

2015 Small Business Government  
Contracting Series

**MARKETING YOUR BUSINESS  
TO THE GOVERNMENT**

November 10, 2015



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

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

**WPI Offices located at:**

**Milwaukee County Research Park**

10437 Innovation Drive, Suite 320

Milwaukee, WI 53226

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

**Juneau County Economic Development Corp.**

122 Main St - Camp Douglas, WI 54618

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

**Western Dairyland EOC, Inc.**

418 Wisconsin St. - Eau Claire WI 54703

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

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

5 Systems Drive – Appleton WI 54912

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

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

141 Main Street, Suite 2, Racine, WI 53403

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

**Madison Enterprise Center**

100 S. Baldwin St., Madison, WI 53703

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

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

1219 N. Sherman Ave., Madison, WI 53704

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

**Wausau Region Chamber of Commerce**

200 Washington Street, Wausau, WI 54403

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

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



**UPCOMING EVENTS**



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

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

OCTOBER 29 2015  
SMALL BUSINESS ACADEMY  
MILWAUKEE »

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

OCTOBER 29 2015  
MARKETPLACE 2015 DAY ONE  
MILWAUKEE »

**CURRENT OPPORTUNITIES (10)**



**GET STARTED WITH THE BASICS**

Questions & answers on how to get started.

GET STARTED

**SIGN-UP FOR OUR NEWSLETTER**

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

SIGN UP

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

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

GET HELP

## 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](#)

## SERVICES OFFERED BY WPI

- FREE Bid Matching Services
- Individual Counseling and Assistance
- Locating Local, State and Federal Opportunities
- Government Market Strategy Development
- Training in use of Government websites and tools
- Assistance with System for Award Management (SAM) Registration
- Assisting in Market Research Process
- Development of Market Profile
- Small Business Subcontracting Plans-Development, Outreach and Reporting
- Small Group Training
- Outreach and training with Local, State and Federal agencies
- Assist with Pre and Post Award Functions
- Assistance with Agency Specific Contracting Requirements
- Assistance with Contracting Regulations and Requirements, including FAR, DFAR, CFR
- Assistance with GSA Schedule Preparation and Administration
- Assistance with Local, State and Federal Certifications, including:
  - Service Disabled & Veteran Owned Small Business, HUBZone, Woman Owned Small Business, 8(a) Business Development Program
  - State
  - Local
  - DBE
- Bid Review and Submission Assistance
- Proposal and Assistance, Review and Submission Assistance
- Capabilities Statement and Related Government Marketing Material Development
- Assistance in Locating and Developing Teaming Partners and Subcontractors
- Updated Government Market Information

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Wisconsin Procurement Institute  
10437 Innovation Dr., Suite 320  
Milwaukee, WI 53226  
Telephone 414-270-3600  
FAX 414-270-3610  
[www.wispro.org](http://www.wispro.org)  
Executive Director – Aina Vilumsons  
[info@wispro.org](mailto:info@wispro.org)

# What you will Learn Today

- Market Research – does the government buy what I sell?
- What marketing materials do I need?
- Where can I meet potential customers and teaming partners?
- And more!

# 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
- Make sure you are registered on all of the required websites/databases

# Federal Government

- **Manufacturing**
  - Department of Defense <http://www.acq.osd.mil/mibp/>
- **Construction**
  - US Army Corps of Engineers [www.usace.army.mil/CESB/Pages/Default.aspx](http://www.usace.army.mil/CESB/Pages/Default.aspx)
  - US Department of Ag/Forest Service [www.da.usda.gov/smallbus/](http://www.da.usda.gov/smallbus/)
  - Naval Facilities <http://www.navfac.navy.mil/>
- **Commercial type goods and services**
  - General Services Administration [www.gsa.gov](http://www.gsa.gov)
- **Mixed**
  - Department of Veterans Affairs <http://www.va.gov/OSDBU/>
- **Research and development**
  - SBIR-STTR Program [www.sbir.gov](http://www.sbir.gov)

# Federal Government

- Department of Veterans Affairs – Milwaukee / Iron Mountain / Chicago
- US Forest Service – Rhinelander
- Forest Products Laboratory – Madison
- Oxford Prison – Oxford
- EPA – Chicago
- General Services Administration (GSA) – Chicago
- Tank Automotive Command (TACOM) – Rock Island
- Military Bases Volk Field – Camp Douglas, Ft. McCoy – Tomah, 128<sup>th</sup> ARW – Milwaukee / 115<sup>th</sup> Madison
- US Coast Guard - Milwaukee
- US Army Corps of Engineers – St. Paul / Chicago / Rock Island / Detroit
- Naval Station Great lakes – North Chicago – [contracting moved]
- ALSO – SOME LARGE CONTRACTORS LIKE Oshkosh Corp and Marinette Marine Corp (looking for small firms)

# State of Wisconsin

- Department of Administration – VendorNet 2.0 – January , 2016
- Department of Administration – Facilities
- WisDOT – Road Construction

# Municipal

- Counties – Milwaukee, Dane
- Cities – Milwaukee, Madison
- Milwaukee Metropolitan Sewage District (MMSD)
- School Districts

# Wisconsin Tribal Governments

## Tribal Economic Impact

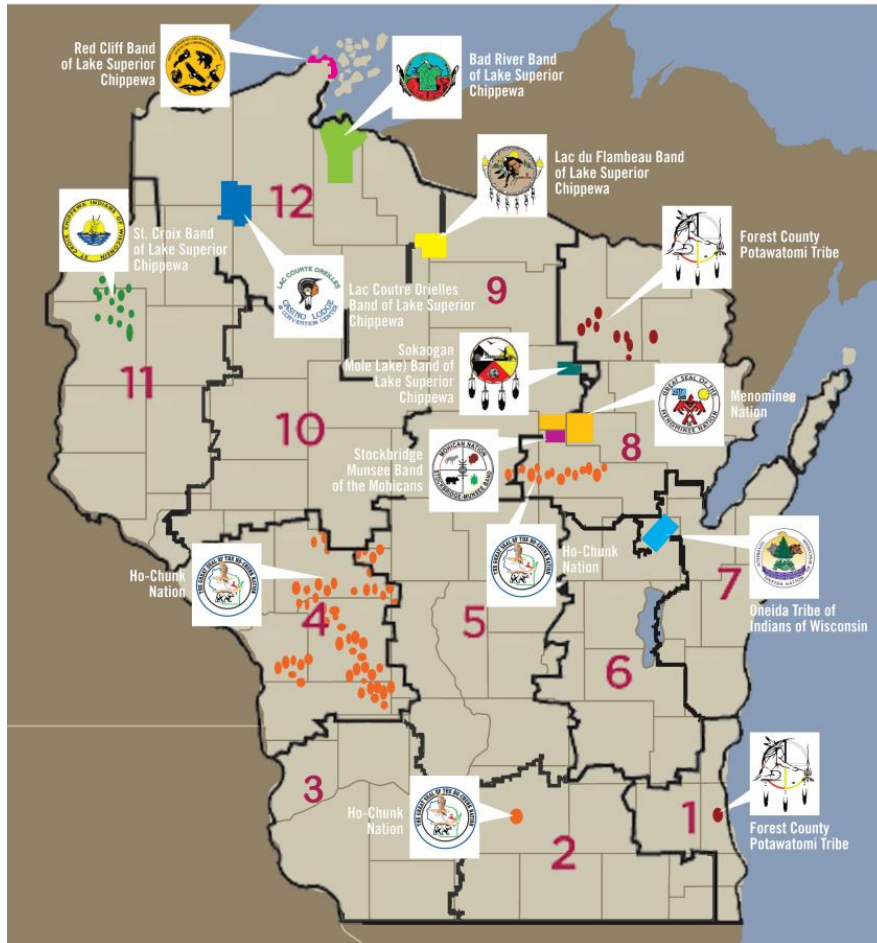
The twelve member tribes represent six nations on twelve reservations, a land base of about 1 million acres spanning 45 counties. In many counties, the tribe's agencies and enterprises amount to the largest employer in the county, and the total annual economic impact of tribal purchases and payroll amounts to more than **\$1 billion dollars.**

# Tribal Government

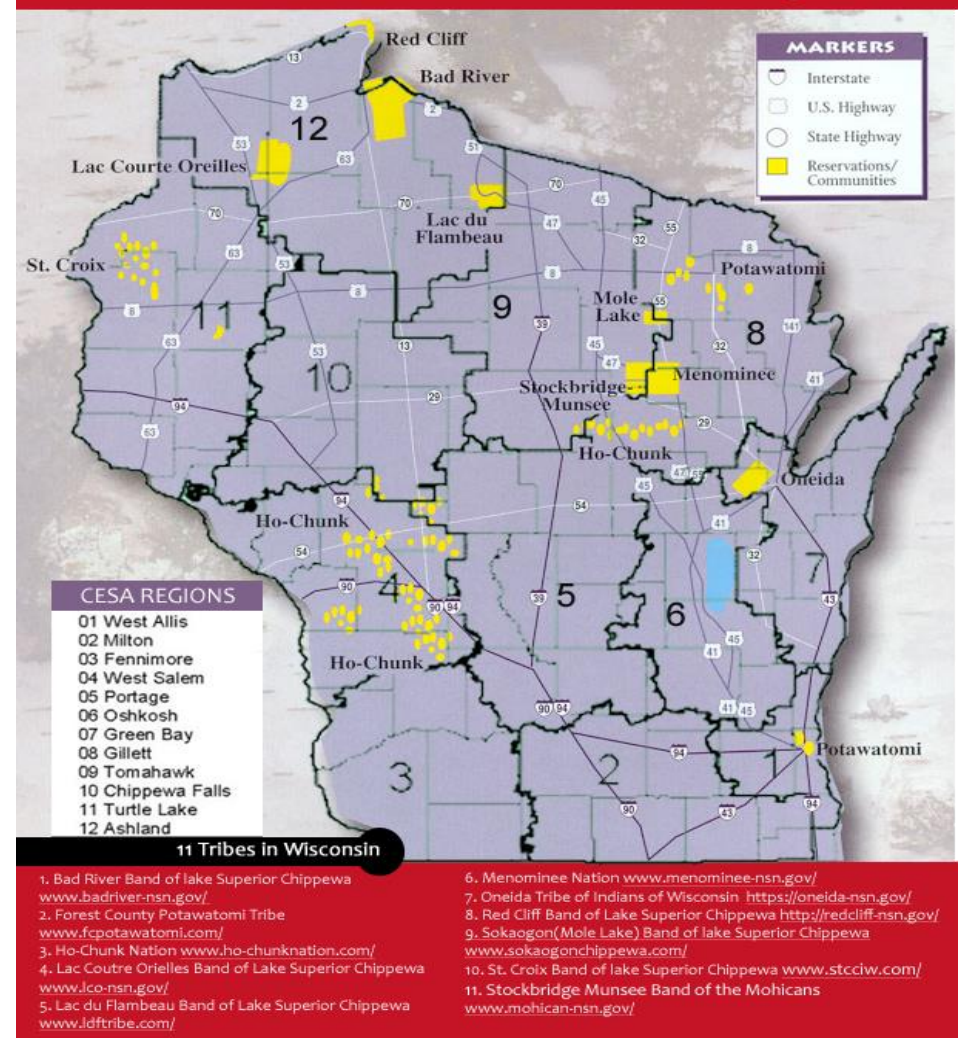
- Government Pathways: federal, state, municipal, and *tribal*
- Understanding the multi-jurisdictionality components & operational aspects of working with Tribal clients is critical to success
- Cultural responsiveness & appropriateness is a business strategy that can demonstrate required skills for conducting business in this context – competitive edge
- Tribal pathways include:
  1. **Tribal Governments:** Elected or appointed officials that oversee the tribal government programs, initiatives, and employees
  2. **Tribal Enterprises:** Businesses run by the TG
  3. **Tribal Businesses:** Businesses run by tribal entrepreneurs
  4. **Tribal Non-Profits:** Organizations with 51%+ Tribal Board
  5. **Tribal Colleges:** TG chartered & provide higher education

# Tribal Government

## Native American Lands in Wisconsin and CESA Regions



## Tribal Reservations in Wisconsin and CESA Regions



# Tribal Government

## • Great Lakes Inter-Tribal Council

- Red Cliff Band of Lake Superior Chippewa Indians
- Saint Croix Chippewa Indians of Wisconsin
- Lac du Flambeau Band of Lake Superior Chippewa Indians
- Oneida Tribe of Indians of Wisconsin
- Stockbridge-Munsee Community
- Lac Courte Oreilles Band of Lake Superior Chippewa Indians of Wisconsin
- Sokaogon Chippewa Community
- Forest County Potawatomi Community
- Lac Vieux Desert Band of Lake Superior Chippewa Indians
- Bad River Band of the Lake Superior Tribe of Chippewa Indians
- Ho-Chunk Nation
- Menominee Indian Tribe of Wisconsin

# Market Research

- Do your research before entering the market
- Know your NAICS Code(s) and other government contracting codes
  - NAICS: <http://www.census.gov/eos/www/naics/>
  - FSC/PSC: <http://support.outreachsystems.com/resources/tables/pscs/>
  - NIGP: <http://vendornet.state.wi.us/vendornet/default.asp>
- Government spending is public information

# Market Research

**USA SPENDING**  
[www.usaspending.gov](http://www.usaspending.gov)

Sort By: Order (oldest) | Transactions: 21 | Export | Summary View

1 2 3 4 5 6 7 8 9 Next Last

Total Orders: 829,192,307 | Transactions: 1 to 21 of 208

**Transaction # 1 (Delivery Order)**  
 ENPH0P0M0C 45P3A000011 888118  
 Recipient: GREAT LAKES EDUCATIONAL LEAD SERVICES INC - 2601 INTERNATIONAL LN, MADISON, Wisconsin  
 Program Source: 814002  
 Department/Agency: Department of Education  
 Product/Service: 8710 - SUPPORT, MANAGEMENT, FINANCIAL  
 Description: 45P-01-10P-CRITICAL FUNCTION TASK ORDER 888118 (More)

**Transaction # 2 (Definitive Contract)**  
 P02M0C 44H0000010000021 7  
 Recipient: WISCONSIN PERSONNEL SERVICE INSURANCE CORPORATION  
 Reason for Modification: EXERCISE AN OPTION  
 Program Source: 753011  
 Department/Agency: Department of Health and Human Services - Centers for Medicare and Medicaid Services  
 Product/Service: 000P - SOCIAL - GOVERNMENT HEALTH INSURANCE PROGRAMS  
 Description: FACT A INSURANT B MEDICARE ADMINISTRATIVE CONTRACT (More)

**Transaction # 3 (Definitive Contract)**  
 P02M0C 44H00000100100011 13  
 Recipient: LOGISTICS HEALTH INC  
 Reason for Modification: SUPPLEMENTAL AGREEMENT FOR WORK WITHIN SCOPE  
 Program Source: 753005  
 Department/Agency: Department of Health and Human Services - Centers for Disease Control and Prevention  
 Product/Service: 0000 - MEDICAL - OTHER  
 Description: WTC NATIONAL RESPONDER HEALTH CARE PROGRAM

**Transaction # 4 (Delivery Order)**  
 ENPH0P0M0C 0000P0000000 00P0000000111 0  
 Recipient: WISCONSIN ENERGY SERVICES INC  
 Program Source: 753005  
 Department/Agency: Department of Natural Resources  
 Product/Service: 0000 - OTHER  
 Description: WTC NATIONAL RESPONDER HEALTH CARE PROGRAM

By Fiscal Year

- 2008 100,000
- 2007 87,400
- 2006 74,000

By Product Service Code

- Office Furniture 289
- Medical and Surgical 188
- Fuels and Fuels 158
- Miscellaneous Funds 125
- Food, Oil and Fats 100

By Principal NAICS Description

- Office Furniture (8) 189
- As Furniture Exp. 137
- Commercial and Ind. 93
- All Other Water Use 85
- General Line Grocery 84

By Principal NAICS Description

- Office Furniture (8) 189
- As Furniture Exp. 137
- Commercial and Ind. 93
- All Other Water Use 85
- General Line Grocery 84

March, 2013 Wisconsin Procurement Institute

# Market Research

## [www.fpds.gov](http://www.fpds.gov)

**Federal Procurement Data System - Next Generation**

» [Home](#) » [Newsroom](#) » [Reports](#) » [Status](#) » [Worksite](#) » [Archives](#) » [Training](#) » [Help](#)

**Login**

Log-In:   
Password:   
[Log In](#)

» [Forgot Your Password?](#)  
» [Security and Privacy](#)  
» [Contact Help Desk](#)  
» You must click [here](#) for very important D&B information

**Registration**

» [Register](#)  
» [Who Should Register?](#)

**FAQs**

» [FPDS-NG](#)  
» [ezSearch](#)  
» [ATOM Feed](#)

**Links**

» [Recovery.Gov](#)  
» [eGov Initiatives](#)

**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).

**Top Requests**

- » [Recovery Report](#)
- » [Hurricane Sandy Report](#)
- » [Hurricane Irene Report](#)
- » [Pacific Earthquake/Tsunami](#)
- » [Hurricane Earl Report](#)
- » [Gulf Oil Spill Report](#)
- » [Haiti Earthquake Report](#)
- » [Hurricane Katrina Report](#)
- » [Hurricane Rita Report](#)
- » [Other Hurricane/Disaster Relief](#)

**Latest News**

- » [Software Releases](#)
- » [Upcoming Releases](#)
- » [Data Archives](#)
- » [Sustainability Report](#)
- » [NIA - Hurricane Sandy](#)
- » [Inherently Governmental Functions](#)
- » [Section 1331 of the Small Business Jobs Act of 2010](#)
- » [New Interagency Contract Directory \(ICD\)](#)
- » [New Web Services to accommodate PPA \(Prompt Payment Act\)](#)
- » [Data Management Fixes](#)

**Simplified Acquisition Threshold Report**

The purpose of the Simplified Acquisition Threshold Report is to provide Funding Agencies with a tool they can use to analyze their small business performance on contracts within the Simplified Acquisition Threshold (SAT), \$3-150K range. Contracts within the SAT are reserved for small business (SB) per 15 USC Sec. 644 (j)(1) and FAR 13.003(b)(1).

[Read more...](#)

**Sustainability Report**

The purpose of this new standard report is to determine the type and usage of Recovered Materials. This report will be placed in the HOW category. It displays the actions and dollars for each of the "Recovered Materials" values.

[Read more...](#)

**Inherently Governmental Functions**

FPDS-NG shall mandate on all actions with a Product or Service Code as a "Service" and that are signed on or later than 03/01/2012 to indicate whether they are "Closely Associated", "Critical Functions", "Other Functions" or a combination of "Closely Associated" and "Critical Functions" in the "Description of Requirements".

[Read more...](#)

**NIA - Hurricane Sandy**

A new National Interest Action value 'Hurricane Sandy 2013' has been added to the FPDS-NG Production system.

For Web Portal users the value 'Hurricane Sandy 2013' is available for selection in the National Interest Action field drop down. The Contract Writing systems shall use the code 'H13S' when creating/Updating documents through Business Services.

National Interest Action value 'Hurricane Sandy 2013' is valid from 10/28/2012 to 04/29/2013.

**New Web Services to accommodate PPA (Prompt Payment Act)**

OMB is advising agencies to reduce the time for paying small businesses from 30 days to 15 days. FPDS-NG is providing a web service that finance systems could utilize in identifying these small businesses to assist them in meeting the Prompt Payment rule/act (PPA) issued by OMB.

Finance systems have the option of either validating a if a vendor on a contract is a small business or to get

**Section 1331 of the Small Business Jobs Act of 2010**

FPDS-NG will be modified to implement the Section 15 of the Small Business Act (15 U.S.C. 644), as amended by this "Jobs Act 2010". This allows a different set aside on orders placed against multiple award contracts for small business concerns.

Two new values will be added to the data element

# Market Research

## DYNAMIC SMALL BUSINESS SEARCH

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

The screenshot shows the SBA DSBS search interface. At the top, there are navigation links for 'Print', 'Exit', 'Help', 'DSBS', 'Quick Market Search', and 'TM OnLine'. The main content area is divided into several sections:

- Disadvantaged Business Enterprise, Certification States:** A dropdown menu is set to 'Not Required'. Below it are radio button options for 'Required (Active Certifications only)', 'Required (Active Certifications and Previously Certified)', 'Required (Previously Certified only)', and 'Not Required'.
- Ownership and Self-Certifications:** A series of checkboxes for categories like 'Any Minority Owned', 'Any Native American Owned', 'Community Development Corporation (CDC) Owned', 'Self-Certified Small Disadvantaged Business', 'Service Disabled Veteran Owned', 'Veteran Owned', and 'Any Women-Owned Small Business'.
- Specific Nature of Business:** Input fields for 'NAICS Code(s)', 'Buy Green NAICS Code(s)', and 'Keywords', each with radio button options for 'Any' or 'All (slower)' and a 'Help' link.
- General Nature of Business:** Checkboxes for 'Manufacturing', 'Construction', 'Research & Development', and 'Services', along with a 'Has TECH-Net Award(s)' checkbox and a note.
- Minimum Acceptable Bonding Levels:** Input fields for 'Construction Bonding Level (per contract)', 'Construction Bonding Level (aggregate)', and 'Service Bonding Level (per contract)'.

At the bottom left of the screenshot, it says 'Last Modified: 07/12/2004 12:00:00 AM'.



STATE OF WISCONSIN • BUREAU OF PROCUREMENT

# VendorNet System

What is VendorNet?

Login

General Procurement Information

Registration Information

System Requirements

VendorNet Information Center

Welcome to VendorNet, Wisconsin's electronic purchasing information system. VendorNet was created to provide easy access to a wide variety of information of interest to vendors who wish to provide goods and services to the state as well as state agencies and municipalities.

[\[What is VendorNet?\]](#) [\[Login\]](#) [\[General Procurement Information\]](#)  
[\[Registration Information\]](#) [\[System Requirements\]](#) [\[VendorNet Information Center\]](#)

LOGIN | HELP | NIGP CODES

State of Wisconsin, Department of Administration  
P.O. Box 7867, Madison, WI 53707 USA  
Phone: 1-800-482-7813 (U.S. only) or 608-264-7897

<http://vendornet.state.wi.us/vendornet/default.asp>

# Your Business Card

- Business Card (a **MUST HAVE**)
  - **MUST** identify clearly the company, the person and contact information – MUST HAVE EMAIL
  - **MUST** identify clearly what you do
  - In the Government world consider adding
    - NAIC's codes
    - Small Business Classifications
    - Cage Code/DUNS #
    - Federal Supply Codes
    - Keywords
    - GSA Schedule number
  - Consider two sided
  - Consider light colored background and not glossy
  - Other

# Your Business Card

DANIEL DYE, LEED AP  
Associate Project Manager

8(A) SBA CERTIFIED FIRM



60 E. Van Buren Street, Suite 1501 • Chicago, Illinois 60605  
Telephone (312) 987-0061 • Facsimile (312) 987-0071  
Cellular (773) 459-4409 • Direct Facsimile (773) 681-7044  
E-mail: ddye@milhouseinc.com  
Website: www.milhouseinc.com

## **JB Matsol LLC**

*Water and Energy Saving Products*

**A Veteran Owned Small Business**

Cage 5AG67 – NAICS: 33299, 326191, 332998, 332913

### **Rory Bautch**

rbautch@uzlow.com – 715-441-3195 - www.uzlow.com  
808 Carmichael Rd. PMB 163 - Hudson, WI 54016

A Service Disabled Veteran Owned  
Small Business (SDVOSB)

WWW.PATRIOTTAXIWAY.COM

**PATRIOT**  
TAXWAY INDUSTRIES  
A LIGHTING SOLUTIONS PROVIDER

**KEVIN McDERMOTT**  
Vice President Business Development  
kevin.mcdermott@patriottaxiway.com  
290 Pleasant Hill Avenue | Lomira WI 53048  
p: 414.688.7276 f: 414.755.0797  
1425 K Street NW, Suite 350 | Washington DC 20005  
p: 202.587.2744

The business card for Patriot Taxway Industries features a background image of the American flag on the left side. The text is arranged in a clean, professional layout. The logo includes a stylized airplane icon above the company name. Contact information for Kevin McDermott is provided at the bottom.

**j.alan**  
GROUP

Service Disabled, Veteran Owned, Small Business

**James A. Mosel**   
President/CEO

925 First Avenue  
Chippewa Falls, WI 54729

Cell | 715.215.0678  
Corporate | 800.753.8636  
Fax | 800.335.0473

www.jalangroupplc.com  
moz@jalangroupplc.com

The business card for j.alan GROUP has a yellow and white color scheme. The logo features the name 'j.alan' in a lowercase, serif font with a stylized 'j', and 'GROUP' in a smaller, uppercase, sans-serif font below it. The card includes contact information for James A. Mosel, President/CEO, and provides a list of phone numbers for cell, corporate, and fax. A small icon of a Gold Star is next to his name.

# Your Business Card

## NAICS Code

236220 (Primary Construction)  
541330 (Secondary Engineering)

Exit Date 1/10/2015  
Cage Code # 48DX8

Cage Code: **4WZN7 DUNS #806757949**

### NAICS:

**335129** - Other Lighting Equipment  
**336321** - Vehicular Lighting Equipment  
**336413** - Other Aircraft Parts and Auxiliary Equipment  
**238210** - Airport Runway Lighting Contractors  
**541990** - All Other Professional, Scientific and Technical Services

Federal Supply Codes: **1680; 4920; 6210; 6220; 6230; 6240; 6250; 6260**

## • Your link to the Federal Market •

### NAICS Codes

|        |        |        |
|--------|--------|--------|
| 238390 | 337122 | 337214 |
| 321912 | 337124 | 337215 |
| 321999 | 337127 | 423210 |
| 332322 | 337211 | 423450 |
| 332999 |        | 425120 |

# Your Capability Statement

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

# Your Capability Statement



## The Really Great Construction Company LLC

*Leaders in Energy Saving Building Renovation*

7523 North Concrete Avenue

Cement, WI 53222

414-222-0000

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

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

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

### PAST PROJECTS

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

### CAPABILITIES

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

### The Really Great Construction Company LLC is

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

### NAICS CODES

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


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

### FSC / PSC Codes

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



# Your Capability Statement



**MAGNUM™**  
POWER PRODUCTS LLC  
215 Power Drive Berlin, WI 54623  
(900) 926-4756 www.m-p-llc.com

## FEDERAL CAPABILITIES STATEMENT

---

### Contract Information

Duns: 199623596  
Cage Code: GSUAG

**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

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#### Ordering Information

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

**Stephanie Glöcke**  
International and Government Sales  
Phone: (920) 361-4442 x219  
Fax: (920) 361-2214  
sglocke@m-p-llc.com

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

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

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

**Products Offered**


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


**Key Differentiators**


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

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







**GSA Disaster Recovery & Cooperative Purchasing Program Participant**  
The GSA Disaster Recovery Purchasing Program for Schedule 84 & 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.







**INDUSTRY LEADING MANUFACTURER OF MOBILE POWER EQUIPMENT**

**WPI** Wisconsin Procurement Institute

November 10, 2015

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# Your Website

- Yes you should have one – **WHY** – so you can be found and found out about
- It can be simple
- Yes there is a cost to design, build and update – plan well and don't go on the "cheap"
- Consider separating Government – the important parts may be very different
- Same rules as capabilities statement apply

# Your Website

Request quote | Request catalog | Login or New to TAPCO? Register today! | empty

**TAPCO**  
TRAFFIC & PARKING CONTROL CO., INC.

The business of safety since 1956

Product Search  **GO**

HOME | ONLINE STORE ▾ | SOLUTIONS ▾ | DIVISIONS ▾ | ABOUT ▾ | CONTRACTS | CONTACT ▾ | CAREERS

1-800-236-0112

**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

**Military Signage**

TAPCO is amongst the nations largest sign manufacturers & we specialize in customized military signing. All signs are TAPCO made in Milwaukee, WI according to Federal Specifications.

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.

Contracts & Agreements

# Other Visibility

- Press releases – news articles
- Facebook, LinkedIn, other web visibility
- Awards
- Participation in related organizations
- Presentations and education – you are the expert
- Be a mentor to others
- Conferences, professional organizations and other networking opportunities

# Your Elevator Pitch

The presentation needs to be fact-based, interesting, and give the buyer a reason to not just remember your company, but consider your company for opportunities. You are selling yourself and your company.

Remember the buyer or evaluator's time is valuable.  
**AND they listen to businesses trying to sell to them every day.**

# Your Elevator Pitch

- **1 minute pitch – elevator pitch – KEEP IT TIGHT**
  - **Know what the buyer's company does and how you would fit**
  - **Know what is important to the buyer**
  - **Who you are**
  - **What you do**
  - **Have you done any work with the government before**
  - **What makes you special**
  - **Keep it business**

# Your Elevator Pitch

- **5 minute pitch – should include a visual of some kind then **ADD****
  - **WHAT CAN YOU DO FOR THEM**
  - **A bit of history**
  - **Capacity**
  - **Past work**
  - **What makes you special – management team, design capabilities, relationships.....**
  - **Other as appropriate**
- **15 minute pitch – more visual**
  - **Mission – vision**
  - **Increased specifics depending on what is being sold**
  - **Other**

# Selling to the Federal Government

## WPI Bidmatching Service

Client Last Viewed RFQ's on 2014-06-02

Bid Count Reports

Records 1 thru 21 out of 21

Company Profile

| RFQ Date                   | FBO | DLA | Other Fed | Web | Intnl | Local | NonFed | Awards |                          |
|----------------------------|-----|-----|-----------|-----|-------|-------|--------|--------|--------------------------|
| <a href="#">2015-01-17</a> | 4   | 0   | 0         | 0   | 4     | 0     | 0      | 0      | <a href="#">List_All</a> |
| <a href="#">2015-01-16</a> | 2   | 0   | 0         | 0   | 8     | 0     | 4      | 0      | <a href="#">List_All</a> |
| <a href="#">2015-01-15</a> | 9   | 0   | 0         | 0   | 4     | 0     | 0      | 0      | <a href="#">List_All</a> |
| <a href="#">2015-01-14</a> | 5   | 0   | 0         | 0   | 8     | 0     | 9      | 0      | <a href="#">List_All</a> |
| <a href="#">2015-01-13</a> | 4   | 0   | 0         | 0   | 4     | 0     | 2      | 0      | <a href="#">List_All</a> |
| <a href="#">2015-01-12</a> | 2   | 0   | 0         | 0   | 13    | 0     | 5      | 0      | <a href="#">List_All</a> |
| <a href="#">2015-01-09</a> | 1   | 0   | 0         | 0   | 4     | 0     | 6      | 0      | <a href="#">List_All</a> |
| <a href="#">2015-01-08</a> | 1   | 0   | 0         | 0   | 4     | 0     | 3      | 0      | <a href="#">List_All</a> |
| <a href="#">2015-01-07</a> | 5   | 0   | 0         | 0   | 6     | 0     | 1      | 0      | <a href="#">List_All</a> |
| <a href="#">2015-01-06</a> | 1   | 0   | 0         | 0   | 0     | 0     | 2      | 0      | <a href="#">List_All</a> |
| <a href="#">2015-01-05</a> | 6   | 0   | 0         | 0   | 15    | 0     | 2      | 0      | <a href="#">List_All</a> |
| <a href="#">2015-01-02</a> | 4   | 0   | 0         | 0   | 9     | 0     | 5      | 0      | <a href="#">List_All</a> |
| <a href="#">2014-12-31</a> | 3   | 0   | 0         | 0   | 14    | 0     | 3      | 0      | <a href="#">List_All</a> |
| <a href="#">2014-12-30</a> | 2   | 0   | 0         | 0   | 5     | 0     | 0      | 0      | <a href="#">List_All</a> |
| <a href="#">2014-12-29</a> | 0   | 0   | 0         | 0   | 16    | 0     | 2      | 0      | <a href="#">List_All</a> |
| <a href="#">2014-12-26</a> | 1   | 0   | 0         | 0   | 4     | 0     | 2      | 0      | <a href="#">List_All</a> |
| <a href="#">2014-12-24</a> | 6   | 0   | 0         | 0   | 18    | 0     | 2      | 0      | <a href="#">List_All</a> |
| <a href="#">2014-12-23</a> | 6   | 0   | 0         | 0   | 7     | 0     | 2      | 0      | <a href="#">List_All</a> |
| <a href="#">2014-12-22</a> | 2   | 0   | 0         | 0   | 10    | 0     | 13     | 0      | <a href="#">List_All</a> |
| <a href="#">2014-12-19</a> | 7   | 0   | 0         | 1   | 4     | 0     | 0      | 0      | <a href="#">List_All</a> |
| <a href="#">2014-12-18</a> | 5   | 0   | 0         | 0   | 9     | 0     | 3      | 0      | <a href="#">List_All</a> |

# Upcoming WPI Events

- ***Acquisition Hour Live Webinar Series***
- ***Preparing Award Winning Federal Proposals*** – November 12, 2015 – Green Bay; November 19, 2015 – Madison; December 9, 2015 – Milwaukee
- ***The DOD Supply Chain For Manufacturers Selling to DOD Prime Contractors*** – November 12, 2015 – Appleton, WI
- ***Keys to Successful Negotiations*** – November 17, 2015 – Milwaukee, WI
- ***Fort McCoy Open House*** – December 1, 2015 – Tomah, WI
- ***Doing Business with the National Park Service, US Forest Service, and the Department of Veterans Affairs*** – December 2, 2015 – Rhinelander, WI
- ***The DOD Supply Chain Session For Manufacturers Understanding Requirements and Obligations*** – December 3, 2015 – Appleton, WI
- ***Teaming and Partnering*** – December 8, 2015 – Milwaukee, WI
- ***NCMA End of Year Federal Contractor Update*** – December 10, 2015 – Milwaukee, WI
- ***SAME Small Business Expo*** – March 9 – 10, 2016 – Northbrook, IL

# For Assistance or Additional Information - Contact

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