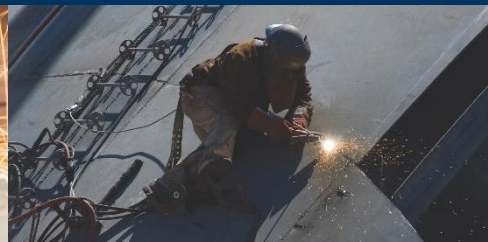




A Procurement Technical  
Assistance Center (PTAC)

# Marketing Your Business to the Federal Supply Chain – “How do I get myself in Front of a Prime Contractor”

May 19, 2016 – Green Bay, WI



# SMALL BUSINESS PROGRAMS

## Federal Goals (also passed down to primes with contracts over \$700,000):

- 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.

# SMALL BUSINESS PROGRAMS

## SMALL BUSINESS PROGRAMS AND THE PRIME CONTRACTOR

**a. Small Business Subcontracting  
Plans**

**b. \$700,000 for manufacturing**


# Subcontracting Plans

## Contractor Semi-Annual Reporting

**Required at the contract level with explanation of why you did not meet a goal in your plan**

**Government tracking at the Company level (overall goals)**

# REGISTER AS A CONTRACTOR – SAM.GOV



USER NAME  PASSWORD  [LOG IN](#)

[Forgot Username?](#) [Forgot Password?](#) [Create an Account](#)

[HOME](#) [SEARCH RECORDS](#) [DATA ACCESS](#) [GENERAL INFO](#) [HELP](#)

## Search Records

Looking for entity registration records or entity exclusion records in SAM?

- \* Use **Quick Search** if you know an entity's Business Name, DUNS number or CAGE code.
- \* Use **Advanced Search** to structure your search using multiple categories and criteria.

Are you a Federal government employee?

- \* Create a SAM user account with your government e-mail address and log into SAM before searching to see FOUO information and registrants who chose to opt out of the public search.

Conducting small business-focused market research?

- \* In addition to what is contained in SAM, small businesses may supplement information about themselves in the SBA's [Dynamic Small Business Search](#).

**QUICK SEARCH:** Use one of the search bars below.

Enter your specific search term  
(Example of search term includes the entity's name, etc.)

DUNS Number Search:  Enter DUNS number ONLY

CAGE Code Search:  Enter CAGE code ONLY

[SEARCH](#) [Need Help?](#)

**ADVANCED SEARCH:** Use specific criteria in multiple categories to structure your search.

[ADVANCED SEARCH – ENTITY](#)

[ADVANCED SEARCH – EXCLUSION](#)

# SAM REPS and CERTS

- **MUST complete REPRESENTATIONS and CERTIFICATIONS** – by completing you are attesting to accuracy and that you have read the provisions.
- This information will apply to any contract that is awarded
- All questions are based on FAR / DFAR clauses  
<http://farsite.hill.af.mil/>
- These will include:
  - Affirmative Action Compliance
  - Knowledge of Child Labor End Products
  - Biobased Product Certification
  - Felonies / back taxes
  - Debarment, suspension, ineligibility
  - Trade Agreements – Buy American
  - Other

# REGISTER AS A CONTRACTOR – DYNAMIC SMALL BUSINESS SEARCH



<http://dsbs.sba.gov/>

All form field

Phone numb  
Address I

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

### Location of Profile

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

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

Congressional District: [Help](#)

County:  [Lookup](#) [Help](#)

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

Area Code or Phone Number Initial Fragment

Metropolitan Statistical Area [Help](#)

SBA Servicing Office [Help](#)

Zip Code or Zip Code Initial Fragment

### Government Certifications

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

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

#### HUBZone Certification:

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

#### Small Disadvantaged Business:

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

The SBA's 8(a), HUBZone and SDB certifications are also made available to external software via: [SBSS Public Web Services](#).

For more information, see also [SBA Certifications](#) in the search help page.

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

# IDENTIFYING YOUR NAICS AND PSC CODES

<https://www.census.gov/eos/www/naics/>

The screenshot shows the U.S. Census Bureau website. At the top, there is a search bar and navigation links for "U.S. Department of Commerce | Blogs | Index A-Z | Glossary | FAQ". Below this is a menu with categories: "Topics (Population, Economy)", "Geography (Maps, Geographic Data)", "Library (Infographics, Publications)", "Data (Tools, Developers)", "About the Bureau (Research, Surveys)", and "Newsroom (News, Events, Blogs)". The main heading is "North American Industry Classification System". Below the heading are navigation tabs: "Main", "History", "Development Partners", "Federal Register Notices", "NAICS", and "FAQs".

## NAICS Search:

Enter keyword or 2-6 digit code

2012 NAICS Search

Enter keyword or 2-6 digit code

2007 NAICS Search

Enter keyword or 2-6 digit code

2002 NAICS Search

## Introduction to NAICS

The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

NAICS was developed under the auspices of the Office of Management and Budget (OMB), and adopted in 1997 to replace the [Standard Industrial Classification \(SIC\) system](#). It was developed jointly by the [U.S. Economic Classification Policy Committee \(ECPC\)](#), [Statistics Canada](#), and Mexico's [Instituto Nacional de Estadística y Geografía](#), to allow for a high level of comparability in business statistics among the North American countries.

This official U.S. Government Web site provides the latest information on plans for NAICS revisions, as well as access to various NAICS reference files and tools.

The official 2012 U.S. NAICS Manual includes definitions for each industry, background information, tables showing changes between 2007 and 2012, and a comprehensive index. The official 2012 U.S. NAICS Manual is available in print and on CD-ROM from the National Technical Information Service (NTIS) at (800) 553-6847 or (703) 605-6000, or through the [NTIS](#) Web site. Previous versions of the NAICS Manual are available.

Additional information on the background and development of NAICS is available in the [History](#) section of this Web site.

## PSC CODES

<http://support.outreachsystems.com/resources/tables/pscs/>



### Product Service Codes (PSCs)

- A - Research and Development
- B - Special Studies and Analyses - Not R&D
- C - Architect and Engineering - Construction
- D - Automatic Data Processing and Telecommunication
- E - Purchase of Structures and Facilities
- F - Natural Resources and Conservation
- G - Social Services
- H - Quality Control, Testing, and Inspection
- J - Maintenance, Repair, and Rebuilding of Equipment
- K - Modification of Equipment
- L - Technical Representative
- M - Operation of Government Owned Facilities
- N - Installation of Equipment

Select a category to the left to see its expanded product supply codes.

Or, search our tables for any supply codes that

Google Custom Search

What are product service codes? Also referre

# MARKET RESEARCH - PROXITY

The screenshot shows a web browser window with the URL [www.proximity-ec.com/MainMenu.aspx](http://www.proximity-ec.com/MainMenu.aspx). The browser's address bar includes navigation icons (back, forward, refresh) and a search engine (Google). Below the browser window, the main menu is organized into three columns of buttons:

- Central Column:**
  - Research All Open Solicitations
  - Just My Opportunities
  - Just My Folders
  - My 90 Day Window
  - My Government RoadMap
  - Just My Contracting Officers
  - All Government Contractors (SAM)
- Parts/Products Column:**
  - Machine Shops Opportunities
  - Search by NSN/NIIN
  - Drawings
  - NSN Market Analysis 3 years
  - NSN Forecasting
  - DLA Prime Contractors
  - Commercial Part Number to NSN
  - APL/AEL Historical
  - Mil-Spec or Non-Govt. Standards
- Research Column:**
  - Expiring Contracts through 2019
  - Find Contracting Officers
  - Award History
  - Teaming/SubContractor Data
  - Prime Contractors By NAICS
  - Agency Profile
  - Business to Business Marketing
  - Federal and State Institutions
  - State, City, and County RoadMap

# MARKET RESEARCH – USASPENDING.GOV

Search Data by Keyword Search Site

Enter Keyword  Go

Advanced Data Search

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 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.

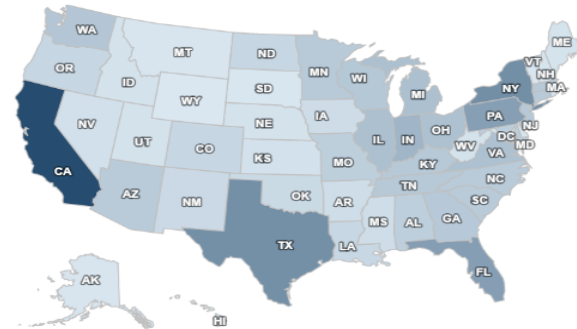


\*See explanation in [Glossary](#)

[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](#)
- [Data Archives](#)
- [About the Data](#)
- [Download Center](#)
- [Contact Us](#)

### SEARCH FOR A RECIPIENT

Recipient Name  Go

### See Awards in Your Neighborhood

ZIP  Go

### SPENDING MAP



# MARKET RESEARCH –

## <https://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**

**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).

**NIA - Operations in Iraq and Syria**

A new National Interest Action value 'Operations in Iraq and Syria' has been added to track the relief contracts.

For Web Portal users the value 'Operations in Iraq and Syria' is available for selection in the National Interest Action field dropdown. The Contract Writing systems using V1.4 shall use the code 'O14S' when creating/updating documents through Business Services.

National Interest Action value 'Operations in Iraq and Syria' is valid from 09/14/2014 to 09/30/2015.

Contracts reported against 'Operations in Iraq and Syria' are available in the National Interest Action report starting Tuesday 10/07/2014.

**FY 2012 Small Business Goaling Report**

FY 2012 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.

**NIA - Oklahoma Tornado and Storm 2013**

A new National Interest Action value 'Oklahoma Tornado and Storm 2013' has been added to track the relief contracts.

For Web Portal users the value 'Oklahoma Tornado and Storm 2013' is available for selection in the National Interest Action field dropdown. The Contract

**Top Recent**

- » [Recovery Report](#)
- » [Hurricane Sandy](#)
- » [Hurricane Irene](#)
- » [Pacific Earthquake](#)
- » [Hurricane Earl F](#)
- » [Gulf Oil Spill Re](#)
- » [Haiti Earthquake](#)
- » [Hurricane Katrin](#)
- » [Hurricane Rita F](#)
- » [Other Hurricane](#)
- » [Oklahoma Tornado Report](#)

**Latest**

- » [NIA - Operation Assistance](#)
- » [Software Release](#)
- » [Upcoming Release](#)
- » [Data Management](#)
- » [Small Business](#)

# INTERESTED VENDORS LIST in FBO.GOV



Federal Business Opportunities



[Home](#) | [Getting Started](#) | [General Info](#) | **[Opportunities](#)** | [Agencies](#) | [Privacy](#)

Buyers: [Login](#) | [Register](#) | Vendors: [Login](#) | [Register](#) |  [Accessibility](#)



## 66--VIBRATOR ASSEMBLY

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

[Notice Details](#) | [Packages](#) | [Interested Vendors List](#) |  [Print](#) |  [Link](#)

 **Original Synopsis**  
May 18, 2016  
7:21 am

[Return To Opportunities List](#) | [Watch This Opportunity](#)  
[Add Me To Interested Vendors](#)

**Solicitation Number:** SPE4A616TW830  
**Notice Type:** Combined Synopsis/Solicitation

**Synopsis:**  
Added: May 18, 2016 7:21 am  
Proposed procurement for NSN 6610011265616 VIBRATOR ASSEMBLY:

Line 0001 Qty 28.00 UI EA Deliver To: DLA DISTRIBUTION SAN DIEGO By:  
0219 DAYS ADOApproved source is 89944 87451510030.

**GENERAL INFORMATION**

**Notice Type:**  
Combined Synopsis/Solicitation

**Posted Date:**  
May 18, 2016

**Response Date:**  
May 26, 2016

**Archiving Policy:**  
Automatic, on specified date

**Archive Date:**  
June 25, 2016

**Original Set Aside:**  
....

# REGISTER IN PRIME CONTRACTOR PORTALS –

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

# Federal Prime Contractors

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

osn.oshkoshcorp.com/ssg.html

Most Visited Getting Started

**ONE SYSTEM. ONE TEAM.**  
**OSHKOSH**  
**ONE OSHKOSH.**  
**OSHKOSH SUPPLIER NETWORK**

### 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.

Index Links Support Center Supplier Quality Manual and Forms

About Us

[Core Values](#)  
[Supplier Profile](#)  
[Interested in doing business with Oshkosh](#)  
[Supplier Standards Guide](#)  
[Supplier Quality Manual](#)  
[Conflict Minerals Communication](#)  
[Supplier Diversity Program](#)  
[Oshkosh Logistics](#)  
[Oshkosh Trademark Policy](#)  
[Oshkosh Corporate Website](#)  
[Archived Supplier Portal](#)

Login Here

[Login](#)  
[Training](#)

### Supplier Standards Guide

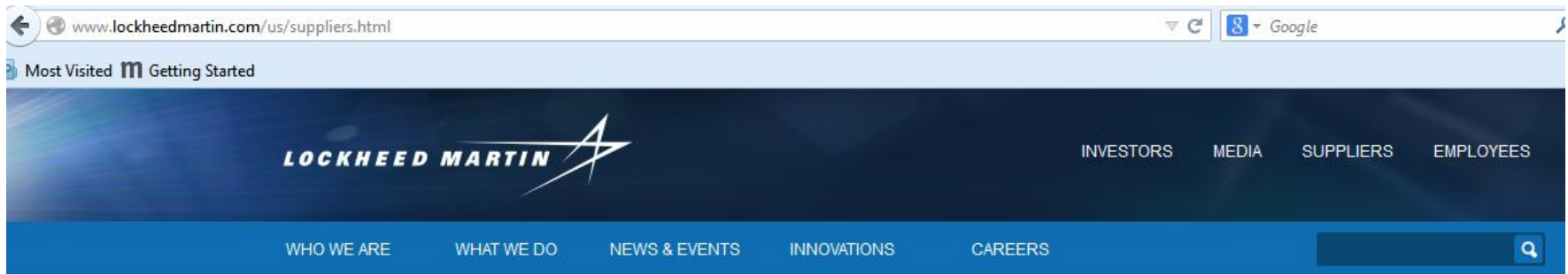
Table of Contents  
Revised: 08-20-14

\* 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	<a href="#">PO Notes</a> 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	<a href="#">SUPPLIER QUALITY MANUAL</a> This section provides information on certification requirements and how you will be rated as a supplier.	<a href="#">See OSN</a>

# 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.honeywellsportal.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 icon for Google. Below the address bar is a navigation bar with the text "Most Visited" and "Getting Started". The main header features the "FINCANTIERI - Suppliers" logo on the left, and "home" and "ita" links on the right. A sidebar on the left contains a "Company" section with links for "About the system", "What we buy", and "Registration". The main content area displays the text "Welcome to FINCANTIERI e-procurement system" above a large graphic of blue water splashing. The text "The sea ahead" is overlaid on the water graphic. In the bottom left corner, there is a login form with fields for "Enter username" and "password", and a "go" button.

# TEAMING & PARTNERING

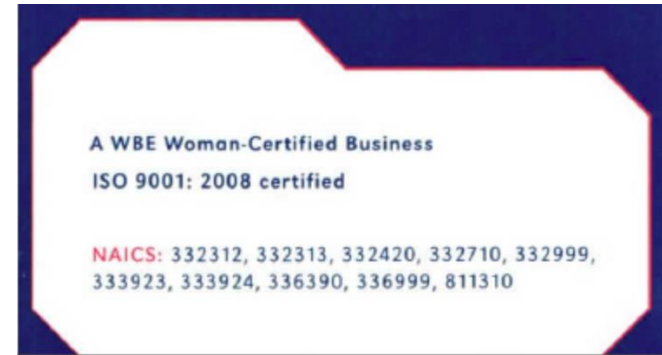
- **Private contract between two or more parties**
- **Prime/Sub Contractor Team**
- **Alliance with one Prime Contractor & one or more Subcontractors**
- **Joint Venture Team**
- **Partnership of two or more businesses that applies to contract opportunity collectively**

# PREPARING MARKETING MATERIALS

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

# MARKETING MATERIALS – YOUR BUSINESS CARD

- Business cards
  - Example: Aurora Manufacturing
  - **CLEARLY** state what your business DOES
  - NAICS
  - CAGE
  - Website
  - Phone #
  - Email



# MARKETING MATERIALS – YOUR CAPABILITIES STATEMENT

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

# MARKETING MATERIALS – YOUR CAPABILITIES STATEMENT



**KL Engineering**  
[A] Better Experience

**Capability Statement**

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

Transportation Design

Construction Management

Planning & Feasibility Studies

Environmental Analyses

Traffic Signal & Lighting Design

Survey & GIS



**Who We Are**

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

**What We Can Do For You • United States Forest Service**

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



**What Makes Us Different**

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

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

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

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

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

**WINNING:** We produce award winning designs and project work.

**Company Details:**

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



**Engineering**

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

# MARKETING MATERIALS – YOUR CAPABILITIES STATEMENT



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

### Contract Information

Duns: 199623596  
Cage Code: GSIJAS

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

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

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

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

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

**Ordering Information**

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

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

 Contract Holder

### FEDERAL CAPABILITIES STATEMENT

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

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

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

**Products Offered**

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

**Key Differentiators**

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

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

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



 **INDUSTRY LEADING MANUFACTURER OF MOBILE POWER EQUIPMENT**



# MARKETING MATERIALS – YOUR WEBSITE

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

# MARKETING MATERIALS – YOUR WEBSITE

The screenshot displays the TAPCO website interface. At the top left, the 'UPI MANUFACTURING' logo is visible, followed by a navigation menu with links for 'Military & Commercial Capabilities', 'About Us', 'Media', 'Contact Us', 'Partners', 'Facilities', and 'Employment Opportunities'. Below this are social media icons for Facebook, Twitter, LinkedIn, Instagram, and YouTube. The main content area features several images: a collection of mechanical parts, a night view of a city with lights, and a close-up of a mechanical component. A large banner on the right side of the main area reads 'Empowered by God'. The TAPCO logo and tagline 'TRAFFIC & PARKING CONTROL CO., INC. The business of safety since 1956' are prominently displayed. A search bar with the text 'Product Search' and a 'GO' button is located to the right. Below the logo, a horizontal navigation menu includes links for 'HOME', 'ONLINE STORE', 'SOLUTIONS', 'DIVISIONS', 'ABOUT', 'CONTRACTS', 'CONTACT', and 'CAREERS'. A phone number '1-800-236-0112' is also present. On the left side, there is a sidebar with a 'TAPCO FEDERAL' logo and a list of links: 'Federal Departments', 'Federal Contracts', 'Federal Resources', and 'Shop Federal Products'. Below these links is a 'Contact our team' section with the phone number 'Call 1-800-236-0112 (8am-5pm CST)' and a 'Contact our team' button. At the bottom left, there is a 'Contracts & Agreements' section with an image of a pen and paper. The main content area on the right features a 'Military Signage' section with a background image of military vehicles and two stop signs, one with the word 'STOP' and the other with Arabic script. The text below the image states: '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.' and includes a 'Learn more' button. Below this section, a paragraph of text reads: '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.'

# MARKETING MATERIALS – OTHER VISIBILITY

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

# MARKETING MATERIALS – YOUR ELEVATOR PITCH

- **1 minute pitch – elevator pitch – KEEP IT TIGHT AND DO YOUR HOMEWORK**
  - **Know what the buyer's company does and how you would fit**
  - **Know what is important to the buyer**
  - Who you are
  - What you do
  - Have you done any work with the government before
  - What makes you special
  - Keep it business
- **5 minute pitch – should include a visual of some kind then ADD**
  - **WHAT CAN YOU DO FOR THEM**
  - A bit of history
  - Capacity
  - Past work
  - What makes you special – management team, design capabilities, relationships.....
  - Other as appropriate
- **15 minute pitch – more visual**
  - **Mission – vision**
  - **Increased specifics depending on what is being sold**
  - **Other**

# NATIONAL CONTRACT MANAGEMENT ASSOCIATION NATIONAL EDUCATION SEMINAR: SUBCONTRACT MANAGEMENT FROM A TO Z

JUNE 2, 2016 LAKE GENEVA, WI

Start Date	June 2, 2016
End Date	June 2, 2016
Time	Registration & Breakfast 7:30 am - 8:00 am Program: 8:00 am - 4:30 pm
Facility	Grand Geneva Hotel
Address	7036 Grand Geneva Way Lake Geneva, WI
Contact Info	Joseph Smetak <a href="mailto:josephs@wispro.org">josephs@wispro.org</a> 414-270-3600
Register Online	<a href="#">Register for Event</a>

NCMA – Wisconsin is pleased to have the author of “Subcontract Management A-Z”, Mr. Jim Kirlin, joining us to present this important topic for Contractors. Mr. Kirlin brings his wealth of knowledge of contracts and supply chain experience gained working from both the federal government and the contractor sides of contracting

**This is a one-day National Education Seminar (NES) that presents subcontract management in the U.S. federal government environment. Subcontract management under a government prime contract is a hybrid between the company’s commercial subcontracting requirements and the federal government’s subcontracting requirements. This seminar is unique in its focus on the topics that make subcontract management different under a prime government contract.**

**Registration for this event** will include a copy of the Subcontract Management from A to Z book, a workbook and the presentation materials. A continental breakfast and lunch will also be served.



**REGISTER**

National Contract Management Association (NCMA) – Wisconsin Chapter

Wisconsin Procurement Institute (WPI)

# 10TH ANNUAL VOLK FIELD SMALL BUSINESS CONFERENCE

JUNE 15, 2016 CAMP DOUGLAS, WI

Start Date	June 15, 2016
End Date	June 16, 2016
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	David Olson <a href="mailto:davido@wispro.org">davido@wispro.org</a> 608-427-2455
Register Online	<a href="#">Register for Event</a>

Registration now Open!

Please [CLICK HERE](#) for more information.

Please [CLICK HERE](#) to view a working agenda.



**REGISTER**

Volk Field Air National Guard Base

Bentley World Packaging, Ltd.

Wisconsin Economic Development  
Corporation (WEDC)

Juneau County Economic Development  
Corporation (JCEDC)

First American Capital Corporation  
(FACC) /American Indian Chamber of  
Commerce (AICCW)

Indianhead Community Action Agency

Native Diversification Network PTAC  
(NDN-PTAC)

Northwest Michigan PTAC

UW-Stout Manufacturing Outreach  
Center

Western Dairyland

Wisconsin Procurement Institute (WPI)

# WPI CONTACT

- Ken Kotloski – [kenk@wispro.org](mailto:kenk@wispro.org)

**FVTC - DJ Bordini Center**

**5 Systems Drive, Suite 201, Appleton, WI 54914**

**Cell: 920-840-4699**