.S. Government

Search Data by Keyword Search Site  
Search... Go  
Advanced Data Search

HOME ABOUT WHERE IS THE MONEY GOING REFERENCES DOWNLOAD CENTER CONTACT US

**WHAT IS USASPENDING.GOV?**  
USAspending.gov is the publicly accessible, searchable website mandated by the Federal Funding Accountability and Transparency Act of 2006 to give the American public access to information on how their tax dollars are spent. [Learn More...](#)

**OVERVIEW OF AWARDS - FY 2016**  
The federal agencies distribute funding through federal contracts, grants, loans, and other financial assistance. See the [Overview of Awards by Fiscal Year](#) trend graph for spending by all Fiscal Years.

Contracts  
Grants  
Loans  
Other Financial Assistance\*

\*See explanation in [Glossary](#) [Text View of Overview of Awards](#)

**AWARDS BY STATE - FY 2016**  
Roll over map to see data. Click on state for more details

0B 100B 200B 300B  
[Text View of Awards by State](#)

**SHORTCUTS**  
• [FAQs](#)

**SEARCH FOR A RECIPIENT**  
Recipient Name Go

**SPENDING MAP**

# REGISTER AS A CONTRACTOR

The screenshot shows the SAM website interface. At the top left is the SAM logo with the text 'SYSTEM FOR AWARD MANAGEMENT'. To the right are input fields for 'USER NAME' and 'PASSWORD', a 'LOG IN' button, and links for 'Forgot Username?' and 'Forgot Password?'. Below these is a 'Create an Account' link. A dark blue navigation bar contains links for 'HOME', 'SEARCH RECORDS', 'DATA ACCESS', 'GENERAL INFO', and 'HELP'. The main content area is divided into three columns. The first column, 'CREATE USER ACCOUNT', explains that CCR usernames won't work and provides a 'Create User Account' button. The second column, 'REGISTER/UPDATE ENTITY', explains the registration process and includes a 'Register/Update Entity' button and a 'New!' banner for the 'SAM Status Tracker' with a 'Check Status' button. The third column, 'SEARCH RECORDS', explains the scope of records and includes a 'Search Records' button. At the bottom left is a 'WHAT IS SAM?' section with a brief description. At the bottom right is a 'Need Help?' button. The footer contains links for 'NEWS AND ANNOUNCEMENTS', 'USER GUIDES/HELPFUL HINTS', and 'ATTENTION EXTRACT AND WEB SEI'.

**SAM**  
SYSTEM FOR AWARD MANAGEMENT

USER NAME  PASSWORD  [LOG IN](#)  
[Forgot Username?](#) [Forgot Password?](#) [Create an Account](#)

[HOME](#) [SEARCH RECORDS](#) [DATA ACCESS](#) [GENERAL INFO](#) [HELP](#)

### CREATE USER ACCOUNT

Your CCR username will not work in SAM. You will need a new SAM User Account to register or update your entity records. You will also need to create a SAM User Account if you are a government official and need to create Exclusions or search for FOUO information.

[Create User Account](#)

### REGISTER/UPDATE ENTITY

You can register your Entity (business, individual, or government agency) to do business with the Federal Government. If you are interested in registering or updating your Entity, you must first create a user account.

[Register/Update Entity](#)

**New!** Use the SAM Status Tracker to: [Check Status](#)

### SEARCH RECORDS

All entity records from CCR/FedReg and ORCA and exclusion records from EPLS, active or expired, were moved to SAM. You can search these records and new ones created in SAM. If you are a government user logged in with your SAM user account, you will automatically have access to FOUO information.

[Search Records](#)

[Need Help?](#)

**WHAT IS SAM?**

The **System for Award Management** (SAM) is the Official U.S. Government system that consolidated the capabilities of CCR/FedReg, ORCA, and EPLS. There is NO fee to register for this site. Entities may register at no cost directly from this page. User guides and webinars are available under the Help tab.

[NEWS AND ANNOUNCEMENTS](#) [USER GUIDES/HELPFUL HINTS](#) [ATTENTION EXTRACT AND WEB SEI](#)

[www.sam.gov](http://www.sam.gov)

# Federal Government Complete the Dynamic Small Business Search information - <http://dsbs.sba.gov/>

Data validation took 0.01 seconds. The count and search queries took 0.00 seconds and 2.16 seconds, respectively.

Displaying profiles 1 - 14 (of 14 profiles matching criteria):

View	Name and Trade Name of Firm	Contact	Address and City, State Zip	
1	<a href="#">Sinner, Stacy</a>	Stacy Sinner	<a href="#">6278 Hunter Lake Rd Winter, WI 54896-0000</a>	
2	<a href="#">Bills Locksmith Service Inc</a>	William Cochran	<a href="#">W 1598 LEE RD HAYWARD, WI 54843-7846</a>	
3	<a href="#">SAWYER COUNTY SNOWMOBILE ALLIANCE, INC.</a>	MICHAEL OUTCALT	<a href="#">7633 N Wurster Rd Hayward, WI 54843-2024</a>	
4	<a href="#">HAYWARD POWER SPORTS, INC.</a>	HAYWARD POWER SPORTS INC Schroeder	<a href="#">12305 W STATE ROAD 77 HAYWARD, WI 54843-4023</a>	
5	<a href="#">APPLE AWARDS INC</a> APPLE AWARDS	Dennis L Smith	<a href="#">15577 W PAR LN HAYWARD, WI 54843-6200</a>	Award sales, Engrav
6	<a href="#">SUNRISE FABRICATION, LLC</a>	Andrew Channing	<a href="#">10883N ROUND LAKE SCHOOL RD HAYWARD, WI 54843-6003</a>	
7	<a href="#">FUTUREWOOD CORP.</a> JHONSON TIMBER	DONALD J ADERMAN	<a href="#">9676 N KRUGER RD HAYWARD, WI 54843-7189</a>	
8	<a href="#">MITTLESDORF, CAROL L</a>	DEBRA BRIESACHER	<a href="#">15890 W SUNSHINE ACRE LN HAYWARD, WI 54843-2599</a>	
9	<a href="#">Caribou Thunder, LLC</a> CTL Resources	RITA PETERSON	<a href="#">8558 N County Rd K Hayward, WI 54843-2132</a>	CTL provides CONU dev, integration, su
10	<a href="#">RE Properties LLC</a>	JANE FASTELIN	<a href="#">15954 Rivers Edge Dr Hayward, WI 54843-7800</a>	
11	<a href="#">GURUKRUPA INC</a> NORTHERN PINE INN	JAYENDRA THAKKAR	<a href="#">9966 N STATE RD 27 S HAYWARD, WI 54843-2526</a>	Special Governmen
12	<a href="#">FACILITY ASSET MANAGEMENT INC</a>	Jerry A Turner	<a href="#">15739W State Hwy 2770 Stone Lake, WI 54876-0000</a>	
13	<a href="#">RUNAMUK RIDES LLC</a>	James G Taylor	<a href="#">13679 W THANNUM FIRE LN HAYWARD, WI 54843-6349</a>	
14	<a href="#">KAJ FOODS, LLC</a>	Kerry Jacobson	<a href="#">5496 N Ham Holly Dr Stone Lake, WI 54876-4111</a>	

# Federal Agencies

## — WHAT AGENCIES ARE BUYING / WHO WON the BIG CONTRACTS

- [www.fbo.gov](http://www.fbo.gov)

**AND WPI's FREE BID MATCHING SERVICE — ask me about this after the presentation**

Federal Business Opportunities

Home Getting Started General Info Opportunities Agencies Privacy

Buyers: [Login](#) | [Register](#) Vendors: [Login](#) | [Register](#) [Accessibility](#)

**Opportunities**  
RETURN TO OPPORTUNITIES

Opportunities List Advanced Search Search Results Archives

Please note, there may be opportunities FBO did not recognize by this search. The results returned are based on agency input. If for any reason the submitting agency did not enter the Place of Performance location information, the system will not return that opportunity in the results.

Refine Results Clear Search

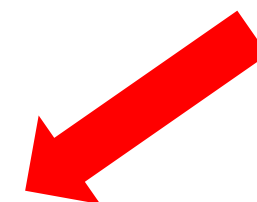
1 - 20 of 335 Sort By  Showing  per page 1 | 2 | 3 | 4 | 5 | 6 | 7 | 17

Opportunity	Agency/Office/Location ▼	Type ▼ / Set-aside ▼	Posted On ▲
 <a href="#">FCSB Oil Water Separator</a> W912ES-16-T-0167 46 -- Water purification & sewage treatment equipment	Department of the Army U.S. Army Corps of Engineers USACE District, St. Paul	Presolicitation / Total Small Business	Sep 15, 2016
 <a href="#">Zero turn mower with trade-in</a> W912ES-16-T-0158 37 -- Agricultural machinery & equipment	Department of the Army U.S. Army Corps of Engineers USACE District, St. Paul	Solicitation (Modified) / Total Small Business	Sep 15, 2016
 <a href="#">Mississippi River Pool 5 Island Deer Fence and Planting</a> W912ES-16-T-0147 F -- Natural resources & conservation services	Department of the Army U.S. Army Corps of Engineers USACE District, St. Paul	Solicitation (Modified) / Total Small Business	Sep 15, 2016
 <a href="#">H--BOILER INSPECTION SERVICE BASE PLUS FOUR OPTION YEARS</a> VA69D16Q1317 H -- Quality control, testing & inspection services	Department of Veterans Affairs VA Great Lakes Healthcare System Department of Veterans Affairs Great Lakes Healthcare System	Solicitation / Total Small Business	Sep 15, 2016
 <a href="#">Boat Ramp Replacement - Eau Galle Recreation Area</a> W912ES-16-T-0124 Y -- Construction of structures and facilities	Department of the Army U.S. Army Corps of Engineers USACE District, St. Paul	Solicitation (Modified)	Sep 15, 2016
 <a href="#">United States Government Seeking to Lease Office Space in Manitowoc, WI</a> GS-05P-LWI19522 X -- Lease or rental of facilities	General Services Administration Public Buildings Service (PBS) Real Estate Division, SSA Client Delivery Team, Rm 3622 (5PC)	Presolicitation	Sep 15, 2016

April 21, 2017

# FEDERAL AGENCIES

FBO – [www.FBO.gov](http://www.FBO.gov)



Training Videos  
Guides  
FAQs

The screenshot displays the FedBizOpps.gov website interface. At the top, the header includes the site name and navigation tabs: 'Getting Started', 'General Info', 'Opportunities', 'Agencies', and 'Privacy'. The 'Getting Started' tab is circled in red. Below the header, there are links for 'Buyers: Login | Register' and 'Vendors: Login | Register', along with an 'Accessibility' icon. The main content area features the U.S. Army logo and a contract opportunity titled '59--Subject: Wiring Harness, Bran. Direct your requests and communications ATTN: CCAM-AL-L, Michael Haywood, Contracting Officer, via email: Michael.haywood1@us.army.mil or FAX 256-955-9237. No telephone requests will be accepted'. Below the title, it provides the Solicitation Number (W31P4Q10R0123), Agency (Department of the Army), Office (Army Contracting Command), and Location (AMCOM Contracting Center - Missile (AMCOM-CC)). There are tabs for 'Notice Details', 'Packages', and 'Interested Vendors List'. On the right, there are 'Print' and 'Link' icons. Below the tabs, there are buttons for 'Return To Opportunities List', 'Watch This Opportunity', and 'Add Me To Interested Vendors'. On the left, there is a 'Complete View' section with a link to 'Original Synopsis' and a date of 'Mar 30, 2010'. On the right, there is an 'ALL FILES' section with a link to 'Amendment 1' dated 'Apr 13, 2010' and a link to 'See Solicitation'. At the bottom, there is a 'Notice type: Presolicitation' section with 'Original Posted Date: March 30, 2010' and 'Posted Date: May 11, 2010'. A large yellow banner is overlaid on the bottom of the screenshot.

**59--Subject: Wiring Harness, Bran. Direct your requests and communications ATTN: CCAM-AL-L, Michael Haywood, Contracting Officer, via email: Michael.haywood1@us.army.mil or FAX 256-955-9237. No telephone requests will be accepted**  
Solicitation Number: W31P4Q10R0123  
Agency: Department of the Army  
Office: Army Contracting Command  
Location: AMCOM Contracting Center - Missile (AMCOM-CC)

[Return To Opportunities List](#) [Watch This Opportunity](#)  
[Add Me To Interested Vendors](#)

**Federal regulations require that contracting officers publicize proposed contract actions expected to exceed \$25,000 through the on-line Government point of entry, [FedBizOpps](http://FedBizOpps)**



# FEDERAL AGENCIES

## WPI FREE BIDMATCHING

Client Last Viewed RFQ's on 2014-06-04

Bid Count Reports

Records 1 thru 13 out of 13

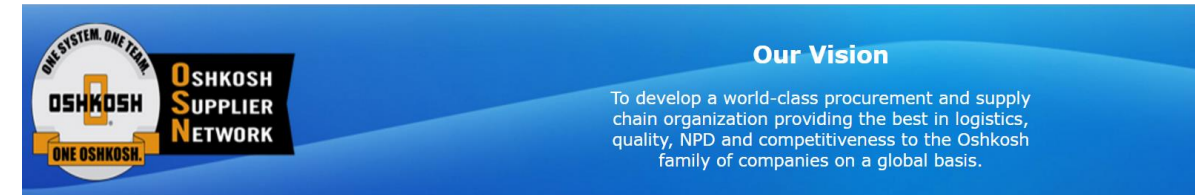
Company Profile

<u>RFQ Date</u>	<u>FBO</u>	<u>DLA</u>	<u>Other Fed</u>	<u>Web</u>	<u>Intnl</u>	<u>Local</u>	<u>NonFed</u>	<u>Awards</u>	
<a href="#">2014-10-10</a>	2	0	0	3	0	0	0	0	<a href="#">List_All</a>
<a href="#">2014-10-08</a>	1	0	0	0	0	0	0	0	<a href="#">List_All</a>
<a href="#">2014-10-07</a>	2	0	0	0	0	0	0	0	<a href="#">List_All</a>
<a href="#">2014-10-03</a>	1	0	3	1	0	0	0	0	<a href="#">List_All</a>
<a href="#">2014-10-02</a>	0	0	6	0	0	0	0	0	<a href="#">List_All</a>
<a href="#">2014-10-01</a>	0	0	7	0	0	0	0	0	<a href="#">List_All</a>
<a href="#">2014-09-30</a>	0	0	0	2	0	0	0	0	<a href="#">List_All</a>
<a href="#">2014-09-25</a>	0	0	0	1	0	0	0	0	<a href="#">List_All</a>
<a href="#">2014-09-22</a>	2	0	0	0	0	0	0	0	<a href="#">List_All</a>
<a href="#">2014-09-18</a>	2	0	0	0	0	0	0	0	<a href="#">List_All</a>
<a href="#">2014-09-17</a>	2	0	0	0	0	0	0	0	<a href="#">List_All</a>
<a href="#">2014-09-15</a>	10	0	0	0	0	0	0	0	<a href="#">List_All</a>
<a href="#">2014-09-11</a>	2	0	0	0	0	0	0	0	<a href="#">List_All</a>

# REGISTER WITH PRIMES

<https://osn.oshkoshcorp.com/>

<https://www.grainger.com/content/supplier-diversity>



My Account | Order History | Lists | Special Order Quotes

**GRAINGER** Sign Up for Email

General Catalog Find A Branch Services Solutions

ALL PRODUCTS Enter keyword, item, model or replacement part number. **SEARCH** BULK ORDER PAD

About Us | Supplier Overview | Supplier Diversity

## About Us

Capture the Value of Grainger

Supplier Overview

[Information for Potential Suppliers](#)  
[Supplier Diversity](#)

## Supplier Diversity

Expand your distribution network when you partner with Grainger

**Become a Supplier**

**Potential Supplier Information**  
[Login](#)  
[Reliance Login](#)

**Supplier Diversity**  
Search for Supplier Diversity Products

**Green Procurement**  
Search for Green Products

Welcome to the Oshkosh Corporation Supplier Portal

Pierce Dash Pumper

### Featured Links and Articles

[Oshkosh Corporation Product Overview](#)

[Making a Difference - It Begins with our People - Written by Wilson Jones](#)

[Oshkosh Corporation Named to 2016 World's Most Ethical Company List by Ethisphere Institute](#)

[Oshkosh Corporation L-ATV Military Vehicle Named to Popular Science Magazine "Best of What's New in 2015" List](#)

## What is Grainger's Supplier Diversity Program?

Grainger supports the growth of historically underrepresented businesses. We are committed to giving the opportunity to compete for our business. The Supplier Diversity program provides quality products in a variety of categories from tools to fasteners, cutting tools, truck bags and more.

# LEARN and UNDERSTAND HOW THE GOVERNMENT WORKS

- ATTEND CONFERENCES
  - Agency specific
  - Market specific
- WEBINARS
- WPI as a resource
- Organizations such as NCMA, NDIA, SAME

# Overview of the Federal Small Business Program

# Being a SMALL BUSINESS in Federal Contracting

- **SMALL IS GOOD – WHY?**
  - **Federal agencies and large federal prime contractors have SMALL BUSINESS GOALS**
  - **Large Prime Contractors have SMALL BUSINESS SUBCONTRACTING PLANS – these plans layout the prime contractors agreed to goals**



# FEDERAL SMALL BUSINESS PROGRAMS - GOALS– VERY IMPORTANT TO UNDERSTAND



- Small Business – 23% [Size standard table [CLICK HERE](#)]
- Small Disadvantaged Business (SDB) – 5% [[CLICK HERE](#)]
  - 8(a) small business development program [[CLICK HERE](#)]
- Woman Owned Business Program – 5% [[CLICK HERE](#)]
- Historically Underutilized Business Zone (HUBZone) – 3% [[CLICK HERE](#)]
- Service Disabled Veteran Owned Business (SDVOB) – 3% [[CLICK HERE](#)]  
(for work with Department of Veterans Affairs – 12% Veteran and 10% Service Disabled Veteran [[CLICK HERE](#)])



# When Working with the Federal Government

- Small business goals apply to
  - Contracts directly with Federal agencies
  - With large Prime contractors with large Prime contracts

# Federal Government – Small Business Programs

<https://www.sba.gov/contracting/government-contracting-programs>

## Contracting

- Video: Sell to the Government ▶
- Qualify for Government Contracts ▶
- Government Contracting Blogs ▶

SBA.gov » Contracting » Government Contracting Programs

### Contracting

- ▶ What is Government Contracting?
- ▶ Getting Started as a Contractor
- ▶ Finding Government Customers
- ▶ Resources for Small Businesses
- ▶ **Government Contracting Programs**
- ▶ For Contracting Officials

### Government Contracting Programs

#### What is a Small Business Set Aside?

Small business set-asides are a powerful tool for helping small businesses compete for and win federal contracts.

#### Women-Owned Small Businesses

The Women-Owned Small Business (WOSB) Federal Contract program authorizes contracting officers to set aside certain federal contracts for eligible women-owned small businesses.

#### 8(a) Business Development Program

Learn how SBA's 8(a) Business Development Program helps small, disadvantaged businesses compete in the marketplace.

#### HUBZone Program

The Historically Underutilized Business Zones (HUBZone) program helps small businesses in urban and rural communities gain preferential access to federal procurement opportunities.

#### Service-Disabled Veteran-Owned Businesses

This program provides procuring agencies with the authority to set acquisitions aside for exclusive competition among service-disabled veteran-owned small business concerns.

#### Small Disadvantaged Businesses

Firms that are considered to be small disadvantaged businesses can compete for certain federal contracting opportunities.



*15 minutes*



# The HUBZone Program

# Marketing Your Certifications

# SO IT IS A GO – now Develop Your Approach

---

- **Target the MARKET** – Federal (Army, VA, FAA.....), Federal Primes (Oshkosh, Boeing, WPS Health Insurance)
- Target **INTRODUCTIONS**
- Prepare **MARKETING MATERIALS**
  - Capabilities Statement
  - Business Cards
  - Website
  - Pitch
    - 30 second
    - Longer
- **LEVERAGE YOUR CERTIFICATION – DO NOT LEAD WITH IT**

# THE BUSINESS CARD

---

- **Stand alone representation of you and your business**
  - Full Company Name – **Milwaukee Manufacturing**
  - Name and title – **Samantha Stumpf, President**
  - TAG line if company name does not provide description of what company does - **Custom Specialty Metal Parts**
  - Full address (not PO Box) – **Town Industrial Park, 1234 W. Newberry Dr., North Allis, WI 53222**
  - Telephone, email and website – **414-111-2345** and **sstumpf@milwaukeeemfg.com** and **www.milwaukeeemfg.com**
  - Certifications – **Woman Owned, HUBZone Certified Small Business** and **ISO 9001** and **ITAR**
  - NAICS codes /PCS-FSG, NIGP, DUNS, CAGE – state and local if appropriate -  
**<http://www.census.gov/eos/www/naics/>** -  
**<http://support.outreachsystems.com/resources/tables/pscs/>** -  
**[http://vendornet.state.wi.us/vendornet/asp/CC14\\_Form.asp](http://vendornet.state.wi.us/vendornet/asp/CC14_Form.asp)**
  - GSA Schedule number / other long term contracts and contract numbers (IDIQs, OASIS, .....)
  - OTHER – unique features, recognitions, etc.



# THE BUSINESS CARD

---

- **Appearance**

- Light in color – so recipient can write on
- Not glossy – so recipient can write on
- Not CUTE – this is business
- Leave “white space” for notes by recipients



## **Milwaukee Manufacturing**

*Custom Specialty Metal Parts*

Samantha Stumpf, President

*Town Industrial Park  
1234 W. Newberry Dr.  
North Allis, WI 53222*

**414-111-2345**

**[sstumpf@milwaukeeemfg.com](mailto:sstumpf@milwaukeeemfg.com)**

**[www.milwaukeeemfg.com](http://www.milwaukeeemfg.com)**

***ISO 9001***

***ITAR***

***Woman Owned  
HUBZone Certified  
Small Business***



***DUNS – 119922883    CAGE – 1FFDA***

***Experienced supplier to the Defense Industry***

***NAICS Codes – 333612, 331492, 332119, 332322***

***FSC/PSC – 18,20,22,23***

*Member: National Defense Industrial Association (NDIA)*

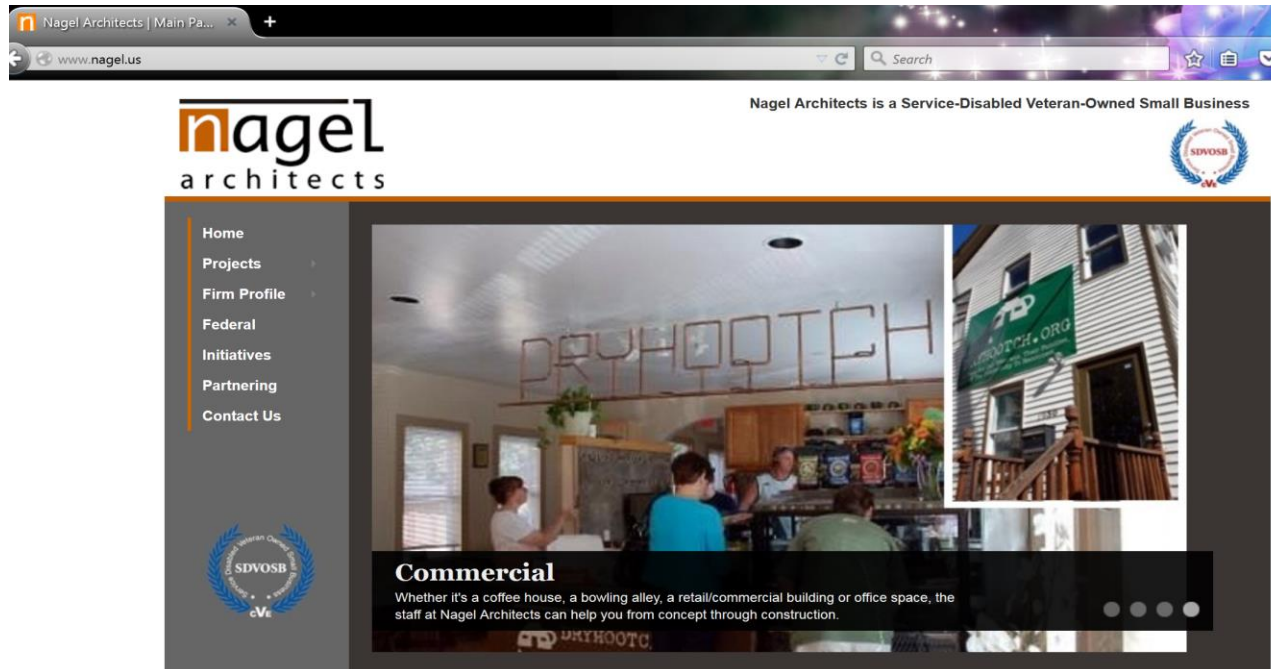
*Recognition: Wisconsin Marketplace –*

*2013 Woman Owned Business Award Winner*

# THE WEBSITE – a MUST HAVE

---

- **If you are a serious competitor for Government work – your website MUST reflect information targeted to the Government audience.**
- Break out Government section via TAB or other mechanism
- **INCLUDE YOUR CERTIFICATIONS**
- Link to Capabilities Statement (downloadable)
- About your business in the Government market
- About your product or service in the Government market
- Current news – information about recognition, community service, involvements, press releases, etc.
- Technical information if appropriate
- Conferences that you will be participating in or attending if appropriate
- Experience – past performance examples
- Hot link to GSA – IDIQ type contracts other online purchasing vehicles
- Other information that a Government representative would be looking for
- **ALSO USE SOCIAL MEDIA WHEN APPROPRIATE AND POSSIBLE**



**TAPCO**  
FEDERAL

Federal Departments ▸

Federal Contracts ▸

Federal Resources ▸

Shop Federal Products

Contact our team  
Call 1-800-236-0112  
(8am-5pm CST)

Contact our team

Contracts & Agreements

Learn More ▸

USDA National Forest Service Sign Poster  
presented by  
**TAPCO**

**USDA Forest Service Sign Poster**

TAPCO is proud to announce our sign poster for the USDA Forest Service. This 24" by 36" poster includes all the most common Forest Service signs.

Shop Now

We want to be your primary supplier of traffic and parking control items while making it as easy and economical for you as possible. GSA Advantage has been the most reliable and proven source for thousands of Federal purchasers worldwide offering the most comprehensive selection of approved products and services from GSA/VA Schedules as well as all GSA Global Supply products. TAPCO is a complete supplier of traffic & parking goods for the GSA Advantage buyers. TAPCO prides itself on customer service & your complete satisfaction is guaranteed. Please call **1-800-236-0112** or [email us](#) with any questions.

## TAPCO Federal Features & Benefits

- Complete supplier of traffic & parking goods for GSA Advantage buyers
- Access to contract ordering information, terms and conditions and up-to-date pricing is available through [GSA Advantage!](#)



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## KPH Government Construction

### KPH Government Construction

KPH Construction has a long history with local, state and federal government. We are cleared at the highest levels to immediately perform government construction and environmental work without delay for the General Services Administration (GSA), Veterans Administration (VA), Air National Guard, Small Business Administration (SBA), Federal Aviation Administration (FAA), Federal Bureau of Investigation (FBI), Secret Service, Central Intelligence Agency (CIA), the Department of Transportation (DOT), just to name a few.

KPH has been awarded several multi-task contracts:

- Indefinite Delivery/Indefinite Quantity (IDIQ) contract with the GSA for three zones in the state of Michigan
- Noise Management Program (NMP) for the area surrounding Milwaukee's Mitchell International Airport – an FAA-funded sound mitigation program to provide improvements to windows, doors, insulation, indoor air quality (IAQ), electrical and mechanical upgrades to 574 homes and multi-family properties
- Six-state Region 5 GSA contract for general contracting

#### General Contracting

KPH Construction is a licensed commercial general contractor, providing successful management and self-performed services



### GOVERNMENT TEAM



**Steve Madziarczyk** *Exec. Vice President, Construction*

[EMAIL >>](#)

### CONTACT US

Sign up for our e-newsletter

#### Wisconsin - Corporate

1237 West Bruce Street  
Milwaukee, WI 53204  
phone 414-647-1530



## Energy Efficient Lighting for all applications

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### Projects

Energy Tech Solutions, LLC has sold LED lighting lamps and fixtures in all 50 US States and 15 foreign countries. Here is a representation of the clients that we work with:

- American Family Flagship
- Baxter Healthcare
- Memorial Medical Center
- NASA
- USDA
- Orange County Convention Center
- CED
- WESCO
- HD Supply
- Cathedral of Faith
- CB Richard Ellis
- Lincoln Harris
- Graybar



# THE CAPABILITIES STATEMENT

---

- **Five key elements are included in a successful capability statement:**
  - ***1. Core competencies***
  - ***2. Past performance***
  - ***3. Differentiators***
  - ***4. Corporate data***
  - ***5. Contact information***
- A Capability Statement should also include your firm's name, logo, tag line and other branding elements. It should be free of long paragraphs but instead, should use short sentences and bulleted lists for quick review. We recommend that you customize your CAPE's for various market segments. You should not itemize or number your CAPE statement but should include ALL 5 elements.

# THE CAPABILITIES STATEMENT

---

## **1. *Core Competencies***

Begin this section with a short introduction statement relating the company's basic capabilities to the customer's specific needs utilizing bullet points. This is NOT everything a firm is capable of doing. Focus on what is important to your potential customer.

## **2. *Past Performance***

In this section you want to highlight your past experience. Include past customers (if they approve) for whom your business has done similar work. Focus on projects that will highlight the capabilities your potential customer will be looking for. Each listed reference should include: the organization name, location, project name or contract, month/year completed, a brief sentence describing work performed. **CRITICAL** – always ask permission to use this information from the past customer! ALSO – do not include any contact information or value of project. Also include if your projects or your work have received recognition.

# THE CAPABILITIES STATEMENT

---

## 3. ***Differentiators***

- *Why should I pick YOU?*
- *How is your company best suited for the needs of your potential customer?*
- *What is it about your product / services that make you stand above the rest?*
- *What is it about your people that give you the advantage over your competitors?*
- *Why are your products / services a better solution than the others that are available?*
- *Are you or your firm active members of business or philanthropic organizations or participate in community, STEM (Science, Technology, Engineering and Math), business or youth initiatives?*

## 4. ***Company Data***

Include one or two short sentences about your company. This is the section where you would include:

- *Socio-economic program certifications including - Federal, State, Local and Corporate - including 8(a), HUBZone, SDVOB, DBE, etc.*
- *NAICS / NIGP / PSC-FSC codes (all but limit to 12 or so) do not include code descriptions*
- *DUNS number / CAGE code (if you have one)*
- *Acceptance of Credit Cards for payment(if applicable)*
- *Current Federal GSA Schedule or IDIQ / long term contract / agreement number(s)*
- *State / Local long term contracts*

# THE CAPABILITIES STATEMENT

---

## **5. *Contact Information***

Your contact information should include a specific person(s) in your organization that could be contacted if there is interest in following up with your organization.

- *Full name of organization (include if division of a parent company)*
  - *Individual contact and title*
  - *Address (physical location as listed in your DUNS profile, not a PO Box)*
  - *Telephone (main and cell)*
  - *Email(s) of individuals listed*
  - *Company web site*
- 
- ***We would suggest that you have someone review prior to FINAL***
  - ***DO NOT INCLUDE ANY REFERENCES OR DETAIL or other competitive information***

***CLARITY – MESSAGE – APPEARANCE – FOCUS***





## The Really Great Construction Company LLC

*Leaders in Energy Saving Building Renovation*

7523 North Concrete Avenue

Cement, WI 53222

414-222-0000

[www.reallygreat.com](http://www.reallygreat.com)

Joel Tallbuild, Project Manager, [j.tallbuild@rgcc.com](mailto:j.tallbuild@rgcc.com)

Since 1962, the Really Great Construction Company has been a leader in providing the best energy savings building renovations in the world. RGCC prides itself on having a highly skilled and experienced staff that can take a project from design to completion within budget, on time and provide you with long term energy savings. **RGCC is a small business with experience in successfully teaming on Federal and State projects.**

### PAST PROJECTS

- Large VA Hospital (WI)
- USDA Lab Rehabilitation (OH)
- Base Lighthouse Upgrade (MI)
- Federal Courthouses (IN)
- County Facility (MN)
- Military Base Housing (KY)

### CAPABILITIES

- Solar panel installation
- Boiler and sheet metal
- Temperature controls
- Energy Analysis
- Underwater turbine integration
- Water pump installation

### The Really Great Construction Company LLC is

- LEED Certified
- Licensed
- Bonded
- Insured
- Certified Safety Program
- Confined Space Entry Program
- EPA Reclamation Program
- Quality Control Program
- Green qualified
- "TQM" Total Quality Management – USACE

### NAICS CODES

- 237130 Alternative Energy
- 238220 Boiler Installation
- 541330 Engineering Services

**Winner of the 2010 BEST  
ENERGY SAVING BUILDING  
RENOVATION IN THE  
COUNTY**

### FSC / PSC Codes

- Z -- Maintenance, repair, and alteration of real property



## Markets - Government

### Capability Statement

#### Ictect, Inc.

2320 Renaissance Blvd #226  
Sturtevant, WI 53177

[www.ictect.com](http://www.ictect.com)

Contact: Pradeep Jain  
President

Tel: 262.898.7277 x568

Mobile: 414.218.5612

Fax: 262.995.7346

Email: [Pradeep.Jain@ictect.com](mailto:Pradeep.Jain@ictect.com)

#### NAICS:

511210 Software Publisher

561410 Document Conversion

541512 System Design

541511 Custom Programming

518210 Data Processing

519130 Portals/Internet  
Publishing

541519 Other Computer Related  
Services

541611 Administrative  
Management and General  
Management Consulting Services

611710 Educational Support  
Services

#### Cage Code:

S2TM9

#### DUNS:

826059474

Small Business

#### GSA Contracts:

Schedule 70: [GS-35F-0346Y](#)

Schedule 36: [GS-03F-0045Y](#)

#### Patents:

US Patent 7,251,777



#### SUMMARY:

Ictect, Inc. specializes in developing Document Preparation solutions for Department of Defense and other Federal Agencies using a newly developed technology. Our solutions significantly reduce the cost of document preparation, updates and compliance with guidance (such as AF133-360 or DCAAM 5025.15), while maximizing the document security and currency. With our GSA contracts, we offer Document Architecture, Information Technology (Schedule 70) and Document Processing services (Schedule 36).

#### CAPABILITIES:

- » Document preparation solutions
- » Publications Management solutions
- » Document conversion services (XML, SGML, etc.)
- » Document processing services, including section 508 compliance
- » ePUB and eBook creation services
- » Unstructured information management
- » Knowledge worker productivity solutions

#### FAST AND CURRENT CLIENTS:

- » **United States Air Force:** Process public directives, policy documents, manuals and other materials
- » **Defense Contract Audit Agency:** Publications Management
- » **The Joint Commission on Accreditation of Healthcare Organizations:** Standards documents
- » **The World Bank:** Streamlined process of managing process flow documents
- » **The City University of New York:** Web-publishing of policy documents
- » **General Growth Properties:** Automation of contract documents
- » **Cushman and Wakefield:** Preparation of property appraisal documents
- » **Nelnet Peterson's:** Streamlined publishing reference documents

#### DIFFERENTIATORS:

- » Unique patented methodology allows for faster solution implementation
- » Our technology allows for in-sourcing of complex tasks while reducing costs
- » We have in-depth familiarity with DOD publication standards such as AF133-360 or DCAAM 5025.15.
- » Easy to use product, based on Microsoft Word.
- » We use highly automated XML process, thus giving your organization "Single Source of Truth" and "Multi-Channel Delivery".

### Links

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[Case Studies](#)

### Tags

Air Force CMS  
Content Architecture  
Conversion

Intelligent Content

Publishing Word to XML

Training Word XML

[Contact Us](#)

# THE ELEVATOR PITCH

---

- LESS than 30 seconds
- Tight and to the point
- YOU CAN NOT DO EVERYTHING
- Start with what is most important – it is not your certification
- Practice
- It is **NOT** about you – it is about your potential customer
- **ADAPT**



# Continuing the Conversation

---

- **Initial 1 minute plus pitch – Start of a ONE ON ONE meeting**
  - **Know what the buyer's company does and how you would fit**
  - **Know what is important to the buyer**
  - Who you are
  - What you do – REMEMBER YOU CANNOT DO IT ALL
  - Have you done any work with the government before
  - What makes you special – competitive edge
  - Keep it business
- **5 minute pitch – should include a visual of some kind then ADD**
  - WHAT CAN YOU DO FOR THEM
  - A bit of history
  - Capacity
  - Past work
  - What makes you special – management team, design capabilities, relationships.....
  - Other as appropriate
- **15 minute pitch – more visual**
  - Mission – vision
  - Increased specifics depending on what is being sold
  - Other



# Strategies for SUCCESS



# TEAMING & PARTNERING

- **Private contract between two or more parties**
- **Prime/Sub Contractor Team**
- **Alliance with one Prime Contractor & one or more Subcontractors**
- **Joint Venture Team**
- **Partnership of two or more businesses that applies to contract opportunity collectively**

# WORDS OF



- **SUCCESS WILL NOT BE IMMEDIATE**
- **REACH OUT TO WPI FOR YOUR NEXT STEPS**
- **DETERMINE IF THERE IS POTENTIAL BEFORE YOU INVEST YOUR TIME AND RESOURCES**
- **BE OPEN TO THE CONCEPT OF TEAMING AND PARTNERING**

# UPCOMING TRAINING - EVENTS

## Registration

For additional information regarding this event, contact Larry Herrera at 414-270-3600.

**PLEASE NOTE:** Registration is required, and the registration fee does not include transportation or lodging.

**CLICK HERE for Registration Information**

### Local Lodging:

Room rates are available at the conference location for \$129/night. Please call (847) 480-7500 to book your stay. [Click here](#) to book your hotel room.

**Questions?** [Click here](#) to contact **Larry Herrera** for further information.

## Location

The 2017 SAME Midwest Small Business Expo will take place at the

**Hilton Chicago/Northbrook.**  
2855 N Milwaukee Ave

This year's **SAME Midwest Small Business Expo 2017** – hosted by the Society of American Military Engineers (SAME) Chicago and Lake Michigan Posts – is scheduled for **March 29 and 30, 2017** at Hilton Northbrook, IL. **Browse the website to see what the event included last year! Additional updates for this year's event will be posted shortly.**

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**It has been a year of CHANGE – a lot of it.**

Many of these changes will impact Federal contractors and subcontractors. **This year's SAME Midwest Small Business Expo 2017 will focus on CHANGE and OPPORTUNITY.**

**On the first day** – a full day of workshops presented by legal professionals and industry experts – one track for small businesses and one for large. **On the second day** we will focus on agency opportunities and challenges. **This year – two full days of EXHIBITS and of course the traditional RECEPTION.**

**New this year** – inviting Engineering Students to a mentoring session and reception.

**See you in March!**

*Aina Vilumsons*  
*Executive Director, Wisconsin Procurement Institute*  
*Secretary, SAME Lake Michigan Post*

<https://samemidwestsbexpo.org/>



APRIL 2017



☒ WPI Events ☒ Partner Events ☐ Cancelled

MARCH 29 2017  
SOCIETY OF AMERICAN MILITARY ENGINEERS  
(SAME) MIDWEST SMALL BUSINESS EXPO  
NORTHBROOK »

APRIL 4 2017  
ACQUISITION HOUR: OVERVIEW OF THE FEDERAL  
ACQUISITION REGULATIONS (FAR)

APRIL 5 2017  
ACQUISITION HOUR – EXPORT CONTROLS – ITAR  
AND ASSOCIATED REQUIREMENTS

APRIL 5 2017  
FEDERAL ACQUISITION REGULATIONS (FAR)  
REVIEW - SESSION 7: OVERVIEW OF FAR PARTS 1-  
18  
WAUWATOSA, WI »

APRIL 6 2017  
WHAT IT TAKES TO WIN – WRITING AN EFFECTIVE  
PROPOSAL  
MILWAUKEE, WI »

APRIL 6 2017  
FEDERAL ACQUISITION REGULATIONS (FAR) ,  
UNDERSTANDING THE BASICS - MARINETTE  
MARINETTE, WI »

APRIL 12 2017  
FEDERAL ACQUISITION REGULATIONS (FAR)  
REVIEW - SESSION 8: PRACTICE TEST  
WAUWATOSA, WI »

APRIL 18 2017  
ACQUISITION HOUR: OVERVIEW OF CPARS

APRIL 18 2017  
FORT MCCOY ACQUISITION OPEN HOUSE FORUM  
FORT MCCOY, WI »

APRIL 19 2017  
ACQUISITION HOUR: THE NEW SMALL MENTOR  
PROTÉGÉ PROGRAM - THE SBA PERSPECTIVE

APRIL 19 2017  
FEDERAL ACQUISITION REGULATIONS (FAR)  
REVIEW - SESSION 9: FAR PARTS 19-23

APRIL 20 2017  
GROWING NEW CUSTOMERS WITH GOVERNMENT  
CONTRACTING - WOMAN OWNED BUSINESS

## FORT MCCOY ACQUISITION OPEN HOUSE FORUM

APRIL 18, 2017 FORT MCCOY, WI

Start Date	April 18, 2017
End Date	April 18, 2017
Time	Registration- 8:00am - 8:30am; Program 8:30 am - 3:00 pm
Facility	Building 90, Rooms E112 & E114, Wisconsin Military Academy, Fort McCoy
Address	90 S. 10th Avenue Fort McCoy, WI 54656
Contact Info	David Olson <a href="mailto:davido@wispro.org">davido@wispro.org</a> 608-338-8018
Details	<a href="#">Read More Information</a>
Agenda	<a href="#">View The Agenda</a>
Register Online	<a href="#">Register for Event</a>

### Opportunities for Small Businesses in Federal Contracting

There will be briefings by the Fort McCoy Mission & Installation Contracting Command Small Business Specialist as well as the Department of Labor. Learn about how Fort McCoy Directorate of Contracting does business and about upcoming requirements. Network with Fort McCoy Contracting personnel.

The Wisconsin Procurement Institute will conduct a training sessions on Responding to a Solicitation (RFQ, IFB, RFP).

**The cutoff for registration is April 4,2017**

**When registering you must use your full name and driver's license number.**

*By registering for and attending this event, you give the Wisconsin Procurement Institute permission to take and use your photograph at*



REGI

Wisconsin Military Ac

Wisconsin Procurem

<https://www.wispro.org/events/fort-mccoy-acquisition-open-house-forum/>



MAY 2017



☒ WPI Events ☒ Partner Events ☐ Cancelled

MAY 2 2017  
ACQUISITION HOUR: THE HUBZONE PROGRAM –  
CERTIFICATION BENEFITS AND NEW  
REGULATIONS

MAY 2 2017  
GOVERNMENT CONTRACTING OPPORTUNITIES  
FOR SMALL BUSINESSES  
CRANDON, WI »

MAY 3 2017  
ACQUISITION HOUR: BASICS OF WRITING AND  
IMPLEMENTING A FEDERAL SMALL BUSINESS  
SUBCONTRACTING PLAN AT YOUR COMPANY

MAY 3 2017  
GOVERNMENT CONTRACTING OPPORTUNITIES  
FOR SMALL BUSINESSES  
CRANDON, WI »

MAY 3 2017  
FEDERAL ACQUISITION REGULATIONS (FAR)  
REVIEW - SESSION 11: FAR PARTS 31-34

MAY 3 2017  
ISO 9001:2015 TRANSITION STRATEGIES FOR  
YOUR ORGANIZATION  
MENOMONIE, WI »

MAY 10 2017  
5TH ANNUAL U.S DEPARTMENT OF VETERANS  
AFFAIRS BUSINESS CONFERENCE  
BROWN DEER »

MAY 10 2017  
FEDERAL ACQUISITION REGULATIONS (FAR)  
REVIEW - SESSION 12: FAR PARTS 35-43

MAY 11 2017  
MILWAUKEE ENGINEER RESEARCH CONFERENCE

MAY 15 2017  
2017 TACTICAL WHEELED VEHICLES  
CONFERENCE

MAY 15 2017  
NATIONAL SBIR/STTR CONFERENCE  
WASHINGTON, DC »

## 5TH ANNUAL U.S DEPARTMENT OF VETERANS AFFAIRS BUSINESS CONFERENCE

MAY 10, 2017 BROWN DEER

Start Date	May 10, 2017
End Date	May 10, 2017
Time	8:00 am - 4:30 pm
Facility	Traffic and Parking Control Company (TAPCO)
Address	5100 W Brown Deer Road, Milwaukee, WI 53223
Contact Info	Carol Murphy carolm@wispro.org 414-270-3600
Details	<a href="#">Read More Information</a>
Agenda	<a href="#">View The Agenda</a>
Register Online	<a href="#">Register for Event</a>

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**This conference will focus on procurement procedures and business opportunities with the Department of Veterans Affairs, VISN 12 area consisting of Milwaukee, WI; Madison, WI; Tomah, WI; Chicago, IL; Danville, IL; and Iron Mountain, MI.**

*The U.S. Department of Veterans Affairs spent over \$22.5 billion on contracts in Fiscal Year 2016. The mission of the VA is to fulfill President Lincoln's promise "To care for him who shall have borne the battle, and for his widow, and his orphan" by serving and honoring the men and women who are America's veterans."*

The Veterans Integrated Services Network (The Great Lakes Health Care System), VISN 12, with its eight medical centers, 38 outpatient clinics, eight nursing homes, and six domiciliaries, provides health care services to the 700,000 Veterans who reside within its four-state (Illinois, Michigan's Upper Peninsula, Wisconsin, and Northwest Indiana) area. Additionally, VISN 12 supports 14 Readjustment Counseling Centers. In FY 2016, VISN 12 employed 16,732 people. They care for more than 360,000 Veterans that account for nearly 38 000 admissions and four million outpatient visits per year. Facilities

<https://www.wispro.org/events/5th-annual-u-s-department-of-veterans-affairs-business-conference/>



# Contact information

**Benjamin Blanc - Government Contract Specialist**  
**Wisconsin Procurement Institute**

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**Website: [www.wispro.org](http://www.wispro.org)**