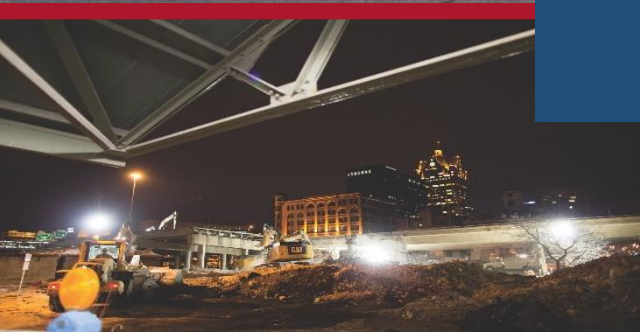




A Procurement Technical Assistance Center (PTAC)

# Working as a Federal Government Manufacturing Subcontractor

February 28, 2018 - Manitowoc, WI



thank  
you



# INTRODUCTIONS

- Your name
- Company name
- City
- DoD contracting experience?



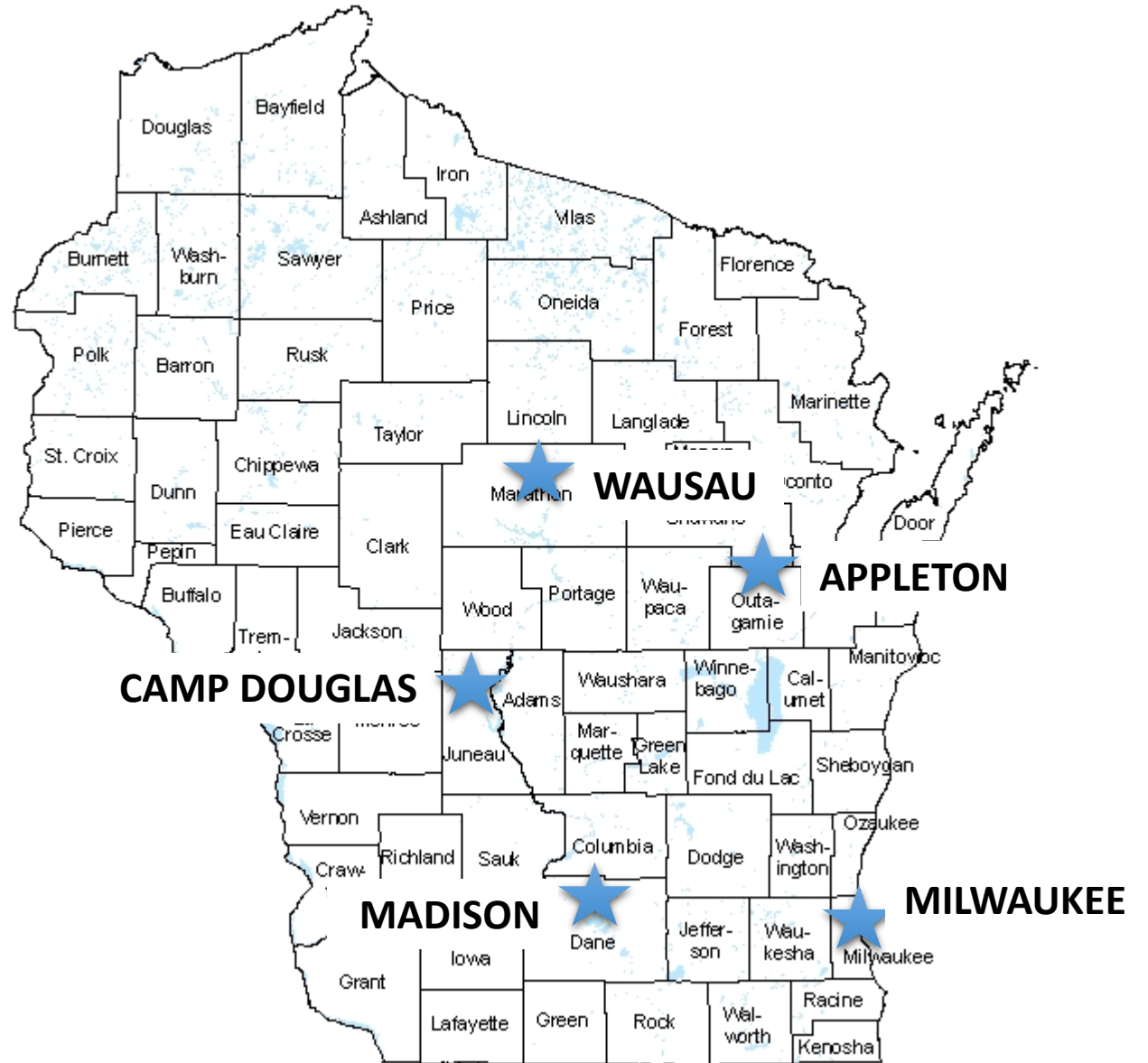
# ABOUT WPI SUPPORTING THE MISSION

SERVING WISCONSIN  
COMPANIES FOR 30 YEARS!

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

## WPI OFFICE LOCATIONS

- MILWAUKEE – *Technology Innovation Center*
- MADISON –
  - *Madison Enterprise Center*
  - *FEED Kitchens*
- CAMP DOUGLAS – *Juneau County Economic Development Corporation (JCEDC)*
- WAUSAU – *Wausau Region Chamber of Commerce*
- APPLETON – *Fox Valley Technical College*



**CLICK HERE TO VIEW WPI NEWSLETTER**

**www.wispro.org**



## UPCOMING EVENTS

JANUARY 10 2018  
SELLING TO UNCLE SAM-UNDERSTANDING THE GOVERNMENT MARKETPLACE  
IRON MOUNTAIN, MI »

JANUARY 17 2018  
END OF YEAR FEDERAL CONTRACTOR UPDATE  
MILWAUKEE »

JANUARY 23 2018  
PREPARING A WINNING GOVERNMENT PROPOSAL  
MILWAUKEE »

JANUARY 23 2018  
ACQUISITION HOUR: MARKET RESEARCH – USING THE FEDERAL PROCUREMENT DATA SYSTEMS (FPDS)  
WEBINAR »

JANUARY 24 2018  
ACQUISITION HOUR: CYBER SECURITY FOR CURRENT AND PROSPECTIVE DOD CONTRACTORS AND SUBCONTRACTORS  
WEBINAR »

## CURRENT OPPORTUNITIES (4)

## 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 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

# WHAT WE WILL TALK ABOUT TODAY

- The Process – how this REALLY works
- Understanding how to leverage small business programs
- THE MARKET – how to get noticed and considered
- Practical advice and wisdom

# THE PROCESS – HOW THIS REALLY WORKS

# UNDERSTAND THESE BASIC PRINCIPALS

- There **MUST** be a need
- There **MUST** be money to pay for the product or service
- YOU **MUST** be COMPETITIVE
- YOU **MUST** MAKE MONEY
- YOU **MUST** have the CAPABILITIES, CAPACITY and RESOURCES to support the requirement
- This is a NATIONAL / INTERNATIONAL market – **NOT** (usually) a local opportunity
- It must be done “THEIR” way

# WHAT DOES A PRIME CONTRACTOR LOOK FOR

- BASIC BUSINESS – LOW RISK
  - Management
  - Core Competencies
  - Past Performance
  - Current Customers
  - Capacity – current and future
  - SITE VISIT

# WHAT DOES A PRIME CONTRACTOR LOOK FOR

- Strength of the SUPPLY CHAIN
  - ON TIME – capacity – resolving issues – ordering system
- QUALITY
  - Level of certification – DOD, DLA, NAVY, Aerospace
  - Certification vs. Compliance
- COMPETITIVENESS
  - Cost vs. Price / design to cost vs. cost to design
  - Sustainable cost structure
  - Understanding requirements / regulations and administrative process
  - Expertise
  - Resources dedicated to project

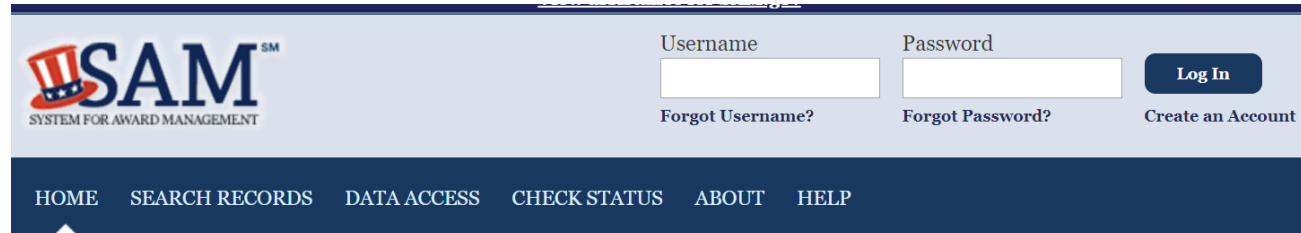
# WHAT DOES A PRIME CONTRACTOR LOOK FOR

- UNDERSTANDING OF FLOW DOWN CLAUSES
  - Berry Amendment
  - Buy American Act
  - Termination for Convenience
  - DPAS Rating
  - Equal Opportunity
  - Encouraging Contractor to Ban Texting While Driving
  - Human Trafficking
  - Packaging and Markings
  - Counterfeit Parts – traceability
  - Cyber Security
  - ITAR
  - Others

# PULL TOGETHER YOUR PERTINENT INFORMATION

- D&B Number
- Banking information
- Tax ID number
- NAICS CODES - <https://www.census.gov/cgi-bin/sssd/naics/naicsrch>
- PSC CODES - [https://www.acquisition.gov/PSC\\_Manual](https://www.acquisition.gov/PSC_Manual)
- Information on certifications / compliance –
  - Small Business
  - Quality
  - Other
- Capabilities detail
- Past performance
- Other

# REGISTER IN SAM.GOV - REQUIRED BY MANY PRIMES






ALERT: Due to an SBA service interruption, SAM registrants may encounter an error validating the SBA Supplemental Information page. If this happens, please contact the Federal Service Desk ([fsd.gov](https://fsd.gov)) for help submitting your registration.

The System for Award Management (SAM) is an official website of the U.S. government. There is no cost to use SAM. You can use this site for FREE to:

- Register to do business with the U.S. government
- Update or renew your entity registration
- Check status of an entity registration
- Search for entity registration and exclusion records

### Getting Started

<p>Create A User Account</p>  <p>Start by creating a SAM user account.</p>	<p>Register Entity</p>  <p>After creating your SAM user account, log in to register to do business with the U.S. government.</p>	<p>Search Records</p>  <p>Do a public search for existing entity registration records or exclusion records.</p> <p>Federal users can log in to see additional information.</p>
---	---	---

**NOTE: SAM is in a state of CHANGE – see <https://beta.sam.gov/> AND NO COST to register**

# DEVELOP YOUR SMALL BUSINESS PROFILE IN DSBS

WHY?? This is also where PRIMES look for sources

SBA Search Results

SBA Search Results

Table Listing, where  
the profile address is in MANITOWOC (county) of WI;  
the profile location is in: Wisconsin;  
the profile's status is Active;  
and randomized by original start time of search: 2018-02-27 09:11:21 .


Data validation took 0.02 seconds. The count and search queries took 2.13 seconds and 2.36 seconds, respectively.

Displaying profiles 1 - 25 (of 39 profiles matching criteria):

View	Name and Trade Name of Firm	Contact	Address and City, State Zip	Capabilitie
1	<a href="#">NSH Manitowoc, LLC</a> Rivers Bend Health Services	David Mills	<a href="#">960 S Rapids Rd Manitowoc, WI 54220-4146</a>	
2	<a href="#">BOBBIES MARINE SERVICES LLC</a>	Bobbie J Flentje	<a href="#">3521 N RAPIDS RD MANITOWOC, WI 54220-9407</a>	Business you can trust, Experience, Reliable Work, Stone Placement and Sales, Equip Planting, Snowplowing
3	<a href="#">ECK Industries, Inc.</a>	David Weiss	<a href="#">1602 N 8th St Manitowoc, WI 54220-1904</a>	Specialists in aluminum castings using green sand, shell, dry sand, permanent and lo
4	<a href="#">LDI INDUSTRIES, INC</a> FLODAR FLUID POWER FITTINGS DIV	Dave Gahagan	<a href="#">1864 NAGLE AVE MANITOWOC, WI 54220-1702</a>	
5	<a href="#">Brunswick Instrument, LLC</a>	KELVIN M PALMER	<a href="#">21535 County Hwy X Kiel, WI 53042-2912</a>	
6	<a href="#">HONEST PET PRODUCTS</a>	MARY L WOLFF	<a href="#">3130 ROLLING HILLS DR MANITOWOC, WI 54220-8612</a>	EMERGENCY EVACUATION KITS FOR DOGS AND CATS
7	<a href="#">Manitowoc Tool &amp; Manufacturing, LLC</a>	Steve Endreas	<a href="#">4330 Expo Dr Manitowoc, WI 54220-7304</a>	

# TARGET YOUR MARKET – WHO IS GETTING AWARDS

<https://www.fpds.gov>



**ATTENTION:** In the coming months, we will release a new version of USASpending.gov. The new site will provide data on federal awards as well as include data on agency expenditures. Please note that in advance of the transition, financial assistance awards, such as grants and loans, are being updated on [beta.usaspending.gov](https://beta.usaspending.gov) only. Please visit the new site and give us your feedback at [Contact Us](#) or join the [Community](#).

Search Data by Keyword

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

## WHAT IS USASPENDING.GOV?

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

## OVERVIEW OF AWARDS - FY 2018

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.

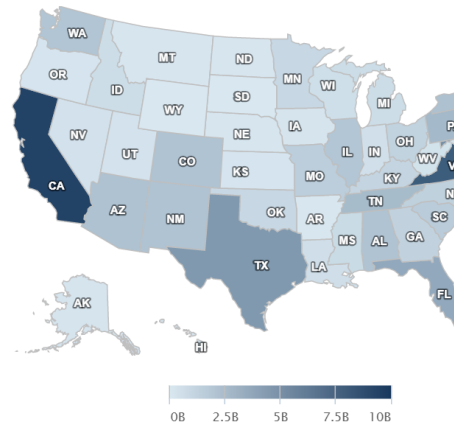


\*See explanation in [Glossary](#)

[Text View of Overview of Awards](#)

## AWARDS BY STATE - FY 2018

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



[Text View](#)

<https://www.usaspending.gov>

## SHORTCUTS

- [FAQs](#)
- [Data Archives](#)

## SEARCH FOR A RECIPIENT

Recipient Name

## SPENDING MAP

**Federal Procurement Data System - Next Generation**

Home Newsroom Reports Status Worksite Archives Training Help

ezSearch  
 Google-like search to help you find federal contracts.  
 ezSearch contains procurement data as well as additional NASA data (for example, financial assistance actions).

**Deployment of Version 1.5**  
 As of October 1, 2017, Version 1.5 is live in FPDS production (<https://www.fpds.gov>).  
 Version 1.4 has been deprecated as of September 30, 2017.

**Registration**  
 Register  
 Who Should Register?

**FAQs**  
 FPDS-NG  
 ezSearch  
 ATOM Feed

**Links**  
 Recovery Gov  
 eGov Initiatives

**GSA SmartPay Reports**  
 FAR 4.606(a)(2) requires GSA's charge card management organization to provide purchase card data to FPDS, at a minimum, on an annual basis. For ease of customer access and use in agency reports (as needed), this data is available at <https://smartpay.gsa.gov/content/about-gsa-smartpay/sa832>

**NIA Code - Hurricane Maria (H17M)**  
 A new National Interest Action value 'Hurricane Maria 2017' has been added to track the relief contracts. For Web Portal users the value 'Hurricane Maria 2017' is available for selection in the National Interest Action field drop-down. The Contract Writing systems shall use the code 'H17M' when creating/updating documents through Business Services.  
 National Interest Action value 'Hurricane Maria 2017' is valid from 09/20/2017 to 06/30/2018.  
 Contracts reported against 'Hurricane Maria 2017' are available in the National Interest Action report starting Thursday, 09/21/2017.

**NIA Code - Hurricane Irma (H17I)**  
 A new National Interest Action value 'Hurricane Irma 2017' has been added to track the relief contracts. For Web Portal users the value 'Hurricane Irma 2017' is available for selection in the National Interest Action field drop-down. The Contract Writing systems shall use the code 'H17I' when creating/updating documents.

**NIA Extension for Hurricane Sandy**  
 The expiration date for National Interest Action value 'Hurricane Sandy 2013' has been extended to 12/31/2017 on the FPDS-NG Production system. National Interest Action value 'Hurricane Sandy 2013' (code H13S) is valid from 10/28/2012 to 12/31/2017.

**FY 2016 Small Business Goaling Report**  
 FY 2016 Small Business Goaling Report is now available on the 'Reports' page of FPDS-NG. Click here for the report.  
 The Small Business Goaling Report is a department level report that displays Small Business data for a specified date range by Funding/Contracting Agency.

**Upgrade to TLS 1.2 and SHA2 for FPDS Integrators**  
 Transport Layer Security (TLS) 1.0 was removed from

**Top Requests**  
 Recovery Report  
 Recovery Data (Recipient-Reported, Cumulative Summary)  
 Recovery Data (Recipient-Reported, FY2013Q4)  
 Hurricane Sandy Report  
 Hurricane Harvey Report  
 Hurricane Irma Report  
 Other Hurricane/Disaster Reli

**Latest News**  
 Deployment of Version 1.5  
 NIA/Other Static Reports  
 NIA Code - Hurricane Harvey (H17H)  
 NIA Code - Hurricane Irma (H17I)  
 NIA Code - Hurricane Maria (H17M)  
 GSA SmartPay Reports  
 NIA Extension for Hurricane Sandy  
 FY 2016 Small Business Goaling Report  
 Upgrade to TLS 1.2 and SHA2 for FPDS Integrators  
 NIA Extensions for Hurricane Sandy and Operation United Assistance

# TARGET YOUR MARKET – WHO IS GETTING AWARDS

The screenshot shows the FEDBIZOPPS.GOV website with the following elements:

- Header: FEDBIZOPPS.GOV Federal Business Opportunities, E-GOV
- Navigation: Home, Getting Started, General Info, Opportunities, Agencies
- Search Section: Search For Opportunities, RETURN TO OPPORTUNITIES
- Advanced Search: Search, Clear, Return To Opportunities List
- Filters:
  - Posted Date: [Dropdown]
  - Place of Performance State: Alabama, Alaska, American Samoa, Arizona, Arkansas
  - Place of Performance Zip Code: [Text]
  - Documents To Search: Active Documents, Archived Documents, Both
- Set-Aside Code:
  - Competitive 8(a)
  - Indian Small Business Economic Enterprises
  - Indian Economic
  - Partial HBCU / MI
  - Total HBCU / MI
  - Emerging Small I
  - Partial Small Business
  - Total Small Business
  - HUBZone
  - Service-Disabled Veteran-Owned Small Business
  - Veteran-Owned Small Business
  - Woman Owned S
  - Economically Disadvantaged Woman Owned Small Business
  - Very Small Business
- Opportunity/Procurement Type:
  - Presolicitation
  - Combined Synopsis/Solicitation
  - Sources Sought
  - Modification/Amendment/Cancel
  - Sale of Surplus Property
  - Special Notice
  - Foreign Government Standard
  - Award Notice
  - Justification and App
  - Intent to Bundle Requirements (DoD-Funded)
  - Fair Opportunity / Limited Sources Justification

The screenshot shows the U.S. Department of Defense website header with the following elements:

- Logo: U.S. DEPARTMENT OF DEFENSE
- Navigation: HOME, ABOUT, LEADERS, NEWS, PHOTOS
- Text: U.S. DEPARTMENT OF DEFENSE

HOME > NEWS > CONTRACTS

## CONTRACTS

Contracts valued at \$7 million or more are announced each business day at 5 p.m. Go to [DoD News](#) for more information and for links to other items.

<https://www.defense.gov/News/Contracts/>

- 1 2 3 4 5 6 7 8 9 10 ... 31

[Contracts For Feb. 26, 2018](#)

[Contracts For Feb. 23, 2018](#)

[Contracts For Feb. 22, 2018](#)

[Contracts For Feb. 21, 2018](#)

[Contracts For Feb. 20, 2018](#)

[Contracts For Feb. 16, 2018](#)

[Contracts For Feb. 15, 2018](#)

[Contracts For Feb. 14, 2018](#)

### Search Contracts






### Archive

- February 2018 (17)
- January 2018 (20)
- December 2017 (20)
- November 2017 (20)
- October 2017 (21)
- September 2017 (20)
- August 2017 (23)

**Jean Polka will be sharing a list of TOP DEFENSE PRIME CONTRACTORS WITH YOU**

# NOW GO AFTER THE WORK.....

More on this after the US SBA talks about the value of SMALL BUSINESS PROGRAMS and their importance in becoming a SUBCONTRACTOR

# UNDERSTANDING HOW TO LEVERAGE SMALL BUSINESS

# PRESENTED BY

**James Strube**  
**Business Opportunity Specialist/  
SBDC Project Officer**  
**U.S. Small Business Administration**

Milwaukee, WI

[James.strube@sba.gov](mailto:James.strube@sba.gov)

Office: 414-297-3951

# HOW TO GET NOTICED AND CONSIDERED

# SMALL BUSINESS LIAISON OFFICER - SBLO

- SBLO – in short – is responsible for a firm's small business subcontracting program, i.e., developing, preparing, and executing individual subcontracting plans, monitoring performance relative to the particular plan and periodic reporting requirements
- Every large Federal contractor with large contracts is required to have
- Know who they are – connect with them
- <http://www.acq.osd.mil/osbp/docs/DoDPrimeContractorsJuly2015Final.xlsx> list of Prime Contractors for DOD 2014 – contact information may be outdated

**WHAT WILL THEY LOOK FOR.....?**

# REGISTER IN THE PRIME PORTALS

- Most – not all – have entry points for current and potential suppliers
- Take a serious look at what they expect from a subcontractor
- Do not enter your information until you review their requirements and priorities – it will determine how you enter your information
- Understand this is just an entry point registration – this is their list
  - They will search for suppliers if there is a need
  - They will search by small business status, NAICS, ..... be complete and accurate



## Our Vision

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.

[Training Center](#)

[Supplier Quality Manual and Forms](#)

### About Us

- [Core Values](#)
- [Supplier Standards Guide](#)
- [Supplier Quality Manual](#)
- [Supplier Communications](#)
- [Supplier Diversity Program](#)
- [Supplier Profile](#)
- [Interested in doing business with Oshkosh](#)
- [Oshkosh Logistics](#)
- [Oshkosh Corporate Website](#)

### Login Here

- [iSupplier Login](#)
- [Oshkosh Reliance Login](#)



### Welcome to the Oshkosh Corporation Supplier Portal



McNeilus - Front Loader



### Featured Links and Articles

- [Oshkosh Corporation Product Overview](#)
- [Making a Difference - It Begins with our People - Written by Wilson Jones](#)
- [Oshkosh Corporation Named as a 2017 World's Most Ethical Company by Ethisphere Institute](#)
- [Visit the Oshkosh Corporation 100 Year Anniversary Website](#)

### A Message from Oshkosh Corporation

Value Chain Partners:

Welcome to the Oshkosh Supplier Network (OSN). Here you will find essential information to become and operate as a supplier to all of Oshkosh Corporation's Businesses. These include the Access E Segments.



Home → Aeronautics

## AERONAUTICS

Community Relations

Aeronautics Sustainment

Laboratories

Supply Chain Management

- Doing Business
- Engineering
- F-35 Fighter Production System
- F-3 Life Extension Program
- Quality Requirements
- Traffic
- Terms & Conditions
- T&C Archives
- Configuration Management

Demonstration Centers

Customer Support Center

Buellton Advanced Materials

Locations

Skunk Works®

# Supply Chain Management

Like 0 Tweet G+

Share 0



## Announcements

All of the information you need is now accessible from the menus on the left-hand side of the screen.



## SUPPLY CHAIN MANAGEMENT

Boeing Global Services leverages deep experience in supply chain planning and execution, an extensive supplier network and advanced analytics capabilities to understand all aspects of fleet, part, and service performance.

OVERVIEW SNAPSHOT FEATURE STORIES

BOEING > GLOBAL SERVICES > SUPPLY CHAIN MANAGEMENT

# Supply Chain Management

# NETWORK, ATTEND AND SCHMOOZE

**Emerging Technologies**

## Expert Speakers Assemble to Address Emerging Technologies

Including: Gen. Stephen "Seve" Wilson, Air Force Vice Chief of Staff • Marine Corps. Lt. Gen. Vincent Stewart, U.S. Cyber Command Deputy Commander • Lt. Gen. Bradford Shwedo, Air Force Chief Information Officer • Cheri Caddy, White House Director for Cyber Policy Integration and Outreach

[READ MORE](#)

**NDIA** National Defense Industrial Association  
Great Lakes Chapter

[Find Event](#) [About](#)

**NDIA** National Defense Industrial Association  
Great Lakes Chapter

Home | Committees | Scholarships | Board of Directors

Welcome

### Upcoming Events

January 17, 2018  
End of Year Contractor Update  
Crowne Plaza - Wauwatosa, WI  
[Register Today!](#)

NDIA is America's leading defense industry association promoting national security. NDIA Membership means knowledge, access, influence, and contacts, regardless of your role in the defense community. NDIA's 52 chapters, many of which are located near major military commands, research centers, and defense agencies, conduct programs to inform their communities about national security and the industrial base.



Senator Mark Kirk



Fmr Congressman



**NDIA**  
Michigan

MICHIGAN CHAPTER

[HOME](#) [ABOUT](#) [INITIATIVES](#) [EVENTS](#) [MEMBERSHIP](#)

[NDIA-MI Mobile App](#) [Cybersecurity](#) [MDEX](#) [Membership Social](#)

STRENGTH THROUGH  
INDUSTRY & TECHNOLOGY

[CYBERSECURITY: DEFENSE SECTOR SUMMIT](#)  
MARCH 13 & 14  
TROY MARRIOTT

[MICHIGAN DEFENSE EXPO](#)  
APRIL 25 & 26  
MACOMB COMMUNITY COLLEGE  
EXPO CENTER

**NDIA**  
Iowa-Illinois

[HOME](#)

[REGISTER HERE](#)

[AGENDA](#)

[HOTEL INFORMATION](#)

[SPEAKERS](#)

[WHY ATTEND?](#)

[EXHIBITOR REGISTRATION](#)

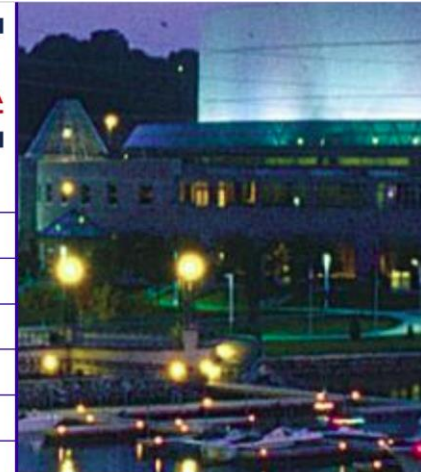
[2018 SPONSORS](#)

[INDUSTRY DAY](#)

[MAP](#)

[GOLF OUTING](#)

[SAVE THE DATE](#)



## Government Symposium 2018

Tue, May 22, 2018 - Thu, May 24, 2018

### Registration is Open!

Please choose one of the registration types below:

[Full Conference Registration](#)

[Wednesday Only Registration](#)



HOME

PROGRAM ▾

SPONSORS & EXHIBITORS ▾

MEDIA ▾

INFORMATION ▾



National Aeronautics and Space Administration

**+ Emergency Line: 202-358-1616**  
 + HQ Operational Status: 202-358-3000  
 + HQ Emergency Operations Web Site

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+ NEWS &

+ MULTIMEDIA

+ MISSIONS

+ MY NASA

+ WORK

Office of  
**Small Business Programs** (OSBP)  
 where small business makes a **big** difference

Home > Outreach > Regional Outreach Events

- OSBP Vision and Mission
- How To Do Business with NASA
- Business Development and Technology
- Small Business Programs
- Outreach
- Small Business Success Stories
- Industry Day Events
- Regional Outreach Events
- Events Calendar
- Events Presentations
- Publications
- Shareables
- OSBP Newsletter

### Regional Outreach Events

The Office of Small Business Programs hosts, biannually, an internal 2-day Agency meeting that focuses on improving NASA's Small Business Program culminating in the development of the Agency's Small Business Improvement Plan (SBIP). The FY 2016/2017 SBIP consists of three initiatives to be implemented Agency-wide the following fiscal year(s), one of which is outreach. Specifically, the Agency committed to "promote small business awareness and participation, utilizing innovative techniques at nontraditional venues in geographically targeted areas, to enhance all categories of small business." In support of this initiative, the Agency has selected two region outreach events in the Rust Belt region of the United States for participation in FY 2018. NASA regional outreach focuses on areas where the Agency not traditionally had a huge presence.

#### Current Regional Outreach Events (FY 2018)

Location	Event	Date
Chicago, IL	The Future is Now – The Midwest Aerospace Small Business Industry Day	May 8, 2018
Athens, OH	Reaching High: Matching Mid-West Businesses with	July 17, 2018



## GENERAL OVERVIEW

The Air Force Small Business Industry Days (SBID) provide benefit by creating partnerships and increasing SBIDs focus on small business capabilities and opportunities, matching stakeholders from the Air Force Small business communities. This event emphasizes small business capabilities that provide new concepts promote collaboration, and integrate small businesses' services, products, and technologies into AF Sustainment.

With its headquarters at Tinker Air Force Base, OK, the AFSC is one of five specialized centers assigned to AFSC is to Sustain Weapon System Readiness to generate Airpower for America. The center provides warfighter through world-class depot maintenance, supply chain management and installation support. The Force's most sophisticated weapons systems, including: A-10 Thunderbolt II, AC-130, B-1 Lancer, B-52 Superfortress, C-130 Hercules, E-3 Sentry, E-6 Mercury, E-8 Joint STARS, EC-130, F-15 Eagle, F-16 Falcon, F-22 Raptor, Stratotanker, MC-130, MH-53 Pave Low, RQ-4 Global Hawk, U-2 Dragon Lady, and UH-1 Iroquois aircraft component parts.

The 2018 AF Sustainment SBID has been postponed and will now take place 31 July – 2 August 2018, in briefings and speakers, as well as one-on-ones between small businesses and government POCs. This event is a small business supply chain, as well as matching program office technology based needs to SBIR/STTR/transition onto AF platforms.



# PREPARING FOR NETWORKING AND SCHMOOZING

- BE PREPARED for BUSINESS MEETINGS with BUSINESS PROFESSIONALS
  - Active registration in SAM with a DSBS profile
  - Business Card
  - Capabilities Statement
  - ON LINE presence
  - Verbal
    - Introduction
    - Discussion of more detail



# PREPARING FOR NETWORKING AND SCHMOOZING

- Do your homework prior to meetings / events – know your potential customer
  - What they are looking for
  - What are their priorities
  - What projects they are working on
  - Any current news – good and bad

**TO GET THE SALE – YOU NEED TO GO AND GET IT!**

**If they cannot find you and they do not know who you are and what you can do.....NO SALE!**

# 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*

# 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.

# CAPABILITIES STATEMENT

## Contract Information

Duns: 199623596  
Cage Code: OSUA9

**GSA Contract Numbers**  
Schedule 56 - GS07F0211M  
Schedule 84 - GS07F0213W

**GSA Schedule 56**  
SIN: 383-10 Portable Light Towers  
SIN: 383-2 Portable, Standby Generators

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

**NAICS Codes**  
335312: Motor and Generator Manufacturing  
333122: Commercial, Industrial and Institutional;  
Electric Lighting Fixture Manufacturing  
333120: Construction Machinery Manufacturing  
335129: Other Lighting Equipment Manufacturing

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

**Ordering Information**  
Lynn S. Jones, CTSM  
Account Manager - Government Sales  
920-230-1280  
920-230-1201 (fax)  
lynn.jones@generac.com

## FEDERAL CAPABILITIES STATEMENT

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

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

### Our Commitment to Sustainability

The U.S. Government has come to rely on the quality, performance and endurance of Generac Magnum mobile light towers, generators and pumps for assistance in critical situations, both in the States and abroad. Along with quality, Generac Mobile Products has a philosophy of maintaining inventory levels to enable rapid response in emergency situations. Generac Magnum mobile equipment have been used in recovery efforts at The Pentagon, Ground Zero, the Oklahoma City Federal Building and in relief efforts led by FEMA in the wake of hurricanes Hugo, Andrew, Katrina, and most recently, Harvey, Irma and Maria.

### Products Offered

- Mobile Generators
- Mobile Light Towers
- Mobile Trash Pumps
- Mobile Water Trailers
- Diaphragm Pumps
- Combo Power, Water and Light Units
- Mobile Heaters

### Key Differentiators

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

### Federal Agency Past Performance

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

### GSA Disaster Recovery & Cooperative Purchasing Program Participant

The GSA Disaster Recovery Purchasing Program for Schedule 84 & 56. This program gives state and local governments the ability to purchase products and services to recover from major natural disasters, terrorism, nuclear, biological, chemical, or radiological attacks. The Cooperative Purchasing Program for schedule 84 allows eligible entities to purchase from Cooperative Purchasing approved vendors, at any time, for any reason, using any funds available.

# WEBSITES

**Industries Served**

- Converting Machinery
- Shipbuilding
- Printing/Publishing
- Car Wash Equipment
- Beverage Equipment
- Defense Contractors
- Paper Machinery
- Food Processing
- Custom Electrical
- Packaging Machinery
- Power Generation
- Dairy Equipment
- Utilities
- Specialty Equipment
- Custom Engineered Projects

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!](#)

# THE TALKING PART

- Verbal
  - Introduction
    - Have your brief 30 second “elevator pitch” prepared and refined
  - Discussion of more detail
    - Expanded discussion
    - Next meeting
    - Advice on following up



# PRACTICAL ADVICE AND WISDOM FROM SOMEONE THAT HAS TAKEN THE JOURNEY

# PRESENTED BY

**William Capelle – Director of Operations**

**American Pride Industrial Equipment & Services LLC**

**“Service-Disabled Veteran-Owned Small Business”**

1978 Commercial Way

Suite A

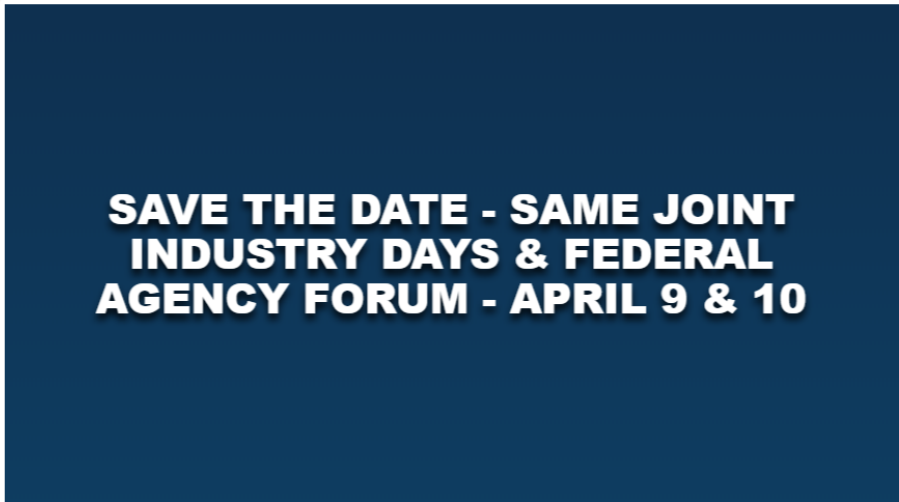
Green Bay, WI 54311

Toll Free [877-739-8601](tel:877-739-8601)

Phone [920-785-1165](tel:920-785-1165) Fax [920-785-1624](tel:920-785-1624)

Mobile [920-676-5336](tel:920-676-5336)

[william.capelle@americanprideindustrial.com](mailto:william.capelle@americanprideindustrial.com)



**UPCOMING EVENTS**

- FEBRUARY 27 2018  
FEDERAL ACQUISITION REGULATIONS (FAR) REVIEW - SESSION 3: PARTS 16-18

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- FEBRUARY 27 2018  
ACQUISITION HOUR: UNDERSTANDING YOUR OBLIGATIONS WHEN QUOTING AND RECEIVING AWARDS FROM DEFENSE LOGISTICS AGENCY (DLA) DIBBS

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- FEBRUARY 28 2018  
WORKING AS A FEDERAL GOVERNMENT MANUFACTURING SUBCONTRACTOR—PART II MANITOWOC »

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- FEBRUARY 28 2018  
ACQUISITION HOUR: CYBER SECURITY FOR CURRENT AND PROSPECTIVE DOD CONTRACTORS AND SUBCONTRACTORS

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- MARCH 1 2018  
GROWING YOUR BUSINESS IN SAWYER COUNTY WISCONSIN HAYWARD »

**CURRENT OPPORTUNITIES (3)**

**GET STARTED WITH THE BASICS**

Questions & answers on how to get started.

**GET STARTED**

**SIGN-UP FOR OUR NEWSLETTER**

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

**SIGN UP**

**HAVE A QUESTION? WE'RE HERE TO HELP.**

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

**GET HELP**

**WISCONSIN PROCUREMENT INSTITUTE**  
10437 INNOVATION DR., SUITE 320  
MILWAUKEE, WI 53226  
  
P: 414-270-3600  
F: 414-270-3610  
INFO@WISPRC.ORG

CONTACT US  
CLIENT CONSENT FORM  
NEWSLETTER SIGNUP

# DEVELOPING YOUR MARKETING MATERIALS FOR GOVERNMENT SALES

MARCH 13, 2018 MILWAUKEE

Start Date	March 13, 2018
End Date	March 13, 2018
Time	10:00 am - 12:00 pm
Facility	Technology Innovation Center
Address	10437 Innovation Drive Room 121 Milwaukee, WI 53226
Contact Info	Carol Murphy <a href="mailto:carolm@wispro.org">carolm@wispro.org</a> 414-270-3600
Register Online	<a href="#">Register for Event</a>

How are you marketing your business to government agencies and prime contractors? Selling to the government is different and small businesses need to understand how to prepare to market to the government. However, effective marketing to the government is not as hard as it may seem. Join us and learn how to make a positive impression and be remembered by government procurement officials or prime contractors.

All contractors looking to improve their marketing skills and marketing materials to the government should attend.



[REGISTER](#)

Technology Innovation Center (TIC)

Wisconsin Procurement Institute (WPI)

<https://www.wispro.org/events/developing-your-marketing-materials-for-government-sales/>

# **SOCIETY OF AMERICAN MILITARY ENGINEERS (SAME) JOINT INDUSTRY DAYS AND FEDERAL AGENCY FORUM (JIDFAF)**

APRIL 9, 2018 NORTHBROOK

Start Date	April 9, 2018
End Date	April 10, 2018
Facility	Hilton Chicago/Northbrook
Address	2855 N Milwaukee Ave, Northbrook, IL 60062
Contact Info	Joseph Smetak josephs@wispro.org 414-270-3600
Agenda	<a href="#">View The Agenda</a>

**This event supports small businesses in construction, A/E, environmental and related trades/services. Formerly known as the SAME Midwest Small Business EXPO – SAVE THE DATE for this unique opportunity! More information will be posted soon.**

To view the Agenda, [PLEASE CLICK HERE](#).



Society of American Military Engineers  
(SAME) Lake Michigan & Chicago Posts

Wisconsin Procurement Institute (WPI)

<https://www.wispro.org/events/society-of-american-military-engineers-same-joint-industry-days-and-federal-agency-forum/>



# QUESTIONS?

**PRESENTED BY**

**Wisconsin Procurement Institute (WPI)**

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

**Joseph Smetak - Manager, Business Outreach / Government Contract –**

**[josephs@wispro.org](mailto:josephs@wispro.org) – 414-270-3600**

**Jean Polka – Government Contract Specialist - [jeanp@wispro.org](mailto:jeanp@wispro.org) – 920-285-4442**

**Ken Kotloski – Government Contract Specialist - [kenk@wispro.org](mailto:kenk@wispro.org) – 920-840-4699**

**10437 Innovation Drive, Suite 320 - Milwaukee, WI 53226**