



# GOVERNMENT CONTRACTING OPPORTUNITIES FOR SMALL BUSINESSES

Presented by the  
**Wisconsin Procurement Institute**  
**November 2015**





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**Providing expert technical  
assistance to  
FEDERAL, STATE and LOCAL  
GOVERNMENT  
Contractors  
And Subcontractors**

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**A Procurement Technical  
Assistance Center (PTAC)  
Serving the Wisconsin Business  
Community**

**WPI Offices located at:**

**Milwaukee County Research Park**

10437 Innovation Drive, Suite 320

Milwaukee, WI 53226

414-270-3600 FAX: 414-270-3610

**Juneau County Economic Development Corp.**

122 Main St - Camp Douglas, WI 54618

608-427-2455 FAX: 608-427-2086

**Western Dairyland EOC, Inc.**

418 Wisconsin St. - Eau Claire WI 54703

608-427-2455 FAX: 608-427-2086

**Fox Valley Technical College – DJ Bordini Center**

5 Systems Drive – Appleton WI 54912

920-840-3771 FAX: 414-270-3610

**Racine County Economic Development Corporation – Launch Box**

141 Main Street, Suite 2, Racine, WI 53403

414-270-3600 FAX: 414-270-3610

**Madison Enterprise Center**

100 S. Baldwin St., Madison, WI 53703

608-444-0047 FAX: 414-270-3610

**Food Enterprise & Economic Development (FEED)**

1219 N. Sherman Ave., Madison, WI 53704

608-444-0047 FAX: 414-270-3610

**Wausau Region Chamber of Commerce**

200 Washington Street, Wausau, WI 54403

920-456-9990 FAX: 414-270-3610

**[www.wispro.org](http://www.wispro.org) - [info@wispro.org](mailto:info@wispro.org)**

**CLICK HERE TO VIEW WPI'S CURRENT NEWSLETTER**



**UPCOMING EVENTS**



OCTOBER 22 2015  
INTERSECWI (INTERNET SECURITY) 2015 - (PROTECT YOUR ORGANIZATION, YOURSELF, AND YOUR FAMILY FROM CYBER RISKS AND LIABILITIES NOW!)  
CAMP DOUGLAS »

OCTOBER 28 2015  
DOING BUSINESS WITH USDA FARM SERVICE AGENCY – LEARN FROM FSA DATCP & SBA OF AVAILABLE FINANCING AND PROGRAMS TO HELP YOUR FARM OR FOOD BUSINESS GROW - MONROE  
MONROE »

OCTOBER 29 2015  
SMALL BUSINESS ACADEMY  
MILWAUKEE »

OCTOBER 29 2015  
DOING BUSINESS WITH USDA FARM SERVICE AGENCY – LEARN FROM FSA DATCP & SBA OF AVAILABLE FINANCING AND PROGRAMS TO HELP YOUR FARM OR FOOD BUSINESS GROW - MILWAUKEE  
MILWAUKEE »

OCTOBER 29 2015  
MARKETPLACE 2015 DAY ONE  
MILWAUKEE »

**CURRENT OPPORTUNITIES (10)**



**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

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## SERVICES OFFERED BY WPI

- FREE Bid Matching Services
- Individual Counseling and Assistance
- Locating Local, State and Federal Opportunities
- 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
- Small Group Training
- 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, including:
  - Service Disabled & Veteran Owned Small Business, HUBZone, Woman Owned Small Business, 8(a) Business Development Program
  - State
  - Local
  - DBE
- Bid Review and Submission Assistance
- Proposal and Assistance, Review and Submission Assistance
- Capabilities Statement and Related Government Marketing Material Development
- Assistance in Locating and Developing Teaming Partners and Subcontractors
- Updated Government Market Information

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10437 Innovation Dr., Suite 320  
Milwaukee, WI 53226  
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FAX 414-270-3610  
[www.wispro.org](http://www.wispro.org)  
Executive Director – Aina Vilumsons  
[info@wispro.org](mailto:info@wispro.org)



# What we will talk about today

- An overview of Federal, state, and local government markets
- Tips on locating and qualifying opportunities
- Information on how the Federal government buys
- A step-by-step guide to getting started
- Answers to questions about what business registrations are required
- Benefits of being a small business

# Government Market Overview

- **Federal**
  - Very Large market
  - Worldwide
  - Complex
  - Manufacturing, construction, services, R&D...anything / everything
  - Size and small business program designations apply
  - About \$450 bill market
- **Federal Primes**
  - Large market
  - Worldwide
  - Less Complex – flow-down of rules from Federal Prime contractor
  - Diverse products and services
  - Size and small business designations apply

# Government Market Overview

- **State**
  - Medium size market
  - Statewide
  - Less complex – DIFFERENT FROM FEDERAL – REGULATIONS AND PROCESS
  - Minimal manufacturing and R&D
  - Some certifications
  - Wisconsin about \$2 billion market
- **Local**
  - Smaller market
  - Smaller dollars
  - Less complex - DIFFERENT FROM FEDERAL AND STATE – REGULATIONS AND CERTIFICATIONS AND PROCESS
  - Products, Services and construction for the most part

# Determine if there is a good fit for the business – minimum requirements

- Established business
- Established systems – ex quality, financial...
- Commitment to invest in developing this customer
- Commitment from top management - owners
- Willingness to sell and market
- Willingness to learn and understand how it works
- Willingness to look outside of local area
- Good understanding of your capabilities and limitations
- Willingness to COMPETE and FOCUS ON NEEDS OF CUSTOMER
- Willingness to be open and transparent
- Ability to wait and be patient
- Tenacity – willingness to be the David to the Government Goliath

# Government Basics

- **NO ONE HAS TO BUY FROM ANY BUSINESS**
  - The market is VERY competitive
  - There will be an **investment** in developing internal capabilities to meet the requirements and demands of the government market
  - Agencies / Prime contractors / Businesses will choose based on what is best for them – DECREASED RISK
  - People like to do business with people they know

# What does the government look for in a contractor

- Quality / Safety
- On time delivery / performance
- Understanding of the process
- Follows the rules
- Treats the government as their best customer
- NO ISSUES

Challenge – the government is a VERY large and VERY demanding customer

# BASIC PROCESS

- Do your market research – what does the government buy
- Determine if your product or service fits the need
- Register as a contractor (if appropriate)
- Determine if you qualify for any SMALL BUSINESS PROGRAMS
- Begin to locate specific opportunities
- Prepare or update your marketing materials to focus on the government market – business card, capabilities statement, website and “pitch”
- Market – individual meetings, conferences / matchmaking, press, other

# Let's start with the Federal market

## CONTRACTS DATA

Total Contract Funds Awarded - FY 2014

**\$2,206,584,219**

Total Number of Contract [Transactions](#) - FY 2014

**24,060**

Total Contract Funds to SubAwardees - FY 2014

**\$176,950,638**

Total Contract [Transactions](#) to SubAwardees - FY 2014

**633**

### TOP PRIME RECIPIENTS

1. OSHKOSH CORPORATION	\$509,378,106
2. GREAT LAKES HIGHER EDUCATION CORPORATION	\$184,414,944
3. WISCONSIN PHYSICIANS SERVICE INSURANCE CORPORATION	\$163,362,060
4. NATIONAL PRESTO INDUSTRIES INC.	\$73,010,918
5. SNAP-ON INCORPORATED	\$50,725,790

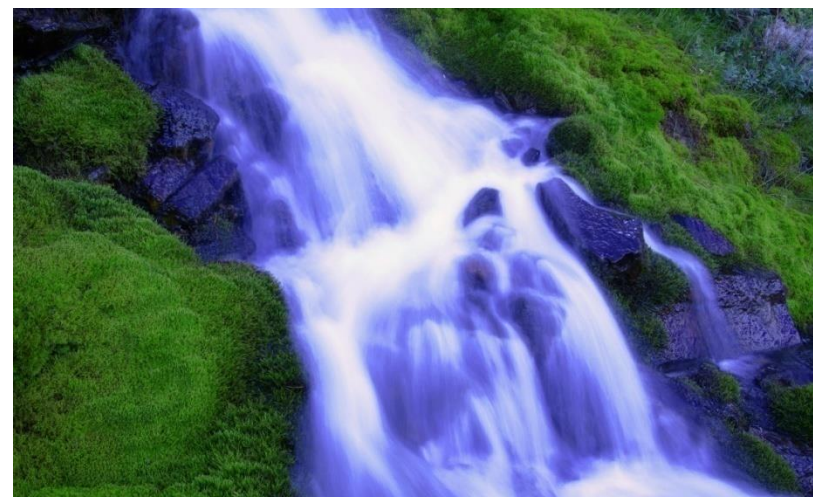
[Text View and More Details on All Prime Recipients](#)

### TOP CONTRACTOR SUB-AWARDEES

1. DERCO AEROSPACE, INC.	\$86,009,489
2. MCNALLY INDUSTRIES, LLC	\$17,198,550
3. MULTISTACK, LLC	\$13,441,201
4. EXTREME ENGINEERING SOLUTIONS, INC	\$6,594,362
5. WASTE MANAGEMENT, INC.	\$4,378,218

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

# What the government buys?



And it also buys.....



# What is the Federal Government Buying?

The screenshot shows the homepage of FEDBIZOPPS.GOV. At the top, there is a navigation bar with links for Home, Getting Started, General Info, Opportunities, Agencies, and Privacy. Below this is a search area with a magnifying glass icon and the text "Search more than 30,000\* active federal opportunities." The search filters include: Posted Date (Last 90 Days), Set-Aside Code (Any), Place of Performance (Any State or Territory), Type (Any), Keyword / Solicitation #, and Agency. A "Search" button is located below the filters. To the right of the search area, there is a "RECOVERY" section with a "SEARCH RECOVERY OPPORTUNITIES" button and a "SEARCH RECOVERY AWARDS" button. Below this is a "FBO RECOVERY REPORTS" section with links for "Click here for Opportunities" and "Click here for Awards". Further down is a "SMALL BUSINESS EVENTS" section with a "SEARCH SMALL BUSINESS EVENTS" button. At the bottom is a "VENDOR COLLABORATION" section with a "VENDOR COLLABORATION" button. On the left side of the page, there are three notices: an "ATTENTION" notice about uploading materials, an "Important Cyber Security Notice" about October being Cyber Security Awareness month, and a "Security Information" notice about recent cybersecurity incidents.

FEDBIZOPPS.GOV Federal Business Opportunities

Home Getting Started General Info Opportunities Agencies Privacy

Search more than **30,000\*** active federal opportunities.

Posted Date: Last 90 Days Set-Aside Code: Any

Place of Performance: Any State or Territory Type: Any

Keyword / Solicitation #: Agency:

Search Additional criteria and multiple selections are available on the [advanced search form](#).  
\* Notices posted within the last 90 days.

**ATTENTION:** Agency users are responsible for properly uploading controlled, unclassified materials to FBO using the access control procedures for document packages and attachments detailed in the [FBO Buyers Guide](#). Do not upload ANY classified materials to FBO.

**Important Cyber Security Notice** - October is CYBER SECURITY AWARENESS month! Choose a unique and strong username and password. Do not share your password and always log off when you step away --- it only takes a moment for someone to steal or change the password.

**Security Information** - For an important notice about recent cybersecurity incidents that may impact Federal employees and contractors, please visit [www.opm.gov](http://www.opm.gov) and

RECOVERY  
Locate actions funded by the American Recovery and Reinvestment Act.  
SEARCH RECOVERY OPPORTUNITIES  
SEARCH RECOVERY AWARDS

FBO RECOVERY REPORTS  
Click here for Opportunities  
Click here for Awards  
Learn more [about FBO recovery reports](#).

SMALL BUSINESS EVENTS  
Learn more about the Small Business Central Event Listing or [search now](#) for events.  
SEARCH SMALL BUSINESS EVENTS

VENDOR COLLABORATION  
FBO now contains the Vendor Collaboration Central Event Listing. [Learn more](#) or [search](#).  
VENDOR COLLABORATION

<https://www.fbo.gov/>



# WPI BidMatching

- The Wisconsin Procurement Institute offers a free BID Matching service
- This system searches International, Federal, State and Local procurement databases and emails you relevant solicitations based on information specific to your company

## Sites searched:

- 42 International Sites
- 45 federal sites
- 2,011 state and local sites

Contact WPI to sign up for this service

# Register as a contractor - SAM

The screenshot shows the SAM website interface. At the top left is the SAM logo with the tagline 'SYSTEM FOR AWARD MANAGEMENT'. To the right are login fields for 'USER NAME' and 'PASSWORD', with 'LOG IN' and 'Forgot Username?'/'Forgot Password?' links. Below the logo is a navigation menu with 'HOME', 'SEARCH RECORDS', 'DATA ACCESS', 'GENERAL INFO', and 'HELP'. The main content area is divided into three columns: 'CREATE USER ACCOUNT', 'REGISTER/UPDATE ENTITY', and 'SEARCH RECORDS'. The 'REGISTER/UPDATE ENTITY' column features a 'New!' badge and a 'Use the SAM Status Tracker to:' section with a 'Check Status' button. Below the main content is a 'WHAT IS SAM?' section with a 'Need Help?' button, followed by three columns of news and announcements: 'NEWS AND ANNOUNCEMENTS', 'USER GUIDES/HELPFUL HINTS', and 'ATTENTION EXTRACT AND WEB SERVICE USERS'.

**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](#)

**WHAT IS SAM?** [Need Help?](#)  
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**  
**FY2015 Service Contract Reporting (SCR) is now enabled at SAM.** By December 15, 2015, users with the role of Entity Administrator, Entity Registration Representative or Reporter should log into SAM, select Register/Update Entity and click Service Contract Report. If the user does not see the "Service Contract Report" option, then FPDS has not identified any actions that are subject to the SCR requirement for the applicable reporting period (FY2015). For instructions on how to complete SCR, please refer to the [SAM Quick Start Guide for Service Contract Reporting](#) or the [SAM User Guide](#).

**USER GUIDES/HELPFUL HINTS**  
Find the full SAM User Guide, Quick Start Guides, Helpful Hints, and Webinars on the HELP tab.  
Use the [SAM Status Tracker](#) to check your SAM entity registration status.  
**Federal Service Desk**  
Search FAQs or request additional help at the [Federal Service Desk](#).

**ATTENTION EXTRACT AND WEB SERVICE USERS**  
Support for the legacy-formatted extracts and web services in SAM ended on October 31st, 2014. Federal systems using SAM data must convert to the SAM-formatted extracts and web services. If you see "You do not have access to this extract" you need to submit a Data Access Request for the appropriate role by logging in with the account that needs the role. Go to "Data Access" then click on either "System Data Access Request" or "Individual Data Access Request" (depending on your user account type) and follow the prompts to submit the request. Visit the [openIAE GitHub site](#) for more information about SAM's data, web services, and [RESTful API](#).

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

# Dynamic Small Business Search

SBA DSBS DSBS Quick Market Search TM OnLine

Welcome to the Dynamic Small Business Search

All search form hotlinks open a new browser window.  
All form fields that require typing in data have "tooltips" with data format information.

**NEW FEATURES FOR MOBILE USERS:**  
Phone number hotlinks can be used to dial the number on mobile phones.  
Address hotlinks can be used to show the address in Google Maps.

**This is generally a self-certifying database. The SBA does not make any representation as to the accuracy of any of the data included, other than certifications relating to 8(a) Business Development, HUBZone or Small Disadvantaged Business status. The SBA strongly recommends that contracting officers diligently review a bidder's small business self-certification before awarding a contract.**

**Location of Profile**

States: (any state) AL - Alabama AK - Alaska AA - American Atlantic (APO/FPO) AE - American Europe (APO/FPO) AP - American Pacific (APO/FPO) AS - American Samoa AZ - Arizona AR - Arkansas CA - California

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

Congressional District: [Help](#)

County: Select 1 State, then press Lookup [Lookup Help](#)

[How to make multiple selections.](#)

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

**Small Disadvantaged Business:**

- 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)

Last modified: 07/13/2004 12:00:00 AM

[FirstGov](#) > [E-Gov](#) > [Regulations.gov](#) > [White House](#)

SBA Processing: 0.218 sec

[http://dsbs.sba.gov/dsbs/search/dsp\\_dsbs.cfm](http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm)

# Dynamic Small Business Search

SBA Search Results

Table Listing, where

the profile location is in: Wisconsin;  
 the profile's status is Active;  
 and randomized by original start time of search: 2015-11-05 12:02:42 PM.

Data validation took 0.01 seconds. The count and search queries took 2.08 seconds and 3.70 seconds, respectively.

Displaying profiles 1 - 25 (of 3,446 profiles matching criteria):

View	Name and Trade Name of Firm	Contact	Address and City, State Zip	Capabilities Narrative
1	<a href="#">Braeger Ford Inc</a>	Jenni A Weiss	<a href="#">4201 S 27th St Milwaukee, WI 53221-1831</a>	
2	<a href="#">ELECTRONIC TELE-COMMUNICATIONS, INC. ETC</a>	Debbie Scott	<a href="#">1915 MAC ARTHUR RD WAUKESHA, WI 53188-5702</a>	
3	<a href="#">LINDBERG COMPLIANCE SVC</a>	WILLIAM Lindberg	<a href="#">5101 S MEADOWLARK LN HALES CORNERS, WI 53130-1066</a>	Environmental, Health and Safety training with special emphasis on chemical safety, emergency response, spill response and hazardous waste site work.
4	<a href="#">JR JENSEN CONSTRUCTION COMPANY</a>	TODD C ROTHE	<a href="#">814 21ST AVE E SUPERIOR, WI 54880-3668</a>	General contractor, general construction, millwright / machinery installation, concrete work, steel erection, equipment rentals, Butler pre-engineered metal buildings
5	<a href="#">TRAFFIC ANALYSIS &amp; DESIGN, INC.</a>	Stephanie M Olsson	<a href="#">N36W7505 Buchanan Ct Cedarburg, WI 53012-2275</a>	Perform a variety of transportation engineering and planning studies including parking studies, traffic studies, pedestrian and safety studies, transit studies, long range transportation planning, and traffic data collection
6	<a href="#">FARMERS &amp; MERCHANTS BANK (INC) FARMERS INSURANCE</a>	Gregory Saville	<a href="#">1001 SUPERIOR AVE TOMAH, WI 54660-2001</a>	
7	<a href="#">ESSMANN'S CABINETRY &amp; MILLWORK, INC.</a>	PAMELA ESSMANN	<a href="#">N112 W14400 MEQUON RD GERMANTOWN, WI 53022-3554</a>	Essmann's Cabinetry & Millwork, Inc. is a manufacturer of custom wood or plastic laminate cabinetry, wood millwork, and wood architectural millwork. We are able to replicate historical millwork and cabinetry.
8	<a href="#">WICAB, INC</a>	ROBERT BECKMAN	<a href="#">8313 GREENWAY BLVD STE 100 MIDDLETON, WI 53562-3500</a>	
9	<a href="#">KEVIN J SYTH &amp; DIANE L OPELT</a>	KEVIN SYTH	<a href="#">W6381 MANN RD GREENWOOD, WI 54437-7323</a>	
10	<a href="#">Pewaukee Auto Body LLC</a>	Nicole Winkler	<a href="#">24 Enterprise Rd A Delafield, WI 53018-1763</a>	
11	<a href="#">Pagasa Construction Company Inc</a>	Odessa Millan	<a href="#">2072 South 58th Street MILWAUKEE, WI 53219-1538</a>	Pagasa Construction Company solicits commercial and industrial construction projects. Trades include: demolition, drywall, carpentry, and painting.
12	<a href="#">IDL Trinco Solutions JV</a>	Shiva Sathasivam	<a href="#">618 S Park Street Madison, WI 53715-1828</a>	
13	<a href="#">STORAGE SYSTEMS MIDWEST, INC.</a>	WILLIAM BRUSH BRUSH	<a href="#">N16 W 23430 STONE RIDGE DR WAUKESHA, WI 53188-1154</a>	
14	<a href="#">TW DESIGN AND MANUFACTURING, LLC</a>	JOHN WHITVER	<a href="#">33 WEST ST MONTELEONE, WI 53048-0000</a>	Vertical and Horizontal CNC Milling, CNC Turning (many lathes with bar feeders), Deep Hole Drilling. Run sizes from one piece prototype to large production runs.

[http://dsbs.sba.gov/dsbs/search/dsp\\_dsbs.cfm](http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm)

# Federal Small Business Programs

Prime Contracting Achievement:			86.31%
	2013 Achievement	2014 Goal	2014 Achievement
Small Business	23.39%	23.00%	24.99% (\$91.7 B)
Women Owned Small Business	4.32%	5.00%	4.68% (\$17.2 B)
Small Disadvantaged Business	8.61%	5.00%	9.46% (\$34.7 B)
Service Disabled Veteran Owned Small Business	3.38%	3.00%	3.68% (\$13.5 B)
HUBZone	1.76%	3.00%	1.82% (\$6.7 B)

Subcontracting Achievement:			9.35%
	2013 Achievement	2014 Goal	2014 Achievement
Small Business	34.00%	34.06%	33.00%
Women Owned Small Business	6.60%	5.00%	6.40%
Small Disadvantaged Business	6.70%	5.00%	6.30%
Service Disabled Veteran Owned Small Business	1.70%	3.00%	1.70%
HUBZone	1.20%	3.00%	1.30%

# CERTIFICATION SUMMARY

Organization Type	Certification	Agency	Website
<b>Federal Government</b>	<ul style="list-style-type: none"> <li>• 8(a)</li> <li>• HUBZone</li> <li>• WOSB/EDWOSB</li> <li>• VOSB/SDVOSB</li> </ul>	<p>Small Business Administration Small Business Administration Small Business Administration</p> <p>Department of Veterans Affairs</p>	<p><a href="http://www.sba.gov/content/8a-business-development">www.sba.gov/content/8a-business-development</a> <a href="http://www.sba.gov/hubzone">www.sba.gov/hubzone</a> <a href="http://www.sba.gov/content/contracting-opportunities-women-owned-small-businesses">www.sba.gov/content/contracting-opportunities-women-owned-small-businesses</a> <a href="http://www.va.gov/osdbu/veteran/verification.asp">www.va.gov/osdbu/veteran/verification.asp</a></p>
<b>State Government</b>	<ul style="list-style-type: none"> <li>• DBE (UCP)</li> <li>• MBE</li> <li>• WBE</li> <li>• DVB</li> </ul>	<p>WI Department of Transportation, Milwaukee County, Dane County and City of Madison</p> <p>WI Department of Administration</p>	<p><a href="http://dot.wi.gov/business/engrserv/dbe-main.htm">dot.wi.gov/business/engrserv/dbe-main.htm</a> <a href="http://county.milwaukee.gov/cbdp/CertificationServices.htm">county.milwaukee.gov/cbdp/CertificationServices.htm</a> <a href="http://www.danepurchasing.com/contract_compliance.aspx">www.danepurchasing.com/contract_compliance.aspx</a> <a href="http://www.cityofmadison.com/dcr/">www.cityofmadison.com/dcr/</a></p> <p><a href="http://www.doa.state.wi.us/Divisions/Enterprise-Operations/Supplier-Diversity-Program">www.doa.state.wi.us/Divisions/Enterprise-Operations/Supplier-Diversity-Program</a></p>
<b>County/Municipal Government, School District, College/University System</b>	<ul style="list-style-type: none"> <li>• Target Business Program</li> <li>• SBE</li> <li>• ESB, MBE, WBE, DBE, Target Business</li> <li>• ACDBE</li> </ul>	<ul style="list-style-type: none"> <li>• City of Madison</li> <li>• City of Milwaukee</li> <li>• Dane County</li> <li>• Milwaukee County</li> </ul>	<p><a href="http://www.cityofmadison.com/dcr/">www.cityofmadison.com/dcr/</a></p> <p><a href="http://city.milwaukee.gov/OSBD#.U0rvglko9jr">city.milwaukee.gov/OSBD#.U0rvglko9jr</a> <a href="http://www.danepurchasing.com/contract_compliance.aspx">www.danepurchasing.com/contract_compliance.aspx</a></p> <p><a href="http://County.milwaukee.gov/cbdp/certificationservices.htm">County.milwaukee.gov/cbdp/certificationservices.htm</a></p>
<b>Large Corporations</b>	<b>Company Internal Supplier Diversity Initiative</b>	<ul style="list-style-type: none"> <li>• North Central Minority Supplier Development Council</li> <li>• Women’s Business Enterprise National Council (WBENC)</li> </ul>	<p><a href="http://www.northcentralmsdc.net/MbeCertification/Certification">http://www.northcentralmsdc.net/MbeCertification/Certification</a></p> <p><a href="http://www.wbenc.org/certification/">www.wbenc.org/certification/</a></p>

# Wisconsin and area Federal agencies

**U.S. Department of Agriculture - Mike Belovsky, Contracting Officer**

Forest Products Laboratory  
One Gifford Pinchot Drive  
Madison, WI 53726-2398  
(608) 231-9285 [jbelovsky@fs.fed.us](mailto:jbelovsky@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)

**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. 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)

# Wisconsin and area Federal agencies

**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)

**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

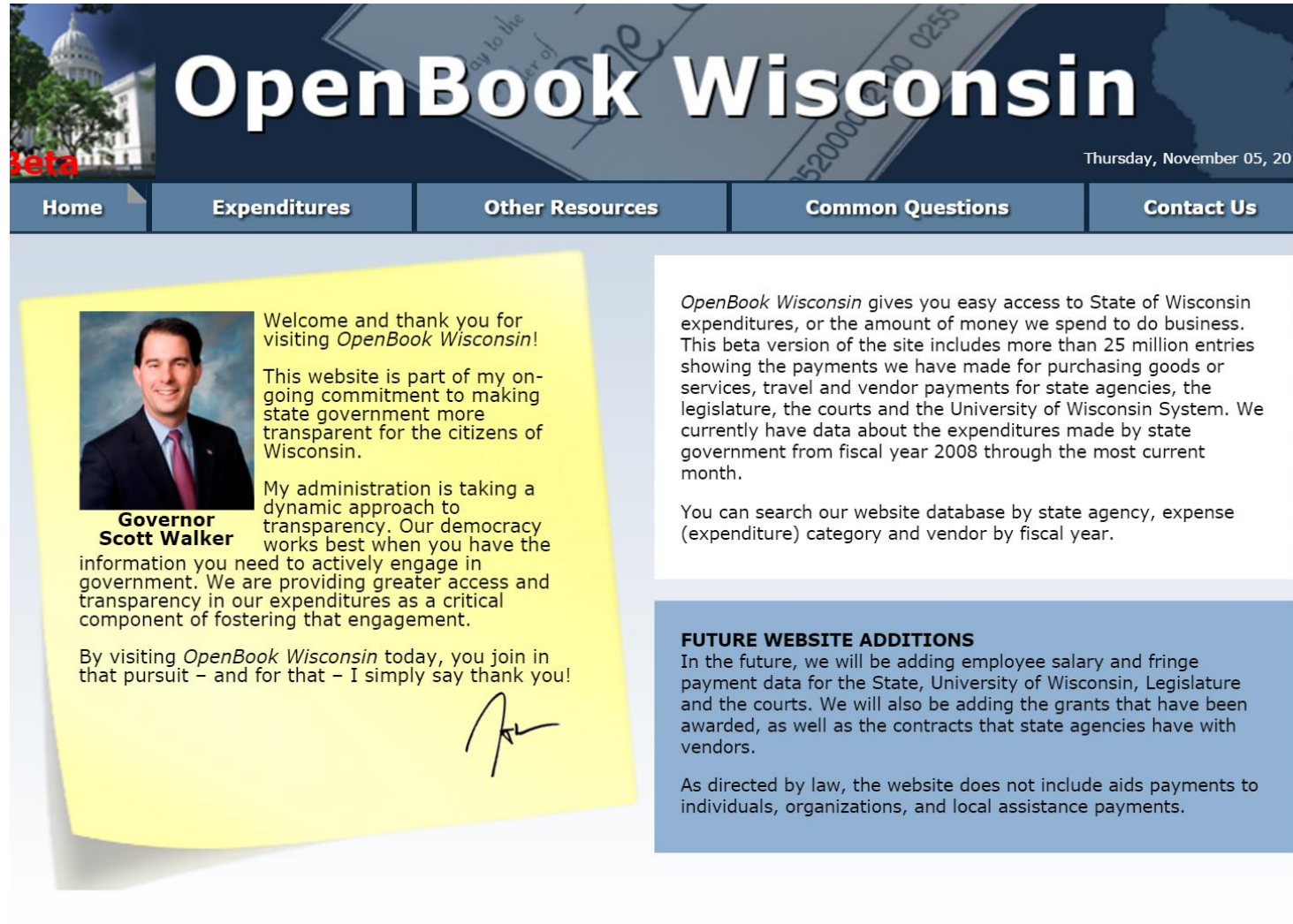
Fort McCoy, WI 54656

(608) 388-7351 phone

[tony.r.steinhoff.civ@mail.mil](mailto:tony.r.steinhoff.civ@mail.mil)

# What the State buys?

<http://openbook.wi.gov/>




**OpenBook Wisconsin**

Thursday, November 05, 2011

[Home](#) [Expenditures](#) [Other Resources](#) [Common Questions](#) [Contact Us](#)

**beta**


  
**Governor Scott Walker**

Welcome and thank you for visiting *OpenBook Wisconsin*!

This website is part of my ongoing commitment to making state government more transparent for the citizens of Wisconsin.

My administration is taking a dynamic approach to transparency. Our democracy works best when you have the information you need to actively engage in government. We are providing greater access and transparency in our expenditures as a critical component of fostering that engagement.

By visiting *OpenBook Wisconsin* today, you join in that pursuit – and for that – I simply say thank you!



*OpenBook Wisconsin* gives you easy access to State of Wisconsin expenditures, or the amount of money we spend to do business. This beta version of the site includes more than 25 million entries showing the payments we have made for purchasing goods or services, travel and vendor payments for state agencies, the legislature, the courts and the University of Wisconsin System. We currently have data about the expenditures made by state government from fiscal year 2008 through the most current month.

You can search our website database by state agency, expense (expenditure) category and vendor by fiscal year.

**FUTURE WEBSITE ADDITIONS**

In the future, we will be adding employee salary and fringe payment data for the State, University of Wisconsin, Legislature and the courts. We will also be adding the grants that have been awarded, as well as the contracts that state agencies have with vendors.

As directed by law, the website does not include aids payments to individuals, organizations, and local assistance payments.

# State of Wisconsin Procurement process

- State Transforming Agency Resources (STAR)
  - Replace 120+ different administrative systems
  - Provide standardization between state agencies
  - Tentative implementation schedule:
    - October 2015 – Uploading existing vendors from VendorNet to STAR (will include all vendors received contract and/or payment from the state within the past 18 months)
    - January 2016 – STAR and VendorNet 2.0 will be operational



# State of Wisconsin Procurement process

- WisDOT's implementation is scheduled for summer 2016
- UW will stay on SHOP@UW and use VendorNet 2.0 to post contract opportunities
- All Muni's will continue to use their own systems and use VendorNet 2.0 to post contract opportunities

# State of Wisconsin Procurement process

- STAR: <http://STARPROJECT.WI.GOV/HOME>
- VendorNet: (608) 264-7897 / (800) 482-7813
- <http://vendornet.state.wi.us/vendornet/default.asp>
- General Procurement Information  
<http://www.doa.state.wi.us/divisions/enterprise-operations/state-bureau-of-procurement/solicitation>

# State of Wisconsin Certification Programs



The screenshot shows the Wisconsin Department of Administration website. At the top, there is a navigation bar with the state logo and the text "WISCONSIN DEPARTMENT OF ADMINISTRATION". A search box with "Google™ Custom Search" and a "Search" button is located on the right. Below the navigation bar, the breadcrumb "Divisions > Enterprise Operations" is visible. The main heading is "SUPPLIER DIVERSITY". The page is organized into several columns of content:

- CONTACT US**
  - Mailing Address**

Wisconsin Supplier Diversity Program  
PO Box 7970  
Madison, WI 53707-7970

101 E Wilson Street, 6th Floor  
Madison, WI 53703
  - For certification as a MBE/DVB**
  - Phone**

(608) 267-9550
  - Fax**

(608) 267-0600
  - E-mail**

[DOABDMBD@wisconsin.gov](mailto:DOABDMBD@wisconsin.gov)
- PREPARING TO BE CERTIFIED**
  - [Pre-Certification Self-Assessment](#)
  - [Common Questions](#)
  - [Is your business less than one year old?](#)
  - [Is your business located out of the State of Wisconsin?](#)
- MINORITY-OWNED BUSINESS ENTERPRISE (MBE)**
  - [Program Description](#)
  - [Eligibility Criteria](#)
  - [How to Apply](#)
  - [Search for Certified Firms](#)
  - [Annual Certification Process](#)
  - [Recertification](#)
- CERTIFICATION APPLICATION**
  - [How to Apply](#)
  - [New Applications](#)
  - [Checklist of Documents](#)
  - [Joint Ventures \(MBE, DVB only\)](#)
  - [After Certification](#)
- WOMAN-OWNED BUSINESS ENTERPRISE (WBE)**
  - [Program Description](#)
  - [Eligibility Criteria](#)
  - [How to Apply](#)
  - [Search for Certified Firms](#)
  - [Annual Certification Update](#)
  - [Recertification](#)
- RESOURCES**
  - [Financial Assistance](#)
  - [Other Certifiers](#)
  - [Business Resources](#)
- DISABLED VETERAN-OWNED BUSINESS ENTERPRISE (DVB)**
  - [Program Description](#)
  - [Eligibility Criteria](#)
  - [How to Apply](#)
  - [Search for Certified Firms](#)
  - [Annual Certification Update](#)
  - [Recertification](#)

<http://www.doa.state.wi.us/Divisions/Enterprise-Operations/Supplier-Diversity-Program>

# NASPO – links to all State governments

**2015 Survey of State Procurement Practices**

Home | Contact Us | Change Font Size

**States with Green Purchasing Programs or Activities**

**NASPO News**

**CPPB and CPPO Study Groups**  
Online Study Groups Available for Spring 2016 UPPCC Exams  
Are you or one of your colleagues planning to take the CPPO or the CPPB exam in May 2016? NASPO has launched a new study group opportunity designed to help you prepare for your exam.  
[Read More](#)  
Published On: Tuesday, October 20, 2015 / Author: Matt Oyer

**New Fact Sheet Released: Procurement Ethical Practices and Principles**  
NASPO is pleased to release a new fact sheet on Procurement Ethical Practices and Principles.  
Fact sheet  
[Read More](#)  
Published On: Monday, October 19, 2015 / Author: Jordan Henson

<http://www.naspo.org/dnn/default.aspx>

# Wisconsin Department of Transportation

The screenshot shows the homepage of the Wisconsin Department of Transportation (WisDOT). At the top, there is a blue navigation bar with the Wisconsin state logo and the text 'WISCONSIN.GOV'. To the right of the logo are links for 'Agency Directory' and 'Online Services'. Below this is a banner image of a forested landscape with the text 'State of Wisconsin Department of Transportation'. To the right of the banner are social media icons for Facebook, Twitter, and YouTube. A dark blue navigation bar contains the following menu items: 'ONLINE SERVICES', 'DMV', 'DOING BUSINESS', 'TRAVEL', 'SAFETY', 'PROJECTS AND STUDIES', and 'ABOUT WISDOT'. A red arrow points to the 'DOING BUSINESS' menu item. Below the navigation bar is a search bar with the placeholder text 'Search Wisconsin DOT' and a magnifying glass icon. The main content area features a white box with the text: 'Welcome to WisDOT! Thanks for visiting the Wisconsin Department of Transportation (WisDOT) on the web. We're pleased to meet your business needs online. Our site provides you with the information and customer service you need at any time of the day. Watch introductory video!'. Below this are three service tiles: 'DMV Service' with the 'Division of Motor Vehicles DMV' logo and the text 'Conduct business with DMV 24/7 without the need to visit a service center.'; 'Travel Information' with the '511 WISCONSIN' logo and the text 'Get traffic information, incident alerts, travel conditions and updates on construction.'; and 'Safe Driving' with the 'ZERO IN WISCONSIN' logo and the text 'Drive safely. Sadly, this week's preliminary report shows 472 people have died on our roads so far in 2015.' At the bottom of the page, the text 'Key Department Initiatives' is partially visible.

<http://wisconsindot.gov/Pages/home.aspx>



# Certification Snapshot

## **CERTIFICATION BENEFITS:**

- Support Services are available to certified firms free of charge including technical, marketing and financial assistance. WisDOT offers two programs designed to assist DBEs making connections with Prime contractors: Mentor Connection (6-month) and Mentor Protégé (3-year).
- Mega project goal setting for DBE participation.
- UCP is a cooperative of Wisconsin cities, counties and airport authorities that benefit from USDOT funding.

## **ELIGIBILITY REQUIREMENTS:**

- a. Disadvantaged Status - Belong to an ethnic minority group: Native American, Black, Hispanic, Asian Indian, Asian Pacific or women.
- b. Ownership - Be at least 51% owned, controlled, and actively managed by a socially and economically disadvantaged person(s).
- c. Small Business Status – Must be a small business as defined by SBA size standard. It must not have annual average gross receipts over \$19 million in the three previous years or \$40 million for airport concessionaires.
- d. Independence – The business must not link to another firm that compromises the applicant's independence and the disadvantaged owner's equity.
- e. Personal Net Worth – May not exceed \$1.32 million (excluding primary residence and ownership in the business).

## **APPLICATION PROCESS:**

- Contact one of the four certifying members - Wisconsin Department of Transportation, Milwaukee County – Community Business Development Partners, Dane County Purchasing Division- Contract Compliance or City of Madison Department of Civil Rights – Target Business Enterprise Program



## NON-CERTIFYING PARTICIPANTS TO THE WISCONSIN UCP

The following non-certifying recipients in Wisconsin that receive USDOT financial assistance through the programs of FAA, FHWA and/or FTA agree to accept certifications approved by the UCP established by this agreement:

- (a) Austin Straubel Airport, Green Bay, Wisconsin.
- (b) Central Wisconsin Airport, Mosinee, Wisconsin.
- (c) Chippewa Valley Regional Airport, Eau Claire, Wisconsin.
- (d) La Crosse Municipal Airport, La Crosse, Wisconsin.
- (e) Outagamie County Regional Airport, Appleton, Wisconsin.
- (f) Rhinelander-Oneida County Regional Airport, Rhinelander, Wisconsin.
- (g) City of Appleton, Wisconsin.
- (h) City of Beloit, Wisconsin.
- (i) City of Eau Claire, Wisconsin.
- (j) City of Green Bay, Wisconsin.
- (k) City of Janesville, Wisconsin.
- (l) City of Kenosha, Wisconsin.
- (m) City of La Crosse, Wisconsin.
- (n) City of Oshkosh, Wisconsin.
- (o) City of Racine, Wisconsin.
- (p) City of Sheboygan, Wisconsin.
- (q) City of Superior, Wisconsin.
- (r) City of Waukesha, Wisconsin.
- (s) City of Wausau, Wisconsin.
- (t) County of Waukesha, Wisconsin.

# Local Governments

[www.wisconsin.gov/Pages/local.aspx](http://www.wisconsin.gov/Pages/local.aspx)

The screenshot displays the Wisconsin.gov website interface. At the top, the state outline logo and 'WISCONSIN.GOV' are visible. A navigation bar includes links for RESIDENT, BUSINESS, VISITOR, GOVERNMENT, and WORKFORCE. Below this is a search bar with the placeholder text 'What are you looking for?' and a magnifying glass icon. A 'Common Searches:' section lists links for 'Fall Color Report', 'Hunting License', 'Driver's License', and 'Vehicle Registration'. The 'LOCAL' section is highlighted with a blue background and contains six links: 'Town Websites', 'Wisconsin Towns Association', 'League of Wisconsin Municipalities', 'LWM City and Village Websites', 'Wisconsin Counties', and 'Wisconsin Counties Association'. The background of the website is a scenic image of a sunset over a lake with birds in flight.

WISCONSIN.GOV

RESIDENT BUSINESS VISITOR GOVERNMENT WORKFORCE

What are you looking for?

Common Searches: [Fall Color Report](#) [Hunting License](#) [Driver's License](#) [Vehicle Registration](#)

LOCAL

Town Websites Wisconsin Towns Association

League of Wisconsin Municipalities LWM City and Village Websites

Wisconsin Counties Wisconsin Counties Association

# WHAT IS MARKETING

## WHY DOES MARKETING MATTER?

- **MARKETING** is everything that goes into developing the relationship between your business and the client, including:
  - Market Research
  - Advertising
  - Sales strategy
  - Pricing structure
  - Branding
  - Community involvement
  - Other
- **GOOD - SUCCESSFUL MARKETING** leads to:
  - Good customer/client relations
  - Partnership development
  - Good image and reputation
  - Opportunities and sales
  - Other

# BASIC COMPONENTS OF MARKETING TO THE GOVERNMENT

- **A PLAN – STRATEGY** *[DISCUSSION FOR ANOTHER PRESENTATION]*
- **MARKETING MATERIALS**
  - **REGISTER IN SAM and DSBS** [www.sam.gov](http://www.sam.gov) - FREE and seen by Federal agencies and Prime contractors
  - Business Card – sharing contact information
  - Website - providing current information to potential customers / clients / partners
  - Capabilities Statement – your Executive Summary with focus on the Government customer
  - Elevator Pitch – your short verbal Executive Summary
  - Continuing the Conversation with potential customers / clients / partners
  - **OTHER**

# 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*
  - 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 –*

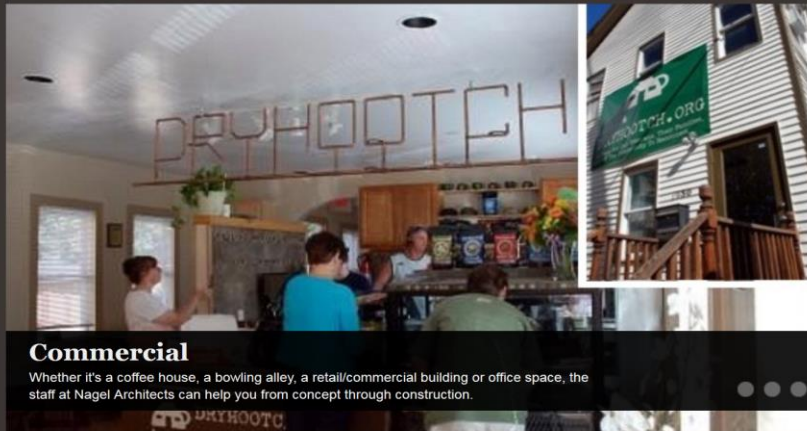
*2013 Woman Owned Business Award Winner*

# 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
- 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



- Home
- Projects
- Firm Profile
- Federal
- Initiatives
- Partnering
- Contact Us



**Commercial**

Whether it's a coffee house, a bowling alley, a retail/commercial building or office space, the staff at Nagel Architects can help you from concept through construction.



- Home
- Projects
- Firm Profile
- Federal
- Initiatives
- Partnering
- Contact Us

**Partnering**

**Relationships...**

A true partnership requires both sides to have an investment, and an expected return. Nagel Architects has developed several strong partnerships over the years.



**Fuse Planning + Design** is a Joint Venture of **Facility Elements** and Nagel Architects. Fuse was created to pursue laboratory projects in the public sector and brings the specialized lab planning talents of Facility Elements' Eric Slifer and Steve Leonhardt together with the medical facility experience of Nagel Architects.



Nagel Architects continues to maintain a strong relationship with **IBC Engineering Services, Inc.**, an 8(a) certified Woman owned firm specializing in Mechanical, Electrical and Plumbing Engineering. Nagel Architects and IBC also have a joint venture company, Integrated Design Group, our partnership has led to successful projects for VA facilities across the state.



We have also established a relationship in the western part of the country. **Edifice Design and Engineering** is a Joint Venture with **SCL Consulting**, an engineering firm that focuses on Structural, Civil and Landscape Architecture. SCL Consulting has offices in Pheonix Arizona and Milwaukee Wisconsin, making them an ideal partner for projects in the southwestern region.



**Nagel-Reichl** is a joint venture with **Reichl Construction**. Currently this joint venture is responsible for the construction of a new Community Living Center at Clement J. Zablocki VA Medical Center in Milwaukee Wisconsin. This partnership brings the core strengths of N2 Construction and Reichl Construction together, creating an exemplary team that is ready for the largest construction projects.

**TAPCO**  
FEDERAL

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Contact our team

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(8am-5pm CST)

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Contracts & Agreements

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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!](#)



## 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



### 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:

SZTMS

#### DUNS:

826099474

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

#### PAST 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

[News & Events](#)

[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



# OTHER

- Press releases – news articles
- SOCIAL MEDIA - Facebook, LinkedIn, Twitter, Pinterest, other
- Awards
- Participation in trade, chamber, philanthropic organizations
- Presentations and education – you are the expert
- Be a mentor to others
- Take opportunities to talk about your business



## UPCOMING EVENTS

NOVEMBER 16 2015  
AT&T AND NORTH CENTRAL MINORITY SUPPLIER  
DEVELOPMENT COUNCIL (NCMSDC) HOST A  
SUPPLIER DIVERSITY SOURCING CONFERENCE  
MILWAUKEE »

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NOVEMBER 17 2015  
GOVERNMENT CONTRACTING OPPORTUNITIES  
FOR SMALL BUSINESS  
MADISON »

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NOVEMBER 17 2015  
SMALL BUSINESS GOVERNMENT CONTRACTING  
SERIES - KEYS TO SUCCESSFUL NEGOTIATIONS  
FOR FEDERAL CONTRACTORS  
MILWAUKEE »

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NOVEMBER 18 2015  
ACQUISITION HOUR - FLOW-DOWN CLAUSES -  
MANAGEMENT AND RESPONSIBILITIES FOR  
FEDERAL CONTRACTORS  
WEBINAR »

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NOVEMBER 19 2015  
PREPARING AWARD WINNING FEDERAL  
PROPOSALS  
MADISON »

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NOVEMBER 19 2015  
M-WERC TECHNOLOGY SYMPOSIUM  
LEMONT »

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DECEMBER 1 2015  
FORT MCCOY ACQUISITION OPEN HOUSE #2  
FORT. MCCOY »

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# ASSISTANCE:

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