



A Procurement Technical Assistance Center (PTAC)

Government Opportunities for Small Business

June 7, 2016 – Loyal, WI



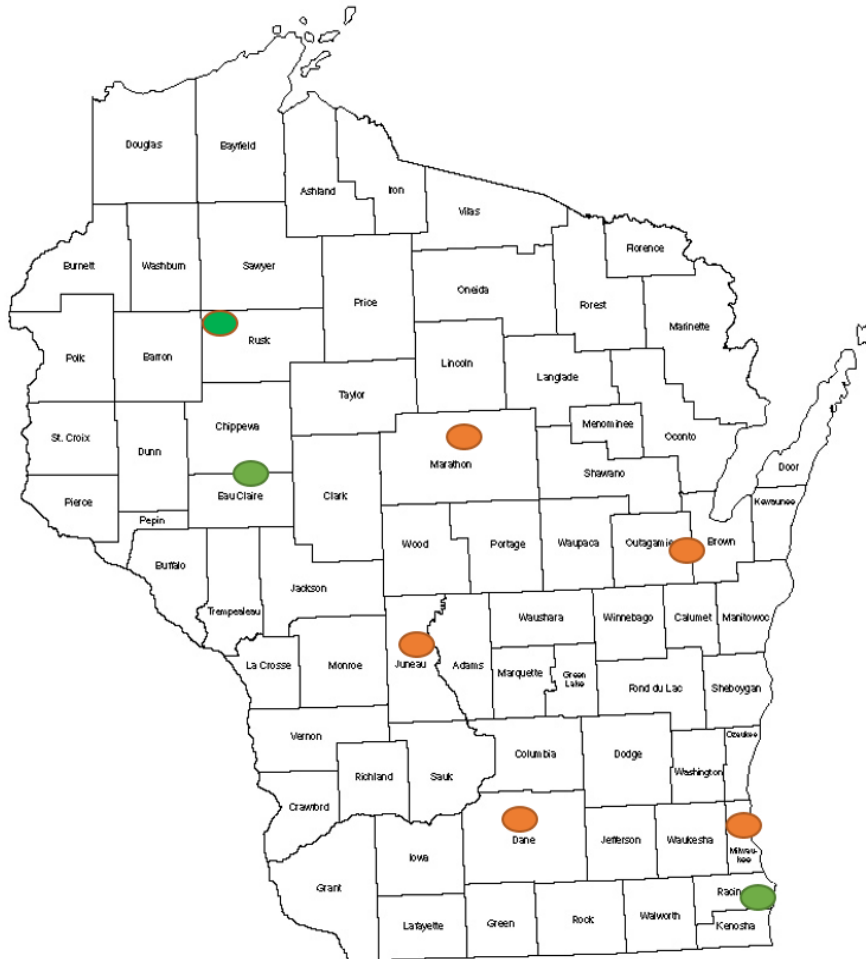


WPI MISSION

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



ABOUT WPI



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 Regional Chamber of Commerce)
 - Appleton** (Fox Valley Technical College)
- **Active Partnerships**
 - Racine** – LaunchBox
 - Eau Claire** - Western Dairyland
 - Ladysmith** – Indianhead Community Action

WPI SERVICES

- FREE Bid Matching Services
- Individual Counseling and Assistance
- Locating Local, State and Federal Opportunities - Bid and proposal review and Submission Assistance
- Government Market Strategy Development
- Training in use of Government websites and tools
- Assistance with System for Award Management (SAM) Registration
- Assisting in Market Research Process - Development of Market Profile
- Small Business Subcontracting Plans—Development, Outreach and Reporting
- Outreach and training with Local, State and Federal agencies
- Assist with Pre and Post Award Functions
- Assistance with Agency Specific Contracting Requirements
- Assistance with Contracting Regulations and Requirements, including FAR, DFAR, CFR
- Assistance with GSA Schedule Preparation and Administration
- Assistance with Local, State and Federal Certifications
- Capabilities Statement and Related Government Marketing Material Development
- Assistance in Locating and Developing Teaming Partners and Subcontractors
- Updated Government Market Information

GOVERNMENT MANUFACTURING CONFERENCE - SUPPORTING THE FEDERAL DEFENSE SUPPLY CHAIN - MAY 19 - GREEN BAY, WI

www.wispro.org

UPCOMING EVENTS

MAY 3 2018
INTERSECWI 2018
CAMP DOUGLAS, WI »

MAY 4 2018
MADISON NIGHT IN MILWAUKEE
MILWAUKEE, WI »

MAY 5 2018
FOR MANUFACTURERS: BECOMING A SUPPLIER TO THE MILITARY AND THEIR PRIME CONTRACTORS
EAU CLAIRE, WI »

MAY 10 2018
ACQUISITION HOUR - THE GROWING NEED FOR FEDERAL CONTRACTORS TO IMPROVE THEIR COMPANY'S OVERALL CYBER-IQ

MAY 11 2018
ACQUISITION HOUR - IMPLEMENTING SMALL BUSINESS SUBCONTRACTING PLAN AT YOUR COMPANY
WEBINAR »

CURRENT OPPORTUNITIES (7)

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

TRAINING EVENTS

- Annual Volk Field Small Business Conference (and Grants Workshop)
- Prime / Sub Contractor Group meetings
- Annual VA VISN 12 Small Business Conference
- SAME Small Business Expo
- Washington DC Federal Contractor Summit
- Marketplace – Annual Governor’s Conference for Small Business
- Federal Contractor Updates
- Acquisition Hour Webinar Series
- Small Business Contractor Series
- Federal Supply Chain Conference
- End of Year Contractor Update



ABOUT THE MARKET

HOW DOES WISCONSIN DO? (FY2015)

Spending by State (Company Headquarters)

Fiscal year - 2015



CONTRACTS DATA

Total Contract Funds Awarded - FY 2015

\$2,846,225,566

Total Number of Contract [Transactions](#) - FY 2015

43,879

Total Contract Funds to SubAwardees - FY 2015

\$209,305,824

Total Contract [Transactions](#) to SubAwardees - FY 2015

458

TOP PRIME RECIPIENTS

1. OSHKOSH DEFENSE, LLC	\$1,163,126,410
2. LOGISTICS HEALTH, INC.	\$147,750,654
3. WISCONSIN PHYSICIANS SERVICE INSURANCE CORPORATION	\$139,683,951
4. GREAT LAKES EDUCATIONAL LOAN SERVICES, INC.	\$119,849,253
5. OSHKOSH CORPORATION	\$109,250,995

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

TOP CONTRACTOR SUB-AWARDEES

1. DERCO AEROSPACE, INC.	\$66,729,995
2. WISCONSIN ORDNANCE WORKS, LTD.	\$40,610,826
3. EXTREME ENGINEERING SOLUTIONS, INC	\$18,856,580
4. WABASH NATIONAL CORPORATION	\$15,209,758
5. WALKER STAINLESS EQUIPMENT CO INC	\$14,039,777

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

AGRICULTURAL TYPE PRODUCTS

PSC CODE		FY2016		FY2015		FY2014	
		Dollars	% of total	Dollars	% of total	Dollars	% of total
8910	DAIRY FOODS AND EGGS	\$348,161,553	19.86	\$1,014,462,054	25.19	\$2,049,758,381	37.26
8905	MEAT, POULTRY, AND FISH	\$275,943,496	15.74	\$948,068,942	23.54	\$1,215,582,025	22.1
8915	FRUITS AND VEGETABLES	\$362,620,891	20.68	\$934,597,269	23.21	\$1,125,186,013	20.45
8940	SPECIAL DIETARY FOODS AND FOOD S	\$166,862,326	9.52	\$319,284,770	7.93	\$132,951,520	2.42
8945	FOOD, OILS AND FATS	\$191,443,931	10.92	\$305,987,054	7.6	\$286,804,944	5.21
8920	BAKERY AND CEREAL PRODUCTS	\$132,077,086	7.53	\$198,953,346	4.94	\$243,709,182	4.43
8970	COMPOSITE FOOD PACKAGES	\$217,098,849	12.38	\$185,522,156	4.61	\$265,026,545	4.82
8925	SUGAR, CONFECTIONERY, AND NUTS	\$17,155,108	0.98	\$39,553,595	0.98	\$27,772,893	0.5
8710	FORAGE AND FEED	\$8,796,276	0.5	\$22,812,273	0.57	\$23,558,349	0.43
8960	BEVERAGES, NONALCOHOLIC	\$8,693,944	0.5	\$15,796,094	0.39	\$26,833,105	0.49
8730	SEEDS AND NURSERY STOCK	\$5,849,133	0.33	\$15,559,497	0.39	\$13,370,066	0.24
8720	FERTILIZERS	\$977,010	0.06	\$10,313,097	0.26	\$1,767,844	0.03
8820	LIVE ANIMALS, NOT RAISED FOR FOOD	\$14,771,951	0.84	\$5,259,865	0.13	\$78,975,600	1.44
8950	CONDIMENTS AND RELATED PRODUCT	\$1,012,193	0.06	\$5,006,262	0.12	\$5,963,221	0.11
8930	JAMS, JELLIES, AND PRESERVES	\$832,786	0.05	\$3,442,563	0.09	\$1,598,595	0.03
	TOTAL	\$1,753,252,976		\$4,026,851,940		\$5,501,334,059	

PSC CODE	WISCONSIN	FY2016		FY2015		FY2014	
		Dollars	% of total	Dollars	% of total	Dollars	% of total
8920	BAKERY AND CEREAL PRODUCTS	\$19,271,920	36.53	\$28,026,652	23.99	\$28,712,250	25.57
8910	DAIRY FOODS AND EGGS	\$740,849	1.4	\$18,126,694	15.51	\$18,675,673	16.63
8915	FRUITS AND VEGETABLES	\$7,962,146	15.09	\$10,987,706	9.4	\$9,833,341	8.76
8940	SPECIAL DIETARY FOODS AND FO	\$287,855	0.55	\$1,921,555	1.64	\$171,148	0.15
8950	CONDIMENTS AND RELATED PRO	\$60,490	0.11	\$38,414	0.03	\$1,636,405	1.46
	TOTAL	\$52,763,406		\$116,849,827		\$112,293,920	

AGRICULTURAL TYPE PRODUCTS - Wisconsin

		FY2016	FY2015	FY2014
DIDION, INC	Ft. Atkinson - Flour Mill - USDA	\$25,277,261	\$37,632,296	\$39,912,579
OCEAN SPRAY CRANBERRIES, INC.	HQ in MA - Berries - USDA	\$0	\$26,870,721	\$8,703,192
DEL MONTE FOODS, INC	HQ in CA - Canners - USDA	\$3,438,770	\$19,465,806	\$6,674,233
MASTERS GALLERY FOODS, INCORPORATED	Plymouth - Dairy products - USDA	\$0	\$14,944,551	\$17,178,016
CLARK'S TRADING CO.	Mukwonago - Various Food products - Bureau of Prisons	\$4,306,317	\$7,829,090	\$6,651,466
SENECA FOODS CORPORATION	HQ in NY - Fruits and Vegetables - USDA	\$4,990,645	\$4,282,352	\$22,581,349
MCCAIN FOODS USA, INC.	HQ in IL - Frozen fruit and vegetables - USDA	\$1,940,903	\$3,978,663	\$11,654,934
BUSHMANS' INCORP.	Rosholt - Fruit and vegetables - USDA	\$3,438,262	\$3,949,661	\$2,807,514
LA CROSSE MILLING COMPANY	Cochrane - Animal and Breakfast food - USDA	\$1,152,986	\$2,954,382	\$2,952,351
FOREMOST FARMS USA COOPERATIVE	Baraboo - Dairy products - USDA	\$234,013	\$2,507,538	\$0

AGRICULTURAL TYPE PRODUCTS – WHO is BUYING?


	FY 2016	FY 2015	FY 2014
Civil Agencies			
Agriculture	\$850,291,675	\$2,351,411,661	\$2,048,478,894
Justice - BOP	\$101,328,987	\$154,451,602	\$154,826,156
Veterans Affairs	\$114,472,039	\$101,296,410	\$104,159,346
Interior - Bureau of Land Mgmt	\$9,940,191	\$28,846,632	\$30,383,432
HHS - NIH	\$8,376,808	\$19,558,657	\$18,919,015
Defense Agencies			
Defense Logistics Agency	\$681,681,228	\$1,281,983,415	\$2,082,059,044
Army	\$18,186,732	\$35,338,288	\$107,173,887
US Army Corps of Engineers	\$316,085	\$10,817,135	\$3,604,496



SMALL IS GOOD

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](#)])
- 

FEDERAL SMALL BUSINESS PROGRAMS

- **ALSO APPLY TO FEDERAL PRIME CONTRACTOR**
 - Contracts to large businesses estimated to exceed \$700,000 for goods and services (\$1.5 million for construction)
 - Small Business Subcontracting Plan requirements
 - Important to do your market research to determine potential primes
 - Locate potential customers
 - Determine SBLO at the large business
 - Register in their “portal”



TO START

- **Evaluate your TRUE capabilities and capacity – start with some idea of what you can and could do**
- **Market Research**
- **Understand the FEDERAL SMALL BUSINESS PROGRAMS**
- **Registration – SAM and DSBS**
- **Start Locating Opportunities**
 - With Agencies**
 - With Primes**
- **Prepare your Marketing Materials and start reaching out to the market and developing relationships**
- **THEN if you see a fit – take it to the next step**

MARKET RESEARCH

- Are there opportunities for your business
- Do you have the capabilities and capacity to support these opportunities **AND MAKE \$MONEY\$**

• TOOLS

- www.usaspending.gov or <https://www.fpds.gov>
- Attending industry events and conferences
- Contact KimG@wispro.org to assist

REGISTER in SAM.GOV as a potential contractor or subcontractor

The screenshot shows the SAM.GOV 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?'. A 'Create an Account' link is located at the bottom right of the header. Below the header is a dark blue navigation bar with links for 'HOME', 'SEARCH RECORDS', 'DATA ACCESS', 'GENERAL INFO', and 'HELP'. A red alert banner states: 'ALERT: Due to scheduled CAGE maintenance, SAM registrants may encounter an error validating a CAGE Code. If this happens, please try again after 6 pm (EDT), Sunday, 06/05/2016.' The main content area is divided into three columns: 'CREATE USER ACCOUNT' (with a 'Create User Account' button), 'REGISTER/UPDATE ENTITY' (with a 'Register/Update Entity' button and a 'New!' notification about the SAM Status Tracker), and 'SEARCH RECORDS' (with a 'Search Records' button). At the bottom, there is a 'WHAT IS SAM?' section with a 'Need Help?' button and a paragraph describing SAM as the Official U.S. Government system that consolidated the capabilities of CCR/FedReg, ORCA, and...

ESTABLISH AND KEEP CURRENT your DSBS PROFILE (and keep current) <http://dsbs.sba.gov/>

Skip Navigation Accessibility Options
Mobile View Print Exit Help

[DSBS](#) [Quick Market Search](#) [TM OnLine](#)

Welcome to

All search form
All form fields that require typ

NEW
 Phone number hotlinks can
 Address hotlinks can be

This is generally a self-certifying database. The SBA does not make any representation as to the accurate Disadvantaged Business status. The SBA strongly recommends that contracting officers diligently review

Location of Profile

States:

- TN - Tennessee
- TX - Texas
- UT - Utah
- VT - Vermont
- VA - Virginia
- VI - Virgin Islands
- WA - Washington
- WV - West Virginia
- WI - Wisconsin
- WY - Wyoming

[\(How to make multiple selections.\)](#)

Searching within a State:
(Requires exactly one state from the State list at left.)

Congressional District: [Help](#)

County: [Lookup Help](#)

Area Code or Phone Number Initial Fragment:

Metropolitan Statistical Area: [Help](#)

SBA Servicing Office: [Help](#)

Zip Code or Zip Code Initial Fragment:

Government Certifications

8(a) Certified or 8(a) Joint Venture:

- Required (Active Certifications only)
- Required (Active Certifications and Previously Certified)
- Required (Previously Certified only)
- Not Required

HUBZone Certification:

- Required (Active Certifications only)
- Required (Active Certifications and Previously Certified)
- Required (Previously Certified only)
- Not Required

Small Disadvantaged Business:

- Required (Active Certifications only)
- Required (Active Certifications and Previously Certified)
- Required (Previously Certified only)
- Not Required

The SBA's 8(a), HUBZone and SDB certifications are also made available to external software via: [SBSS Public Web Services](#).
 For more information, see also [SBA Certifications](#) in the search help page.

Table Listing, where

the profile address is in CLARK (county) of WI;

the profile location is in: Wisconsin;

the profile's status is Active;

and randomized by original start time of search: 2016-06-05 03:38:50 PM.

s. The count and search queries took 1.97 seconds and 2.18 seconds, respectively.

profiles matching criteria):

17 Companies registered in Clark

View	Name and Trade Name of Firm	Contact	Address and City, State Zip	Capabilities Narrative
1	Bauer Excavating, INC	Barbara Bauer	N1758 Putnam Dr OWEN, WI 54460-9437	
2	DENNY'S RADIO & TV DENNY'S TV	DENNIS E Klick	210 N WASHINGTON ST THORP, WI 54771-9533	
3	OTT, JEFFREY E	Jeffrey E. Ott	11939 MACARTHUR RD CHILI, WI 54420-9507	
4	WELCOME DAIRY, INC.	TERRY EGGBRECHT	H4489 MAPLE RD COLBY, WI 54421-9519	
5	New Directions Guest House LLC	David Korn	207 W Main St Thorp, WI 54771-9418	
6	CLOVERDALE EQUIPMENT, LLC	JOHN A HOOVER	N13835 COUNTY RD E CURTISS, WI 54422-9081	
7	SYTH CONSTRUCTION, LLC	KEVIN SYTH	W 6381 MANN RD GREENWOOD, WI 54437-7323	
8	CHILI IMPLEMENT COMPANY, INC.	BRADLEY SCHECKLMAN	N5560 COUNTY RD Y CHILI, WI 54420-8928	
9	Hoover Silo Repair, LLC	Warren Hoover	W5373 Cty Hwy X Withee, WI 54498-0000	
10	BENCHMARK COMPONENTS, INC. WISCONSIN BENCH	Jessica Olson	507 E GRANT ST THORP, WI 54771-9662	Manufacturer of laminate and butcher block work surfaces, tables, school furniture, commercial casework, lockers and store fixtures.
11	DENNIS OVYN TRUCKING INC OVYN, DENNIS TRUCKING	MARILYN Obyn	W11158 COUNTY RD AT WITHEE, WI 54498-9350	
12	Heather Ridge Structure Heather Ridge Investments	Gary A Steele	N4390 ST HWY 73 NEILLSVILLE, WI 54456-6400	
13	Scholze, Maria Wisconsin Wetland Specialists	MARIA SCHOLZE	1001 EMERY ST NEILLSVILLE, WI 54456-1430	Identify and GIS map threatened and endangered vegetative species, Identify and GIS map wetlands and wetland boundaries
14	KEVIN J SYTH & DIANE L OPELT	KEVIN SYTH	W6381 MANN RD GREENWOOD, WI 54437-7323	
15	TARCSAY ENTERPRISES LLC ServiceMaster	Dawn Tarcsay	W5806 State Hwy 95 NEILLSVILLE, WI 54456-6700	
16	LUZINSKI AUCTION & REALTY LLC	LARRY E LUZINSKI	N16579 BRUCE MOUND AVE THORP, WI 54771-0000	
17	BARR ENTERPISES, INC	STEVE DENK	W7276 Chickadee Rd Greenwood, WI 54437-7807	

No more matches

START TO LOCATE OPPORTUNITIES

www.fbo.gov

WPI FREE BidMatching Service

User: Alna Vilumsons
 Sunday June 5, 2016

PTAssist v. 4.9
 support@ptassist.com
 806.353.0919

Client System Query Conferences Log off

Current Client: CB07/W10934 Wisconsin Awards - Aina

Quick Search By

Archive Search Results List

Results 1 - 20 of 500

Result Page: 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

Search Criteria: Databases-[FBO, DLA, INTL, Other Fed, Non-Fed, Local], Supply Codes-[FSC=87, 88, 89;], State Codes-[none], Search Words-[none]

Edit Search Criteria

Cancel

Publish Date	Type	Code	Description	Keywords	Due Date
06/03/16	FBO	13.20.89	Blackhills 77 Grain Match Ammunition		05/03/16
06/03/16	FBO	58.89	USDA Dried Date Purchase Program Announced		View
06/03/16	FBO	58.89	USDA Cranberry Purchase Program Announced		View
06/03/16	FBO	58.89	USDA Concord Grape Juice Purchase Program Announced		View
06/03/16	FBO	81.89	Purchase of Empty Bags for U.S. Food Aid Programs		06/07/16
06/03/16	FBO	87	Hardpan Reservoir Repairs, Glasgow Montana		07/14/16
06/03/16	FBO	87	Horse Hay YELL		06/09/16
06/03/16	FBO	87.49	N00253-16-T-0289 EED Tester/ Gyroscope		06/07/16
06/03/16	FBO	88	10 Dual Purpose Canines for CCEP		06/13/16
06/03/16	FBO	89	EGGS - 4TH QTR		06/15/16
06/03/16	FBO	89	QUARTERLY DAIRY - PRESOLICITATION		06/15/16
06/03/16	FBO	89	QUARTERLY SUBSISTENCE - PRESOLICITATION		06/15/16
06/03/16	FBO	89	QUARTERLY KOSHER - PRESOLICITATION		06/15/16
06/03/16	FBO	89	FMS TURKEY REPAIR OF HYDRO-MECHANICAL UNIT		07/18/16
06/03/16	FBO	89	Food & Related Non-Food Items for USFS Job Corps Centers		06/30/16
06/03/16	FBO	89	4rd QTR Kosher entrees		06/10/16
06/03/16	FBO	89	4rd QTR Kosher Food		06/10/16
06/03/16	FBO	89	Sub Sandwiches		06/07/16
06/03/16	FBO	89	4rd QTR Kosher Food		06/06/16
06/03/16	FBO	89	Food, subsistence		06/03/16

INTERESTED VENDORS LIST – www.fbo.gov (need to be registered in FBO to access)

The screenshot shows the Federal Business Opportunities (FBO) website interface. At the top, the header includes the logo for FEDBIZOPPS.GOV and the text "Federal Business Opportunities". Navigation tabs include Home, Getting Started, General Info, Opportunities (highlighted), Agencies, and Privacy. Below the navigation, there are links for Buyers (Login | Register) and Vendors (Login | Register), along with an Accessibility icon.

The main content area displays the following information:

- Title:** 66--VIBRATOR ASSEMBLY
- Solicitation Number:** SPE4A616TW830
- Agency:** Defense Logistics Agency
- Office:** DLA Acquisition Locations
- Location:** DLA Aviation - BSM

Below the title, there are three tabs: Notice Details (selected), Packages, and Interested Vendors List. To the right of these tabs are icons for Print and Link.

On the left side, there is a section for "Original Synopsis" dated May 18, 2016, 7:21 am. Below this are three buttons: "Return To Opportunities List", "Watch This Opportunity", and "Add Me To Interested Vendors".

The main text area contains the following details:

- Solicitation Number:** SPE4A616TW830
- Notice Type:** Combined Synopsis/Solicitation
- Synopsis:** Added: May 18, 2016 7:21 am
Proposed procurement for NSN 6610011265616 VIBRATOR ASSEMBLY:
- Line 0001 Qty 28.00 UI EA Deliver To: DLA DISTRIBUTION SAN DIEGO By: 0219 DAYS ADOApproved source is 89944 87451510030.**

On the right side, there is a "GENERAL INFORMATION" section with the following details:

- Notice Type:** Combined Synopsis/Solicitation
- Posted Date:** May 18, 2016
- Response Date:** May 26, 2016
- Archiving Policy:** Automatic, on specified date
- Archive Date:** June 25, 2016
- Original Set Aside:** ...

REGISTER IN PRIME CONTRACTOR PORTALS –

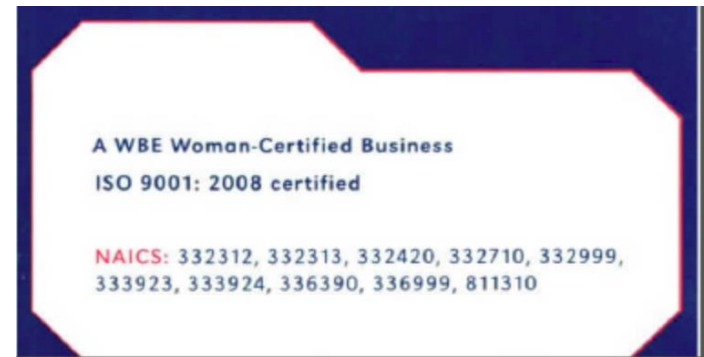
- Down select from market research
- Contact WPI for list of top large primes
- Understand and indicate your size and small business designations
- Answer all questions – if you do not understand what they are asking – ask
- Understand role of SBLO – Small Business Liaison Officer

PREPARE YOUR MARKETING MATERIALS with a FOCUS ON THE GOVERNMENT MARKET

- **Business Card**
- **Capabilities Statement**
- **Website**
- **“Pitch”**

MARKETING MATERIALS – YOUR BUSINESS CARD

- **Business cards**
 - Example: Aurora Manufacturing
 - **CLEARLY** state what your business **DOES**
 - NAICS
 - CAGE
 - Website
 - Phone #
 - Email
 - Small business designations – small, HUBZone, SDVOSB, WOB.....
 - Quality level , ITAR, other tech certs



MARKETING MATERIALS – YOUR CAPABILITIES STATEMENT

- No more than one page (front and back if need be)
- May need to customize for range of potential customers
- Shows what is important to the person / agency you are trying to sell to – **HOW DO YOU KNOW THIS – market research or ASK**
- Keep it **Simple** and **Easy** to read – ask for “friendly review” before going public
- Includes contact information and website link
- What is important? Depends on if you are in manufacturing, technology, construction.....
 - Past related work
 - Graphics showing capability
 - Certifications, designations, codes, classifications, important training and other relevant information
- **It should look GOOD** – easy to look at, answers basic questions about your business AND uses good grammar and good spelling

MARKETING MATERIALS – YOUR CAPABILITIES STATEMENT



KL Engineering
[A] Better Experience

Capability Statement

Kim M. Lobdell, PE • President
klobdell@klengineering.com
608.663.1218 - Voice / 608.444.0073 - Cell
5950 Seminole Centre Court, Suite 200
Madison, WI 53711 • 608.663.1226 - Fax
www.klengineering.com

Transportation Design

Construction Management

Planning & Feasibility Studies

Environmental Analyses

Traffic Signal & Lighting Design

Survey & GIS



Who We Are

KL Engineering is a woman-owned small business, providing professional services built around a core specialization in transportation engineering and an unwavering customer service ethic. Maintaining excellent communication, being flexible and responsive, and delivering a quality product on schedule and within budget are trademarks of our organization and how we provide our clients [A] Better Experience.

What We Can Do For You • United States Forest Service

KL Engineering can assist the Forest Service on opportunities that include roads, bridges and sitework. While we are primarily a design firm, our Construction Management Services can be a good match for many Forest Service projects. We can act as the Owner's Representative on your construction projects, managing a team that helps make sure the contractor delivers to the owner's expectations. Realizing that every action we take can affect the environment and future generations, we work with a great respect for the ecosystem around us. From stormwater drainage to disposal of construction waste, we always keep our environmental impact top of mind.



What Makes Us Different

EXPERIENCE: 90% of our work over 23 years has been for federal projects through WisDOT contracts.

KNOWLEDGE: We understand specific processes and procedures required for governmental contracts.

SATISFACTION: We gather client feedback on a regular basis and put the results into action.

RELIABILITY: We are known for delivering cost effective, low maintenance, high quality and timely services.

CREDENTIALS: We are a **Woman Owned Small Business (WOSB) & DBE Certified by WisDOT.**

WINNING: We produce award winning designs and project work.

Company Details

• In Business Since 1991 (23 years)	DUNS: 804316727
• 3 Offices in Wisconsin: Madison, Green Bay & Menomonie	Cage: 3Q8P1
	NAICS Codes:
• 47 Employees: 31 Civil Engineers, 2 Environmental Specialists, 2 Surveyors, 7 Engineering Technicians, 5 Administration	541330, 541340, 541370, 541611, 541620 & 237310



Engineering

• Proudly Serving Wisconsin, Minnesota, Michigan, Indiana & Illinois •

MARKETING MATERIALS – YOUR CAPABILITIES STATEMENT



215 Power Drive Berlin, WI 54923
(908) 928-6768 www.m-p-llc.com

Contract Information

Duns: 199623596
Cage Code: GSIJAS

GSA Contract Numbers:
Schedule 55 - G807F0211M
Schedule 84 - G807F0213W

GSA Schedule 66
SIN: 383-10 Portable Light Towers
SIN: 383-2 Portable, Standby, Generators

GSA Schedule 84
SIN: 465-11 Fire Extinguishing/Suppressing Products, Retardant, Foams, and Equipment

NAICS Codes
335312: Motor and Generator Manufacturing
333122: Commercial, Industrial and Institutional Electric Lighting Fixture Manufacturing
333120: Construction Machinery Manufacturing
335125: Other Lighting Equipment Manufacturing

FSC Codes
6115: Generator & Generator Sets, Electrical
6230: Electric Portable and Hand Lighting Equipment
6240: Electric Lamp
6210: Indoor and Outdoor Electric Lamps

Ordering Information

Jim Roberts
International and Government Sales Manager
Phone: (920) 361-4442 x232
Fax: (920) 361-2214
Cell: (920) 216-1292
jroberts@m-p-llc.com

Stephanie Glocke
International and Government Sales
Phone: (920) 361-4442 x219
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sglocke@m-p-llc.com

 **Contract Holder**

FEDERAL CAPABILITIES STATEMENT

Since our founding in 1988, we've built a reputation for keeping the customer on the forefront of everything we do. When you work with us you interact with real people who get to know your needs and take a personal stake in your success. Customer Service is not just a department at Magnum, it's our way of doing business.

As a GSA Contract holder, Magnum always offers the most competitive pricing to government agencies. Pricing under our GSA schedule is equal to that of our most favored customers.

Our Commitment to Sustainability
The U.S. Government has come to rely on the quality, performance and endurance of Magnum light towers and generators to provide the power and light sources needed in critical situations, both here in the States, as well as abroad. Along with quality, Magnum Power Products has a philosophy of maintaining high inventory levels, to enable our rapid response in emergency situations. Magnum light towers and generators have been used in recovery efforts at The Pentagon, Ground Zero, the Oklahoma City Federal Building and in relief efforts led by FEMA in the wake of hurricanes Hugo, Andrew and Katrina.

Products Offered

- Mobile Generators	- Mobile Light Towers
- Mobile Trash Pumps	- Mobile Water Trailers
- Diaphragm Pumps	- Mobile Light, Water & Power

Key Differentiators

- US designed and assembled products
- Award winning product innovations; patented
- Strong community commitment and involvement
- Maintains leadership by engaging innovation in the development of new products
- Experienced considerable and consistent growth since our founding
- Company focus is on mobile products

Federal Agency Past Performance
US Army, Navy, Air Force, Marines, Coast Guard, Border Patrol, National Guard, Army Corp of Engineers, Bureau of Land Management, Department of Energy, Department of Fire Services, Department of Veterans Affairs Medical Center, National Park Services, Department of Homeland Security, Federal Bureau of Prisons, US Department of Interior, Department of Defense, USDA Forest Service, FAA, DLA, NASA, US Capital Police

GSA Disaster Recovery & Cooperative Purchasing Program Participant
The GSA Disaster Recovery Purchasing Program for Schedule 84 & 55. This program gives state and local governments the ability to purchase products and services to recover from major natural disasters, terrorism, nuclear, biological, chemical, or radiological attacks. The Cooperative Purchasing Program for schedule 84 allows eligible entities to purchase from Cooperative Purchasing approved vendors, at any time, for any reason, using any funds available.



 **INDUSTRY LEADING MANUFACTURER OF MOBILE POWER EQUIPMENT**



MARKETING MATERIALS – YOUR WEBSITE

- Yes you should have one – **WHY** – so you can be found and found out about
- It can be simple
- Yes there is a cost to design, build and update – plan well and don't go on the “cheap”
- Consider separating Government – the important parts may be very different
- Same rules as capabilities statement apply
- CAUTION – may be doing work that is sensitive for an agency /prime so cannot “brag” on website. Consider using descriptive words such as “defense contractor” or “supporting the Naval supply chain”

MARKETING MATERIALS – YOUR WEBSITE

The screenshot displays the TAPCO website interface. At the top left, the UPI Manufacturing logo is visible, along with navigation links for Military & Commercial Capabilities, About Us, Media, Contact Us, Partners, Facilities, and Employment Opportunities. Social media icons for Facebook, Twitter, LinkedIn, and YouTube are also present. The main content area features several images: a close-up of mechanical parts, a night view of a city with lights, and a military vehicle. A large banner reads "Empowered by God". The TAPCO logo and tagline "The business of safety since 1956" are prominently displayed. A search bar and a "GO" button are located on the right. A navigation menu includes links for HOME, ONLINE STORE, SOLUTIONS, DIVISIONS, ABOUT, CONTRACTS, CONTACT, and CAREERS, along with a phone number 1-800-236-0112. A sidebar on the left lists "Federal Departments", "Federal Contracts", "Federal Resources", and "Shop Federal Products", with a "Contact our team" button and phone number. The main content area features a "Military Signage" section with a "Learn more" button and a description of TAPCO's services. A "Contracts & Agreements" banner is visible at the bottom.

MARKETING MATERIALS – OTHER VISIBILITY

- Press releases – news articles
- Facebook, LinkedIn, other social media
- Awards
- Participation in industry – government events, conferences, training
- Presentations and education – you are the expert
- Be a mentor to others
- GET OUT THERE!!!!!!!!!!!!!!!
- Other

MARKETING MATERIALS – YOUR ELEVATOR PITCH

- 1 minute pitch – elevator pitch – KEEP IT TIGHT AND DO YOUR HOMEWORK
 - 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
 - Have you done any work with the government before
 - What makes you special
 - 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



Volk Field Small Business Conference

AGENDA

EVENT
HOSTS

SPEAKERS

SPONSORS

EVENT
COMPETITIONSROUNDTABLE
SESSIONSGOVERNMENT
GRANTS

Registration

For additional information regarding this event, contact Joseph Smetak at 414-270-3600

PLEASE NOTE: Registration is required, and the registration fee does not include transportation or lodging. **Due to the security requirements of the base, registration will CLOSE on Wednesday, June 8.**

CLICK HERE for Registration Information

Questions? [Click here](#) to contact Joseph Smetak for further information.

Location

The 10th Annual Volk Field Small Business Conference will take place at the

Volk Field Air National Guard Base
100 Independence Drive, Building 475
Camp Douglas, WI 54618

Please click [here](#) for directions!

JOIN US AT THE 10TH ANNUAL VOLK FIELD SMALL BUSINESS CONFERENCE!

The Volk Field small business conference has drawn over 2,000 attendees across the region in the past 10 years. Businesses interested in contracting with federal, state, tribal and local governments should attend. There will be range of presentations, panels and meetings with agency and prime contractor representatives for small and large businesses who would like to start or increase their government sales!

DON'T MISS:

- **Roundtables with Government Agency Representatives, Prime Contractors and Technical Resources**
- **Update on new programs from Eric Ness, Wisconsin District Director, US SBA**
- **Workshops on topics ranging from setting up your website, cyber security, selling to the State and Local Governments to preparing proposals and working in the DOD supply chain**
- **Opportunity to network with agency representatives, current federal and state contractors as other businesses from the upper Midwest**
- **Tour Volk Field**
- **Participate in the annual CAPABILITIES STATEMENT and 2 MINUTES TO WIN IT CONTESTS**

Speakers:

- ACE Chicago & Detroit
- ACE Rock Island Arsenal
- C&H Distributors
- EPA Chicago
- Fastenal
- Kreuger International (KI)
- Mathy Construction
- MICC Ft McCoy Contracting
- Michels
- Oshkosh
- Pierce
- Spectrum Brands
- USFS Forest Products Lab
- VA Milwaukee
- Wisconsin Department of Correction
- Woodward
- WPS

THANK YOU TO THIS YEAR'S SPONSORS:
Bentley World Packaging and Michels Corporation!

<http://volkfieldsbconference.org/>

"I have been attending the Volk Field Small Business Event for Several Years. This event helps me keep up to date on all the latest changes happening in our Government and the world of contracting. My main reason that I attend is all the great business relationships I have developed over the years; both as clients and suppliers. The venue is perfect for beginning companies just getting into the market and seasoned contractors. If you are going to attend only one event this year, I would highly recommend this event."

– William (Bill) Capelle, Managing Partner, American Pride Industrial Equipment & Services LLC

DOING BUSINESS WITH THE NATIONAL PARK SERVICE

JULY 20, 2016 MUNISING, MI

Start Date	July 20, 2016
End Date	July 20, 2016
Time	12:00 pm – 4:00 pm
Facility	Alger Parks and Rec Community Building "Old Central School"
Address	413 Maple St., Munising, MI
Contact Info	Don Makowski donmakowski@networksnorthwest.org (906)789-0558 X1311
Register Online	Register for Event

ABOUT THE WORKSHOP:

The National Park Service has a broad range of requirements ranging from construction services to outerwear. At this unique workshop, your business will have the opportunity to meet with and learn from the National Park Service Midwest Region contracting officials.

Join the National Park Service and area economic developers as well as Procurement Technical Assistance Center (PTAC) representatives to take advantage of this unique opportunity!

Please **[CLICK HERE](#)** to view the event flyer.



REGISTER

National Park Service – Midwest Region
U.S. Small Business Administration
Northwest Michigan PTAC
Native Diversification Network PTAC
Wisconsin Procurement Institute

HOW TO DO BUSINESS WITH THE DEPARTMENT OF VETERANS AFFAIRS

AUGUST 4, 2016 GREEN BAY, WISCONSIN

Will be held at UW Green Bay

Start Date	August 4, 2016
Time	1:00-5:00pm
Facility	
Contact Info	Carol Murphy carolm@wispro.org 414-270-3600

The Department of Veterans Affairs spends over \$17 billion annually purchasing a broad range of products and services with over 35% awarded to small businesses. Join us to learn the ins and outs of doing business with the VA. Green Bay, Wisconsin

CLICK HERE TO VIEW WPI'S CURRENT NEWSLETTER

WPI also hosts a FREE ACQUISITION WEBINAR HOUR

UPCOMING EVENTS

JUNE 7 2016
ACQUISITION HOUR - BUSINESS DEVELOPMENT AND THE NEW ECONOMY CREATED BY AGING CRITICAL INFRASTRUCTURE

JUNE 7 2016
GOVERNMENT CONTRACTING OPPORTUNITIES FOR SMALL BUSINESS
LOYAL, WISCONSIN »

JUNE 15 2016
10TH ANNUAL VOLK FIELD SMALL BUSINESS CONFERENCE
CAMP DOUGLAS, WI »

JUNE 15 2016
GOVERNMENT GRANT OPPORTUNITIES
CAMP DOUGLAS, WI »

JUNE 29 2016
ACQUISITION HOUR: WHAT'S UP WITH FEDERAL GOVERNMENT END OF YEAR SPENDING FOR 2016?

CURRENT OPPORTUNITIES (7)

GET STARTED WITH THE BASICS

Questions & answers on how to get started.

SIGN-UP FOR OUR NEWSLETTER

Stay up-to-date with the latest WPI news

HAVE A QUESTION? WE'RE HERE TO HELP.

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

WPI CONTACT

**Kim Garber | Manager, Small Business Programs
Wisconsin Procurement Institute (WPI)**

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www.wispro.org