



# SUCCESSFULLY MARKETING TO THE GOVERNMENT

June, 2016

*Presented by the Wisconsin Procurement Institute &  
Northwest Michigan PTAC*



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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**

Wisconsin Procurement Institute

**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)**

**SMALL BUSINESS GOVERNMENT CONTRACTING AND NATIONAL DEFENSE AUTHORIZATION ACT OF 2013 - FINAL RULE**



**UPCOMING EVENTS**



JUNE 15 2016  
10TH ANNUAL VOLK FIELD SMALL BUSINESS CONFERENCE  
CAMP DOUGLAS, WI »

JUNE 15 2016  
GOVERNMENT GRANT OPPORTUNITIES  
CAMP DOUGLAS, WI »

JUNE 28 2016  
ACQUISITION HOUR: NEW FEDERAL CYBERSECURITY REQUIREMENTS ARE HERE!

JUNE 29 2016  
ACQUISITION HOUR: WHAT'S UP WITH FEDERAL GOVERNMENT END OF YEAR SPENDING FOR 2016?

JULY 13 2016  
ACQUISITION HOUR: MARKET RESEARCH – USING THE FEDERAL PROCUREMENT DATA SYSTEMS (FPDS) – PART 1

**CURRENT OPPORTUNITIES (6)**



**GET STARTED WITH THE BASICS**

Questions & answers on how to get started.

**GET STARTED**

**SIGN-UP FOR OUR NEWSLETTER**

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

**SIGN UP**

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

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

**GET HELP**

# What is a PTAC?

Funded by the Department of Defense & the Michigan Economic Development Corporation (MEDC) to educate businesses regarding government contracting

- Individualized business counseling
- Support with bid proposals
- Information on all government levels: local, state, and federal
- Identification of bid opportunities
- Registrations & Certifications
- Training events
- Networking/matchmaking events
- Federal Acquisition Regulations
- Procurement award history
- **Wisconsin Procurement Institute provides similar services**



## 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.

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[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

Wisconsin Procurement Institute

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)

# BASIC COMPONENTS OF MARKETING TO THE GOVERNMENT

- **A PLAN – STRATEGY** *[DISCUSSION FOR ANOTHER PRESENTATION]*
- **MARKETING MATERIALS**
  - **REGISTER IN SAM and DSBS** [www.sam.gov](http://www.sam.gov) - FREE and seen by Federal agencies and Prime contractors
  - Business Card – sharing contact information
  - Website - providing current information to potential customers / clients / partners
  - Capabilities Statement – your Executive Summary with focus on the Government customer
  - Elevator Pitch – your short verbal Executive Summary
  - Continuing the Conversation with potential customers / clients / partners
  - OTHER

# SAM (System for Award Management) [www.SAM.gov](http://www.SAM.gov)

The screenshot shows the SAM website interface. At the top left is the SAM logo with the text 'SYSTEM FOR AWARD MANAGEMENT'. To the right is a login section with fields for 'USER NAME' and 'PASSWORD', a 'LOG IN' button, and links for 'Forgot Username?' and 'Forgot Password?'. Below the login section is a 'Create an Account' link. A dark blue navigation bar contains links for 'HOME', 'SEARCH RECORDS', 'DATA ACCESS', 'GENERAL INFO', and 'HELP'. Below the navigation bar are three main content areas: 'CREATE USER ACCOUNT', 'REGISTER/UPDATE ENTITY', and 'SEARCH RECORDS'. Each area contains descriptive text and a corresponding button.

**SAM**  
SYSTEM FOR AWARD MANAGEMENT

USER NAME:  PASSWORD:  [LOG IN](#)

[Forgot Username?](#) [Forgot Password?](#)

[Create an Account](#)

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

**CREATE USER ACCOUNT**

Your CCR username will not work in SAM. You will need a new SAM User Account to register or update your entity records. You will also need to create a SAM User Account if you are a government official and need to create Exclusions or search for FOUO information.

[Create User Account](#)

**REGISTER/UPDATE ENTITY**

You can register your Entity (business, individual, or government agency) to do business with the Federal Government. If you are interested in registering or updating your Entity, you must first create a user account.

[Register/Update Entity](#)

**SEARCH RECORDS**

All entity records from CCR/FedReg and ORCA and exclusion records from EPLS, active or expired, were moved to SAM. You can search these records and new ones created in SAM. If you are a government user logged in with your SAM user account, you will automatically have access to FOUO information.

[Search Records](#)

# SAM (System for Award Management)

- **A FEW TIPS BEFORE YOU GET STARTED**
  - **USE GOOGLE CHROME OR MOZILLA FIREFOX** – (both are free to download) - using Internet Explorer may cause functionality issues
    - <https://www.google.com/intl/en/chrome/browser/>
    - <http://www.mozilla.org/en-US/firefox/new/>
  - **Allocate enough time** to the process of initial registration or updating of your information – each time you start the process, you will have to start from the beginning and confirm each screen from the beginning.
  - **On the Point of Contact Screen** – information may not be entered into the correct fields during the migration from CCR – must be verified.
  - **SAM IS FREE!!! – if someone attempts to charge you, contact WPI**

# Small Dynamic Business Search – Registration through SAM

The screenshot displays the SAM (System for Award Management) interface. At the top left is the SAM logo with the text "SYSTEM FOR AWARD MANAGEMENT". At the top right, the user name "Sarah Loch" and a "LOGOUT" button are visible. A navigation bar contains "MY SAM", "SEARCH RECORDS", "DATA ACCESS", "GENERAL INFO", and "HELP", along with a search box. The main content area is titled "SBA Supplemental" for "Aurora Manufacturing Inc" and shows "DUNS: 017729810" and "CAGE Code: 4LZ39". A message states: "SBA Supplemental. You have successfully completed the Assertions portion of your entity's registration. Please review the information below if you would like to apply for a Small Business Administration (SBA) certification program." Below this, a paragraph explains the SBA Supplemental process: "If you would like to provide additional information to SBA for market research or are applying for certification as a HUBZone, 8(a) Business Development, or 8(a) Joint Venture Program, you must complete the SBA Supplemental page. Click the 'Register or Update SBA Profile' button located at the bottom of this page to go directly to the supplemental pages specific to your entity. Note: When you click the button, a new window will open and take you to the appropriate SBA page. Please make sure you go back to the SAM window to complete and submit your registration. The SBA will notify SAM if and when your entity is added to a certification program. SAM will send an e-mail to your entity's administrator when the SBA sends the confirmation. If your entity is added to the 8(a) or 8(a) Joint Venture program, the Business Type information will be updated. You will be instructed to review the changes found on the General Information page and to re-certify to your entity's small business status. If you are added to the HUBZone program, the Representations and Certifications portion of your entity's registration must be updated. You will be instructed to review the changes and re-certify to your entity's small business status." At the bottom right, there is an SBA.GOV logo and a "Register or Update SBA Profile" button. At the bottom left, there are "BACK TO USER DASHBOARD" and "CANCEL" buttons. At the bottom right, there are "PREVIOUS" and "SAVE AND CONTINUE" buttons. A vertical text label "The Wisconsin Procurement Institute" is positioned on the right side of the screenshot.

# Small Dynamic Business Search

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

Why is it important for a Small Business to be visible and “locatable” in the DSBS? **THIS IS WHERE FEDERAL AGENCIES AND PRIME CONTRACTORS SEARCH FOR SUBS / PARTNERS**

The screenshot displays the SBA DSBS search interface. At the top, there is a navigation bar with the SBA logo, 'DSBS', and buttons for 'Print', 'Exit', 'Help', 'DSBS', 'Quick Market Search', and 'TM OnLine'. Below this is a welcome message: 'Welcome to the Dynamic Small Business Search'. The main content area is titled 'Location of Profile' and includes a 'State(s):' dropdown menu with options from '(any state)' to 'CA - California'. To the right of the state list, there are fields for 'Searching within a State:', 'Congressional District:', and 'County:'. Below these are fields for 'Area Code or Phone Number Initial Fragment', 'Metropolitan Statistical Area', 'SBA Servicing Office', and 'Zip Code or Zip Code Initial Fragment'. The 'Government Certifications' section is divided into three columns: '8(a) Certified or 8(a) Joint Venture:', 'Small Disadvantaged Business:', and 'Disadvantaged Business Enterprise, Certification States:'. Each column has radio button options for 'Required' (with sub-options for 'Active', 'Previously Certified', or 'Both') and 'Not Required'. A 'HUBZone Certification:' section is also present with similar radio button options. At the bottom, there is a note: 'The SBA's 8(a), HUBZone and SDB certifications are also made available to external software via: [SBS Public Web Services](#). For more information, see also [SBA Certifications](#) in the search help page.'

The Wisconsin Procurement Institute

# Small Dynamic Business Search (DSBS)

- The Dynamic Small Business Search is tied to the System for Award Management (SAM)
  - Information that is entered into your SAM profile will be used to populate your DSBS profile
- **HOWEVER;** there are additional fields that you should update that are not automatically populated
  - Capabilities Narrative
  - Website
  - E-mail
  - Special Equipment/materials
  - Bonding (if applicable)
  - References

# A Note of The Capabilities Narrative

SEARCH RESULTS

## Table Listing, where

the profile location is in: Wisconsin;  
 the profile's status is Active;  
 and randomized by original start time of search: 2016-05-24 02:39:52 PM.

Data validation took 0.01 seconds. The count and search queries took 2.13 seconds and 3.81 seconds, respectively.

Displaying profiles 1 - 25 (of 3,535 profiles matching criteria):

View	Name and Trade Name of Firm	Contact	Address and City, State Zip	Capabilities Narrative
1	<a href="#">INSTRUMENT DEVELOPMENT CORP, I D C</a>	Matt Gluszc	<a href="#">820 SWAN DR MUKWONAGO, WI 53149-1446</a>	HIGH PRECISION, MACHINING. JOB SHOP, AEROSPACE & AUTOMOTIVE.
2	<a href="#">ADVANCED MANUFACTURING TECHNOLOGIES, INC.</a>	Peter Haftarski	<a href="#">1090 FALLS RD GRAFTON, WI 53024-9728</a>	We are a 100% Vietnam Veteran Owned small business specializing in precision machined parts and mechanical assemblies. We ship product world wide. ISO 9001-2008 certified able to ship completed products.Visit our web site www.amt-wi.com
3	<a href="#">CONDOR HOSPITALITY TRUST, INC. Super 8 Motel</a>	Janette Steffensmeier	<a href="#">1622 BROADWAY ST N MENOMONIE, WI 54751-1318</a>	
4	<a href="#">Snow Associates, LLC, The</a>	Bill Webber	<a href="#">1500 MADISON AVE NEW RICHMOND, WI 54017-6617</a>	
5	<a href="#">Kleen Maintenance Co LLC</a> Kleen Maintenance	J. Biehl	<a href="#">W2987 State Highway 64 Marnette, WI 54143-9610</a>	Fence and Gate Supplier and Installer
6	<a href="#">Absolute Northern Synergy, Inc.</a>	Robert L Buran	<a href="#">65355 Millicent Point Rd Iron River, WI 54847-4798</a>	secure networks, network design, systems requirements, system integration, cyber security, information assurance(IA), help desk, computer desktop installation
7	<a href="#">Go-Green Painting LLC</a>	Allen Danforth	<a href="#">1440 Acorn Dr Green Bay, WI 54304-1741</a>	Painting: Interior/Exterior painting, and staining
8	<a href="#">BUD FUCHS COACHING AND CONSULTING</a>	EVERETT H FUCHS	<a href="#">1724 LAUREL AVE HUDSON, WI 54016-2049</a>	
9	<a href="#">Symphony Corporation</a>	Usha Shankar Narayanswamy	<a href="#">22 E Mifflin Ste400 Madison, WI 53703-4225</a>	IT strategy consulting,Custom Software Development,Systems Integration,Business Process Reengineering,Networking,Infrastructure Security, Business Process Outsourcing, ERP Implementations & Maintenance, Global Delivery Models
10	<a href="#">Advancia Technologies, LLC</a>	Sherrri Rector	<a href="#">3214 W State St Ste 303A Milwaukee, WI 53208-0000</a>	
11	<a href="#">Apis Farm LLC, The Bee Haven Fields</a>	Ruth Sikora	<a href="#">36507 20th Ave Stanley, WI 54768-6317</a>	

The Wisconsin Procurement Institute

# 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](mailto:sstumpf@milwaukeeemfg.com)***

***[www.milwaukeeemfg.com](http://www.milwaukeeemfg.com)***

***ISO 9001  
ITAR***

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



***DUNS – 119922883    CAGE – 1FFDA***

***Experienced supplier to the Defense Industry***

***NAICS Codes – 333612, 331492, 332119, 332322***

***FSC/PSC – 18,20,22,23***

*Member: National Defense Industrial Association (NDIA)*

*Recognition: Wisconsin Marketplace –*

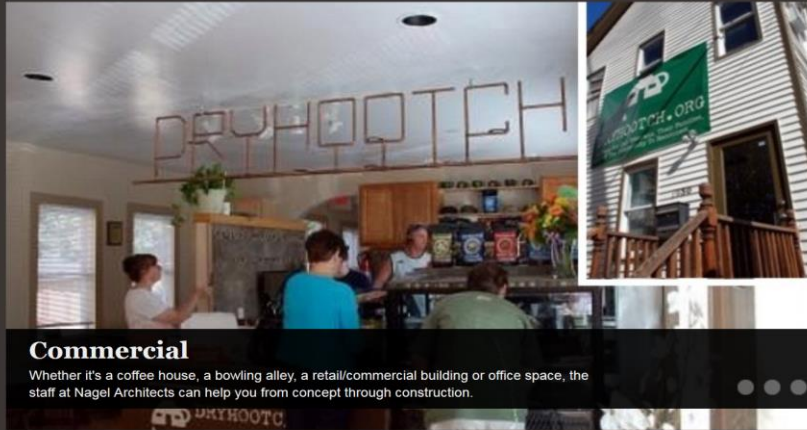
*2013 Woman Owned Business Award Winner*

# 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



- 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.



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- 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](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



## Markets - Government

### Capability Statement

**Ictect, Inc**

2320 Renaissance Blvd # 226  
Sturtevant, WI 53177

[www.ictect.com](http://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](mailto: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



# OTHER

- Press releases – news articles
- SOCIAL MEDIA - Facebook, LinkedIn, Twitter, Pinterest, other
- Awards
- Participation in trade, chamber, philanthropic organizations
- Presentations and education – you are the expert
- Be a mentor to others
- Take opportunities to talk about your business

# Bidmatching

- The Wisconsin Procurement Institute offers a free BIDMatching service
  - The system searches International, Federal, State and Local procurement databases and emails you relevant solicitations based on information specific to your company
  - Sites searched:
    - 42 International Sites
    - 45 federal sites
    - 2,011 state and local sites
- Contact Don Makowski or Joe Smetak for assistance

# Northwest Michigan PTAC & Wisconsin Procurement Institute (WPI)

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