

PRE MARKETPLACE 2016

**A WINNING APPROACH TO CONTRACT AWARD:
PREPARATION, LEAD GENERATION, FOLLOW-UP
AND CLOSING THE DEAL**

September thru November 2016

Various locations throughout Wisconsin

Presented by

US Small Business Administration

Wisconsin Procurement Institute

And Partners

SCHEDULE & REGISTRATION

September 16, 2016 Milwaukee, WI – Milwaukee Urban League, 435 W North Ave Milwaukee, WI 53212

Time: Registration: 8:00 am – 9:00 am, Program: 9:00 am – 11:30 am, Networking: 11:30 am – 12:00 pm

Additional information and registration is available by [CLICKING HERE](#)

September 20, 2016 Wausau, WI – Wausau Entrepreneurial & Education Center, 100 N 72nd Ave Wausau, WI 54401

Time: Registration: 8:00 am – 9:00 am, Program: 9:00 am – 11:30 am, Networking: 11:30 am – 12:00 pm

Additional information and registration is available by [CLICKING HERE](#)

September 22, 2016 Hayward, WI – Lac Courte Oreilles Ojibwa Community College, 13466 West Trepania Road, Hayward, WI 54843

Time: Registration: 8:00 am – 9:00 am, Program: 9:00 am – 11:30 am, Networking: 11:30 am – 12:00 pm

Additional information and registration is available by [CLICKING HERE](#)

September 28, 2016 Eau Claire, WI – Royal Credit Union (RCU)'s Corporate Headquarters, 200 Riverfront Terrace, Eau Claire, WI 54703

Time: Registration: 8:00 am – 9:00 am, Program: 9:00 am – 11:30 am, Networking: 11:30 am – 12:00 pm

Additional information and registration is available by [CLICKING HERE](#)

October 4, 2016 La Crosse, WI – Western Technical College; Room B121 in the Business Education Building, 400 7th St N, La Crosse, WI 54601

Time: Registration: 8:00 am – 9:00 am, Program: 9:00 am – 11:30 am, Networking: 11:30 am – 12:00 pm

Additional information and registration is available by [CLICKING HERE](#)

October 6, 2016 Keshena, WI – College of Menominee Nation, N172 Hwy 47/55, Keshena, WI 54135

Time: Registration: 8:00 am – 9:00 am, Program: 9:00 am – 11:30 am, Networking: 11:30 am – 12:00 pm

Additional information and registration is available by [CLICKING HERE](#)

October 13, 2016 Madison, WI – WWBIC Training Center, 2300 S Park St #103, Madison, WI 53713

Time: Registration: 8:00 am – 9:00 am, Program: 9:00 am – 11:30 am, Networking: 11:30 am – 12:00 pm

Additional information and registration is available by [CLICKING HERE](#)

October 25, 2016 Racine, WI – Gateway Technical College, Michigan Room, 1001 S. Main Street, Racine, WI 53403

Time: Registration: 8:00 am – 9:00 am, Program: 9:00 am – 11:30 am, Networking: 11:30 am – 12:00 pm

Additional information and registration is available by [CLICKING HERE](#)

October 27, 2016 Green Bay, WI – Wisconsin Economic Development Corporation (WEDC), 2071 Larsen Road, Green Bay, WI 54303

Time: Registration: 8:00 am – 9:00 am, Program: 9:00 am – 11:30 am, Networking: 11:30 am – 12:00 pm

Additional information and registration is available by [CLICKING HERE](#)

November 3 2016 Milwaukee, WI – Technology Innovation Center, 10437 Innovation Dr. Milwaukee, WI 53226 – Room 121

Time: Registration: 8:00 am – 9:00 am, Program: 9:00 am – 11:30 am, Networking: 11:30 am – 12:00 pm

Additional information and registration is available by [CLICKING HERE](#)

SUPPORTING PARTNERS

- American Indian Chamber of Commerce-First American Capital Corporation (AICCW-FACC)
- College of Menominee Nation
- Ethnically Diverse Business Coalition (EDBC)
- Gateway Technical College (GTC)
- Heartland Information Research, Inc. (HIR)
- Hmong Wisconsin Chamber of Commerce (HWCC)
- Juneau County Economic Development Corporation (JCEDC)
- Lac Courte Oreilles Ojibwa Community College
- LaunchBox Business Resource Center
- Milwaukee Urban League (MUL)
- Native Diversification Network Procurement Technical Assistance Center (NDN PTAC)
- Royal Credit Union (RCU)
- Technology Innovation Center (TIC)
- US Small Business Administration (SBA)
- Wausau Entrepreneurial & Education Center (WEEC)
- Western Dairyland
- Western Technical College (WTC)
- WisDOT Inter-Tribal Task Force
- Wisconsin Economic Development Corporation (WEDC)
- Wisconsin Indian Business Alliance (WIBA)
- Wisconsin Procurement Institute (WPI)
- Wisconsin Women's Business Initiative Corporation (WWBIC)

INTRODUCTIONS

- HOSTS
- AUDIENCE
- Anyone Else



What we will be talking about -

- **How to improve your firms return on investment from attending the Marketplace 2016 conference [or any other conferences or trade shows]**
- **How to increase success in closing sales and receiving contract awards from government and business**



300 New Jobs at Oshkosh Defense

BY: Raquel Lamal
POSTED: 5:21 PM, Aug 11, 2016
UPDATED: 5:22 PM, Aug 11, 2016



VIDEO BY WGMA

+SHOW CAPTION

A A A

Excitement is running high at Oshkosh Defense this week.

"Getting this contract is great news," said Senator Tammy Baldwin.

SHARE ARTICLE



Oshkosh Defense got a \$7 billion contract developing Joint Light Tactical Vehicles known as JLTV's. Those will replace the Humvee's in the military.

USS Detroit Accepted by Navy

By *Ardelia Lee* - Aug 16, 2016 0



277
SHARES



The U.S. Navy has accepted delivery of the future USS Detroit during a ceremony on August 12 at the Fincantieri Marinette Marine shipyard in Marinette, Wisconsin. Detroit is the eighth littoral combat ship (LCS) to be delivered to the Navy and the fourth Freedom variant to join the fleet.

So you hear about and read about businesses getting BIG awards in Wisconsin, but.....

Stratatech Awarded BARDA Project BioShield Contract Valued up to \$247 Million for StrataGraft® Skin Tissue for Thermal Burns

October 05, 2015 09:00 AM Eastern Daylight Time

MADISON, Wis.--(BUSINESS WIRE)--Stratatech Corp., a leading regenerative medicine company, announced today that it has been awarded a contract valued at up to \$247 million by the Biomedical Advanced Research and Development Authority (BARDA), part of the U.S. Department of Health and Human Services' Office of the Assistant Secretary for Preparedness and Response. The contract is for

Wisconsin's TOP Small Business Contractors – FY2016 to date

1	TOWER INDUSTRIES, INC.	Greenville, MFG	\$38.37M
2	DIDION, INC	Johnson Creek, Grain	\$28.55M
3	AVANTTI BUILDERS GROUP LLC	Milwaukee, Construction	\$20.30M
4	STATZ CORPORATION	Cross Plains, Distributor MFG, SDVOSB	\$11.08M
5	BRUNO INDEPENDENT LIVING AIDS, INC.	Waukesha, Wheelchair lifts	\$8.14M
6	ONEIDA TOTAL INTEGRATED ENTERPRISES, LLC	Green Bay, Environmental/Construction, Native 8a	\$6.91M
7	WELDALL MFG., INC.	Waukesha, MFG	\$6.70M
8	CLARK'S TRADING CO.	Mukwonago, Food	\$6.47M
9	R. STRESAU LABORATORY, INC.	Spooner, Explosives	\$5.83M
10	WEINBRENNER SHOE COMPANY, INC.	Merrill, Boots	\$5.80M
11	OCENCO, INCORPORATED	Pleasant Prairie, Oxygen regulators	\$5.55M
12	SHORELAND, INC	Milwaukee, Internet publishing	\$5.08M
13	BPD ENGINEERING, LLC	Green Bay, Warehousing, SDB	\$4.44M
14	BADGER TRUCK CENTER, INC	Milwaukee, vehicle parts	\$3.85M
15	LDV INCORPORATED	Burlington, vehicle MFG	\$3.85M

First Time Wisconsin Federal Contractors FY2016

Contractor	City	County	# Trans	Amount	Product / Service	Agency	Type of Business
PGB LLC	SEYMOUR	Outagamie	1	\$1.49M	HVAC	VA VISN 12	Small. WOB, SDB
QUALITY LOCKOUT, LLC	MILWAUKEE	Milwaukee	2	\$927.60K	Engineering Services	TACOM - Anniston Depot - AL	Small
BERNERS-SCHOBER ASSOCIATES, INC.	GREEN BAY	Brown	4	\$645.62K	A/E Design	VA VISN 12	Small, SDB
FUZEDATA, INC.	FRANKSVILLE	Racine	2	\$539.80K	Computer Devices	NAVSEA	Small
AMERICAN PATRIOT CONSTRUCTION SERVICES, INC.	COLGATE	Washington	1	\$536.55K	Building Repair	VA VISN 12	Small, SDB
FLOWNAMICS ANALYTICAL INSTRUMENTS, INC	MADISON	Dane	1	\$155.13K	Laboratory Equipment	FDA	Small
S&M TOOL, INC.	ONEIDA	Outagamie	5	\$107.16K	Manufacturing	Coast Guard	Small, 8(a), SDB, Native
WI MILITARY&INDUSTRIAL MANUFACTURING INC	MILWAUKEE	Milwaukee	10	\$90.28K	Manufacturing	Defense Logistics Agency	Small, SDB, SDVOSB
MERRILL GRAVEL AND CONSTRUCTION COMPANY	MERRILL	Lincoln	1	\$86.26K	Culvert Replacement	USDA - Forest Service	Small
KENRICH INDUSTRIAL, INC.	WAUKESHA	Waukesha	2	\$77.84K	Motor	USACE - Detroit	Small
SCHMITT&SONS EXCAVATING, INC.	SOMERSET	St. Croix	1	\$74.70K	Demolition	National Park Service	Small
MCCLEAN ANDERSON, LLC	SCHOFIELD	Marathon	1	\$72.69K	Filament Winder	Edwards AFB - CA	Small, SDB
LEMKE INDUSTRIAL MACHINE LLC	MARATHON	Marathon	2	\$62.52K	Brakes	USACE - Walla Walla	Small
INTERSTATE POWER SYSTEMS, INC.	BUTLER	Waukesha	2	\$60.86K	Generator maintenance	VA VISN 12	Small and Other than Small
LEMKE STONE, INC.	LANNON	Waukesha	2	\$57.72K	Boulders	USACE - Chicago	Small

SO.....

How do companies get this work

- Federal agencies
- State Government
- Local Government
- Corporate / Large Prime



INSIGHTS to the **DECISION MAKING** and **BUYING PROCESS**

There has to be a **REASON TO PURCHASE**

- NEED
- PROBLEM THAT NEEDS SOLVING
- **NO ONE HAS TO BUY FROM YOU**

INSIGHTS to the **DECISION MAKING** and **BUYING PROCESS**

There has to be **FUNDING AVAILABLE** to make the purchase.

NO MONEY – NO PURCHASING

It has to be a **PRIORITY – a CHOICE**

What is more important – to the **DECISION MAKERS?**

- *Do we repair / maintain a ship or replace with a newer design*
- *Do we plant flowers and water the median strips or let them go dry*
- *Do we replace an old building or just upgrade it to be more energy efficient*
- *Do we put more money into a base in Wisconsin or one in Illinois*
- *Do we replace a stretch of highway in Bayfield or Racine*
- *Do we hire more security or put in cameras*
- *And ON and ON and ON and ON*



INSIGHTS to the **DECISION MAKING** and **BUYING PROCESS**

- OK THEN, WHO IS GOING TO **DECIDE – the DECISION MAKING ONION**
 - Management – priorities – ultimate large dollar decisions
 - Buyers – execute the buy
 - End users – impact decisions and need at lower levels
 - Small Business / Diversity representatives
 - Gatekeepers or Locked Doors?
- **YOU NEED TO KNOW WHO IS GOING TO DECIDE**



INSIGHTS to the **DECISION MAKING** and **BUYING PROCESS**

SMALL IS GOOD – it is **VERY, VERY GOOD**

Each level of Government is different – both in value of “certifications” and types of “certifications”

First lets look at Federal



Small Business Programs

Shane Mahaffy

Lead Business Opportunity Specialist



U.S. Small Business Administration

Women Owned Small Business Program

Women Owned Small Business (WOSB)

Economically Disadvantaged Woman Owned Small Business
(EDWOSB)

Women Owned Small Business Program

Eligibility

WOSB

- 51% owned & controlled by one or more women who are US citizens
- The firm must be “small” in its primary industry in accordance with SBA’s size standards for that industry
- Primarily managed by one or more women

Women Owned Small Business Program Eligibility

EDWOSB

- Satisfy all conditions of WOSB
- Personal net worth of less than \$750,000
- Adjusted annual gross income of \$350,000 or less
- Market value of all assets does not exceed \$6 million

Women Owned Small Business Certification

Self Certification

- WOSB or EDWOSB may self certify
- NEW portal for certification (<https://certify.sba.gov/>)
- Contracting officer may/will request additional documentation
- If already certified, all documents are transferred to certify.sba.gov, **firm must create as a new user account and update their records**

Third Party Certification

- May be certified by an authorized Third Party Certifier (not required)
- Existing 8(a) program certification may be eligible

Women Owned Small Business

Benefits

North American Industry Classification System (NAICS) effective February 26, 2016.

Eligible only for NAICS codes in which the SBA has determined the EDWOSB or WOSB concerns are underrepresented in Federal Procurement.

[EDWOSB](#) [WOSB](#)

Service Disabled Veteran Owned Small Business - Eligibility

The Service Disabled Veteran (SDV) must have a service-connected disability that has been determined by the Department of Veterans Affairs or Department of Defense

The SDVOSB must be small under the North American Industry Classification System (NAICS) code assigned to the procurement

Service Disabled Veteran Owned Small Business - Eligibility

The SDV must unconditionally own 51% of the SDVOSB

The SDV must control the management and daily operations of the SDVOSBC

The SDV must hold the highest officer position in the SDVOSB

Department of Veterans Affairs Procurements

All SDVOSB and VOSB must be VA certified through Center for Verification and Evaluation (CVE)

HUBZone Program

Historically Underutilized Business Zone

Contracting preference program designed to stimulate economic development and create jobs

HUBZone Program - Eligibility

Must be a small business by SBA standards in its primary NAICS.

Must be owned and controlled at least 51% by U.S. citizens, or a Community Development Corporation, an agricultural cooperative, or an Indian tribe.

HUBZone Program - Eligibility

Principal office must be located within a Historically Underutilized Business Zone

At least 35% of employees must reside in a HUBZone.

[Is my location in a HUBZone?](#)

8(a) Business Development Program

The 8(a) Business Development Program is a business assistance program for small disadvantaged businesses.

8(a) Business Development Program

Certified firms may receive sole-source contracts

- up to \$4 million for goods and services
- up to \$6.5 million for manufacturing

Mentor-Protégé Program

Joint ventures and teaming

8(a) Business Development Program

Unconditionally owned and controlled (at least 51%) by one or more socially AND economically disadvantaged individuals who are US citizens.

Individual claiming disadvantage must manage the firm full time.

8(a) Business Development Program

Net worth must be less than \$250K

Principals must show good character

Meet small business size standards

In business for more than two years

Small Business Mentor – Protégé Program

The small business mentor-protégé program is designed to enhance the capabilities of protégé firms by providing business development assistance and improving the protégé firms' ability to successfully compete for federal contracts.

Small Business Mentor – Protégé Program

The SBA will begin accepting applications for the All Small Mentor Protégé Program on October 1, 2016

Applications from prospective participants **will only be accepted** using the new online application through certify.sba.gov.

Mentors

Any concern that demonstrates a commitment and the ability to assist small business concerns may act as a mentor.

Mentors

- In order to qualify as a mentor, a concern must demonstrate that it:
 - Is capable of carrying out its responsibilities to assist the protégé firm under the proposed mentor-protégé agreement
 - Possesses good character
 - Does not appear on the federal list of debarred or suspended contractors; and
 - Can impart value to a protégé firm due to lessons learned and practical experience gained or through its knowledge of general business operations and government contracting.

Protégés

In order to initially qualify as a protégé firm, a concern must qualify as small for the size standard corresponding to its primary NAICS code;

Or identify that it is seeking business development assistance with respect to a secondary NAICS code and qualify as small for the size standard corresponding to that NAICS code.

Protégés

A protégé firm may generally have only one mentor at a time.

SBA may approve a second mentor for a particular protégé firm where the second relationship will not compete or otherwise conflict with the assistance set forth in the first mentor-protégé relationship.

Benefits

A protégé and mentor may joint venture as a small business for any government prime contract or subcontract, provided the protégé qualifies as small for the procurement

Written Agreement

The mentor and protégé firms must enter a written agreement setting forth an assessment of the protégé's needs and providing a detailed description and timeline for the delivery of the assistance the mentor commits to provide to address those needs.

Written Agreement

The agreement **will not** be approved if SBA determines that the assistance to be provided is not sufficient to promote any real developmental gains to the protégé;

Or if SBA determines that the agreement is merely a vehicle to enable the mentor to receive small business contracts.

Term

The term of a mentor-protégé agreement may not exceed three years, but may be extended for a second three years.

SBA- Wisconsin District Office

For more information on SBA's programs and services

Please contact:

Shane Mahaffy, Lead Business Opportunity Specialist

Telephone: 414-297-1455

Email: Shane.Mahaffy@sba.gov

Or visit our office web site at www.sba.gov/wi

SBA - Wisconsin Offices

Wisconsin District Office

310 West Wisconsin Ave.

Suite 580W

Milwaukee, WI

Phone: 414-297-3941

Wisconsin District Office

740 Regent Street

Suite 100

Madison, WI

Phone: 608-441-5261

The State of Wisconsin and Local Governments also have similar programs – WHY IMPORTANT – decreases COMPETITION



DIVISION OF ENTERPRISE OPERATIONS For Recertification/Annual Updates: [\[Log In\]](#)
WISCONSIN SUPPLIER DIVERSITY PROGRAM [Instructions for New Application](#)
BUSINESS CERTIFICATION PROGRAM [Instructions for Recertification](#)
[Instructions for Annual Update](#)

Home Search for a business Apply for Certification Information



wisdp.wi.gov

WELCOME TO THE WISCONSIN SUPPLIER DIVERSITY PROGRAM - BUSINESS CERTIFICATIONS
CLICK HERE TO VIEW THE WISCONSIN SUPPLIER DIVERSITY PROGRAM'S MBE & DVB ANNUAL REPORT
[2015 SUPPLIER DIVERSITY ANNUAL REPORT](#)

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

[Search Certified Suppliers Database](#)

[Apply for Certification](#)

[Login](#)

Certification Types

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

MMSD has a strong commitment to the Small, Veteran, Women, Minority (SWMBE) businesses. In order to encourage SWMBE participation, we've established procurement goals of 13% for MBE for SBE/VBE's, and 2% for WBE's. In 2013, the District awarded contracts or subcontracts totaling \$10 million, or 25.2% of all procurement awards to SWMBE's.

<http://www.mmsd.com/procurement/SWMBE>

<http://wisconsindot.gov/Pages/doing-bus/civil-rights/dbe/default.aspx>

Business Enterprise (DBE) Program

The DBE program started with Surface Transportation funding, requiring placing at least 10 percent of federal highway and transportation projects with disadvantaged small business operators. A subsequent program was established for federal projects. These funds translate into millions of dollars of work for DBE firms.

[DBE Policy statement \(Reference 49 CFR Part 26.1\)](#)

county.milwaukee.gov/cbdp/CertificationServices.htm

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[Printable Version](#)

Certification Services

Certification is the process used by Milwaukee County's Community Business Development Partners department (CBDP)

<http://city.milwaukee.gov/OSBD#.V9sA-pgrKUk>



Welcome to the [Office of Small Business Development](#)

The City of Milwaukee's Office of Small Business Development (OSBD)

Certification Summary

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

What is the **DRIVER** in the **DECISION MAKING PROCESS**

- **Evaluation criteria**

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

- **Past Performance** – YOUR REPUTATION (they talk you know)

- **Price – Best Value - Competitive**

What is the **DRIVER** in the **DECISION MAKING PROCESS – WHY YOU**

- **Experience – do you have it**
 - **Work of the same type** – you are going after renovation of 1000 sq ft at the VA Milwaukee / you have been successful at renovating 800 sq ft at VA Iron Mountain
 - **Work that was similar in size and scope** – you are going after grounds maintenance at the 128th ARW – no experience or have you done similar work for a small business down the street
- **Capacity / capabilities**
 - One man show bidding on \$1 million contract requiring 5,000 labor hours in 3 different labor categories?
 - Bonding – financing
 - Award would double the size of your company

Why is someone **NOT CHOSEN**

- **NOT RESPONDING**
- **NOT RESPONDING** to bid / solicitation **AS REQUIRED**
 - Late in submitting
 - Saying you can do X but they are asking for Y
 - Not answering questions
 - Asking to replace windows that can open – you offer windows that are sealed shut
- Can't demonstrate that you can **MEET THE REQUIREMENTS**
- **PRICE**
- **LACK** of **CAPABILITY** or **CAPACITY**
- **LEGAL** or **FINANCIAL ISSUES**
- **BAD PAST PERFORMANCE**
- **NO EXPERIENCE** (but there are ways to take the first step – later on this)

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

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

SO let's talk about

HOMework – MARKET RESEARCH (Intelligence)

- **SOME BASICS – You need to learn about your potential customers**
 - Use the INTERNET
 - ATTEND or PARTICIPATE in events, seminars, networking.....
 - Read – newspapers, publications..... STAY CURRENT
 - Direct contact – whenever and wherever you can get it
 - Participate in Associations, Trade Groups, Business Groups..... especially those with members that you may want to meet
 - Join groups such as **SAME, NDIA, NCMA**..... WHY?

Federal Agencies – WHO is BUYING / WHO is WINNING CONTRACTS / HOW MUCH / WHEN

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

- USASPENDING more user friendly

The screenshot shows the USA SPENDING.GOV website. At the top left is the logo with the text "USA SPENDING.GOV An official website of the U.S. Government". To the right is a search bar with "Search Data by Keyword" and "Search Site" labels, a search input field, and a "Go" button. Below the search bar is a navigation menu with links: 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.

Category	Amount (Relative)
Contracts	Low
Grants	Medium
Loans	Very Low
Other Financial Assistance*	High

*See explanation in [Glossary](#) [Text View of Overview of Awards](#)

AWARDS BY STATE - FY 2016
Roll over map to see data. Click on state for more details

[Text View of Awards by State](#)

SHORTCUTS
• [FAQs](#)

SEARCH FOR A RECIPIENT
Recipient Name

SPENDING MAP

Federal Agencies

— WHAT AGENCIES ARE BUYING / WHO WON the BIG CONTRACTS

- www.fbo.gov

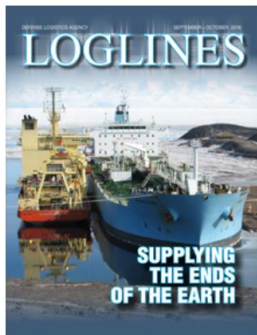
The screenshot shows the FEDBIZOPPS.GOV website interface. At the top, there is a navigation bar with links for Home, Getting Started, General Info, Opportunities (highlighted), Agencies, and Privacy. Below the navigation bar, there are links for Buyers (Login | Register) and Vendors (Login | Register), along with an Accessibility icon. The main content area is titled 'Opportunities' and includes a 'RETURN TO OPPORTUNITIES' link. There are tabs for Opportunities List, Advanced Search, Search Results (selected), and Archives. A warning message states: 'Please note, there may be opportunities FBO did not recognize by this search. The results returned are based on agency input. If for any reason the submitting agency did not enter the Place of Performance location information, the system will not return that opportunity in the results.' Below the warning, there are 'Refine Results' and 'Clear Search' buttons. The search results are displayed as a table with columns for Opportunity, Agency/Office/Location, Type / Set-aside, and Posted On. The results are sorted by 'Posted On (Desc.)' and show 20 items per page. The first six results are listed below.

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

Federal Agencies - OTHER

- WPI Bid Matching – FREE – ask JOE
- Agency acquisition forecasts
- News specific to Federal agencies

The screenshot shows the ACQUISITION.GOV website. The main heading is 'Agency Recurring Procurement Forecasts'. Below it is a 'Home Page' section with a 'Procurement Forecast' dropdown menu. The dropdown menu lists various federal agencies: Department of Agriculture, Department of Commerce, Department of Defense, Department of Education, Department of Homeland Security, Department Housing and Urban Development, Department of the Interior, Department of Justice, Department of Labor, Department of State, Department of Transportation, Department of the Treasury, Department of Veterans Affairs, Agency for International Development, Environmental Protection Agency, Federal Emergency Management Agency, General Services Administration, and National Aeronautics & Space Administration.



DLA.mil

<http://www.mvr.usace.army.mil/>

The screenshot shows the FEDERAL NEWS RADIO website. It features a 'Fiscal 2017 budget deadline' countdown timer showing 15 days, 00 hours, 58 minutes, and 09 seconds. The website also has a navigation bar with 'PAY & BENEFITS', 'WORKFORCE', 'TECH', and 'MANAGEMENT'.

The screenshot shows a 'News Releases' section with three articles:

- Lock and Dam 16 Visitor Overlook Access**
Published: 9/6/2016
- River Commission hosting Public Meeting in Hannibal**
Published: 8/9/2016
- Corps, Partners celebrate 30 year anniversary for Upper Mississippi River Restoration Program**
Published: 8/4/2016
- Rock Island District Hosts Public Open House to Celebrate 150 Year Anniversary**
Published: 7/29/2016



Govexec.com

LATEST NEWS

The advertisement for 'Real McCoy' newspaper says: 'FORT MCCOY'S ONLY NEWSPAPER: Real McCoy. CLICK FOR THE LATEST ISSUE. NOBODY DOES COMMUNITY NEWS LIKE WE DO!'.

The advertisement for '88th RSC, Fort McCoy' says: '88TH RSC, FORT MCCOY. MISSIONS & CAPABILITY BRIEFING CARD'.

<http://www.mccoy.army.mil/>

The Government Executive logo is shown along with social media icons for Facebook, Twitter, LinkedIn, and RSS. Below the icons are the words 'NEWSLETTERS | INSIGHTS | EVENTS'.

NEWS MANAGEMENT OVERSIGHT DEFENSE TECH

Congress Tries to Avoid Government Shutdown Nears

Lawmakers hope to vote next week on a short-term continuing resolution
[READ MORE](#) | 2:48 PM ET | 19 Comments



Federal Primes

- Same as above PLUS
 - GSA eLIBRARY www.gsaelibrary.gsa.gov
 - DOD <http://www.acq.osd.mil/osbp/sb/dod.shtml>
 - SBA – SubNET <http://web.sba.gov/subnet/search/index.cfm>
 - System for Award Management SAM – www.sam.gov
 - Auto searches – Google Alerts – RSS and similar
 - Prime websites – most have ENTRY PORTALS - REGISTER



Fastenal Supplier



Diversity Makes Us Strong

At Fastenal we recognize the many opportunities our Supplier Diversity program facilitates for our organizations. Understanding this demonstrates our business with companies that reflect the diversity of our customer base.

Goal

The goal of Fastenal's Supplier Diversity program is to increase the number of diverse suppliers in our supply chain.

<https://www.fastenal.com/en/46/supplier-diversity>

<p>Prospective Suppliers</p> <ul style="list-style-type: none"> • Doing Business with Lockheed Martin • Provide Your Marketing Information (form) <ul style="list-style-type: none"> • Instructions for submittal 	<p>Supplier Diversity</p> <ul style="list-style-type: none"> • Awards • eTraining & Video Center • Get Connected (Webinars) • Government Outreach Programs • Supplier Diversity Resources • Veteran's Corner • Who's Knocking
<p>Immediate Needs Bulletin Board</p> <p>Procurement Opportunities</p> <p>For more details on the services required, visit the Immediate Needs Bulletin Board</p>	<p>Supplier & Industry Initiatives</p> <ul style="list-style-type: none"> • Aerospace and Defense Global Trading Exchange (Exostar) • Customs-Trade Partnership Against Terrorism (C-TPAT) • DoD Procurement Toolbox • Lockheed Martin Supplier UID Portal

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

<http://www.westonsolutions.com/small-business-program/>



Small Business Program

Weston maintains a highly successful small business program. We continuously seek out and support small businesses, and Veteran-Owned Small Businesses, and Veteran-Owned Small Business assignments in public and private markets. Our programs include, but are not limited to, the following:

- Environmental Remediation
- Environmental Field Support
- Environmental Compliance

State and Local Agencies

- Basics are the same
- Add publications unique to this market such as Daily Reporter.....
- Vendorsnet <https://vendorsnet.wi.gov/>
- Open Book WI
<http://openbook.wi.gov/>
- Milwaukee County and other agency websites
<http://county.milwaukee.gov/PendingBidsQuotesand7951.htm>

The screenshot shows the NASPO website interface. At the top right is the NASPO logo and name. Below it are two main navigation categories: 'PROCUREMENT U' and 'RESEARCH & PUBLICATIONS'. Under 'PROCUREMENT U', there is a section for 'BID TABULATION / VENDOR AWARD'. This section lists three bid awards:

- BID AWARD 11150017 - Fuel Dispensing Pumps**
Badger Oil Equipment Co
12030 W Ripley Avenue
Milwaukee, WI 53226
- BID AWARD 12150010 - Computer Hardware/Switches**
C.D.W. Government
230 North Milwaukee Avenue
Vernon Hills, IL 60061
- BID AWARD 12150011 - Combi-Oven**
Stafford Smith
1195 N. Oakton Road

A yellow highlight box contains the URL <http://www.naspo.org/>. Below the bid listings is a large banner for 'Open Book Wisconsin' with a background image of the Wisconsin State Capitol and a map. The banner includes a navigation menu with 'Home', 'Expenditures', 'Other Resources', 'Common Questions', and 'Contact'. Below the banner, the 'Expenditures' section is visible, with a sub-header 'Expenditures' and a paragraph: 'The expenditures data includes the payment information for purchasing goods or services, travel and vendor payments by Agency, Category, or Vendor. begin, click on any of the search options below.' At the bottom of the page is a dark blue button labeled 'Begin Your Search'.



15 minutes



Based on YOUR MARKET RESEARCH and INFORMATION GATHERING

ARE YOU A GO or NO GO

IS THIS MARKET FOR YOU?

It is take a serious investment of resources and yes **TIME COUNTS**

YOU ARE IN IT TO WIN IT! (if not focus/spend your resources on succeeding in another market)



SO CONSIDER the following in making YOUR DECISION

- Is there a **NEED** for what I am selling or a **PROBLEM** I can solve
- **Which market to target**
 - Federal
 - State – Local
 - Corporate - Prime
- **Can I COMPETE? Can I REALLY COMPETE**
 - Price
 - Delivery
 - Capacity
 - Quality
 - Financing
- **CAN I MAKE MONEY**



SO IT IS A GO – now Develop Your Approach

- **Target the MARKET** – Federal (Army, VA, FAA.....), Federal Primes (Oshkosh, Boeing, WPS Health Insurance....), State of WI, WisDOT, City, County,
- Target **INTRODUCTIONS**
- Prepare **MARKETING MATERIALS**
 - Capabilities Statement
 - Business Cards
 - Website
 - Pitch
 - 30 second
 - Longer

THE BUSINESS CARD

- **Stand alone representation of you and your business**
 - Full Company Name – **Milwaukee Manufacturing**
 - Name and title – **Samantha Stumpf, President**
 - TAG line if company name does not provide description of what company does - **Custom Specialty Metal Parts**
 - Full address (not PO Box) – **Town Industrial Park, 1234 W. Newberry Dr., North Allis, WI 53222**
 - Telephone, email and website – **414-111-2345** and **sstumpf@milwaukeeemfg.com** and **www.milwaukeeemfg.com**
 - Certifications – **Woman Owned, HUBZone Certified Small Business and ISO 9001 and ITAR**
 - NAICS codes /PCS-FSG, NIGP, DUNS, CAGE – state and local if appropriate -
<http://www.census.gov/eos/www/naics/> -
<http://support.outreachsystems.com/resources/tables/pscs/> -
http://vendornet.state.wi.us/vendornet/asp/CC14_Form.asp
 - GSA Schedule number / other long term contracts and contract numbers (IDIQs, OASIS,)
 - OTHER – unique features, recognitions, etc.

THE BUSINESS CARD

- **Appearance**

- Light in color – so recipient can write on
- Not glossy – so recipient can write on
- Not CUTE – this is business
- Leave “white space” for notes by recipients



Milwaukee Manufacturing

Custom Specialty Metal Parts

Samantha Stumpf, President

*Town Industrial Park
1234 W. Newberry Dr.
North Allis, WI 53222*

414-111-2345

sstumpf@milwaukeeemfg.com

www.milwaukeeemfg.com

ISO 9001

ITAR

***Woman Owned
HUBZone Certified
Small Business***



DUNS – 119922883 CAGE – 1FFDA

Experienced supplier to the Defense Industry

NAICS Codes – 333612, 331492, 332119, 332322

FSC/PSC – 18,20,22,23

Member: National Defense Industrial Association (NDIA)

Recognition: Wisconsin Marketplace –

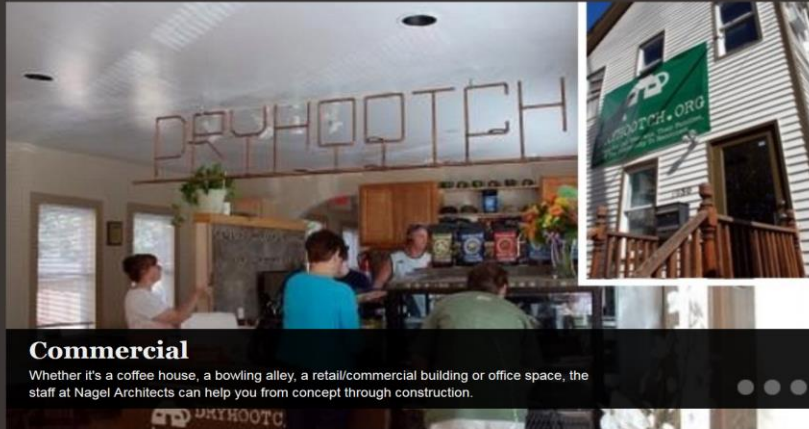
2013 Woman Owned Business Award Winner

THE WEBSITE – a MUST HAVE

- **If you are a serious competitor for Government work – your website MUST reflect information targeted to the Government audience.**
- Break out Government section via TAB or other mechanism
- Link to Capabilities Statement (downloadable)
- About your business in the Government market
- About your product or service in the Government market
- Current news – information about recognition, community service, involvements, press releases, etc.
- Technical information if appropriate
- Conferences that you will be participating in or attending if appropriate
- Experience – past performance examples
- Hot link to GSA – IDIQ type contracts other online purchasing vehicles
- Other information that a Government representative would be looking for
- **ALSO USE SOCIAL MEDIA WHEN APPROPRIATE AND POSSIBLE**



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



Commercial

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



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



Partnering

Relationships...

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



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



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



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



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

TAPCO
FEDERAL

Federal Departments ▶

Federal Contracts ▶

Federal Resources ▶

Shop Federal Products

Contact our team

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

Contact our team

Contracts & Agreements

Learn More ▶



We want to be your primary supplier of traffic and parking control items while making it as easy and economical for you as possible. GSA Advantage has been the most reliable and proven source for thousands of Federal purchasers worldwide offering the most comprehensive selection of approved products and services from GSA/VA Schedules as well as all GSA Global Supply products. TAPCO is a complete supplier of traffic & parking goods for the GSA Advantage buyers. TAPCO prides itself on customer service & your complete satisfaction is guaranteed. Please call **1-800-236-0112** or [email us](#) with any questions.

TAPCO Federal Features & Benefits

- Complete supplier of traffic & parking goods for GSA Advantage buyers
- Access to contract ordering information, terms and conditions and up-to-date pricing is available through [GSA Advantage!](#)



KPH Government Construction

KPH Government Construction

KPH Construction has a long history with local, state and federal government. We are cleared at the highest levels to immediately perform government construction and environmental work without delay for the General Services Administration (GSA), Veterans Administration (VA), Air National Guard, Small Business Administration (SBA), Federal Aviation Administration (FAA), Federal Bureau of Investigation (FBI), Secret Service, Central Intelligence Agency (CIA), the Department of Transportation (DOT), just to name a few.

KPH has been awarded several multi-task contracts:

- Indefinite Delivery/Indefinite Quantity (IDIQ) contract with the GSA for three zones in the state of Michigan
- Noise Management Program (NMP) for the area surrounding Milwaukee's Mitchell International Airport – an FAA-funded sound mitigation program to provide improvements to windows, doors, insulation, indoor air quality (IAQ), electrical and mechanical upgrades to 574 homes and multi-family properties
- Six-state Region 5 GSA contract for general contracting

General Contracting

KPH Construction is a licensed commercial general contractor, providing successful management and self-performed services

Type and hit enter to search

GOVERNMENT TEAM



Steve Madziarczyk *Exec. Vice President, Construction*

[EMAIL >>](#)

CONTACT US

[Sign up for our e-newsletter](#)

Wisconsin - Corporate

1237 West Bruce Street
Milwaukee, WI 53204
phone 414-647-1530



Energy Efficient Lighting for all applications



Projects

Energy Tech Solutions, LLC has sold LED lighting lamps and fixtures in all 50 US States and 15 foreign countries. Here is a representation of the clients that we work with:

- American Family Flagship
- Baxter Healthcare
- Memorial Medical Center
- NASA
- USDA
- Orange County Convention Center
- CED
- WESCO
- HD Supply
- Cathedral of Faith
- CB Richard Ellis
- Lincoln Harris
- Graybar



THE CAPABILITIES STATEMENT

- **Five key elements are included in a successful capability statement:**
 - ***1. Core competencies***
 - ***2. Past performance***
 - ***3. Differentiators***
 - ***4. Corporate data***
 - ***5. Contact information***
- A Capability Statement should also include your firm's name, logo, tag line and other branding elements. It should be free of long paragraphs but instead, should use short sentences and bulleted lists for quick review. We recommend that you customize your CAPE's for various market segments. You should not itemize or number your CAPE statement but should include ALL 5 elements.

THE CAPABILITIES STATEMENT

1. *Core Competencies*

Begin this section with a short introduction statement relating the company's basic capabilities to the customer's specific needs utilizing bullet points. This is NOT everything a firm is capable of doing. Focus on what is important to your potential customer.

2. *Past Performance*

In this section you want to highlight your past experience. Include past customers (if they approve) for whom your business has done similar work. Focus on projects that will highlight the capabilities your potential customer will be looking for. Each listed reference should include: the organization name, location, project name or contract, month/year completed, a brief sentence describing work performed. **CRITICAL** – always ask permission to use this information from the past customer! **ALSO** – do not include any contact information or value of project. Also include if your projects or your work have received recognition.

THE CAPABILITIES STATEMENT

3. ***Differentiators***

- *Why should I pick YOU?*
- *How is your company best suited for the needs of your potential customer?*
- *What is it about your product / services that make you stand above the rest?*
- *What is it about your people that give you the advantage over your competitors?*
- *Why are your products / services a better solution than the others that are available?*
- *Are you or your firm active members of business or philanthropic organizations or participate in community, STEM (Science, Technology, Engineering and Math), business or youth initiatives?*

4. ***Company Data***

Include one or two short sentences about your company. This is the section where you would include:

- *Socio-economic program certifications including - Federal, State, Local and Corporate - including 8(a), HUBZone, SDVOB, DBE, etc.*
- *NAICS / NIGP / PSC-FSC codes (all but limit to 12 or so) do not include code descriptions*
- *DUNS number / CAGE code (if you have one)*
- *Acceptance of Credit Cards for payment(if applicable)*
- *Current Federal GSA Schedule or IDIQ / long term contract / agreement number(s)*
- *State / Local long term contracts*

THE CAPABILITIES STATEMENT

5. **Contact Information**

Your contact information should include a specific person(s) in your organization that could be contacted if there is interest in following up with your organization.

- *Full name of organization (include if division of a parent company)*
 - *Individual contact and title*
 - *Address (physical location as listed in your DUNS profile, not a PO Box)*
 - *Telephone (main and cell)*
 - *Email(s) of individuals listed*
 - *Company web site*
-
- ***We would suggest that you have someone review prior to FINAL***
 - ***DO NOT INCLUDE ANY REFERENCES OR DETAIL or other competitive information***

CLARITY – MESSAGE – APPEARANCE – FOCUS



The Really Great Construction Company LLC

Leaders in Energy Saving Building Renovation

7523 North Concrete Avenue
Cement, WI 53222
414-222-0000

www.reallygreat.com

Joel Tallbuild, Project Manager, j.tallbuild@rgcc.com

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

PAST PROJECTS

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

CAPABILITIES

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

The Really Great Construction Company LLC is

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

NAICS CODES

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

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

FSC / PSC Codes

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



Markets - Government

Capability Statement

Ictect, Inc

2320 Renaissance Blvd # 226
Sturtevant, WI 53177

www.ictect.com

Contact: Pradeep Jain
President

Tel: 262.898.7277 x568

Mobile: 414.218.5612

Fax: 262.995.7346

Email: Pradeep.Jain@ictect.com

NAICS:

511210 Software Publisher

561410 Document Conversion

541512 System Design

541511 Custom Programming

518210 Data Processing

519130 Portals/Internet
Publishing

541519 Other Computer Related
Services

541611 Administrative
Management and General
Management Consulting Services

611710 Educational Support
Services

Cage Code:

SZTMS

DUNS:

826099474

Small Business

GSA Contracts:

Schedule 70: [GS-35F-0346Y](#)

Schedule 36: [GS-03F-0045Y](#)

Patents:

US Patent 7,251,777



SUMMARY:

Ictect, Inc. specializes in developing Document Preparation solutions for Department of Defense and other Federal Agencies using a newly developed technology. Our solutions significantly reduce the cost of document preparation, updates and compliance with guidance (such as AF133-360 or DCAAM 5025.15), while maximizing the document security and currency. With our GSA contracts, we offer Document Architecture, Information Technology (Schedule 70) and Document Processing services (Schedule 36).

CAPABILITIES:

- Document preparation solutions
- Publications Management solutions
- Document conversion services (XML, SGML, etc.)
- Document processing services, including section 508 compliance
- ePUB and eBook creation services
- Unstructured information management
- Knowledge worker productivity solutions

PAST AND CURRENT CLIENTS:

- **United States Air Force:** Process public directives, policy documents, manuals and other materials
- **Defense Contract Audit Agency:** Publications Management
- **The Joint Commission on Accreditation of Healthcare Organizations:** Standards documents
- **The World Bank:** Streamlined process of managing process flow documents
- **The City University of New York:** Web-publishing of policy documents
- **General Growth Properties:** Automation of contract documents
- **Cushman and Wakefield:** Preparation of property appraisal documents
- **Nelnet Peterson's:** Streamlined publishing reference documents

DIFFERENTIATORS:

- Unique patented methodology allows for faster solution implementation
- Our technology allows for in-sourcing of complex tasks while reducing costs
- We have in-depth familiarity with DOD publication standards such as AF133-360 or DCAAM 5025.15.
- Easy to use product, based on Microsoft Word.
- We use highly automated XML process, thus giving your organization "Single Source of Truth" and "Multi-Channel Delivery".

Links

News & Events

Case Studies

Tags

Air Force CMS
Content Architecture
Conversion

Intelligent Content
Publishing Word to XML

Training Word XML

Contact Us

THE ELEVATOR PITCH

- LESS than 30 seconds
- Tight and to the point
- YOU CAN NOT DO EVERYTHING
- Start with what is most important – it is not your certification
- Practice
- **It is NOT about you – it is about your potential customer**
- **ADAPT**



Continuing the Conversation



- **Initial 1 minute plus pitch – Start of a ONE ON ONE meeting**
 - **Know what the buyer's company does and how you would fit**
 - **Know what is important to the buyer**
 - Who you are
 - What you do – **REMEMBER YOU CANNOT DO IT ALL**
 - Have you done any work with the government before
 - What makes you special – competitive edge
 - Keep it business
- **5 minute pitch – should include a visual of some kind then **ADD****
 - **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**

TIME for some ROLE PLAY



Sorry – ACTIVE ROLE PLAY

- Buyer and Business



FOLLOWING UP

- **MAKE SURE YOU DO IT**
- Realize that they may NOT get back to you – nothing personal – be persistent **BUT NOT ANNOYING**
- This can be a **LONG TERM PROCESS**



START PROCESS to GET THE WORK / CLOSE THE DEAL **REALIZE**

- This is a LONG TERM PROCESS
- This is not a ONE TIME NEW FRIEND – BUILDING RELATIONSHIPS is a LONG TERM PROCESS and CRITICAL TO SUCCESS
- Timing is EVERYTHING
- Be ready to NEGOTIATE – know your CAPABILITIES and LIMITATIONS – DON'T OVER PROMISE
- THIS IS BUSINESS
- Getting KNOWN is IMPORTANT

So – MORE STUFF

- THE CHECKLIST – handout
- The RESOURCE GUIDE published by the US SBA
- About MARKETPLACE 2016 – December 13 – 14 2016
 - December 13 – Workshops and Reception
 - December 14 – Awards, Luncheon, Speakers AND **ONE ON ONE MEETINGS**



PRE-MARKETPLACE

SCHEDULE & REGISTRATION

AGENDA

SUPPORTING PARTNERS

MARKETPLACE 2016 BUYER MEETINGS

CONTACT

Registration

While there is no cost to attend these events, registration is required. For additional information regarding this event, contact Sam Sullivan at 414-270-3600 or samanthas@wispro.org

CLICK HERE for Individual Event Registration and Information

Location

The Pre-Marketplace workshops will take place at multiple locations around the State of Wisconsin. For a complete schedule of locations and dates, please CLICK HERE

ABOUT THE SERIES

Join us for this series of government business development workshops taking place across the state of Wisconsin!

This is A BEST PRACTICE presentation on how to increase success in closing sales and receiving contract awards from government and business and improve your firms return on investment from attending the Marketplace 2016 conference [or any other conferences or trade shows]

Additionally, attendees will receive an overview of available business development resources and how to prepare for the annual Marketplace 2016 – the Governor’s Conference for Minority, Veteran Owned and Woman Owned Business Development. Don’t miss out on this once-a-year opportunity!

To view the complete list of the events taking place across Wisconsin, please CL

Who should attend?

- Businesses that will be attending Marketplace 2016
- Businesses that will be attending other conferences or trade shows
- Businesses interested in marketing products or services directly to federal, state, local or tribal governments, gov supply chains
- Businesses interested in marketing products or services directly to federal, state, local or tribal governments, gov supply chains
- Businesses interested in marketing products or services directly to federal, state, local or tribal governments, gov supply chains

https://www.eiseverywhere.com /ehome/118386

OTHER EVENTS – TRAINING

from WPI www.wispro.org

Search ...

BLOG SERVICES ABOUT MY ACCOUNT DONATE CONTACT

WPI Wisconsin Procurement Institute

EVENT CALENDAR FEDERAL GOVERNMENT STATE & LOCAL GOVERNMENT OTHER GOVERNMENT & GRANTS SUCCESS & AWARDS FAQs

**EVENTS AROUND THE STATE-
A WINNING APPROACH TO
CONTRACT AWARD:
PREPARATION, LEAD
GENERATION, FOLLOW-UP &
CLOSING THE DEAL**

UPCOMING EVENTS

SEPTEMBER 16 2016
A WINNING APPROACH TO CONTRACT AWARD:
PREPARATION, LEAD GENERATION, FOLLOW-UP AND
CLOSING THE DEAL
MILWAUKEE, WI »

SEPTEMBER 20 2016
A WINNING APPROACH TO CONTRACT AWARD:
PREPARATION, LEAD GENERATION, FOLLOW-UP AND
CLOSING THE DEAL
WAUSAU, WI »

SEPTEMBER 21 2016
GREEN BAY PACKERS MENTOR PROTÉGÉ PROGRAM
NETWORKING EVENT
GREEN BAY, WI »

SEPTEMBER 22 2016
A WINNING APPROACH TO CONTRACT AWARD:
PREPARATION, LEAD GENERATION, FOLLOW-UP AND
CLOSING THE DEAL
HAYWARD, WI »

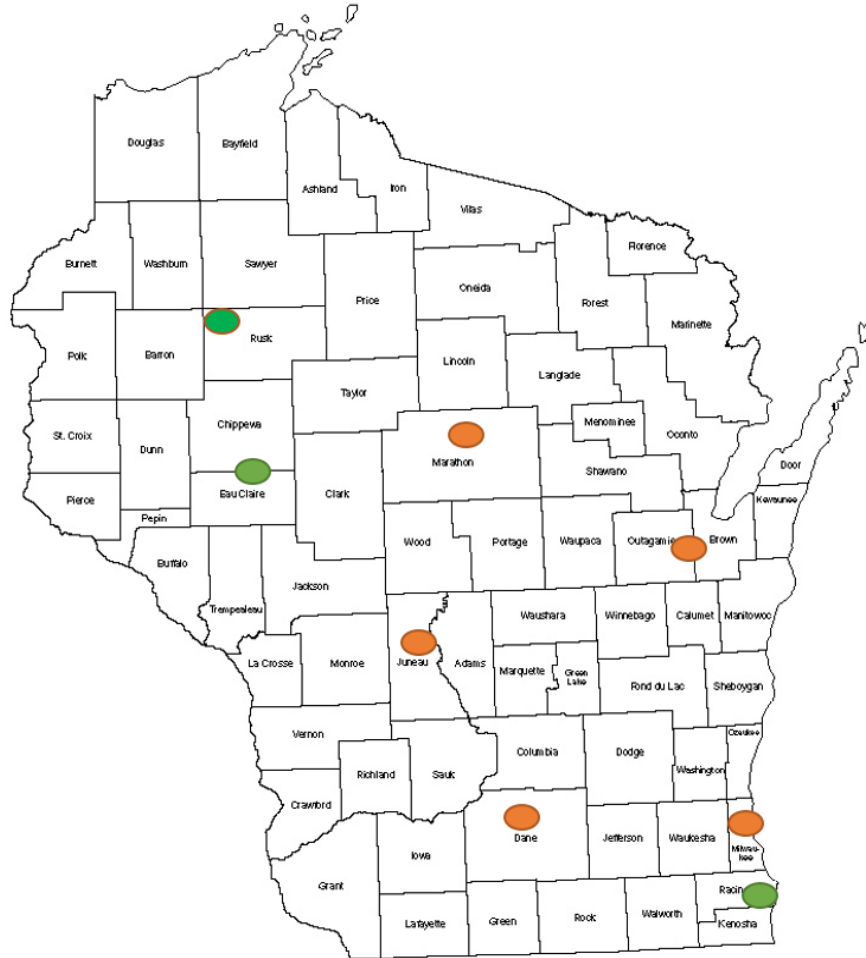
SEPTEMBER 28 2016
ACQUISITION HOUR: SELLING TO THE STATE OF
WISCONSIN AND LOCAL GOVERNMENTS

CURRENT OPPORTUNITIES (3)

GET STARTED WITH THE BASICS
Questions & answers on how to get started.

SIGN-UP FOR OUR NEWSLETTER
Stay up-to-date with the latest WPI news.

HAVE A QUESTION? WE'RE HERE
TO HELP.
One of our staff of experts is available to answer your
questions.



LOCATIONS:

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

FOR ASSISTANCE from WPI

Contacts throughout the State

- Joseph Smetak - 414-270-3600 Milwaukee / Racine josephs@wispro.org
- Carol Murphy - 414-270-3600 Milwaukee carolm@wispro.org
- Benjamin Blanc - 414-270-3600 Milwaukee benjaminb@wispro.org
- Kim Garber - 608-444-0047 Madison kimg@wispro.org
- David Olson - 608-338-8018 Camp Douglas davido@wispro.org
- Marc Violante - 920-456-9990 Wausau marcv@wispro.org
- Patricia Sullivan – 920-840-3771 Appleton patricias@wispro.org

And the WINNER for FREE ATTENDEE
REGISTRATION to MARKETPLACE 2016



