

# FOR MANUFACTURERS: Selling to Department of Defense Prime Contractors



**Presented by:**



November 12, 2015 – Fox Valley Technical College (FVTC)  
Appleton, 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

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)

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## 8 WAYS A SHUTDOWN WOULD DAMAGE HOMELAND SECURITY

[www.wispro.org](http://www.wispro.org)

### UPCOMING EVENTS [→](#)

02/26/2015  
FEDERAL PRIME CONTRACTOR GROUP MEETING  
ST. FRANCIS (MILWAUKEE) »

03/03/2015  
SMALL BUSINESS GOVERNMENT CONTRACTING  
SERIES: SELLING TO THE DEPARTMENT OF VETERANS  
AFFAIRS  
WAUWATOSA »

03/04/2015  
ACQUISITION HOUR: LEARNING ABOUT WAWF - IRAPT  
WEBINAR »

03/09/2015  
ENTERING THE GOVERNMENT MARKET - A PRIMER  
RACINE »

03/11/2015  
ACQUISITION HOUR: PREPARING FOR CSPR AUDIT  
WEBINAR »

### CURRENT OPPORTUNITIES (7) [→](#)

#### 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](#)

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## 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

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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)

# AGENDA

- **Readiness - Getting prepared for the opportunity**
- **How to locate DOD Prime Contractors**
- **What is the prime looking for in a potential subcontractor**
- **Accessing the Prime Contractor**



# Overview of the Market

- Who is buying
- Who is selling
- What is being purchased

Wisconsin

Fiscal Year 2014

Go

## CONTRACTS DATA

Total Contract Funds Awarded - FY 2014  
**\$2,206,536,919**

Total Number of Contract [Transactions](#) - FY 2014  
**24,059**

Total Contract Funds to SubAwardees - FY 2014  
**\$176,950,848**

Total Contract [Transactions](#) to SubAwardees - FY 2014  
**634**

### TOP PRIME RECIPIENTS

1. OSHKOSH CORPORATION	\$509,378,106
2. GREAT LAKES HIGHER EDUCATION CORPORATION	\$184,414,944
3. WISCONSIN PHYSICIANS SERVICE INSURANCE CORPORATION	\$163,362,060
4. NATIONAL PRESTO INDUSTRIES INC.	\$73,010,918
5. SNAP-ON INCORPORATED	\$50,725,790

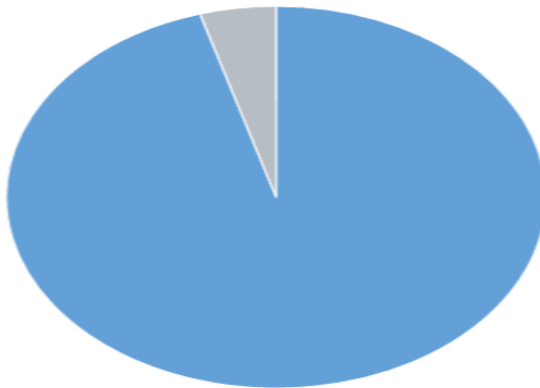
[Text View and More Details on All Prime Recipients](#)

### TOP CONTRACTOR SUB-AWARDEES

1. DERCO AEROSPACE, INC.	\$86,009,489
2. MCNALLY INDUSTRIES, LLC	\$17,198,550
3. MULTISTACK, LLC	\$13,441,201
4. EXTREME ENGINEERING SOLUTIONS, INC	\$6,594,362
5. WASTE MANAGEMENT, INC.	\$4,378,218

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

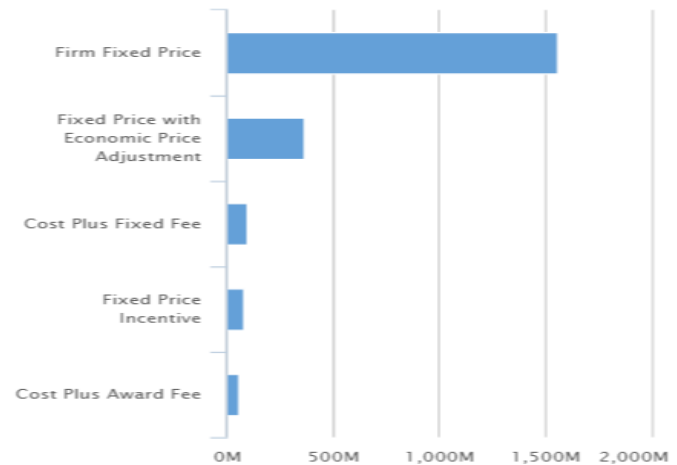
### COMPLETED/NON-COMPLETED



Completed Not Completed

[Text View on Completed vs. Non-Completed](#)

### TOP 5 PRIME CONTRACT TYPES



[Text and More Details on All Prime Contract Types](#)

## CONTRACTS DATA

Total Contract Funds Awarded - FY 2015  
**\$2,474,160,853**

Total Number of Contract [Transactions](#) - FY 2015  
**28,442**

Total Contract Funds to SubAwardees - FY 2015  
**\$177,995,777**

Total Contract [Transactions](#) to SubAwardees - FY 2015  
**324**

## TOP PRIME RECIPIENTS

1. OSHKOSH DEFENSE, LLC	\$913,750,661
2. OSHKOSH CORPORATION	\$156,449,242
3. WISCONSIN PHYSICIANS SERVICE INSURANCE CORPORATION	\$140,555,871
4. LOGISTICS HEALTH, INC.	\$111,347,603
5. GREAT LAKES EDUCATIONAL LOAN SERVICES, INC.	\$78,085,354

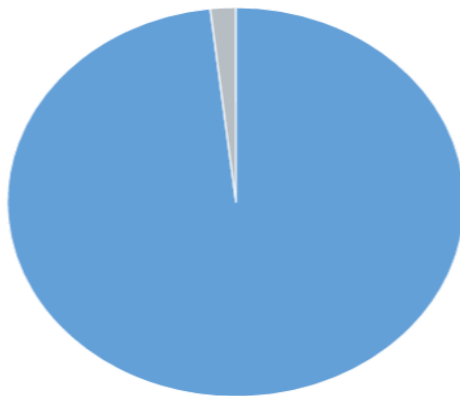
[Text View and More Details on All Prime Recipients](#)

## TOP CONTRACTOR SUB-AWARDEES

1. DERCO AEROSPACE, INC.	\$66,729,995
2. WISCONSIN ORDNANCE WORKS, LTD.	\$40,610,826
3. EXTREME ENGINEERING SOLUTIONS, INC	\$12,180,014
4. WALKER STAINLESS EQUIPMENT CO INC	\$11,504,817
5. ASTRONAUTICS CORPORATION OF AMERICA	\$4,963,640

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

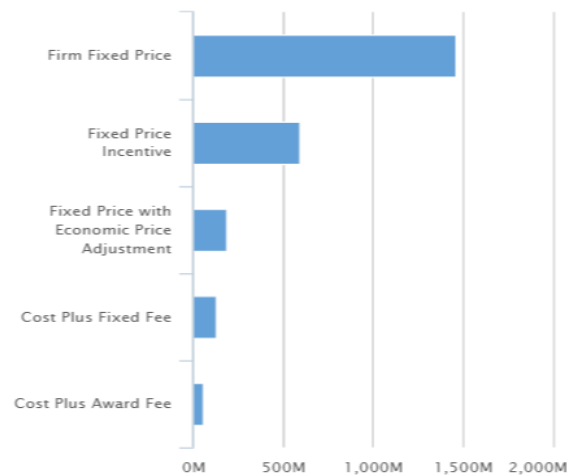
## COMPLETED/NON-COMPLETED



Completed Not Completed

[Text View on Completed vs. Non-Completed](#)

## TOP 5 PRIME CONTRACT TYPES



[Text and More Details on All Prime Contract Types](#)

DOES NOT INCLUDE DOD awards from part of August and September – 90 day delay in posting

NOTE – total FY2015 will exceed FY2014 in dollars and number of transactions

NOTE – increase in dollars of State's largest contractor Oshkosh Corporation

ALL Federal Procurement by NAICS CODE			For 2015 90 day delay in reporting - therefore 2015 not complete									
	NAICS		2015	%	2014	%	2013	%	2012	%	2011	%
1	336411	Aircraft Manufacturing	\$28,047,510,275	7.62	\$31,079,516,934	6.99	\$34,279,919,177	9.04	\$46,514,711,344	9.8	\$39,022,941,128	7.36
2	541330	Engineering Services	\$21,402,112,259	5.81	\$26,713,881,178	6.01	\$22,404,073,237	5.91	\$29,465,612,070	6.2	\$37,822,087,040	7.13
3	541712	Research and Development in the Physical, Engineering, and Life Sciences (except Biotechnology)	\$20,794,138,209	5.65	\$22,878,677,454	5.15	\$17,808,044,724	4.69	\$17,573,858,439	3.7	\$17,164,587,549	3.24
4	561210	Facilities Support Services	\$18,814,427,420	5.11	\$20,506,351,039	4.61	\$19,492,816,242	5.14	\$20,860,197,232	4.39	\$27,468,368,906	5.18
5	541512	Computer Systems Design Services	\$13,815,172,982	3.75	\$14,301,876,919	3.22	\$10,899,792,803	2.87	\$10,702,092,049	2.25	\$8,614,143,926	1.62
6	336611	Ship Building and Repairing	\$13,270,968,803	3.6	\$17,416,089,212	3.92	\$10,785,641,995	2.84	\$14,906,161,530	3.14	\$21,672,531,625	4.09
7	236220	Commercial and Institutional Building Construction	\$11,294,087,685	3.07	\$17,490,951,523	3.93	\$12,052,109,525	3.18	\$18,520,574,150	3.9	\$21,588,317,147	4.07
8	336414	Guided Missile and Space Vehicle Manufacturing	\$10,765,418,480	2.92	\$12,064,936,682	2.71	\$10,893,834,032	2.87	\$11,091,288,423	2.34	\$12,895,977,477	2.43
9	541519	Other Computer Related Services	\$10,654,221,099	2.89	\$12,515,176,117	2.81	\$10,322,296,671	2.72	\$10,381,200,442	2.19	\$11,319,851,816	2.14
10	524114	Direct Health and Medical Insurance Carriers	\$9,937,089,673	2.7	\$12,853,972,809	2.89	\$8,240,717,397	2.17	\$8,873,592,126	1.87	\$10,564,611,590	1.99
11	325412	Pharmaceutical Preparation Manufacturing	\$9,852,214,895	2.68	\$8,305,583,428	1.87	\$7,963,556,893	2.1	\$3,805,881,261	0.8	\$1,616,289,119	0.3
12	541611	Administrative Management and General Management Consulting Services	\$9,352,224,144	2.54	\$10,605,879,028	2.39	\$9,353,708,797	2.47	\$9,552,148,055	2.01	\$10,788,532,956	2.04
13	541710	Research and Development in the Physical, Engineering, and Life Sciences	\$8,815,652,515	2.39	\$9,610,454,441	2.16	\$10,198,355,548	2.69	\$17,288,935,005	3.64	\$22,885,675,444	4.32
14	336413	Other Aircraft Parts and Auxiliary Equipment Manufacturing	\$8,599,709,944	2.34	\$12,168,647,054	2.74	\$8,427,074,634	2.22	\$12,729,512,013	2.68	\$11,516,218,213	2.17
15	334511	Search, Detection, Navigation, Guidance, Aeronautical, and Nautical System and Instrument Manufacturing	\$7,676,249,210	2.08	\$9,111,362,407	2.05	\$7,244,257,714	1.91	\$7,866,455,876	1.66	\$9,448,168,869	1.78
16	541990	All Other Professional, Scientific, and Technical Services	\$7,552,446,674	2.05	\$8,745,284,943	1.97	\$7,265,467,579	1.92	\$8,810,585,008	1.86	\$8,926,720,995	1.68
17	324110	Petroleum Refineries	\$7,103,336,095	1.93	\$11,958,758,683	2.69	\$11,049,274,486	2.91	\$18,441,382,211	3.88	\$9,805,939,317	1.85
18	488190	Other Support Activities for Air Transportation	\$4,957,124,339	1.35	\$5,567,354,414	1.25	\$4,075,559,751	1.07	\$4,257,264,987	0.9	\$4,594,770,339	0.87
19	541511	Custom Computer Programming Services	\$4,144,679,633	1.13	\$5,475,213,696	1.23	\$4,323,260,814	1.14	\$4,996,712,594	1.05	\$5,677,387,183	1.07
20	336412	Aircraft Engine and Engine Parts Manufacturing	\$3,901,792,699	1.06	\$5,206,698,896	1.17	\$4,228,226,428	1.11	\$4,704,517,043	0.99	\$6,280,875,333	1.18

WISCONSIN Federal Procurement by NAICS CODE				For 2015 90 day delay in reporting - therefore 2015 not complete								
	NAICS		2015	%	2014	%	2013	%	2012	%	2011	%
1	336212	Truck Trailer Manufacturing	\$868,229,874	33	\$296,584,275	10.5	\$1,485,614,636	42.1	\$261,794,034	7.81	\$3,389,802,102	47.8
2	541711	Research and Development in Biotechnology	\$139,383,907	5.29	\$2,610,636	0.09	\$21,526,763	0.61	\$1,452,647	0.04	\$7,489,773	0.11
3	522390	Other Activities Related to Credit Intermediation	\$120,241,260	4.57	\$183,805,738	6.53	\$124,083,534	3.52	\$101,706,429	3.03	\$61,300,000	0.86
4	334517	Irradiation Apparatus Manufacturing	\$119,118,276	4.52	\$166,162,525	5.9	\$108,671,169	3.08	\$77,006,437	2.3	\$49,602,200	0.7
5	621111	Offices of Physicians (except Mental Health Specialists)	\$97,774,963	3.71	\$238,875,699	8.48	\$259,624,772	7.36	\$265,113,518	7.91	\$217,769,092	3.07
6	524292	Third Party Administration of Insurance and Pension Funds	\$79,430,763	3.02	\$104,220,448	3.7	\$90,624,651	2.57	\$51,545,329	1.54	\$95,884,189	1.35
7	524114	Direct Health and Medical Insurance Carriers	\$73,935,129	2.81	\$137,489,214	4.88	\$129,494,960	3.67	\$79,493,713	2.37	\$50,678,580	0.71
8	722310	Food Service Contractors	\$68,043,907	2.58	\$77,851,185	2.76	\$28,794,175	0.82	\$66,148,240	1.97	\$69,045,840	0.97
9	333120	Construction Machinery Manufacturing	\$65,518,610	2.49	\$22,794,008	0.81	\$9,919,818	0.28	\$40,824,541	1.22	\$28,239,217	0.4
10	336992	Military Armored Vehicle, Tank, and Tank Component Manufacturing	\$63,193,078	2.4	\$105,131,865	3.73	\$96,297,525	2.73	\$484,388,901	14.4	\$890,079,048	12.5
11	541330	Engineering Services	\$46,822,259	1.78	\$84,502,134	3	\$56,769,138	1.61	\$45,122,015	1.35	\$46,891,957	0.66
12	336120	Heavy Duty Truck Manufacturing	\$40,350,856	1.53	\$61,581,358	2.19	\$26,126,714	0.74	\$88,852,411	2.65	\$3,863,070	0.05
13	236220	Commercial and Institutional Building Construction	\$36,257,961	1.38	\$70,408,879	2.5	\$64,964,767	1.84	\$67,314,169	2.01	\$104,557,842	1.47
14	311611	Animal (except Poultry) Slaughtering	\$35,842,467	1.36	\$28,942,255	1.03	\$25,014,511	0.71	\$43,397,523	1.29	\$40,459,844	0.57
15	333618	Other Engine Equipment Manufacturing	\$35,689,863	1.36	\$26,444,531	0.94	\$14,634,586	0.42	\$17,254,737	0.51	\$15,527,960	0.22
16	562910	Remediation Services	\$31,671,103	1.2	\$37,027,771	1.31	\$60,186,349	1.71	\$13,929,495	0.42	\$17,916,968	0.25
17	221112	Fossil Fuel Electric Power Generation	\$27,655,458	1.05	\$43,289,210	1.54	\$20,637,802	0.59	\$25,333,566	0.76	\$2,421,690	0.03
18	541512	Computer Systems Design Services	\$27,650,859	1.05	\$30,151,174	1.07	\$643,848	0.02	\$337,182	0.01	\$559,190	0.01
19	541712	Research and Development in the Physical, Engineering, and Life Sciences (except Biotechnology)	\$25,233,702	0.96	\$24,924,645	0.88	\$15,405,975	0.44	\$35,554,823	1.06	\$27,493,784	0.39
20	337214	Office Furniture (except Wood) Manufacturing	\$24,451,020	0.93	\$37,022,116	1.31	\$53,521,726	1.52	\$47,758,645	1.42	\$56,091,304	0.79

# Readiness – Getting Prepared for the Opportunity

- 1.** Identification of your NAICS and PSC/FSC codes
- 2.** Registering in SAM
- 3.** Registering in Dynamic Small Business Search
- 4.** Capabilities Statement
- 5.** Business Cards
- 6.** Website
- 7.** Events

# Identifying your NAICS Codes – PCS Codes FSC codes


The screenshot shows the United States Census Bureau website. At the top right, there is a search bar and navigation links for "U.S. Department of Commerce | Blogs | Index A-Z | Glossary | FAQ". Below the search bar is a navigation menu with categories: "Topics" (Population, Economy), "Geography" (Maps, Geographic Data), "Library" (Infographics, Publications), "Data" (Tools, Developers), "About the Bureau" (Research, Surveys), and "Newsroom" (News, Events, Blogs). The main heading is "North American Industry Classification System". Below this are several tabs: "Main", "History", "Development Partners", "Federal Register Notices", "NAPCS", and "FAQs". The "Introduction to NAICS" section is active, containing three search boxes for "2012 NAICS Search", "2007 NAICS Search", and "2002 NAICS Search". The text describes NAICS as the standard used by Federal statistical agencies, developed in 1997 to replace the SIC system. A URL <http://www.census.gov/eos/www/naics/> is highlighted in yellow.

<https://www.acquisition.gov/PSC%20Manual%20-%20Final%20-%202011%20August%202011.pdf>

<https://www.acquisition.gov/>

# Registering as a Contractor

System for Award Management (DUNS # required prior to register)



USER NAME  PASSWORD

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

[Create an Account](#)

HOME SEARCH RECORDS DATA ACCESS GENERAL INFO HELP

## Search Records

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

\* Use **Quick Search** if you know an entity's Business Name, DUNS number or

\* Use **Advanced Search** to structure your search using multiple categories and

[www.SAM.gov](http://www.SAM.gov)

Are you a Federal government employee?

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

Conducting small business-focused market research?

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

QUICK SEARCH: Use one of the search bars below.

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

DUNS Number Search:

CAGE Code Search:

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

# Registering as a Contractor

## DYNAMIC SMALL BUSINESS SEARCH

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

**SBA** DSBS [Print](#) [Exit](#) [Help](#)  
[DSBS](#) [Quick Market Search](#) [TM OnLine](#)

**Disadvantaged Business Enterprise, Certification States:** [HUBZone Certification:](#)

<input type="checkbox"/> Not Required	<input type="checkbox"/> Required (Active Certifications only)
<input type="checkbox"/> AL - Alabama	<input type="checkbox"/> Required (Active Certifications and Previously Certified)
<input type="checkbox"/> AK - Alaska	<input type="checkbox"/> Required (Previously Certified only)
<input type="checkbox"/> AA - American Atlantic (APO/FPO)	<input type="checkbox"/> Not Required
<input type="checkbox"/> AE - American Europe (APO/FPO)	

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.

**Ownership and Self-Certifications**

Any Minority Owned:

- Any Native American Owned:
  - Tribally Owned
  - Alaskan Native Corp (ANC) Owned
  - Native Hawaiian Org (NHO) Owned
  - Other Native American
- Other Minority Owned
- Community Development Corporation (CDC) Owned
- Self-Certified Small Disadvantaged Business
- Service Disabled Veteran Owned
- Veteran Owned (including Service Disabled Veteran Owned)
- Any Women-Owned Small Business: [search help](#)
  - Women-Owned Small Business under the Women-Owned Small Business Program [more information](#)
  - Economically Disadvantaged Women-Owned Small Business under the Women-Owned Small Business Program
  - Women-Owned Small Business Joint Venture
  - Economically Disadvantaged Women-Owned Small Business Joint Venture

(To start over in this section, if you like, you can use this hotlink: [Clear These Checkboxes](#))

**Specific Nature of Business**

NAICS Code(s):  Any  All (slower) [Help](#)

"Buy Green" NAICS Code(s):  Any  All (slower) [Help](#)

Keywords:  Any  All (slower) [Help](#)

**General Nature of Business**

Manufacturing  Construction  Research & Development  Services

Has TECH-Net Award(s).

(Note: [TECH-Net](#) is an SBA web site related to Research & Development. But "Has TECH-Net Award(s)" is independent of "Research & Development".)


**Minimum Acceptable Bonding Levels**

Construction Bonding Level (per contract)

Construction Bonding Level (aggregate)

Service Bonding Level (per contract)

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



**KL Engineering**  
[A] Better Experience

**Capability Statement**

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

**Who We Are**

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

Transportation Design

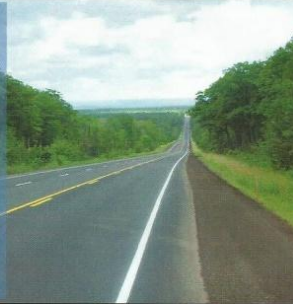
Construction Management

Planning & Feasibility Studies

Environmental Analyses


Traffic Signal & Lighting Design

Survey & GIS



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

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



**What Makes Us Different**

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


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

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

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

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

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



**Company Details**

- In Business Since 1991 (23 years)
- 3 Offices in Wisconsin: Madison, Green Bay & Menomonee
- 47 Employees: 31 Civil Engineers, 2 Environmental Specialists, 2 Surveyors, 7 Engineering Technicians, 5 Administration

DUNS: 804316727

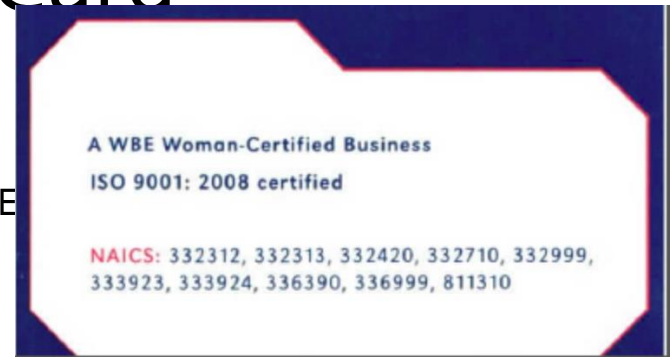
Cage: 3Q8P1

NAICS Codes: 541330, 541340, 541370, 541611, 541620 & 237310

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

# HOW TO MARKET TO A PRIME – Business Card

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



# HOW TO MARKET TO A PRIME – WEBSITE <http://upimfg.com/>

- Good contact information
- Indicate if any background or experience with other Federal or Defense contractors
- Reflect what the prime is looking for



# HOW TO MARKET TO A PRIME

- Social Media
- Participating in Industry events & networking
  - Volk Field Small Business Conference
  - Marketplace – Governor’s Conference
  - Rock Island Industry Days
  - WPI website [WWW.WISPRO.ORG](http://WWW.WISPRO.ORG)
- Elevator pitch

# Readiness for the Department of Defense Supply Chain

- Capabilities
- Capacity

# Capabilities

1. Quote – Bid
2. Administer contracts / awards
3. Manage your supply chain
4. Appropriate quality level
5. Business Management Process (ERP etc...)
6. Accounting system that can identify, segregate and analyze
7. Appropriate certification – technical expertise and talent
8. Understanding of DoD process, requirements and concepts
9. Electronic-capabilities vs. paper
10. Total Landed Cost
11. Inform the prime of major issues.



# Competitive Advantage

1. Small business program status
  - a. **Value to Federal Prime Contractors**
    - a. Small Business Subcontracting Plans
    - b. \$700,000 (\$1.5 million for construction)

# Why the Prime Needs Subcontractors

## 1. Small business program status

### a. Value to Federal government -

<http://www.sba.gov/category/navigation-structure/contracting/contracting-support-small-businesses>

### b. Value to Prime Contractors

## Federal Goals:

- 23 percent of prime contracts for small businesses;
- 5 percent of prime and subcontracts for women-owned small businesses;
- 5 percent of prime contracts and subcontracts for Small Disadvantaged Businesses;
- 3 percent of prime contracts and subcontracts for HUBZone small businesses;
- 3 percent of prime and subcontracts for service-disabled veteran-owned small businesses.

# Prime Contractor Accountability

## Subcontracting Plans

### Contractor Semi-Annual Reporting

- Required at the contract level with explanation of why you did not meet a goal in your plan
- Government tracking at the Company level (overall goals)
- Criteria for many awards

# Capacity - Risk

1. Financial resources
2. Trained labor force
3. Solid supply chain
4. Facilities
5. Contingency Plan



# Locating Opportunities



# How the Subcontractor - Searches for Primes with Current Procurement Opportunities

- Federal agencies
- Federal prime contractors
- Teaming & Partnering

Let's go to [www.USASPENDING.gov](http://www.USASPENDING.gov)

- **Some guidance**

- Look up MANUFACTURERS with FEDERAL AWARDS
- Identify MANUFACTURERS by NAICS codes – 31,32,33
  - Let's go to <http://www.census.gov/cgi-bin/sssd/naics/naicsrch> - here you can search for other NAICS
  - Identify other attributes in USASPENDING search that could narrow your search – location, agency.....
  - Export your search to a CVS file (look at in EXCEL)– this will give you the ability to see detail including number of contracts, dollar value, subcontracting plan requirement, contracting agency and much more

# Federal Agencies

DIBBS: <https://www.dibbs.bsm.dla.mil/>

The screenshot shows the DLA Internet Bid Board System (DIBBS) website. At the top, there is a navigation bar with links for Home, Solicitations, RFQs, RFP/IFB/Non-Quotable RFQs, Tech Data, Downloads, and Awards. Below the navigation bar, there is a search bar and a navigation menu. The main content area features a notice about training and opportunities, followed by a section for registered users to log in. The page is organized into four columns of links: Help, Vendor Registration, Solicitations, and Awards.

**DEFENSE LOGISTICS AGENCY**  
ENTERPRISE BUSINESS SOLUTIONS  
**DLA INTERNET BID BOARD SYSTEM**

Home | Solicitations | RFQs | RFP/IFB/Non-Quotable RFQs | Tech Data | Downloads | Awards

Navigation: Navigation/Documents - - - - - GO Database Search: Choose Search Value: GO

**Notice:** · Connect and Learn with our Training, Knowledge and Opportunities (TKO) Webinars! » [Read Notice](#)  
· The Combat and Wheeled Vehicle Industry Outreach Forum to be hosted by DLA Land and Maritime on Thursday October 23, 2014 has been canceled. Information about future forums will be forthcoming. » [Read Notice](#)

Please read notices posted on the [Notices page](#).

Location: **Home**

LOGGED OFF [ 273 ] 9/30/2014 2:40:29 PM

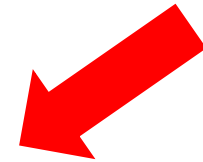
**The DLA Internet Bid Board System (DIBBS)** is a web-based application that provides the capability to search for, view, and submit secure quotes on Requests For Quotations (RFQs) for [Defense Logistics Agency \(DLA\)](#) items of supply. DIBBS also allows users to search and view Request For Proposals (RFPs), Invitations For Bid (IFBs), Awards and other procurement information related to DLA.

*Registered User Log In*

- Help**
  - [On-Line Help](#)
    - [Frequently Asked Questions ~ FAQ](#)
    - [DIBBS On-Line Quoting Help](#)
    - [Batch Quoting Help](#)
  - [Contact Us](#)
- Solicitations**
  - [Requests for Quotation \(RFQ\)](#)
    - [Batch Quoting](#)
    - [Submitted Quote Searching](#)
- Vendor Registration**
  - [Vendor Registration](#)
  - [Registration Guidelines](#)
  - [DLA Small Business Programs](#)
- Awards**
  - [Awards](#)
  - [Subsistence Market Ready Orders](#)

# Federal Agencies

FBO – [www.FBO.gov](http://www.FBO.gov)



Training Videos  
Guides  
FAQs

The screenshot shows the FedBizOpps.gov website interface. At the top, there is a navigation bar with the following tabs: Getting Started, General Info, Opportunities, Agencies, and Privacy. The 'Getting Started' tab is circled in red. Below the navigation bar, there are links for Buyers (Login | Register) and Vendors (Login | Register), along with an Accessibility icon. The main content area features a U.S. Army logo and a contract opportunity titled '59--Subject: Wiring Harness, Bran. Direct your requests and communications ATTN: CCAM-AL-L, Michael Haywood, Contracting Officer, via email: Michael.haywood1@us.army.mil or FAX 256-955-9237. No telephone requests will be accepted'. Below the title, the solicitation number is W31P4Q10R0123, and the agency is the Department of the Army, Army Contracting Command, located at AMCOM Contracting Center - Missile (AMCOM-CC). There are buttons for 'Notice Details', 'Packages', and 'Interested Vendors List'. On the right side, there are 'Print' and 'Link' icons. Below the main content, there are buttons for 'Return To Opportunities List', 'Watch This Opportunity', and 'Add Me To Interested Vendors'. On the left, there are links for 'Complete View' and 'Original Synopsis' (Presolicitation, Mar 30, 2010). On the right, there is an 'ALL FILES' section with a link for 'Amendment 1' (Apr 13, 2010) and a link for 'See Solicitation'.

Federal regulations require that contracting officers publicize proposed contract actions expected to exceed \$25,000 through the on-line Government point of entry, [FedBizOpps](http://www.FedBizOpps.gov)

# Federal Agencies

## BIDMATCHING

Client Last Viewed RFQ's on 2014-06-04

Bid Count Reports

Records 1 thru 13 out of 13

Company Profile

<u>RFQ Date</u>	<u>FBO</u>	<u>DLA</u>	<u>Other Fed</u>	<u>Web</u>	<u>Intl</u>	<u>Local</u>	<u>NonFed</u>	<u>Awards</u>	
2014-10-10	2	0	0	3	0	0	0	0	<a href="#">List_All</a>
2014-10-08	1	0	0	0	0	0	0	0	<a href="#">List_All</a>
2014-10-07	2	0	0	0	0	0	0	0	<a href="#">List_All</a>
2014-10-03	1	0	3	1	0	0	0	0	<a href="#">List_All</a>
2014-10-02	0	0	6	0	0	0	0	0	<a href="#">List_All</a>
2014-10-01	0	0	7	0	0	0	0	0	<a href="#">List_All</a>
2014-09-30	0	0	0	2	0	0	0	0	<a href="#">List_All</a>
2014-09-25	0	0	0	1	0	0	0	0	<a href="#">List_All</a>
2014-09-22	2	0	0	0	0	0	0	0	<a href="#">List_All</a>
2014-09-18	2	0	0	0	0	0	0	0	<a href="#">List_All</a>
2014-09-17	2	0	0	0	0	0	0	0	<a href="#">List_All</a>
2014-09-15	10	0	0	0	0	0	0	0	<a href="#">List_All</a>
2014-09-11	2	0	0	0	0	0	0	0	<a href="#">List_All</a>

# Federal Prime Contractors

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

The screenshot shows the Oshkosh Supplier Network website. The main header features the Oshkosh logo with the tagline 'ONE SYSTEM. ONE TEAM. OSHKOSH SUPPLIER NETWORK' and the text 'Our Vision: To develop a world-class procurement and supply chain organization providing the best in logistics, quality, NPD and competitiveness to the Oshkosh family of companies on a global basis.' Below this is a navigation bar with links for 'Index', 'Links', 'Support Center', and 'Supplier Quality Manual and Forms'.

The 'Supplier Standards Guide' section includes a table of contents with the following structure:

Section	Title	Current Revision
PO Notes	<a href="#">PO Notes</a> Per the Note Reference on the purchase order, this section references the contract, contract number, DPAS priority rating and technical drawing furnished against a Purchase Order, as well as applicable Supplier Standards Guide sections incorporated by reference.	08-20-14
A	<a href="#">SUPPLIER QUALITY MANUAL</a> This section provides information on certification requirements and how you will be rated as a supplier.	<a href="#">See OSN</a>

# Federal Prime Contractors

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

www.lockheedmartin.com/us/suppliers.html

Most Visited **m** Getting Started

**LOCKHEED MARTIN**

INVESTORS MEDIA SUPPLIERS EMPLOYEES

WHO WE ARE WHAT WE DO NEWS & EVENTS INNOVATIONS CAREERS

Home → Suppliers

SUPPLIERS

Business Unit Procurement Information

Doing Business with Lockheed Martin

Cyber Security

Ethics

Sustainable Supply Chain Management

REACH

Resources

Prompt Payments

## Suppliers

Like 28 Tweet 18

+1 4 Share 17

**LOCKHEED MARTIN**  
**Supplier Wire**  
*Opening Doors to Opportunity and Innovation*

What We Buy

Think Small, Win Big  
Lockheed Martin Supplier Diversity

# Federal Prime Contractors

<http://sensing.honeywell.com/suppliers>

www.honeywellsportal.com//suppliers

Most Visited **m** Getting Started

**Honeywell** | Sensing and Control Supplier Microsite

Honeywell.com → Sensing & Control → Test & Measurement

Search the Entire Sensing & Control Supplier Site

sensing.honeywell.com/suppliers Search

Home Product Portfolio Contact

Welcome to the Honeywell Sensing and Control Global Supply Management Microsite.

S&C Global Supply Management

- > Code of Business Conduct
- > S&C Oracle iSupplier Portal
- > S&C Terms & Conditions
- > Logistics Routing Guide
- > STEP Manual
- > Corrective Action (e-Cats)
- > Vendor Scorecard

**Welcome**

Welcome to the Honeywell Sensing and Control (S&C) Global Supply Management page. This site is your portal to guidelines and detailed information for working closely with us. You will find links to our Code of Conduct, Purchase Order T&C's, Logistics, Quality and other aspects of our integrated Supply Chain relationship that may apply to an order you have received from Honeywell S&C.

We plan to expand this page to include a password protected interface to your account where you will have access to our supplier scorecard summarizing important monthly metrics such as On-Time delivery, PPM and other critical performance data. By sharing information in a more convenient

# Federal Prime Contractors

<https://www.fincantieri-suppliers.com/fcsuppliers/app?service=page&page=Home>

The screenshot shows a web browser window with the URL <https://www.fincantieri-suppliers.com/fcsuppliers/app?service=page&page=Home>. The browser's address bar shows the URL and a search engine icon for Google. Below the address bar, there is a navigation bar with the text "Most Visited" and "Getting Started". The main header features the "FINCANTIERI - Suppliers" logo on the left, and "home" and "ita" links on the right. A left sidebar contains a menu with the following items: "Company", "About the system", "What we buy", and "Registration". The main content area displays the text "Welcome to FINCANTIERI e-procurement system" above a large graphic of blue water splashing. The text "The sea ahead" is overlaid on the water graphic. In the bottom left corner of the page, there is a login section with the text "Enter", a label "Username", a text input field, a label "Password", another text input field, and a "go" button.

# Teaming & Partnering

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

# Contract Administration – KNOW YOUR RESPONSIBILITIES

- **Open to Financial Audit by the Prime or DCAA (Assist Audit)**
- **Meeting prime contractor requirements**
  - Marking, packaging, shipping, invoicing
  - Possible inspection requirements
- **Flow down clauses**

# Federal Agencies

## Joint Certification Program:

<http://www.dlis.dla.mil/JCP/>

<http://www.dlis.dla.mil/jcp/>

**Defense Logistics Information Service**  
"A Defense Logistics Agency Activity"

**Questions?**  
Ask Phyllis, Our Virtual Rep!

**Joint Certification Program (JCP)**

DLIS Home | Products | Services | Programs | Cataloging | Log Tools | Supplier | Training | Library

- JCP Home
- Search
- Provinces
- FAQs
- Disclaimers
- Links
- Documents
- Government Industry Data Mart (GIDM)

**United States / Canada**  
**Joint Certification Program**

Welcome to the Defense Logistics Information Service (DLIS) lookup service of the U.S./Canada Joint Certification Program System via the World Wide Web. DLIS is the only source for the administration and functionality of the Certification process.

The data contained herein is for informational purposes only. If your company is listed with incorrect or incomplete data, please contact us at once at the e-mail addresses shown at the end of this paragraph for instructions on how to update the information. If your company has a Certification Number which is not reflected herein, please e-mail us for confirmation of that code at [jcp-admin@dlm.mil](mailto:jcp-admin@dlm.mil).

**GUIDELINES FOR SYSTEMS USAGE:**

- The data contained herein is government owned information, and as such may not be reused or marketed for commercial use
- Searches are free; however, DLIS reserves the right to restrict access if unreasonable use of the system is made.
- Check out the [FAQs](#) area for basic information regarding U.S./Canada Joint Certification Program.

Start your [Search](#)

# **BASIC Contracting Concepts**

- 1. Locating specifications/ standards/drawings**
- 2. Unique packaging requirement**
- 3. Understanding your contract requirements**
- 4. TINA**
- 5. Buy American act/Berry Amendment**
- 6. Subcontracting plans**
- 7. Commercial vs Non Commercial**
- 8. Flow-down Clauses**
- 9. Defense Contract Management Agency**
- 10. Defense Contract Audit Agency**

# BASIC Contracting Concepts

## Locating specifications/standards/drawings

- ASTM <http://www.astm.org/>
- ANSI <http://www.ansi.org/>
- DOD Specifications and Standards <http://quicksearch.dla.mil/>
- Defense Standardization Program  
[http://www.dsp.dla.mil/APP\\_UI/SpecsAndStandards.aspx?action=content&accounttype=displaySpecs&contentid=40](http://www.dsp.dla.mil/APP_UI/SpecsAndStandards.aspx?action=content&accounttype=displaySpecs&contentid=40)

# Understanding Your Contract Requirements

- Far clauses referenced in your Purchase Order
- Terms & Conditions listed in your Purchase Order
- Correct Price
- Delivery date
- Supplier Standards Guide

# BASIC Contracting Concepts

## Unique packaging requirement

1. Military preservation and packaging ([MIL-STD-2073-1E](#))
2. Commercial packaging ([ASTM D 3951](#))
3. Special Packaging Instructions or Supplemental Packaging
4. Hazardous Materials item as defined in the Code of Federal Regulations, Title 49
5. Marking and labeling ([MIL-STD-129P](#))
6. Military Shipping Labels
7. Special markings such as shelf life, project codes, and expedited handling codes RFID [DFARS Clause 252.211-7006](#) (Feb 2007)
8. Palletization clauses
9. Treatment of Wood Packaging Material (WPM)
10. Other contract Section D packaging clauses

# BASIC Contracting Concepts

Truth In Negotiation Act : 10 U.S.C. §2306(a)

Federal Law whose purpose is to protect the Government from defective pricing

TINA: If the contract value is \$750,000.00 or greater you will have to certify your cost and Pricing data. Contractor certifies that cost data is current, accurate & complete to a date prior to contract award.

Cost data is factual & verifiable

Includes data used to determine estimated future costs or projections

If the contract value is less than \$750,000.00 you may still have to submit cost data.

What factors support your price: Material costs, rate of production, learning curve, packaging and freight requirements, rates and profit?

# Regulations that effect Performance

- **Buy American Act**
  - Provide preferential treatment for domestic sources of unmanufactured articles, manufactured goods, and construction material for public use
  - Requires the federal government to purchase domestic supplies for use in the United States under certain circumstances
- **Counterfit Parts**
- **Berry Amendment**
  - Requires the Department of Defense to give preference in procurement to domestically produced, manufactured, or home-grown products, most notably food, clothing, fabrics and specialty metals
- **Qualifying Countries**
- **Exceptions**

# **BASIC Contracting Concepts**

## **Commercial vs Non-Commercial**

### **Commercial Contract:**

Commercial contract have less administrative burden than non-commercial contracts

- **Best Price Support – Commercial Invoice**
- **May still need to support your price but certified cost and pricing data will not be required (other than cost & pricing data)**
- **Not an Auditable contract**
- **Must sell to the government at same or less than existing customers**
  - **Exception: providing additional services**
- **Few required clauses**



**WHAT IT TAKES TO  
WIN!!!!**

**YOUR  
Competitive edge**

# Competitive Edge

1. Pricing
2. Unique capabilities
3. Knowledge of competitors and qualified suppliers
4. Advance knowledge of requirements
5. Reputation – past performance
6. Solid marketing and business development /  
Networking –
  - a. Business cards
  - b. Capabilities statement (one page)
  - c. Website
  - d. Sales pitch

**P.S. Clear, to the point, accurate and honest**

# Other Training Opportunities

- November 17<sup>th</sup> – Keys to Successful Negotiations for Federal Contractors
- Dec 3<sup>rd</sup> – Appleton Part II – Understanding Requirements & Obligations
- Dec 10<sup>th</sup> – End of Year Federal Contractor Updates (fee)
  - End of 2015 FAR Update
  - Recent Legal Decisions Impacting Federal Contractors
  - Intellectual Property
  - Federal Contract Financing
  - Small Business Regulatory Update
  - Other topics of interest to Federal Prime and Subcontractors
- Noon webinars
- WPI Website – [wispro.org](http://wispro.org) to sign-up for our newsletter

# WPI CONTACTS

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