

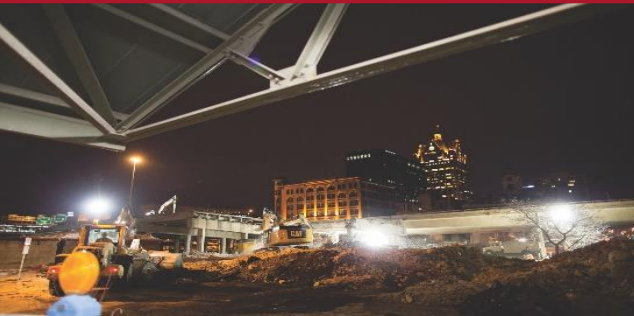


A Procurement Technical Assistance Center (PTAC)



GROWING NEW BUSINESS WITH GOVERNMENT CONTRACTS

May, 2017





ABOUT WPI

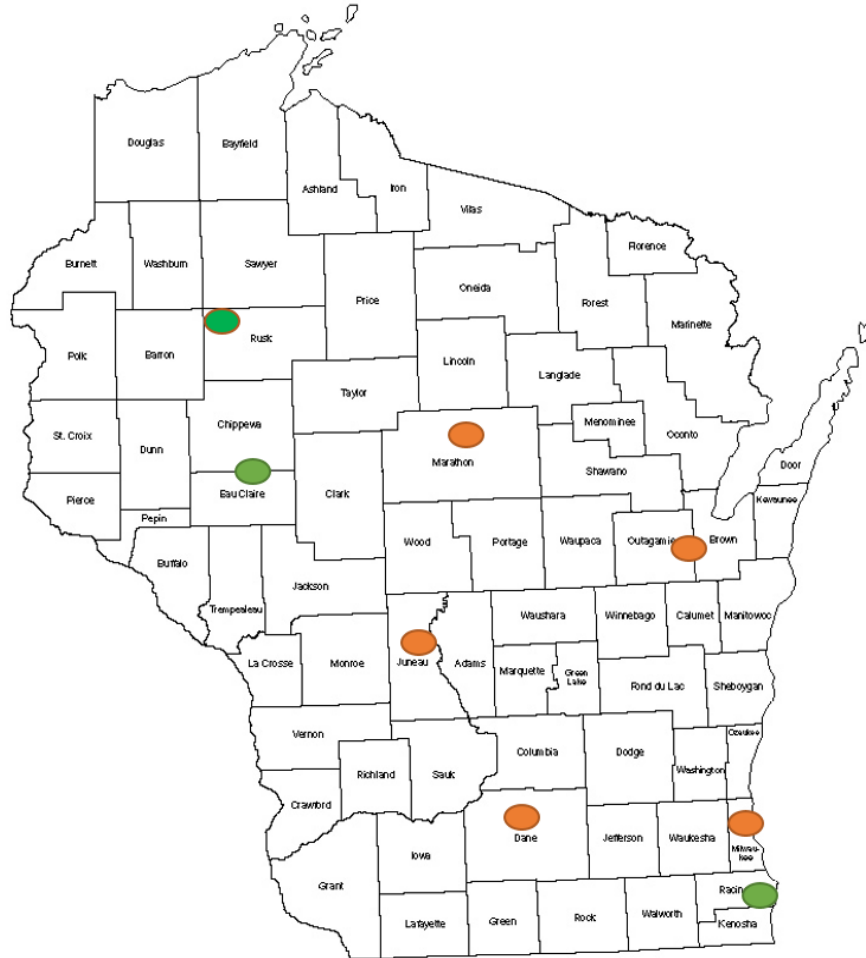
Supporting the Mission

Assist businesses in creating,
developing and growing their sales,
revenue and jobs through Federal, State
and Local government contracts.

INTRODUCTIONS

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





LOCATIONS:

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



www.wispro.org

UPCOMING EVENTS

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

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

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

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

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

CURRENT OPPORTUNITIES (3)

GET STARTED WITH THE BASICS

Questions & answers on how to get started.

GET STARTED

SIGN-UP FOR OUR NEWSLETTER

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

SIGN UP

HAVE A QUESTION? WE'RE HERE TO HELP.

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

GET HELP

What we are going to talk about today

- Overview of Federal Contracting
- Overview of State Contracting
- What Does the Government Look For in a Contractor & How Government Contracting is Different than Commercial Contracting
- Marketing your Business & Certification
- Understanding Your Competition and Finding Opportunities
 - Subcontracting

Overview of Federal Contracting

Federal Government

- Register as a Contractor - www.SAM.gov (free)

The screenshot shows the SAM (System for Award Management) website homepage. At the top left is the SAM logo with the text "SYSTEM FOR AWARD MANAGEMENT". To the right of the logo are input fields for "USER NAME" and "PASSWORD", a "LOG IN" button, and links for "Forgot Username?" and "Forgot Password?". Below the login area is a "Create an Account" link. A dark blue navigation bar contains the following menu items: HOME, SEARCH RECORDS, DATA ACCESS, GENERAL INFO, and HELP. The main content area is divided into three columns. The first column is titled "CREATE USER ACCOUNT" and contains text explaining that CCR usernames do not work in SAM and that a new SAM User Account is needed. It includes a "Create User Account" button. The second column is titled "REGISTER/UPDATE ENTITY" and contains text explaining that users can register their Entity (business, individual, or government agency) to do business with the Federal Government. It includes a "Register/Update Entity" button and a "New!" badge with a link to "Use the SAM Status Tracker to: Check Status". The third column is titled "SEARCH RECORDS" and contains text explaining that all entity records from CCR/FedReg and ORCA and exclusion records from EPLS, active or expired, were moved to SAM. It includes a "Search Records" button. Below the main content area is a "WHAT IS SAM?" section with a "Need Help?" button. The text explains that 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. At the bottom of the page are three links: "NEWS AND ANNOUNCEMENTS", "USER GUIDES/HELPFUL HINTS", and "ATTENTION EXTRACT AND WEB SERVICE USERS".

Registering as a contractor - www.SAM.gov

- **What you need to get started**

- DUNS number - <http://fedgov.dnb.com/webform>
- Banking information
 - Account number
 - Institution name
 - Point of contact at the bank including phone and fax
- Tax information – EIN or SS
 - Company name as it appears on your Federal Taxes – **EXACTLY**
- Information about your firm
 - Number of employees
 - Average revenue from past 3 years
 - Year founded
- NAICS and PSC codes
 - NAICS: <http://www.census.gov/eos/www/naics/>
 - PSC: <http://www.outreachsystems.com/resources/tables/pscs/>
- Points of contact at your firm (2)

WHERE IS THE MONEY GOING



FY2016

TOTAL Wisconsin Federal Awards to Wisconsin Companies (billions)	\$3.73
TOTAL Wisconsin Federal Awards by Place of Performance (billions)	\$3.32

FEDERAL CONTRACTS – TOP WI COUNTIES – FY2016

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

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

More on Federal Contractors in Wisconsin – FY2016

TOP 5 NAICS Codes (millions)

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

TOP FIRST TIME WI Contractors (millions)

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

TOP 5 Small Business Contractors

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

TOP PRIME RECIPIENTS

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

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

TOP CONTRACTOR SUB-AWARDEES

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

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

More on Wisconsin Federal Contractors

FY2016 – 8(a)

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

FY2016 – HUBZone

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

FY2016 - SDVOSB

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

FY2016 - WOSB

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

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



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

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

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

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

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

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

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

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

Hayward Awards Business Finds Online Niche in Contracting through HUBZone Location

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

While Smith continued to sell from

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



and be awarded sole source contracts.

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

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



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

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

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

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

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

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

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

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



Overview of Selling to the State of Wisconsin

State procurement process

State laws require the use of the bid process whenever possible to promote free and open competition while allowing the state to pay the best price for an appropriate product. This is accomplished by awarding the solicitation to the lowest responsible bidder.

The State of Wisconsin recently adjusted its bid levels to streamline the purchasing process for State agencies and vendors.

For best judgment and simplified bidding procurements, agencies make a special effort to award to small businesses, veteran-owned businesses, disabled veteran-owned businesses, minority businesses, and work centers.

State procurement process

Purchases of \$5000 or less

Purchases may be made from vendors who, according to the best judgment of the purchasing agent, can supply the item of appropriate quality at a reasonable price.

Purchases over \$5000 through \$50,000

The purchasing agent compares three or more bids from at least three or more bidders, whenever possible, from price lists, quotes on file, phone or verbal quotes, or written bids. The low bid price should be confirmed in writing by the vendor.

Over \$50,000

At this level, a formal process is used. Solicitations are advertised on the State of Wisconsin Public Notices website. In addition, the solicitations are posted on VendorNet.

State procurement process

VendorNet does not provide information on highway or building construction projects. It contains only purchases of goods and services.

For Building Construction Projects – Go to the Department of Administration, Division of Facilities Development website for information.

For Road and Airport Construction Projects – Go to the Department of Transportation website and select the Doing Business option for information.

VendorNet 2.0

The screenshot shows a web browser window with the URL <https://vendornet.wi.gov/Home.aspx>. The browser tabs include "VendorNet Home" and "List of Projects Out For Bid". The browser's address bar and menu bar are visible, along with various toolbars and navigation links. The main content area features a navigation menu with links for "VendorNet", "Registration", "Bids", "Contracts", "NIGP Codes", "Forms", "General Procurement", "FAQ", and "Contact Us". Below the navigation menu is a large heading "Welcome to VendorNet" followed by a horizontal dotted line. The main text area contains three paragraphs: a general welcome message, a paragraph about general information on doing business with the state, and a paragraph with a disclaimer about highway and construction projects. A "Note" at the bottom states that current VendorNet logins will still work with Version 2.0.

VendorNet provides easy access to a wide variety of information of interest to vendors who wish to provide goods and services to the state agencies and municipalities. Bidding and the time required to identify new vendors is minimized while vendors are automatically notified of new opportunities in their area of interest.

General information on how to do business with the state, names, addresses and telephone numbers of state agency procurement staff, summary of what the state buys.

Please note, **VendorNet does not provide information on highway or construction projects**; VendorNet is related to purchases of goods and services only. Please see the [Department of Administration, Division of Facilities Development](#) Web site for information on construction projects and the [Department of Transportation](#) for road and airport construction projects.

Note: You will still be able to use your current VendorNet login with Version 2.0

Vendornet 2.0

State of Wisconsin Bid Amendment - Message (HTML)

File Message

From: VendorNet Communication <noreply@wisconsin.gov>
To: State Vendor List
Cc:
Subject: State of Wisconsin Bid Amendment

Agency Bid Number: 17-5693 - Bid Title: CONSULTATION SERVICES FOR FORWARD MADISON PROJECT STRAND EVALUATION (UW-MAD) [17-5693]
click [here](#) for bid info


NOTICE OF BID AMENDMENT

Dear Vendor:

Amendment #1 issued to: (1) the **DUE DATE** has been **EXTENDED** to: **June 21, 2016 @ 2:00 PM CDT** and (2) provide answers to questions received from proposers.

Amendment #2 was issued to answer a proposer's question.

Click on a photo to see social network updates and email messages from this person.



Department of Administration

Department of Administrati... x | List of Projects Out For Bid | VendorNet Home | List of Projects Out For Bid

Logins | Bookmarks | DWD-JRConstruction (+5) | Phlexium Inc. | Richard Tai | Save | Generate

Web Slice Gallery | WildTangent Games

WISCONSIN DEPARTMENT OF ADMINISTRATION

Google™ Custom Search [Search]

Welcome!

Thank you for visiting DOA today. Our department has several key functions: we help the governor develop and implement the state budget, and we support other state agencies and their programs by offering services such as centralized purchasing and financial management. The ultimate goal of all our programs is to offer Wisconsin residents the most efficient, highest-quality state government services possible.



Join a VanPool



STATE OF WISCONSIN VANPOOL



News from DOA

- [Madison State Office Master Plan Offers Savings for Taxpayers - 3/17/2016](#)
- [Jeff Anderson Named Wisconsin State Controller - 3/9/2016](#)
- [Governor Scott Walker Announces Grants Available for TEACH Educational Technology Teacher Training - 3/3/2016](#)

[More News...](#)

For State Employees

- [Document Sales](#)
- [Employee Assistance Program](#)
- [Facilities Service Request](#) (Login Required)
- [Records Center](#)
- [Reserve a Fleet Car](#)
- [Telephone & Email Directory](#)
- [VanPools](#)
- [DOA Job Opportunities](#)

Most Requested

 Apply for Raffle License	 Architect/Engineer Opportunities	 Budget / Budget Reports	 Calendar of Events	 College Savings Plans	 Construction Project Bidding
---	---	--	---	--	---



Department of Transportation

The image shows a screenshot of a web browser displaying the Wisconsin Department of Transportation website. The browser's address bar shows the URL <http://wisconsin.gov/Pages/home.aspx>. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The browser's toolbar shows various icons and a search box. The website's header features the Wisconsin state logo and the text "WISCONSIN.GOV". Below the header, the text "State of Wisconsin Department of Transportation" is displayed. A navigation menu is visible, with the "DOING BUSINESS" option highlighted by a red circle. A dropdown menu is open under "DOING BUSINESS", listing various services: Engineers and consultants, Contractors, Civil rights and compliance, Purchasing, Local government, Aeronautics, Real estate / Right of way use, and Freight / Economic Dev. Other navigation options include ONLINE SERVICES, DMV, TRAVEL, SAFETY, and PROJECTS AND. A search box labeled "Search Wisconsin DOT" is located on the left side of the page. A welcome message "Welcome to WisDOT! Thanks for visiting the Wisconsin Department of Transportation website. We're pleased to meet you on the web. We're pleased to meet you" is visible at the bottom of the page.

http://wisconsin.gov/Pages/home.aspx

Department of Administration ... List of Projects Out For Bid VendorNet Home

File Edit View Favorites Tools Help

RoboForm Search Logins Bookmarks (passcards) Phlexium Inc. Richard Tai Save Generate

Suggested Sites Toshiba App Place Web Slice Gallery WildTangent Games

WISCONSIN.GOV

State of Wisconsin
Department of Transportation

ONLINE SERVICES DMV **DOING BUSINESS** TRAVEL SAFETY PROJECTS AND

Search Wisconsin DOT

Welcome to WisDOT!
Thanks for visiting the Wisconsin Department of Transportation website. We're pleased to meet you on the web. We're pleased to meet you

DOING BUSINESS

- Engineers and consultants
- Contractors
- Civil rights and compliance
- Purchasing
- Local government
- Aeronautics
- Real estate / Right of way use
- Freight / Economic Dev

What Does the Government Look for in a Contractor & How Government Contracting is Different than Commercial Contracting

Government Contracting – Major Differences

- Application of contracting regulations and law
- Small business **goaling ???**
- Competition
- Subcontract requirements

Insights to the Decision Making and Buying Process

There has to be a **Reason to Purchase**

- Need
- Problem that needs solving
- **No one has to buy from you**

Capabilities

1. Quote – Bid
2. Administer contracts / awards
3. Manage your supply chain
4. Appropriate quality level
5. Business Management Process (ERP etc...)
6. Accounting system that can identify, segregate and analyze
7. Appropriate certification – technical expertise and talent
8. Electronic-capabilities vs. paper



What is the **Driver** in the **Decision Making Process**

- **Evaluation criteria**

- If they want it LARGE and BLUE – it has to be LARGE and BLUE
- If they want it done by July 2017 – you need to be able to get it done by July 2017
- If they want 200 hours of professional services with 5 years of experience – you need to be able to provide it

- **Past Performance** – Your Reputation (they talk you know)

- **Price – Best Value - Competitive**

What is the **Driver** in the **Decision Making Process – Why You?**

- **Experience – do you have it**

- **Work of the same type** – you are going after renovation of 1000 sq ft at the VA Milwaukee / you have been successful at renovating 800 sq ft at VA Iron Mountain
- **Work that was similar in size and scope** – you are going after grounds maintenance at the 128th ARW – no experience or have you done similar work for a small business down the street

- **Capacity / capabilities**

- One man show bidding on \$1 million contract requiring 5,000 labor hours in 3 different labor categories?
- Bonding – financing
- Award would double the size of your company

Why is someone **Not Chosen**

- **Not Responding**
- **Not Responding** to bid / solicitation as required
 - Late in submitting
 - Saying you can do X but they are asking for Y
 - Not answering questions
 - Asking to replace windows that can open – you offer windows that are sealed shut
- Can't demonstrate that you can **meet the requirements**
- **Price**
- **Lack of Capability or Capacity**
- **Legal or Financial issues**
- **Bad Past Performance**
- **No Experience** (but there are ways to take the first step – previous slide)

When **AGENCY** or **LARGE BUSINESS** representatives are asked
- **WHAT IS MOST IMPORTANT** when first meeting with a
business

- They have done their **HOMEWORK**
- They have a **GOOD TRACK RECORD**
- They have **EXCELLENT QUALITY / SAFETY**
- They know who they are and what they **CAN REALLY DO**
- **NO ISSUES**

Capabilities – Leveraging Small Business Program

Federal Goals:

- 23 percent of prime contracts for small businesses;
- 5 percent of prime and subcontracts for women-owned small businesses;
- 5 percent of prime contracts and subcontracts for Small Disadvantaged Businesses;
- 3 percent of prime contracts and subcontracts for HUBZone small businesses;
- 3 percent of prime and subcontracts for service-disabled veteran-owned small businesses.

Capabilities – Leveraging Small Business Program

SMALL BUSINESS PROGRAMS AND THE PRIME CONTRACTOR

- a. Small Business Subcontracting Plans**
- b. \$700,000 for manufacturing**

Value of the Small Business Programs

Federal Government

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

Federal Government – Small Business Programs

The screenshot shows the SBA.gov website page for "Contracting" with a focus on "Government Contracting Programs". The page has a black header with "Contracting" in white. Below the header are three blue navigation buttons: "Video: Sell to the Government", "Qualify for Government Contracts", and "Government Contracting Blogs". A breadcrumb trail reads "SBA.gov » Contracting » Government Contracting Programs".

Contracting

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

Government Contracting Programs

What is a Small Business Set Aside?
Small business set-asides are a powerful tool for helping small businesses compete for and win federal contracts.

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

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

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

Service-Disabled Veteran-Owned Businesses
disabled veteran-owned small business concerns.

Small Disadvantaged Businesses
Firms that are considered to

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

State of Wisconsin – Certifications



DIVISION OF ENTERPRISE OPERATIONS
WISCONSIN SUPPLIER DIVERSITY PROGRAM
BUSINESS CERTIFICATION PROGRAM

<https://wisdp.wi.gov/>
[Instructions for Annual Update](#)

[Home](#) | [Search for a business](#) | [Apply for Certification](#) | [Information](#)



WELCOME TO THE WISCONSIN SUPPLIER DIVERSITY PROGRAM - BUSINESS CERTIFICATIONS

CLICK HERE TO VIEW THE WISCONSIN SUPPLIER DIVERSITY PROGRAM'S MBE & DVB ANNUAL REPORT [2016 SUPPLIER DIVERSITY ANNUAL REPORT](#)

ALL QUESTIONS APPLICABLE TO THE TYPE OF BUSINESS MUST BE ANSWERED ON THE ONLINE APPLICATION FORM

[Search Certified Suppliers Database](#)
[Apply for Certification](#)
[Login](#)

Certification Types

Minority Business Enterprise - MBE More Info	Woman-Owned Business Enterprise - WBE More Info	Disabled Veteran Business - DVB More Info
---	--	--



Marketing Your Business & Certification

Federal Government

- Register as a contractor - www.SAM.gov

The screenshot shows the SAM website homepage. At the top left is the SAM logo with the text 'SYSTEM FOR AWARD MANAGEMENT'. To the right are login fields for 'USER NAME' and 'PASSWORD', a 'LOG IN' button, and links for 'Forgot Username?' and 'Forgot Password?'. Below the login area is a 'Create an Account' link. A dark blue navigation bar contains links for 'HOME', 'SEARCH RECORDS', 'DATA ACCESS', 'GENERAL INFO', and 'HELP'. The main content area is divided into three columns: 'CREATE USER ACCOUNT', 'REGISTER/UPDATE ENTITY', and 'SEARCH RECORDS'. The 'CREATE USER ACCOUNT' section explains that CCR usernames do not work in SAM and provides a 'Create User Account' button. The 'REGISTER/UPDATE ENTITY' section explains that users must first create a user account and provides a 'Register/Update Entity' button. The 'SEARCH RECORDS' section explains that all entity records from CCR/FedReg and ORCA and exclusion records from EPLS are now in SAM and provides a 'Search Records' button. Below these columns is a 'WHAT IS SAM?' section with a 'Need Help?' button and a paragraph explaining that SAM is the Official U.S. Government system for award management, with no fee to register. At the bottom are links for 'NEWS AND ANNOUNCEMENTS', 'USER GUIDES/HELPFUL HINTS', and 'ATTENTION EXTRACT AND WEB SERVICE USERS'.

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

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

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

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

Now - Develop Your Approach

- **Target the arket** – Federal (Army, VA, FAA.....), Federal Primes (Oshkosh, Boeing, WPS Health Insurance.....)
- **Target Introductions**
 - SBLO
 - End User
 - Contracting officer
 - Potential partner
- **Prepare Marketing Materials**
 - Capabilities Statement
 - Business Cards
 - Website
 - Pitch - 30 second / Longer

The Business Card

- **Stand alone representation of you and your business - example**
 - 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/pacs/> -
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

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 –

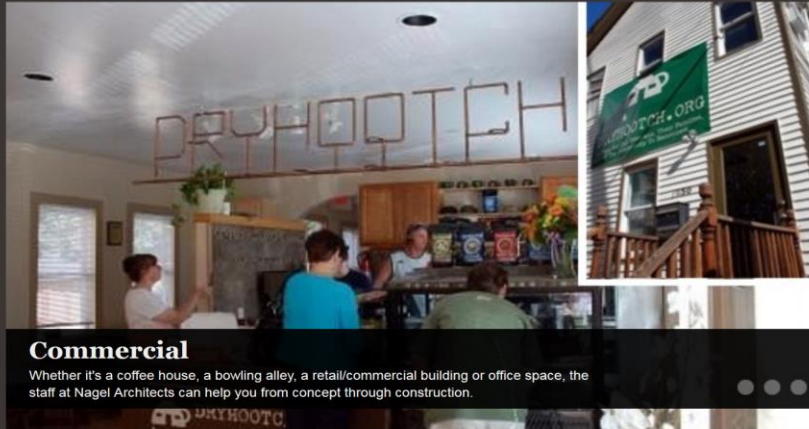
2013 Woman Owned Business Award Winner

The Website

- **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 – info about recognition, community service, involvements, press releases, etc.
- Technical information if appropriate
- Conferences that you will be participating in or attending if appropriate
- Experience – past performance examples
- Hot link to GSA – IDIQ type contracts other online purchasing vehicles
- Other information that a Government representative would be looking for
- **Also use social media when appropriate and possible**



- 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

Federal Departments ▶

Federal Contracts ▶

Federal Resources ▶

Shop Federal Products

Contact our team

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

Contact our team

Contracts & Agreements

Learn More ▶



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

Type and hit enter to search

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! 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 CONTRACT DETAIL or any 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

Joel Tallbuild, Project Manager, 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

Contact: Pradeep Jain
President

Tel: 262.898.7277 x568

Mobile: 414.218.5612

Fax: 262.995.7346

Email: 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 it**
 - 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



Wisconsin and area Federal agencies

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

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

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

U.S. Veterans Affairs – Steve Maier, Small Business Liaison
Great Lakes Acquisition Center (GLAC)
112th South 84th St. Suite 101
Milwaukee, WI 53214
(414) 844-4824 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

VA locations and contacts Nationally
<http://www.va.gov/directory/guide/>

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

115th Fighter Wing - SMSgt Katherine Pinnow

Wisconsin Air National Guard
3110 Mitchell Street
Madison, WI 53704
(608) 245-4528 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

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



Understanding Your Competition & Strategies in the Marketplace

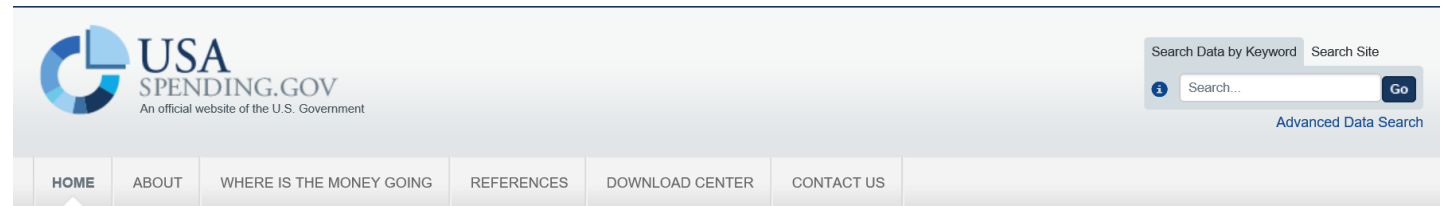
Market Research

- **Basics – You need to learn about your potential customers**
 - Use the internet
 - Attend or participate in events, seminars, networking
 - Read – newspapers, publications
 - Direct contact – whenever and wherever you can get it
 - Participate in Associations, Trade Groups, Business Groups - especially those with members that you may want to meet
 - Join groups such as **SAME, NDIA, NCMA**
 - Contact WPI – can help guide you

Federal Agencies – Who is Buying / Who is Winning Contracts / How Much/ When

- www.usaspending.gov
- Or www.fpds.gov/

- USASPENDING more user friendly



WHAT IS USASPENDING.GOV?

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

OVERVIEW OF AWARDS - FY 2016

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

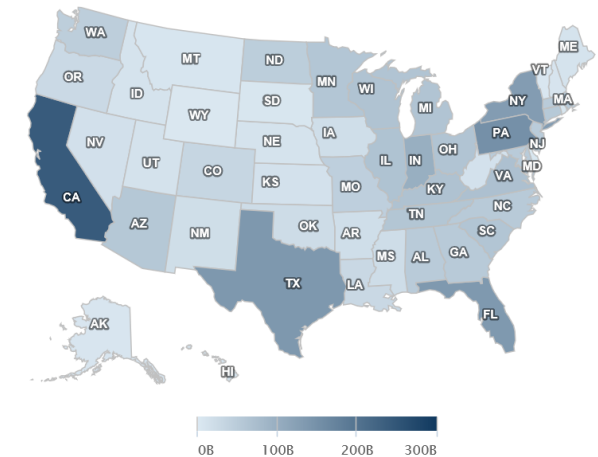


*See explanation in [Glossary](#)

[Text View of Overview of Awards](#)

AWARDS BY STATE - FY 2016

Roll over map to see data. Click on state for more details



[Text View of Awards by State](#)

SHORTCUTS

- [FAQs](#)

SEARCH FOR A RECIPIENT

Recipient Name

Go

SPENDING MAP

Prime Contractors

Let's go to www.USASPENDING.gov

- **Some guidance**

- Look up MANUFACTURERS with FEDERAL AWARDS
- Identify MANUFACTURERS by NAICS codes – 31,32,33
 - Let's go to <http://www.census.gov/cgi-bin/sssd/naics/naicsrch> - here you can search for other NAICS
 - Identify other attributes in USASPENDING search that could narrow your search – location, agency.....
 - Export your search to a CVS file (look at in EXCEL)– this will give you the ability to see detail including number of contracts, dollar value, subcontracting plan requirement, contracting agency and much more

Federal Agencies

— What Agencies are Buying/ Who Won the Big Contracts

- www.fbo.gov

AND WPI'S FREE BID MATCHING SERVICE – ask me about this after the presentation

Federal Business Opportunities
 Home Getting Started General Info Opportunities Agencies Privacy
 Buyers: [Login](#) | [Register](#) Vendors: [Login](#) | [Register](#) Accessibility

Opportunities
 RETURN TO OPPORTUNITIES

Opportunities List Advanced Search **Search Results** Archives

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

Refine Results Clear Search

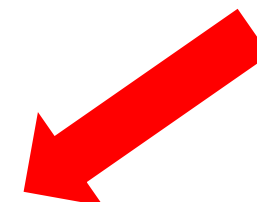
1 - 20 of 335 Sort By Showing per page 1 | 2 | 3 | 4 | 5 | 6 | 7 | » | 17

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

5/15/2017

Federal Agencies

FBO – www.FBO.gov



Training Videos
Guides
FAQs

The screenshot shows the FedBizOpps.gov website interface. At the top, there is a navigation bar with tabs for 'Getting Started', 'General Info', 'Opportunities', 'Agencies', and 'Privacy'. The 'Getting Started' tab is circled in red. Below the navigation bar, there are links for 'Buyers: Login | Register' and 'Vendors: Login | Register', along with an 'Accessibility' icon. The main content area features a U.S. Army logo and a notice titled '59--Subject: Wiring Harness, Bran. Direct your requests and communications ATTN: CCAM-AL-L, Michael Haywood, Contracting Officer, via email: Michael.haywood1@us.army.mil or FAX 256-955-9237. No telephone requests will be accepted'. The notice includes the solicitation number W31P4Q10R0123 and the agency information: Department of the Army, Army Contracting Command, AMCOM Contracting Center - Missile (AMCOM-CC). Below the notice, there are tabs for 'Notice Details', 'Packages', and 'Interested Vendors List'. A 'Complete View' section is visible, along with buttons for 'Return To Opportunities List', 'Watch This Opportunity', and 'Add Me To Interested Vendors'. On the right side, there is an 'ALL FILES' section with a link to 'Amendment 1' dated Apr 13, 2010, and a link to 'See Solicitation'. At the bottom, there is a 'Notice Type: Presolicitation' and 'Original Posted Date: March 30, 2010'.

Federal regulations require that contracting officers publicize proposed contract actions expected to exceed \$25,000 through the on-line Government point of entry, FedBizOpps

5:00 pm

BE DIRECTED TO MICHAEL HAYWOOD, CONTRACTING OFFICER. You may fax or mail you request ATTN: CCAM-AL-L, Michael Haywood, Contracting Officer, via email: Michael.haywood1@us.army.mil or FAX 256-955-9237. No telephone requests will be accepted. PRON: D10T5007, NSN:5995-01-388-9126, P/N: 13376390, Quantity: 18 each minimum/ 68 each maximum 5 year Indefinite Delivery/Indefinite Quantity

Notice Type:
Presolicitation
Original Posted Date:
March 30, 2010
Posted Date:
May 11, 2010

Federal Agencies

WPI FREE BIDMATCHING

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

Bid Count Reports

Records 1 thru 13 out of 13

Company Profile

RFQ Date	FBO	DLA	Other Fed	Web	Intnl	Local	NonFed	Awards	
2014-10-10	2	0	0	3	0	0	0	0	List_All
2014-10-08	1	0	0	0	0	0	0	0	List_All
2014-10-07	2	0	0	0	0	0	0	0	List_All
2014-10-03	1	0	3	1	0	0	0	0	List_All
2014-10-02	0	0	6	0	0	0	0	0	List_All
2014-10-01	0	0	7	0	0	0	0	0	List_All
2014-09-30	0	0	0	2	0	0	0	0	List_All
2014-09-25	0	0	0	1	0	0	0	0	List_All
2014-09-22	2	0	0	0	0	0	0	0	List_All
2014-09-18	2	0	0	0	0	0	0	0	List_All
2014-09-17	2	0	0	0	0	0	0	0	List_All
2014-09-15	10	0	0	0	0	0	0	0	List_All
2014-09-11	2	0	0	0	0	0	0	0	List_All

Federal Prime Contractors

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

The screenshot shows the Oshkosh Supplier Network website. The main header features the Oshkosh logo with the tagline 'ONE SYSTEM. ONE TEAM. ONE OSHKOSH.' and 'OSN OSHKOSH SUPPLIER NETWORK'. The 'Our Vision' section states: 'To develop a world-class procurement and supply chain organization providing the best in logistics, quality, NPD and competitiveness to the Oshkosh family of companies on a global basis.' Below this is a navigation bar with links for 'Index', 'Links', 'Support Center', and 'Supplier Quality Manual and Forms'.

The 'Supplier Standards Guide' section includes a table of contents with the following information:

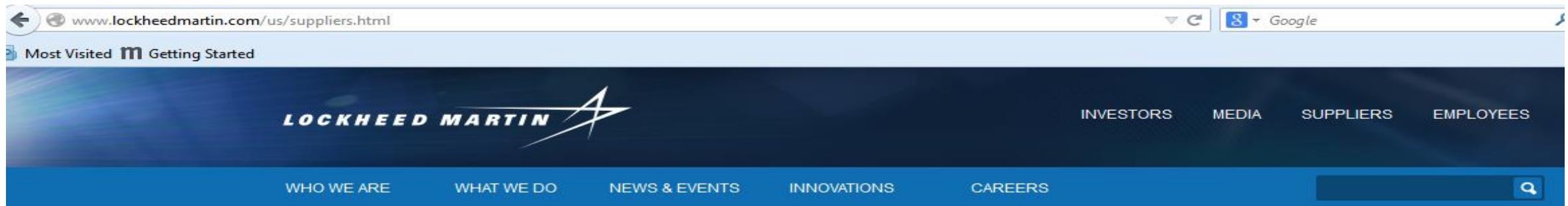
Table of Contents
Revised: 08-20-14

*** ALL SECTIONS OF YOUR MANUAL SHOULD BE UPDATED WITH THE REVISION LISTED IN THE CURRENT REVISION COLUMN.**

<u>Section</u>	<u>Title</u>	<u>Current Revision</u>
PO Notes	PO Notes Per the Note Reference on the purchase order, this section references the contract, contract number, DPAS priority rating and technical drawing furnished against a Purchase Order, as well as applicable Supplier Standards Guide sections incorporated by reference.	08-20-14
A	SUPPLIER QUALITY MANUAL This section provides information on certification requirements and how you will be rated as a supplier.	See OSN

Federal Prime Contractors

<http://www.lockheedmartin.com/us/suppliers.html>



Home → Suppliers

SUPPLIERS

Business Unit Procurement
Information

Doing Business with Lockheed
Martin

Cyber Security

Ethics

Sustainable Supply Chain
Management

REACH

Resources

Prompt Payments

Suppliers



Federal Prime Contractors

<http://sensing.honeywell.com/suppliers>

www.honeywellscportal.com//suppliers

Most Visited **m** Getting Started

Honeywell | Sensing and Control Supplier Microsite

Honeywell.com → Sensing & Control → Test & Measurement

Search the Entire Sensing & Control Supplier Site

sensing.honeywell.com/suppliers Search

Home Product Portfolio Contact

Welcome to the Honeywell Sensing and Control Global Supply Management Microsite.

S&C Global Supply Management

- > Code of Business Conduct
- > S&C Oracle iSupplier Portal
- > S&C Terms & Conditions
- > Logistics Routing Guide
- > STEP Manual
- > Corrective Action (e-Cats)
- > Vendor Scorecard

Welcome

Welcome to the Honeywell Sensing and Control (S&C) Global Supply Management page. This site is your portal to guidelines and detailed information for working closely with us. You will find links to our Code of Conduct, Purchase Order T&C's, Logistics, Quality and other aspects of our integrated Supply Chain relationship that may apply to an order you have received from Honeywell S&C.

We plan to expand this page to include a password protected interface to your account where you will have access to our supplier scorecard summarizing important monthly metrics such as On-Time delivery, PPM and other critical performance data. By sharing information in a more convenient

Federal Prime Contractors

<https://www.fincantieri-suppliers.com/fcsuppliers/app?service=page&page=Home>

The screenshot shows a web browser window with the URL <https://www.fincantieri-suppliers.com/fcsuppliers/app?service=page&page=Home>. The browser's address bar shows the URL and a search engine dropdown set to Google. Below the address bar is a navigation bar with the Fincantieri logo and the text "Suppliers". To the right of the logo are links for "home" and "ita".

On the left side of the page, there is a vertical menu with the following items:

- Company
- About the system
- What we buy
- Registration

The main content area features a large banner with the text "Welcome to FINCANTIERI e-procurement system" and "The sea ahead" overlaid on a background image of blue water splashing. The Fincantieri logo is faintly visible in the background of the banner.

At the bottom left of the page, there is a login section with the following fields:

- Enter username
- password
- go

Teaming & Partnering

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

WORDS OF



- **Success will not be immediate**
- **Reach out to WPI for your next steps**
- **Determine if there is potential before you invest your time and resources**
- **BE OPEN TO THE CONCEPT OF TEAMING AND PARTNERING**



UPCOMING TRAINING - EVENTS

Upcoming Events – Doing Business with the VA

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

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

MAY 10, 2017 BROWN DEER

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



[REGISTER](#)

U.S. Department of Veterans Affairs (VA)

Sponsor: Traffic and Parking Control Co. (TAPCO)

Sponsor: Nagel Architects + Engineers

U.S. Small Business Administration (SBA)

National Contract Management Association (NCMA) – WI Chapter

Center for Entrepreneur and Economic Development, Inc. (CEED)

Wisconsin Procurement Institute (WPI)

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

Special Guest Speakers:

- Daniel Zimmerman, Secretary, Wisconsin Department of Veterans Affairs
- Emily Constantine, Associate, Husch Blackwell
- Suzanne Ferris, Senior Associate, HGA Architects and Engineers
- Eric Ness, Acting Region V Administrator, US Small Business Administration
- Micole Stephens, VA Federal Supply Schedule Service, VA National Acquisition Center

Upcoming Events – 11th Annual Volk Field Small Business Conference

<https://www.wispro.org/events/11th-annual-volk-field-small-business-conference/>

11TH ANNUAL VOLK FIELD SMALL BUSINESS CONFERENCE

JUNE 27, 2017 CAMP DOUGLAS, WI

Start Date	June 27, 2017
End Date	June 28, 2017
Facility	Volk Field Air National Guard Base
Address	Volk Field Air National Guard Base 100 Independence Drive, Building 475 Camp Douglas, WI 54618
Contact Info	Joseph Smetak josephs@wispro.org 414-270-3600
Details	Read More Information
Agenda	View The Agenda
Register Online	Register for Event

[CLICK HERE](#) to view the Volk Field event website.



REGISTER

Volk Field Air National Guard Base

Bentley World Packaging

Juneau County Economic Development Corporation (JCEDC)

Western Dairyland

Wisconsin Procurement Institute

Contact information

**Joseph Smetak, CFCM- Government Contract Specialist
Wisconsin Procurement Institute**

Phone: 414 270 3600

Email: josephs@wispro.org

Website: www.wispro.org