
PRE-MARKETPLACE

Money, Markets and Margins (M3)

Increasing your Profitability, Networks and NET WORTH

- September 28, 2017 – Lemonwier Valley Telcom Building, 127 Hwy 12/16, Camp Douglas
- October 11, 2017 – Latino Chamber of Commerce of Dane County, 2881 Commerce Park Dr Suite E, Fitchburg (Madison)
- October 31, 2017 – Milwaukee Metropolitan Sewerage District, 260 W Seeboth St, Milwaukee
- **November 14, 2017 – Phoenix Financial Advisors - Waukesha**
- November 16, 2017 – Bad River Lodge and Casino 73370 US-2, Ashland
- November 30, 2017 – Technology Innovation Center, 10437 Innovation Drive, Wauwatosa
- December 6, 2017 – Oneida ESC Group (OESC) (2nd floor), 2555 Packerland Drive Green Bay, WI 54313

ABOUT THE STATE-WIDE SERIES

Money, Markets and Margins (M3) - Increasing your Profitability, Networks and NET WORTH

- This year's statewide PRE-MARKETPLACE sessions will bring together resources and experience focusing on SELLING and being PROFITABLE. Each session will have a unique agenda and unique presenters. The goal – introduce you to local resources, topical experts and successful business owners that are willing to share their knowledge and experience. These sessions will focus on critical small business issues including:
 - Financing your Business – Lending and Investment
 - Locating and Reaching Your Customer
 - Making a profit
 - Business Resources
 - Preparing Your Business for Marketplace 2017 (December 13 and 14)

A free ticket to the Annual Marketplace Conference will be raffled off at each Pre-Marketplace event!

SUPPORTING PARTNERS

- American Indian Chamber of Commerce-First American Capital Corporation (AICCW-FACC)
- Bad River Casino and Resort
- Bad River Tribe
- Bank of Wisconsin Dells
- Dunn County Economic Development Corporation
- Heartland Information Research, Inc. (HIR)
- Hmong Wisconsin Chamber of Commerce (HWCC)
- Juneau County Economic Development Corporation (JCEDC)
- Kim Swisher Communications, LLC
- Latino Chamber of Commerce of Dane County
- Madison Avenue Worldwide, LLC
- North Star Mohican Casino Resort
- Northwest Regional Planning Commission
- Phoenix Financial Advisors, LLC
- Racine Kenosha Community Action Agency
- Superior Equipment & Supply
- Technology Innovation Center (TIC)
- Treu Solutions, LLC
- US Small Business Administration (SBA)
- UW Stout – Manufacturing Outreach Center (MOC)
- Western Dairyland
- Wegner CPAs
- WisDOT Inter-Tribal Task Force
- Wisconsin Economic Development Corporation (WEDC)
- Wisconsin Department of Administration – Office of Business Development
- Wisconsin Indian Business Alliance (WIBA)
- Wisconsin Procurement Institute (WPI)
- Wisconsin Women’s Business Initiative Corporation (WWBIC)

Wisconsin Procurement Institute (WPI)

Search ...

BLOG SERVICES ABOUT MY ACCOUNT

WPI Wisconsin Procurement Institute
A Procurement Technical Assistance Center (PTAC)

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



UPCOMING EVENT

SEPTEMBER 28 2017
PRE-MARKETPLACE SERIES MARGINS (M3) - INCREASING NETWORKS AND NET WORTH CAMP DOUGLAS »

OCTOBER 3 2017
ACQUISITION HOUR: PROTE: DISPUTES IN FEDERAL CON

OCTOBER 4 2017
SELLING PRODUCTS AND SE GOVERNMENT - GETTING ST AIRCRAFT AND AEROSPACE APPLETON, WI »

OCTOBER 4 2017
ACQUISITION HOUR: ESRS IN SUBCONTRACTOR REPORTI

OCTOBER 11 2017
PRE-MARKETPLACE SERIES MARGINS (M3) - INCREASIN(NETWORKS AND NET WORTH FITCHBURG »

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www.wispro.org

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 TO HELP.

One of our staff of experts is questions.

GET HELP

Wisconsin Procurement Institute

Steve Makovec – 414-688-6638 –

stevem@wispro.org

Carol Murphy – 414-270-3600 –

carolm@wispro.org

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
- Assistance with Market Research Process – including use of the Federal Procurement Data System (FPDS)
- 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 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
- Assistance with International Traffic in Arms (ITAR) registration and application
- Assistance with understanding and applying contractor related Cyber security requirements

Setting the stage for session

Education and your business networks along with financial and technical resources, combined with a little inspiration and nurturing blend to create an environment for successful business development. The goal – introduce you to local resources, topical experts and successful business owners that are willing to share their knowledge and experience. These sessions will focus on critical small business issues including:

- *Financing your Business – Lending and Investment*
- *Locating and Reaching Your Customer*
- *Making a profit*
- *Business Resources*
- *Preparing Your Business for Marketplace 2017 (December 13 and 14) – or other sales / marketing event*

Setting the stage for session

Guest Speakers:

- David Kircher, Phoenix Financial Advisors
- Darryl “Shane” Mahaffy, US Small Business Administration
- Steve Makovec, Wisconsin Procurement Institute
- Carol Murphy, Wisconsin Procurement Institute
- Joe Smetak, Wisconsin Procurement Institute

About the Government Market

To consider when evaluating as customer:

- Federal state local or subcontracting opportunities
- Understanding the value of being a “small business” and small business “certifications”
- Understanding the IMPORTANCE of marketing and sales

Government Market - Differences

- **Local Government**
 - City
 - County
 - Other such as MMSD
- **State Government**
 - Department of Administration
 - Department of Facilities Management
 - Wisconsin Department of Transportation
- **Federal Government**
- **Corporate – Primes**
 - Large
 - Small



Understanding the Value of Being SMALL

- **Small business programs**
 - **Local**
 - Unique to City or County
 - **State**
 - Minority – Woman – Service Disabled Veteran
 - Disadvantaged Business Enterprise (DBE)
 - **Federal**
 - Small – Disadvantaged – Woman – HUBZone – Service Disabled Veteran – Veteran
 - Teaming and Partnering
 - **Corporate**
 - 3rd Party Certifiers for Minority or Woman Owned
 - Acceptance of Federal certifications



Importance of Marketing and Sales

- THE BASICS
 - Business Card
 - Capabilities Statement
 - The “PITCH”
 - Website
 - Social Media
- “GET OUT” – conferences, meetings, forums.....
- FOCUSED TARGETED outreach and marketing
- What is your end game – TARGET to HIT THE GOAL



MARKETPLACE 2017 - marketplacewisconsin.com

- ❖ Workshops
- ❖ Reception
- ❖ Awards
- ❖ Speakers
- ❖ ONE ON ONE BUYER MEETINGS
- ❖ NETWORKING



SMALL BUSINESS ACADEMY 2017
DECEMBER 13
7:30AM - 1:00PM

Summary Agendas Questions? Location and Hotel Information

SMALL BUSINESS ACADEMY - Wednesday December 13
Potawatomi Hotel and Conference Center, Milwaukee Wisconsin

FREE half-day program for small businesses, startups, entrepreneurs and those wanting to explore having a business of their own. Workshops will cover small business lending and business resources to help you plan, start and grow a profitable business.


In addition to workshop sessions, small group roundtable discussions will be facilitated by experts in social media, online sales, employees, accounting and other useful topics.

The day begins with a free complimentary continental breakfast with time to network and meet other business owners and entrepreneurs.

Resource booths featuring local lenders and business resources will be on-hand to answer specific questions on funding and business assistance options.

QUESTIONS
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<https://www.eiseverywhere.com/ehome/273440>



MARKETPLACE WISCONSIN

WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

Governor's Conference on Minority Business Development
Welcoming minority, woman and veteran-owned businesses
December 13 - 14, 2017

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AWARD

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