



Tri County Manufacturing Conference Series
MANUFACTURING FOR THE MILITARY:
Subcontracting to a **PRIME CONTRACTOR**

February 19, 2015

Montello, WI

Presented by the Wisconsin Procurement Institute (WPI)



ABOUT WPI

- **Wisconsin Procurement Institute (WPI)**, a non-profit organization established in 1987, is an outgrowth of then Congressman Les Aspin's efforts to help Wisconsin businesses win federal contracts, especially defense contracts.
- WPI's mission is to assist Wisconsin businesses in creating, developing and growing their Federal, State and Local Government sales, revenues, profits and jobs.
- WPI is a Procurement Technical Assistance Center (PTAC) servicing Wisconsin 72 counties.
- WPI works throughout the State -- in rural and urban areas -- with large, small, well-established and newly created businesses in areas of manufacturing, technology, construction, research, IT and services. WPI works closely with Federal, State and Local small business programs to maximize the opportunities and market success for disadvantaged, minority, woman, disabled and veteran owned firms as well as those located in HUBzone and distressed areas.

AGENDA

- MARKET RESEARCH
- WHAT DO PRIMES LOOK IN THEIR SUBS
- HOW TO MARKET TO A PRIME
- CONTRACT ADMINISTRATION
- TEAMING AND PARTNERING
- WORDS OF WISDOM FROM A SUCCESSFUL PROFESSIONAL

MARKET RESEARCH

Locating Opportunities



Let's go to 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

Let's go to the Department of Defense website www.defense.gov/contracts/

- This page will give you information about DOD contracts valued at \$6.5 million or more

The screenshot shows the U.S. Department of Defense website's 'Contracts' page. At the top, there is the DOD logo and the text 'U.S. DEPARTMENT OF DEFENSE'. Below this is a search bar. A navigation menu includes links for HOME, TODAY IN DOD, ABOUT DOD, TOP ISSUES, NEWS, PHOTOS/VIDEOS, DOD SITES, CONTACT US, and RESOURCES. The main content area is titled 'Contracts' and features a search box for contracts with a dropdown menu set to 'Any Word'. Below the search box, there is a paragraph explaining that contracts valued at \$6.5 million or more are announced each business day at 5 p.m. and are available by e-mail subscription. A list of contract announcements for February 2015 is provided, including dates from February 13, 2015, back to January 28, 2015. To the right, there is a 'Featured Photos & Videos' section with a photo of military personnel and a 'DoD Video News' section with a video thumbnail titled 'Ash Carter Releases Statement'.

Let's go to <https://www.dibbs.bsm.dla.mil/Awards/>

- **Some Guidance**

- Research by Nomenclature
- Example: bracket
- “D”: long term contract / repeat business: more likely to use subs
- Once contract find: select cage code
- Research past 15 days types of product and volume
- NOTE: Award tips and HELP on a particular issue linked from website

Let's go to <http://www.acq.osd.mil/osbp/sb/dod.shtml>

- Some guidance:

- List of DOD contractors that have Subcontracting Plans
- Can search by NAICS or PSC and will give you contact information
- WORD OF WARNING – sometimes the data is a bit outdated but USUALLY pretty good. GREAT place to start.
- LOOK UP A PSC CODE: <http://support.outreachsystems.com/resources/tables/pscs/>

Let's go to SAM – www.sam.gov

ARE YOU ALL REGISTERED IN SAM?

- **Some guidance:**

- Remember SAM registration is required for all Federal contractors and most grantees.
- Use the ADVANCE SEARCH
- Look for companies using PSC – sub assembly or final product

LARGE FEDERAL CONTRACTOR WEBSITES

Where possible – register as potential contractor

- Let's go to **CATERPILLAR** – Mossville, IL

<https://supplier.cat.com/wps/portal/catconnect/supplierLogin>

Welcome to the Caterpillar supplier portal

SUPPLIER CONNECT

LARGE FEDERAL CONTRACTOR WEBSITES

Where possible – register as potential contractor

- Let's go to **BAE Systems** – Minneapolis, MN

http://www.baesystems.com/landing/BAES_049840;baeSessionId=13-e0srxrhgQFbXv7b56gGhjvly1bxhH3o0z5dQLNryY_ETOF-Dds!-1415925329?_afrLoop=482535791697000&_afrWindowMode=0&_afrWindowId=null#!%40%40%3F_afrWindowId%3Dnull%26_afrLoop%3D482535791697000%26_afrWindowMode%3D0%26_adf.ctrl-state%3D5sd1mjmph_4



INTELLIGENCE & SECURITY

Intelligence & Security enables the U.S. government to transform data into intelligence as well as engineering,



LAND & ARMAMENTS

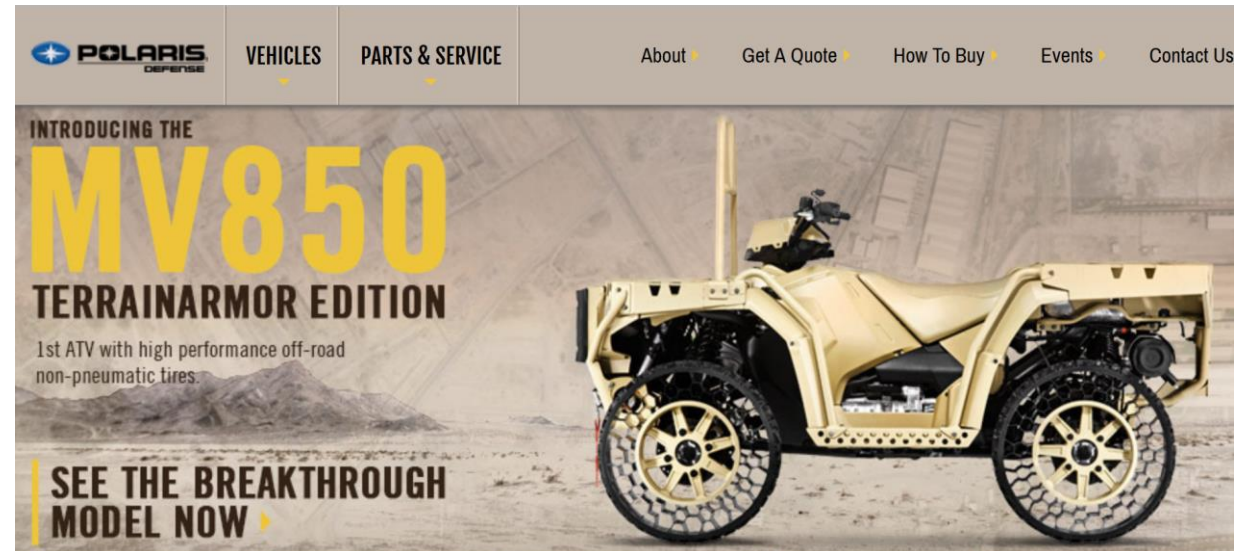
Land and Armaments operates several locations across the US with key locations in Alabama, Michigan,

LARGE FEDERAL CONTRACTOR WEBSITES

Where possible – register as potential contractor

- Let's go to **POLARIS DEFENSE**, Medina, MN

www.polarissuppliers.com



LARGE FEDERAL CONTRACTOR WEBSITES

Where possible – register as potential contractor

- Let's go to **Oshkosh Corporation**, Oshkosh, WI

osn.oshkoshcorp.com (no hyperlink, please cut and paste in browser)



LARGE FEDERAL CONTRACTOR WEBSITES

Where possible – register as potential contractor

- Let's go to **Deere & Company**, Moline, IL

<https://jdsn.deere.com/wps/portal/jdsn/Applications?WCM>



Other MARKET RESEARCH

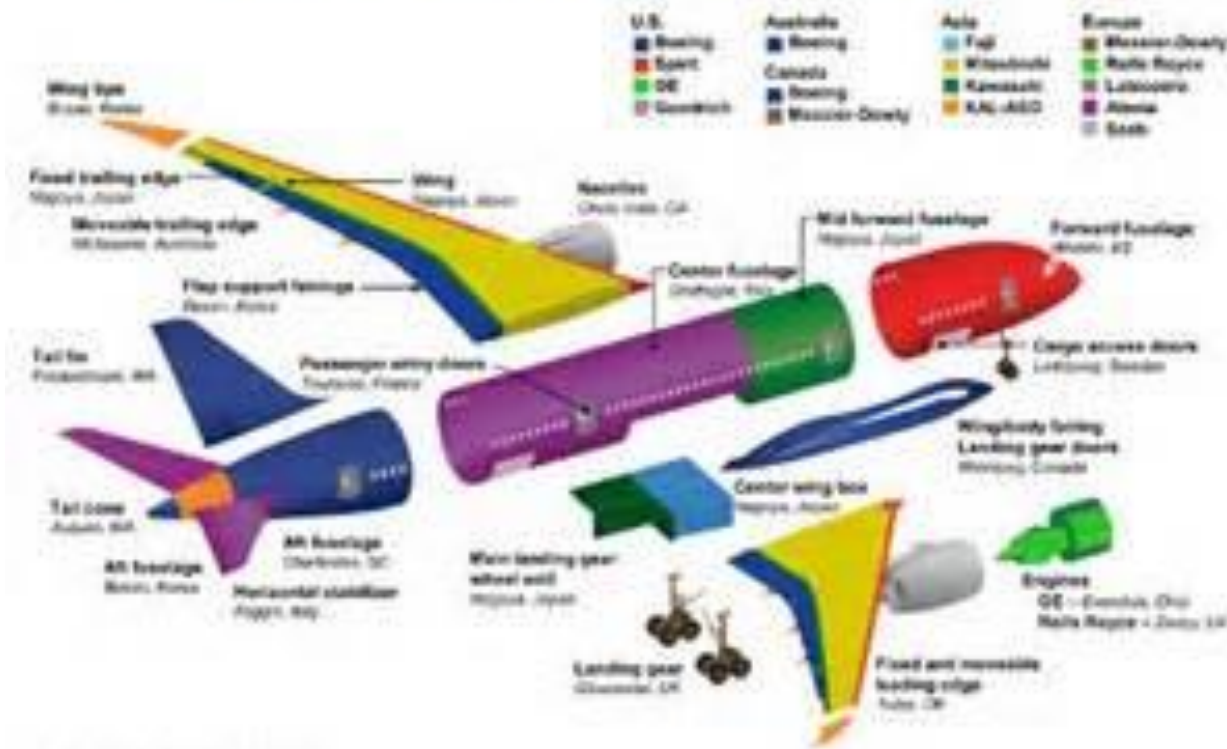
- Newspapers and other publication
- ORGANIZATIONS
 - NCMA - <http://www.ncmahq.org/>
 - NDIA – www.ndia.org
- <http://www.federalnewsradio.com/?nid=1>



The screenshot shows the Federal News Radio website interface. At the top, there is a navigation menu with categories like News, Pay & Benefits, Workforce, Management, Acquisition, and Tech. Below the menu, there is a 'SPECIAL MESSAGE' section and a registration prompt for an online chat. The main content area features a large photo of Dr. William A. LaPlante, Assistant Secretary of the Air Force for Acquisition. To the right of the photo is a headline: 'Air Force claims \$2 billion in acquisition savings'. Below the headline is a short paragraph of text. To the right of the main article, there are several smaller news snippets with their own headlines and small images, including 'Hurd: 'Three-Legged Stool' key to federal IT reform', '5 trends that will drive tech investments in 2015', 'Latest technology news', 'OMB warns of consequences if sequestration returns in 2016', and 'OMB pushing agencies to use single system for online transactions'.

What do PRIME CONTACTORS look for in their SUPPLY CHAIN

Global Partners Bring the 787 Together



IMPORTANT!!!!

- **QUALITY**
- **PAST PERFORMANCE**
- **ON TIME DELIVERY**
- **PRICE**



CAPACITY

- LABOR
- FINANCING
- FACILITIES
- TECHNICAL KNOWLEDGE



HOW TO MARKET TO A PRIME

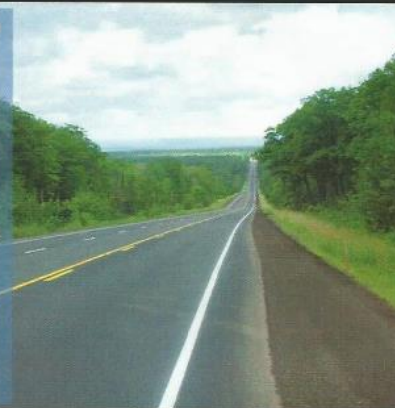
- **REGISTER** at www.SAM.gov
 - Use GOOD NAICS codes – example 332312 Fabricated Structural Metal Manufacturing
 - MAKE SURE YOU COMPLETE THE SMALL BUSINESS PIECE - WHY?
 - So that you show up in the DYNAMIC SMALL BUSINESS SEARCH – DSBS
 - AND YOUR CAPABILITIES ARE AVAILABLE FOR REVIEW
 - http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm
 - Let's look up some businesses – AURORA MANUFACTURING

HOW TO MARKET TO A PRIME – Capabilities Statement

- Example: KL Engineering
- 1 page
- Full contact information
 - POC – Point of Contact
 - Website
 - Email
 - Phone #
 - Locations if appropriate
- Cage code
- NAICS codes
- Core competencies
- Small business “type”
- Awards, successes
- Example of works
- Professional certifications ISO, ITAR.....



- Transportation Design
- Construction Management
- Planning & Feasibility Studies
- Environmental Analyses
- Traffic Signal & Lighting Design
- Survey & GIS



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

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.

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

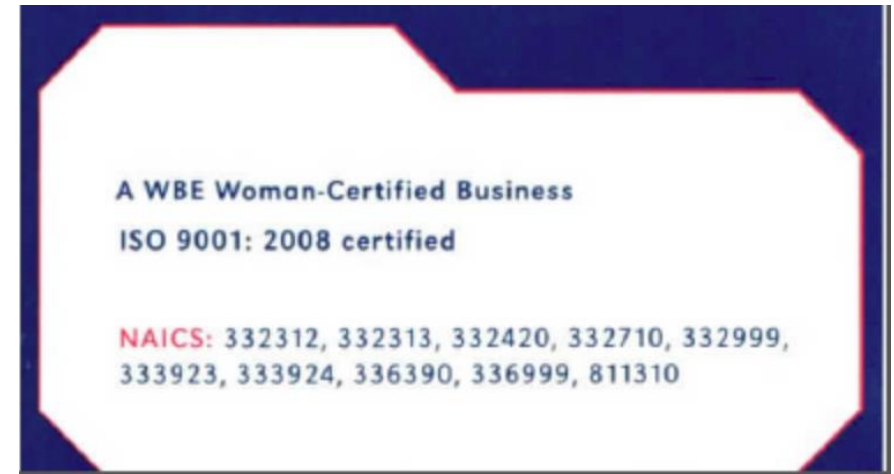
- In Business Since 1991 (23 years) DUNS: 804316727
- 3 Offices in Wisconsin: Madison, Green Bay & Menomonie Cage: 3Q8P1
- 47 Employees: 31 Civil Engineers, 2 Environmental Specialists, 2 Surveyors, 7 Engineering Technicians, 5 Administration NAICS Codes: 541330, 541340, 541370, 541611, 541620 & 237310



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

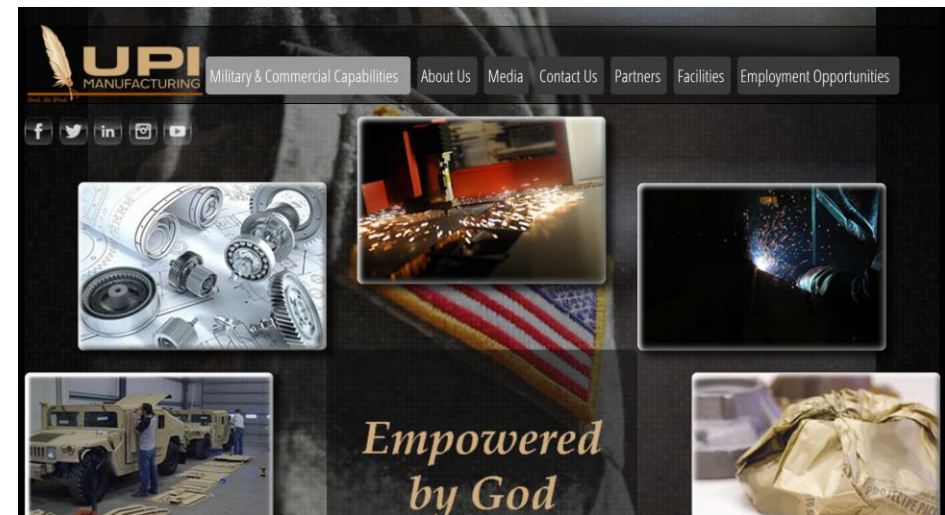
HOW TO MARKET TO A PRIME – Business Card

- 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 previously or currently contracts
- 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
- Elevator pitch

Contract Administration – KNOW YOUR RESPONSIBILITIES

- Meeting prime contractor requirements
 - Marking, packaged, shipped, invoiced
 - Possible inspection requirements
- Flow down clauses
 - How to search the FAR – Let's do a search
 - <http://farsite.hill.af.mil/>
 - Far part [25.1102](#)(e) **Clause** 52.225-21

Contract Administration – KNOW YOUR RESPONSIBILITIES

- Specific requirements
 - Quality level
 - ITAR / EAR required -
http://www.pmdtcc.state.gov/regulations_laws/itar.html
- Industry-specific standards
 - Welding
 - Aerospace

Teaming & Partnering

Adding to your capacity and capabilities

- Understanding small business programs – let's go to <https://www.sba.gov/category/navigation-structure/contracting/contracting-support-small-businesses>
- Types of teaming and partnering
 - JV
 - Subcontracting
 - Mentor protégé

VISIT WPI WEBSITE www.wispro.org

Search ...

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WPI Wisconsin Procurement Institute

[EVENT CALENDAR](#) [FEDERAL GOVERNMENT](#) [STATE GOVERNMENT](#) [LOCAL GOVERNMENT](#) [OTHER GOVERNMENT & GRANTS](#) [FAQS](#)



UPCOMING EVENTS

02/19/2015
TRI COUNTY MANUFACTURING CONFERENCE SERIES
MANUFACTURING FOR THE MILITARY:
SUBCONTRACTING TO A PRIME CONTRACTOR
MONTELLO »

02/24/2015
PREPARING FOR THE UPCOMING 2015 CONSTRUCTION
SEASON – DIVERSIFYING, LOCATING AND WINNING
NEW GOVERNMENT SECTOR CONTRACTS
GREEN BAY »

02/25/2015
PREPARING FOR THE UPCOMING 2015 CONSTRUCTION
SEASON – DIVERSIFYING, LOCATING AND WINNING
NEW GOVERNMENT SECTOR CONTRACTS
RHINELANDER »

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

03/03/2015
PREPARING FOR THE UPCOMING 2015 CONSTRUCTION
SEASON – DIVERSIFYING, LOCATING AND WINNING
NEW GOVERNMENT SECTOR CONTRACTS

CURRENT OPPORTUNITIES (5)

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

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 - info@wispro.org



February 19, 2015

William (Bill) Capelle

Tri County Manufacturing Conference

Manufacturing for the Military: Subcontracting

“Proudly Serving Prime Contractors & Military”



United States Armed Forces

- Army
- Air Force
- Navy

Federal Contracts

It Starts Here!

Federal Contracts

Prime Contractor

Verses

Sub Contractor

The Rules are the Same

Flow Downs

Every Contract large and Small have rules to follow (FARS and DFARS).

Advantages of being a sub-contractor

- * Learn and Understand the industry language
- * Get questions clarified faster and easier
- * Learn to properly present a high level proposal
- * Meet many of the key players



REVISIONS		DATE	APPROVED
A	CONDUCTED VISUAL INSPECTION, REVISIONS	4/29/09	<i>[Signature]</i>
B	REVISION TO B.G.C. PAINT CLASSIFICATIONS	4/29/09	<i>[Signature]</i>

FOR REVISION: NONE

REVISIONS:

U.S. or Foreign Spec:

- Glass as specified on drawing.
- Paint per spec MIL-P-22049, or MIL-P-22049A, or MIL-P-22049B. Dry film thickness 2.0-3.0 mils.
- Special color glass 985 per spec MIL-C-20706, or MIL-C-20706A. Dry film thickness 1.0 mils minimum.

Light Guard Pan Glass (Glass 985AA):

- Glass as specified on drawing.
- Paint per spec MIL-P-22049, or MIL-P-22049A, or MIL-P-22049B. Dry film thickness 2.0-3.0 mils.
- Special color glass white per spec MIL-C-20706, or MIL-C-20706A. Dry film thickness 1.0-1.5 mils.

Walls:

- Glass as specified on drawing.
- Paint per spec MIL-P-22049, or MIL-P-22049A, or MIL-P-22049B. Dry film thickness 2.0-3.0 mils.
- Special color glass white per spec MIL-C-20706, or MIL-C-20706A. Dry film thickness 1.0-1.5 mils.

REVISIONS:

U.S. or Foreign Spec:

- Glass and finish as specified on drawing.
- Paint per spec MIL-P-22049, or MIL-P-22049A, or MIL-P-22049B. Dry film thickness 2.0-3.0 mils.
- Special color glass 985 per spec MIL-C-20706, or MIL-C-20706A. Dry film thickness 1.0 mils minimum.

Light Guard Pan Glass (Glass 985AA):

- Glass and finish as specified on drawing.
- Paint per spec MIL-P-22049, or MIL-P-22049A, or MIL-P-22049B. Dry film thickness 2.0-3.0 mils.
- Special color glass white per spec MIL-C-20706, or MIL-C-20706A. Dry film thickness 1.0 mils minimum.

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APPROVED	DATE
<i>[Signature]</i>	4/29/09

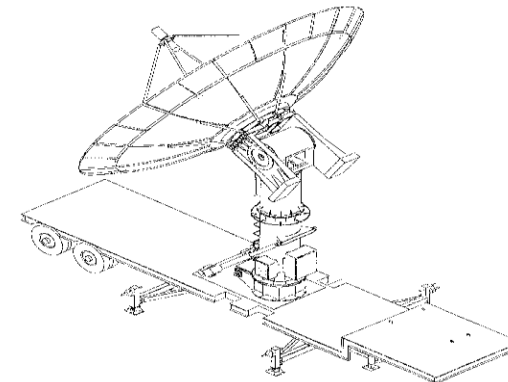
<p>DUPLICATE</p> <p>REC-4</p> <p>COPY OR FILE IN ORIGINAL</p> <p>DATE: 4/29/09</p>	<p>DATE: 4/29/09</p> <p>TIME: 11:37</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;"> <p>OWNER: C. HANBY</p> <p>NUMBER: 10-00-0001</p> <p>DATE: 4/29/09</p> <p>BY: [Signature]</p> </td> <td style="width: 70%;"> <p style="text-align: center;">DEFENSE CONSTRUCTION SUPPLY CENTER</p> <p style="text-align: center;">COLUMBUS OHIO</p> <p style="text-align: center;">CARG PAINT</p> <p style="text-align: center;">GENERAL AGENT RESISTANT COATING</p> <p style="text-align: center;">FORM 10-00-0001-15</p> <p style="text-align: center;">4 APR 09</p> <p style="text-align: center;">PAGE NO. 1 OF 1</p> </td> </tr> </table>	<p>OWNER: C. HANBY</p> <p>NUMBER: 10-00-0001</p> <p>DATE: 4/29/09</p> <p>BY: [Signature]</p>	<p style="text-align: center;">DEFENSE CONSTRUCTION SUPPLY CENTER</p> <p style="text-align: center;">COLUMBUS OHIO</p> <p style="text-align: center;">CARG PAINT</p> <p style="text-align: center;">GENERAL AGENT RESISTANT COATING</p> <p style="text-align: center;">FORM 10-00-0001-15</p> <p style="text-align: center;">4 APR 09</p> <p style="text-align: center;">PAGE NO. 1 OF 1</p>
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Do your
Homework!

Have a
Plan of Action

How Can I Serve Northrop Grumman?

- **Ground Vehicle Support – Specialty Fabrications Prototype and Production**
- **Steel Structures – Building Components, Trailers, Ladders and Platforms**
- **Laser and Form – Brackets, Cabinets and Containers**
- **ASME – Pressure Vessels, Heat Exchangers, Reactors and Tanks**
- **Replacement Parts, Retro Fit / Reverse Engineered and Custom Metal Fabrications**



What can you offer:

- Required or unique product/ services & labor resources.
- Qualified, experienced, or customer-preferred key personnel.
- Competitive labor rates & material costs.
- SB certifications to help prime meet SB participation requirements/goals.

Offer: (Cont.)

- Experience working with the prime & other team subs.
- Proven past performance with the customer & relevant products/services.
- Geographic proximity to prime, customer, & other subs.
- Market intelligence about the competition & customer.

Where do you find the clients? (Everyone Knows Everyone)

- Trade Shows and Conferences
- Internet - Websites and Directories
- Small Business Liaison Offices
- Look who is bidding on the Large Contracts
- Word of Mouth
- Social Networks - Linked-in, blogs, Facebook
- Industry Organizations - NCMA, NDIA ect.
- Local PTAC's
- Watch the Papers and News Reports
- Network - Network - Network

? Questions ?

Thank you

William (Bill) Capelle

920-785-1165 Direct / 920-676-5336 Cell



American Pride Industrial Equipment & Services
American Pride
Service Disabled Veteran Owned Small Business

Toll Free 877-739-8601
Fax 1-920-785-1624



Cage Code 50F76

