

Positioning Your Company to COMPETE

Presented at the

Aerospace Supplier Diversity Sourcing Conference

February 8, 2016 - Milwaukee, WI



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

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

WPI Offices located at:

[Milwaukee County Research Park](#)

[Juneau County Economic Development Corp. \(Camp Douglas\)](#)

[Western Dairyland EOC, Inc. \(Eau Claire\)](#)

[Fox Valley Technical College – DJ Bordini Center \(Appleton\)](#)

[Racine County Economic Development Corp. – Launch Box](#)

[Madison Enterprise Center](#)

[Food Enterprise & Economic Development \(FEED\) \(Madison\)](#)

[Wausau Region Chamber of Commerce](#)

www.wispro.org - info@wispro.org

Each State has a PTAC

www.dla.mil/HQ/SmallBusiness/PTAC.aspx

MARKET RESEARCH

- WHY DO MARKET RESEARCH – **YOU NEED TO KNOW THE MARKET OPPORTUNITY and POTENTIAL RETURN ON INVESTMENT**
 - **Is there a market for your product**
 - Who buys what you sell
 - How much do they buy
 - How do they buy it
 - **Determining your competition**
 - Business size – set aside potential
 - Dominance in the industry – product / service / capability
 - Dominance in the Federal market
 - Differentiators

MARKET RESEARCH – HISTORY –

www.usaspending.gov

The screenshot displays the USA Spending website interface. At the top left is the USA Spending logo with the tagline 'An official website of the U.S. Government'. To the right is a search bar with 'Enter Keyword' and a 'Go' button, along with a link to 'Advanced Data Search'. Below the header is a navigation menu with links for HOME, ABOUT, WHERE IS THE MONEY GOING, REFERENCES, DOWNLOAD CENTER, and CONTACT US. The main content area shows the breadcrumb 'USAspending > Where is the Money Going > State Contracts' followed by the title 'STATE PROFILE: WISCONSIN'. Below this are dropdown menus for 'Wisconsin' and 'Fiscal Year 2016', with a 'Go' button. The 'CONTRACTS DATA' section features four green boxes with the following information:

- Total Contract Funds Awarded - FY 2016: **\$295,582,238**
- Total Number of Contract Transactions - FY 2016: **6,187**
- Total Contract Funds to SubAwardees - FY 2016: **\$74,933,007**
- Total Contract Transactions to SubAwardees - FY 2016: **41**

To the right of these boxes is a 'MORE DATA FOR WISCONSIN' sidebar with links for 'State Summary' and 'Assistance Awards'. Below the contracts data are two tables:

TOP PRIME RECIPIENTS

1. OSHKOSH DEFENSE, LLC	\$61,961,996
2. WISCONSIN PHYSICIANS SERVICE INSURANCE CORPORATION	\$36,268,392
3. KRUEGER INTERNATIONAL, INC.	\$30,565,918
4. GREAT LAKES EDUCATIONAL LOAN SERVICES, INC.	\$20,092,385
5. LOGISTICS HEALTH, INC.	\$10,620,735

[Text View and More Details on All Prime Recipients](#)

TOP CONTRACTOR SUB-AWARDEES

1. United Technologies Corporation	\$67,000,332
2. EXTREME ENGINEERING SOLUTIONS, INC	\$3,941,163
3. Konecranes Abp	\$1,135,533
4. NATIONAL PRESTO INDUSTRIES INC	\$497,451
5. ONEIDA TOTAL INTEGRATED ENTERPRISES, LLC	\$357,561

[Text View and More Details on All Contractor Sub-Awardees](#)

MARKET RESEARCH – HISTORY -

<https://www.fpds.gov>

The screenshot shows the homepage of the Federal Procurement Data System - Next Generation. At the top, there is a navigation menu with links for Home, Newsroom, Reports, Status, Worksite, Archives, Training, and Help. Below the navigation is a search bar with the text "Google-like search to help you find federal contracts..." and a note that "ezSearch contains procurement data as well as additional NASA data (for example, financial assistance actions)".

On the left side, there are three main sections: Login, Registration, and FAQs. The Login section includes fields for Log-In and Password, a Log In button, and links for "Forgot Your Password?", "Security and Privacy", "Contact Help Desk", and "You must click here for very Important D&B Information". The Registration section has links for "Register" and "Who Should Register?". The FAQs section has links for "FPDS-NG" and "ezSearch".

The main content area features three news items:

- October is CYBER SECURITY AWARENESS month!**: A notice about Cyber Security Awareness Month, advising users to choose a unique and strong username and password, and to log off when stepping away.
- NIA - Operation Freedom's Sentinel (OFS)**: A notice about a new National Interest Action value 'Operation Freedom's Sentinel' added to track relief contracts. It explains that for Web Portal users, the value 'Operation Freedom's Sentinel' is available for selection in the National Interest Action field dropdown. The Contract Writing systems using V1.4 shall use the code 'O15F' when creating/updating documents through Business Services. It also states that National Interest Action value 'Operation Freedom's Sentinel' is valid from 01/01/2015 to 12/31/2015, and that contracts reported against 'Operation Freedom's Sentinel' are available in the National Interest Action report starting Friday, 01/02/2015.
- NIA Extensions for Hurricane Sandy and Operation United Assistance**: A notice about extensions for National Interest Action values. Item 1: National Interest Action value 'Hurricane Sandy' expiration date has been extended from 09/30/2015 to 09/30/2016 on the FPDS-NG Production System. National Interest Action value 'Hurricane Sandy' is valid from 10/28/2012 to 09/30/2016. Item 2: National Interest Action value 'Operation United Assistance (OUA) - Ebola Outbreak West Africa' expiration date has been extended from 09/30/2015 to 09/30/2016 on the FPDS-NG Production System. National Interest Action value 'Operation United Assistance (OUA) - Ebola Outbreak West Africa' is valid from 09/30/2015 to 09/30/2016.

On the right side, there are two sections: Top Requests and Latest News. The Top Requests section lists various reports such as "Recovery Report", "Recovery Data (Recipient-Reported, Cumulative Summary)", "Recovery Data (Recipient-Reported, FY2013Q4)", "Hurricane Sandy Report", "Hurricane Irene Report", "Pacific Earthquake/Tsunami", "Hurricane Earl Report", "Gulf Oil Spill Report", "Haiti Earthquake Report", "Hurricane Katrina Report", "Hurricane Rita Report", "Other Hurricane/Disaster Relief", and "Oklahoma Tornado 2013 Report". The Latest News section lists "Upcoming Releases", "Software Releases", "Data Management Fixes", and "Data Archives".

MARKET RESEARCH – HISTORY -

<https://www.fpds.gov>

Type one or more keywords you would like to search on:

To submit comments, please [click here](#)

Search took 0.151 seconds

Result Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [Next](#)

You must click [here](#) for very important D&B information.

Top 10: Department Full Name	List Of Contract Actions Matching Your Criteria	Results 1 - 30 of 16163 as of Feb 5, 2016 11:24:39 AM	Search Criteria
<ul style="list-style-type: none"> ➤ DEPT OF DEFENSE (15600) ➤ JUSTICE, DEPARTMENT OF (229) ➤ STATE, DEPARTMENT OF (144) ➤ HOMELAND SECURITY, DEPARTMENT OF (84) ➤ INTERIOR, DEPARTMENT OF THE (25) ➤ AGRICULTURE, DEPARTMENT OF (20) ➤ VETERANS AFFAIRS, DEPARTMENT OF (19) ➤ ENERGY, DEPARTMENT OF (14) ➤ GENERAL SERVICES ADMINISTRATION (13) ➤ AGENCY FOR INTERNATIONAL DEVELOPMENT (5) 	<p>Award ID (Mod#): 0001 (0) View</p> <p>Vendor Name: HARSCO CORPORATION</p> <p>Date Signed: July 08, 2015</p> <p>Referenced IDV: HTC71115AR001</p> <p>NAICS (Code): OTHER MOTOR VEHICLE PARTS MANUFACTURING (336390)</p> <p>Vendor City: WEST COLUMBIA</p> <p>Vendor State: SC</p> <p>Global Vendor Name: HARSCO CORPORATION</p>	<p>Award Type: BPA CALL</p> <p>Contracting Agency: USTRANSCOM</p> <p>Action Obligation: \$3,090</p> <p>Contracting Office: USTRANSCOM-AQ</p> <p>PSC (Code): VEHICULAR BRAKE, STEERING, AXLE, WHEEL, AND TRACK COMPONENTS (2530)</p> <p>Vendor DUNS: 800057994</p> <p>Vendor ZIP: 291701931</p> <p>Global DUNS Number: 003002268</p>	<p>To remove the criteria or a portion of the search criteria click the button next to each search level.</p> <p><input checked="" type="checkbox"/> 336390</p>
<p>Top 10: Contracting Agency Name</p> <ul style="list-style-type: none"> ➤ DEFENSE LOGISTICS AGENCY (13763) ➤ DEPT OF THE ARMY (838) ➤ DEPT OF THE NAVY (803) ➤ FEDERAL PRISON SYSTEM (159) ➤ STATE, DEPARTMENT OF (144) ➤ DEPT OF THE AIR FORCE (136) ➤ U.S. COAST GUARD (52) ➤ U.S. MARSHALS SERVICE (46) ➤ USTRANSCOM (26) ➤ DEFENSE CONTRACT MANAGEMENT AGENCY (DCMA) (23) 	<p>Award ID (Mod#): 0001 (0) View</p> <p>Vendor Name: MI-JACK PRODUCTS INC.</p> <p>Date Signed: July 15, 2015</p> <p>Referenced IDV: HTC71115AR002</p> <p>NAICS (Code): OTHER MOTOR VEHICLE PARTS MANUFACTURING (336390)</p> <p>Vendor City: HAZEL CREST</p> <p>Vendor State: IL</p> <p>Global Vendor Name: LANCO INTERNATIONAL INC.</p>	<p>Award Type: BPA CALL</p> <p>Contracting Agency: USTRANSCOM</p> <p>Action Obligation: \$6,679.58</p> <p>Contracting Office: USTRANSCOM-AQ</p> <p>PSC (Code): WINCHES, HOISTS, CRANES, AND DERRICKS (3950)</p> <p>Vendor DUNS: 121270024</p> <p>Vendor ZIP: 604291025</p> <p>Global DUNS Number: 042524272</p>	<p>Sort By</p> <p>This section allows the user to sort the existing list of contracts by various fields within the contract. For example you can sort the existing list of contracts by Date Signed or Contract Type. Click on the appropriate field to Sort By. Only one Sort can be conducted at a time.</p> <p>Sort Order: <input type="button" value="Descending"/> ▼</p> <p>Relevance</p> <ul style="list-style-type: none"> Contract Type Agency Code Agency Full Name Date Signed Contracting Agency ID Contracting Agency Name Department Full Name Action Obligation (\$) NAICS PSC Vendor State Vendor ZIP Code
<p>Top 10: Vendor Full Name</p> <ul style="list-style-type: none"> ➤ SUPPLYCORE INC. (689) ➤ RUTA SUPPLIES INC. (492) ➤ OSHKOSH DEFENSE, LLC (473) ➤ OSHKOSH CORPORATION (472) ➤ MISCELLANEOUS FOREIGN AWARDEES (418) ➤ AM GENERAL, LLC (355) ➤ BRIGHTON CROMWELL LLC (345) ➤ BAE SYSTEMS LAND & ARMAMENTS L.P. (325) ➤ HOWCO DISTRIBUTING CO. (294) ➤ KAMPI COMPONENTS CO., INC. (281) 	<p>Award ID (Mod#): 0001 (0) View</p> <p>Vendor Name: AUTOPARTSPROS LLC</p> <p>Date Signed: October 11, 2013</p>	<p>Award Type: DELIVERY ORDER</p> <p>Contracting Agency: DEPT OF THE NAVY</p> <p>Action Obligation: \$0</p>	

MARKET RESEARCH – HISTORY - PROXITY (WPI contact required)



WHY PROXITY? Because you have to do more than respond to bids.
You have to know the Government prospect as you would a commercial customer Prices- Award History - Forecasted Expenditures-B2B- Competitor and Contracting Officer knowledge

For Parts Providers

The only single site that contains solicitations and awards from all Military and Federal Agencies

- Over 600,000 drawings
- Search By NSN (National Stock Number)
- Last Price paid back to 1963
- DoD Forecast (2 years)
- Marketing Review
- Solicitations and awards updated 4 times daily including the Defense Logistics Agency (DLA)
- Contacts for Primes and contracting officers
- State and local bid opportunities from 2,200 State and local organizations

For Professional Service Providers

All solicitations, award history and contact data

- Expiring Contracts for the next 5 years
- Contact data for all contracting officers
- Teaming contracts for all agencies
- Listing of CIOs, Public Works, HR and Purchasing for U.S. Government as well as State and Local Agencies
- Business to Business database and emails
- Agency Profiles and Award History



- [5 year Government Sales RoadMap](#)
- [Free Daily Solicitations](#)
- [Free Expiring Contracts](#)
- [Arrange an Online Demo](#)
- [Subscription Costs and Terms](#)

Never a Contract or Obligation

MARKET RESEARCH – HISTORY - www.fbo.gov

(over \$4million with exclusion)

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 four tabs: 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 in 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 three results are:

Opportunity	Agency/Office/Location	Type / Set-aside	Posted On
VTC System W911SA-15-T-0228 58 -- Communication, detection, & coherent radiation equipment	Department of the Army Army Contracting Command, MICC MICC - Fort McCoy (RC - North)	Award	Feb 02, 2016
Z--Repair or Construct Asphalt Pavements and Asphalt Delivery at Fort McCoy, Wisconsin W911SA15B0014 Z -- Maintenance, repair, and alteration of real property	Department of the Army Army Contracting Command, MICC MICC - Fort McCoy (RC - North)	Award	Jan 28, 2016
Janitorial Services for the Transportation Security Administration at General Mitchell International Airport (MKE), Milwaukee, WI HSTS01-15-Q-CKP184 S -- Utilities and housekeeping services	Department of Homeland Security Transportation Security Administration Headquarters TSA	Award	Dec 22, 2015

MARKET RESEARCH = HISTORY -

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

The screenshot shows the U.S. Department of Defense website's 'Contracts' page. At the top left is the Department of Defense seal and the text 'U.S. DEPARTMENT OF DEFENSE'. To the right is a search bar labeled 'Search Dgov'. Below this is a dark blue navigation bar with links: HOME, TODAY IN DOD, ABOUT DOD, TOP ISSUES, NEWS, MEDIA, SITES, CONTACT, and RESOURCES. Underneath the navigation bar is a breadcrumb trail: HOME > NEWS > CONTRACTS. The main heading is 'Contracts'. A light gray box contains the text: 'Contracts valued at \$7 million or more are announced each business day at 5 p.m. Go to DOD News for more information and for links to other news items.' Below this is a pagination bar with numbers 1 through 14, where '1' is highlighted. A list of contract dates is shown: 'Contracts For February 4, 2016', 'Contracts For February 3, 2016', 'Contracts For February 2, 2016', 'Contracts For February 1, 2016', and 'Contracts For January 29, 2016'. On the right side, there is a 'Search Contracts' section with a search input field, 'Search' and 'Clear' buttons, and a dropdown menu currently set to 'Recent'. Below that is a blue button that says 'Subscribe Now to receive Contracts'. At the bottom right, there is a partially visible 'Archive' section.

MARKET RESEARCH – OTHER CURRENT OR POTENTIAL CONTRACTORS

- SAM – www.sam.gov
- Dynamic Small Business Search – www.dsbs.sba.gov
- FPDS - <https://www.fpds.gov>
- USASPENDING – www.usaspending.gov
- WEB SEARCHES and SOCIAL MEDIA
- Paid Services

MARKET RESEARCH – FUTURE OPPORTUNITIES

- FORECASTS <https://www.acquisition.gov/?q=procurement-forecasts>

The screenshot displays the ACQUISITION.GOV website interface. At the top, there is a dark blue header with the ACQUISITION.GOV logo and a search bar. Below the header is a light blue navigation bar with links for Home, Federal Acquisition Regulation (FAR), Supplemental Regulations, Acquisition Systems, and Archives. The main content area has a breadcrumb trail: Home » Agency Recurring Procurement Forecasts. The title 'Agency Recurring Procurement Forecasts' is prominently displayed. Below the title, there is a section titled 'Home Page' containing a dropdown menu labeled 'Select an Agency'. This menu is open, showing a list of agencies including the 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. The 'forecast' tab is selected in the dropdown menu.

MARKET RESEARCH – FUTURE OPPORTUNITIES

- **READ** – see ex. on right of slide
 - Local news
 - National news
 - Agency specific publications
 - News searches on facilities – agencies you would be targeting
- Meet with agencies and primes – learn
- Hang around other contractors and agency representatives

FEBRUARY 4, 2017 — When the Navy's FY 2017 budget request is unveiled it now seems certain that the FYDP (Future Years Defense Plan) Littoral Combat Ship procurement will be capped at 40 ships to provide money for increased spending on things like missiles and aircraft.

That plan was first revealed in a memo from Defense Secretary Ash Carter to Secretary of the Navy Ray Mabus that surfaced in December ([see earlier story](#)) and that generated immediate protests from Congressmen representing LCS shipbuilding constituencies.

In the memo, Carter told the Navy "reduce the planned LCS/FF procurement from 52 to 40, creating a 1-1-1-1-2 profile, for eight fewer ships in the FYDP, and then downselect to one variant by FY 2019."

GROWING YOUR NETWORK

- YOU NEED TO GET OUT THERE and **SHMOOZE**
- What do you need
 - Business Card
 - Capabilities Statement
 - Website
 - Pitch



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
ssumpf@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

CAPABILITIES STATEMENT



The Really Great Construction Company LLC

Leaders in Energy Saving Building Renovation

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

www.reallygreat.com

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

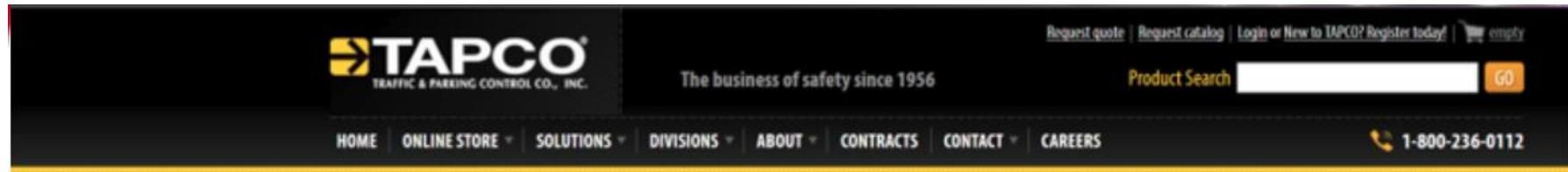
Winner of the 2010 BEST ENERGY SAVING BUILDING RENOVATION IN THE COUNTY

FSC / PSC Codes

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



WEBSITE



Federal Departments

Federal Contracts

Federal Resources

Shop Federal Products

Contact our team

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

Contact our team

This block contains the 'TAPCO FEDERAL' logo at the top. Below it are four menu items: 'Federal Departments', 'Federal Contracts', 'Federal Resources', and 'Shop Federal Products', each with a right-pointing arrow. The bottom section is titled 'Contact our team' and includes the phone number '1-800-236-0112' with the note '(8am-5pm CST)' and a 'Contact our team' button.

Contracts & Agreements

Learn More

This block features a graphic of a rolled-up document with a blue quill pen and an American flag. The text 'Contracts & Agreements' is overlaid on the graphic, and a 'Learn More' button is at the bottom.

USDA National Forest Service Sign Poster

USDA Forest Service Sign Poster

TAPCO is proud to announce our sign poster for the USDA Forest Service. This 24" by 36" poster includes all the most common Forest Service signs.

Shop Now

This advertisement shows a large poster for 'USDA National Forest Service Sign Poster' by TAPCO. The poster displays various signs used in forest service areas. The text below the poster states: 'TAPCO is proud to announce our sign poster for the USDA Forest Service. This 24" by 36" poster includes all the most common Forest Service signs.' A 'Shop Now' button is located at the bottom right of the advertisement.

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!](#)

ELEVATOR PITCH

- LESS than 30 seconds
- Tight and to the point
- YOU CANNOT 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**



WHAT TO DO and NOT TO DO

- Don't look like you just got out of bed (or like you are going "out" –
BE POSITIVE and PROFESSIONAL
- Don't expect that your Small Business Status / Certifications will automatically win you a contract
- Be PREPARED and **DO YOUR HOMEWORK**
- Don't sit at your desk and wait for business – get out there
 - Events – Conferences
 - Participate in professional organizations – NDIA, NCMA, SAME to name a few
 - Get visibility – Press Releases, Photo opps, presenting at events.....
- BE PATIENT – it takes a while to make friends – and one meeting will not get you there
- Dedicate your resources – it will take time and money
- Find MENTORS / Coaches

QUESTIONS?



Aina Vilumsons, CFCM | Executive Director
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