

Basics of Entering the Government Market

June, 2015



**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 - info@wispro.org

Search ...

[BLOG](#) [SERVICES](#) [ABOUT](#) [MY ACCOUNT](#) [SURVEY](#) [CONTACT](#)



[EVENT
CALENDAR](#)

[FEDERAL
GOVERNMENT](#)

[STATE
GOVERNMENT](#)

[LOCAL
GOVERNMENT](#)

[OTHER
GOVERNMENT &
GRANTS](#)

[FAQS](#)



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](#)

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](#)

SERVICES OFFERED BY WPI

- FREE Bid Matching Services
- Individual Counseling and Assistance
- Locating Local, State and Federal Opportunities
- Government Market Strategy Development
- Training in use of Government websites and tools
- Assistance with System for Award Management (SAM) Registration
- Assisting in Market Research Process
- Development of Market Profile
- Small Business Subcontracting Plans-Development, Outreach and Reporting
- Small Group Training
- Outreach and training with Local, State and Federal agencies
- Assist with Pre and Post Award Functions
- Assistance with Agency Specific Contracting Requirements
- Assistance with Contracting Regulations and Requirements, including FAR, DFAR, CFR
- Assistance with GSA Schedule Preparation and Administration
- Assistance with Local, State and Federal Certifications, including:
 - Service Disabled & Veteran Owned Small Business, HUBZone, Woman Owned Small Business, 8(a) Business Development Program
 - State
 - Local
 - DBE
- Bid Review and Submission Assistance
- Proposal and Assistance, Review and Submission Assistance
- Capabilities Statement and Related Government Marketing Material Development
- Assistance in Locating and Developing Teaming Partners and Subcontractors
- Updated Government Market Information

Wisconsin Procurement Institute
10437 Innovation Dr., Suite 320
Milwaukee, WI 53226
Telephone 414-270-3600
FAX 414-270-3610
www.wispro.org
Executive Director – Aina Vilumsons
info@wispro.org

WI Woman Owned Business Federal Contracts

		2015	◆	2014	◆
1	7500 - HEALTH AND HUMAN SERVICES	\$ 7,943,407		\$ 29,968,017	
2	3600 - VETERANS AFFAIRS	\$ 9,475,865		\$ 9,670,580	
3	2100 - ARMY	\$ 0		\$ 7,065,494	
4	5700 - AIR FORCE	\$ 24,251		\$ 6,812,398	
5	1400 - INTERIOR	\$ 1,182,541		\$ 2,286,002	
6	1700 - NAVY	\$ 0		\$ 1,669,165	
7	97AS - DEFENSE LOGISTICS AGENCY (DLA)	\$ 0		\$ 1,278,521	
8	6800 - ENVIRONMENTAL PROTECTION AGENCY	\$ 444,692		\$ 690,092	
9	2000 - TREASURY	\$ 600,724		\$ 599,084	
10	4700 - GENERAL SERVICES ADMINISTRATION	\$ 218,212		\$ 575,844	
11	1500 - JUSTICE	\$ 1,109,494		\$ 485,848	
12	96CE - US ARMY CORPS OF ENGINEERS - Civil programs	\$ 13,444		\$ 476,072	
		\$22 million		\$63 million	

Top WOB with Federal Contracts

Sr.No	FEDMINE ID	CONTRACTOR NAME	TOTAL SALES	SOCIO ECONOMIC
1	F535362351	IDL SOLUTIONS, INC.	\$ 29,836,120	View
2	F402587752	T N AND ASSOCIATES INCORPORATED	\$ 6,079,812	View
3	F262904786	BRUNO INDEPENDENT LIVING AIDS, INC.	\$ 4,487,696	View
4	F358944434	ALLIANCE STEEL CONSTRUCTION, INC.	\$ 4,485,464	View
5	F390439978	TRANSTAR MEDICAL LTD.	\$ 4,250,065	View
6	F831388206	SUPERIOR EQUIPMENT AND SUPPLY, CO.	\$ 2,070,873	View
7	F345171636	HICKEY BROS. RESEARCH, LLC	\$ 1,816,012	View
8	F232463701	ALMOST HOME, LLC	\$ 1,264,894	View
9	F407928809	STEMINA BIOMARKER DISCOVERY, INC	\$ 600,477	View
10	F339791744	TARGET CORPORATION	\$ 504,811	View
11	F085790747	IDL TRINCO SOLUTIONS JV	\$ 432,368	View
12	F275998743	NISHA GROUP LLC, THE	\$ 351,838	View
13	F088792511	ADZ ETC., INC.	\$ 323,194	View
14	F217043650	BELONGER CORPORATION, INC.	\$ 314,475	View
15	F328275852	TMI CONSULTING, LLC	\$ 289,476	View
16	F284552572	ADVANCED DERMATOLOGY, INC	\$ 288,318	View
17	F340283531	MCKENNA BRYTAN INDUSTRIES LLC	\$ 265,472	View
18	F572563768	PROFESSIONAL HEALTH CARE SERVICES, INC.	\$ 260,640	View
19	F288396594	DEFENSE SUPPLY&MANUFACTURING, INC.	\$ 236,644	View
20	F998522898	ESC SERVICES, INC.	\$ 221,076	View
21	F283199954	GREAT LAKES POWER VAC, LLC	\$ 206,500	View

Today we will talk about.....

- Overview of local, state, and federal government markets
- Qualities of a successful contractor
- Determining what the government buys – locating opportunities?
- Marketing to government agencies and prime contractors

Government Market Overview

- **Local**
 - **Smaller market**
 - **Local**
 - **Less complex - DIFFERENT FROM FEDERAL AND STATE – REGULATIONS AND CERTIFICATIONS AND PROCESS**
 - **Products, Services and construction for the most part**
- **State**
 - **Medium size market**
 - **Statewide**
 - **Less complex – DIFFERENT FROM FEDERAL – REGULATIONS AND CERTIFICATIONS AND PROCESS**
 - **Minimal manufacturing and R&D**

Government Market Overview continued

- **Federal**
 - **Very Large market**
 - **Worldwide**
 - **Complex**
 - **Manufacturing, construction, services, R&D..... – anything/everything**
- **Federal Primes**
 - **Large market**
 - **Worldwide**
 - **Less Complex – flow-down of rules from Federal Prime contractor**
 - **Diverse products and services**

Basic Principals

- There **MUST** be a need
- There **MUST** be money to pay for the product or service
- **YOU MUST** be **COMPETITIVE**
- **YOU MUST MAKE MONEY**
- **YOU MUST** have the **CAPABILITIES, CAPACITY** and **RESOURCES** to support the requirement

Qualities of Successful Contractors

- **Formal business processes – accounting, HR, project management.....**
- **Solid banking, accounting and legal relationships**
- **Government is one of multiple customers**
- **Good quality – good safety record – good past performance**
- **Ability to increase capacity if needed**
- **On time delivery – project completion**
- **Resources to support entering, developing and maintaining market**
- **Knowledge of small business programs, regulations and process**

Local Governments

- Size of entities vary dramatically as does process and opportunities
- Wisconsin small business programs in
 - Milwaukee City <http://city.milwaukee.gov/Procurement#.VYYokkZWLIM>
 - Milwaukee County <http://county.milwaukee.gov/Procurement7902.htm>
 - MMSD <http://www.mmsd.com/procurement.aspx>
 - Dane County <https://www.danepurchasing.com/>
 - City of Madison <http://www.cityofmadison.com/finance/purchasing/>
- List of WI cities and counties <http://www.wisconsin.gov/Pages/local.aspx>

State of Wisconsin

<http://vendornet.state.wi.us/vendornet/default.asp>

**NOTE: Wisconsin's Procurement system will be changing.
Update is expected in early Fall**

state agencies

WISCONSIN EFFICIENT

STATE OF WISCONSIN • BUREAU OF PROCUREMENT

VendorNet System

WISE
BUYS PROGRAM

What is VendorNet? Login General Procurement Information

Registration Information

System Requirements VendorNet Information Center

Welcome to VendorNet, Wisconsin's electronic purchasing information system. VendorNet was created to provide easy access to a wide variety of information of interest to vendors who wish to provide goods and services to the state as well as state agencies and municipalities.

[\[What is VendorNet?\]](#) [\[Login\]](#) [\[General Procurement Information\]](#)
[\[Registration Information\]](#) [\[System Requirements\]](#) [\[VendorNet Information Center\]](#)

LOGIN | HELP | NIGP CODES

State of Wisconsin – Department of Administration

<http://www.doa.state.wi.us/Divisions/Facilities-Development>



[Divisions](#)

FACILITIES DEVELOPMENT



Summer Strand
Administrator
[Biography](#)

The **Division of Facilities Development (DFD)** is responsible for staffing the State Building Commission and developing and implementing the biennial State Building Program. The program includes the construction of new buildings and the remodeling, renovation, and maintenance of existing facilities for all state agencies and the University of Wisconsin System. The division provides technical advice, project management, and field oversight of construction projects; and contracts for architecture/engineering services and construction work.

- [State Building Program](#) (Development and Implementation)
- [Architecture / Engineering \(A/E\) Consultant Services](#)
- [State Construction Projects](#)
 - NEW** [DFD Contractor Certification](#)
 - NEW** [DFD Single Prime Bidding and Contracting](#)



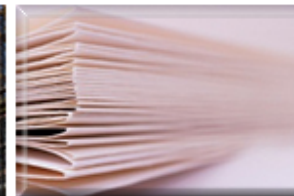
[2013-15 Capital Budget](#)



[Current A/E Selection Opportunities](#)



[Current Construction Project Bidding Opportunities](#)



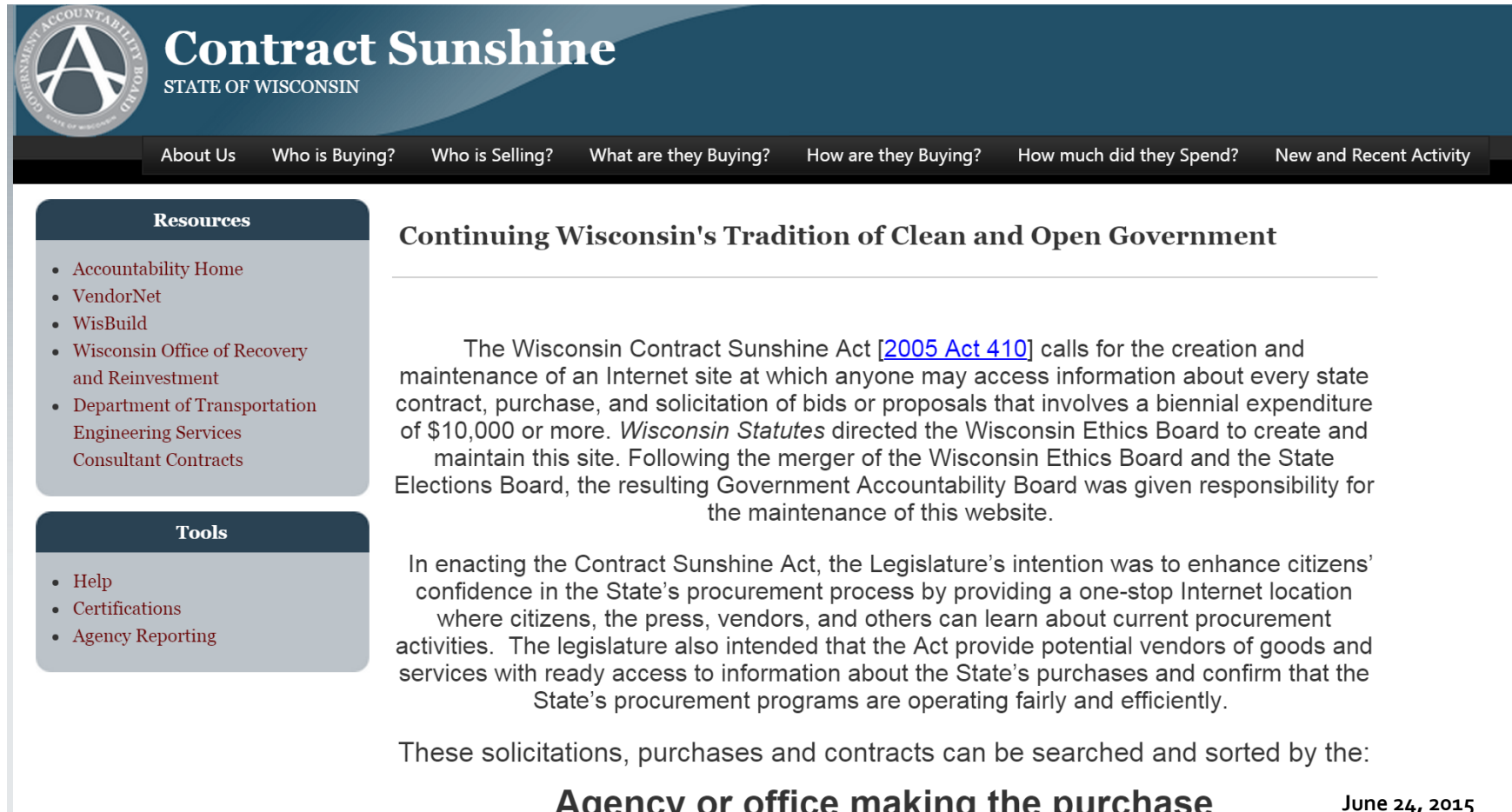
[Document Library & Master Specs](#)



[WisBuild Login](#)

State of WI Purchasing History -

<http://sunshine.wi.gov/>



The screenshot shows the 'Contract Sunshine' website for the State of Wisconsin. At the top left is the Government Accountability Board logo. The main header reads 'Contract Sunshine STATE OF WISCONSIN'. Below this is a navigation menu with links: 'About Us', 'Who is Buying?', 'Who is Selling?', 'What are they Buying?', 'How are they Buying?', 'How much did they Spend?', and 'New and Recent Activity'. On the left side, there are two sections: 'Resources' and 'Tools'. The 'Resources' section lists: 'Accountability Home', 'VendorNet', 'WisBuild', 'Wisconsin Office of Recovery and Reinvestment', 'Department of Transportation Engineering Services', and 'Consultant Contracts'. The 'Tools' section lists: 'Help', 'Certifications', and 'Agency Reporting'. The main content area has a title 'Continuing Wisconsin's Tradition of Clean and Open Government' followed by a paragraph about the Wisconsin Contract Sunshine Act [2005 Act 410] and its purpose. Below that is another paragraph explaining the legislature's intention to enhance transparency. At the bottom of the main content area, it says 'These solicitations, purchases and contracts can be searched and sorted by the:' followed by a bolded text 'Agency or office making the purchase'.

Resources

- [Accountability Home](#)
- [VendorNet](#)
- [WisBuild](#)
- [Wisconsin Office of Recovery and Reinvestment](#)
- [Department of Transportation Engineering Services](#)
- [Consultant Contracts](#)

Tools

- [Help](#)
- [Certifications](#)
- [Agency Reporting](#)

Continuing Wisconsin's Tradition of Clean and Open Government

The Wisconsin Contract Sunshine Act [[2005 Act 410](#)] calls for the creation and maintenance of an Internet site at which anyone may access information about every state contract, purchase, and solicitation of bids or proposals that involves a biennial expenditure of \$10,000 or more. *Wisconsin Statutes* directed the Wisconsin Ethics Board to create and maintain this site. Following the merger of the Wisconsin Ethics Board and the State Elections Board, the resulting Government Accountability Board was given responsibility for the maintenance of this website.

In enacting the Contract Sunshine Act, the Legislature's intention was to enhance citizens' confidence in the State's procurement process by providing a one-stop Internet location where citizens, the press, vendors, and others can learn about current procurement activities. The legislature also intended that the Act provide potential vendors of goods and services with ready access to information about the State's purchases and confirm that the State's procurement programs are operating fairly and efficiently.

These solicitations, purchases and contracts can be searched and sorted by the:

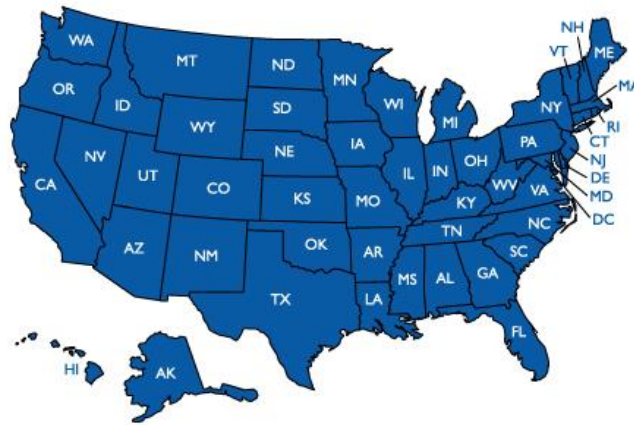
Agency or office making the purchase

Selling to Other States

http://www.naspo.org/profile_index.cfm

The screenshot shows the top portion of the NASPO website. On the left is the NASPO logo with the tagline "National Association of State Procurement Officials". To the right is a "SITE SEARCH:" field with a "SEARCH" button. Below this is a horizontal navigation menu with links for Home, About NASPO, Events, Awards, Cooperative Purchasing, State Profiles, and Resources. A banner image shows a hand pointing at a map of the United States. Below the banner is a red bar with the text "MEMBER PROFILES".

Click on the state to find contact information on procurement directors across the 50 states.



- > Alabama Isaac Kervin, State of Alabama
- > Alaska Vern Jones, State of Alaska
- > Arizona Jean Clark, State of Arizona
- > Nebraska Brenda Pape, State of Nebraska
- > Nevada Greg Smith, State of Nevada
- > New Hampshire Robert Stowell, State of New

MEMBER LOGIN

Username:

Password:

> Forget your password?
[Click here.](#)

MEMBER RESOURCES

- > Issues
- > Listserv
- > Member Reference
- > Committees
- > Directory
- > Event Registration
- > Related Sites
- > Regions

Identifying your market and your competition

- Do your research before entering the market
- Know your NAICS Code(s) and other government contracting codes
 - NAICS: <http://www.census.gov/eos/www/naics/>
 - FSC/PSC: <http://support.outreachsystems.com/resources/tables/pscs/>
 - NIGP: <http://vendornet.state.wi.us/vendornet/default.asp>
- Government spending is public information

Potential Federal Government Contractors MUST register in www.sam.gov

The screenshot displays the SAM.gov website interface. At the top left is the SAM logo with the text 'SYSTEM FOR AWARD MANAGEMENT'. To the right are input fields for 'USER NAME' and 'PASSWORD', a 'LOG IN' button, and links for 'Forgot Username?' and 'Forgot Password?'. A 'Create an Account' link is located at the bottom right of the login section. Below this is a dark blue navigation bar with links for 'HOME', 'SEARCH RECORDS', 'DATA ACCESS', 'GENERAL INFO', and 'HELP'. The 'SEARCH RECORDS' section is active, showing instructions for searching for entity registration records. It includes a 'QUICK SEARCH' section with a search bar and a 'SEARCH' button, and an 'ADVANCED SEARCH' section with buttons for 'ADVANCED SEARCH - ENTITY' and 'ADVANCED SEARCH - EXCLUSION'. A 'Need Help?' link is also present at the bottom of the search area.

SAMSM
SYSTEM FOR AWARD MANAGEMENT

USER NAME PASSWORD **LOG IN**
[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 CAGE code.
- * Use **Advanced Search** to structure your search using multiple categories and criteria.

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:

SEARCH [Need Help?](#)

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

ADVANCED SEARCH - ENTITY

ADVANCED SEARCH - EXCLUSION

Federal Government

- **Manufacturing**

- Department of Defense <http://www.acq.osd.mil/osbp/>

- **Construction**

- US Army Corps of Engineers www.usace.army.mil/CESB/Pages/Default.aspx
- US Department of Ag/Forest Service www.da.usda.gov/smallbus/
- Naval Facilities http://www.navfac.navy.mil/products_and_services/sb/opportunities/guidelines.html

- **Commercial type goods and services**

- General Services Administration www.gsa.gov

- **Mixed**

- Department of Veterans Affairs <http://www.va.gov/OSDBU/>

- **Research and development**

- SBIR-STTR Program www.sbir.gov

Federal Government Opportunities in Wisconsin and Surrounding Area

- Department of Veterans Affairs – Milwaukee / Iron Mountain / Chicago / Twin Cities
- US Forest Service – Rhinelander
- Forest Products Laboratory – Madison
- Oxford Prison – Oxford
- EPA – Chicago
- General Services Administration (GSA) – Chicago
- Tank Automotive Command (TACOM) – Rock Island and Detroit
- Military Bases
 - Volk Field – Camp Douglas
 - Ft. McCoy – Tomah
 - 128th ARW – Milwaukee / 115th Madison
- US Army Corps of Engineers – St. Paul / Chicago / Rock Island / Detroit
- Naval Station Great lakes – North Chicago – [contracting moving]
- **ALSO – SOME LARGE CONTRACTORS LIKE Oshkosh Corp and Marinette Marine Corp (looking for small firms)**

Locating Federal Government Opportunities

www.fbo.gov

The screenshot displays the homepage of FEDBIZOPPS.GOV. At the top, the site logo is accompanied by the text "Federal Business Opportunities" and logos for IAE, E-GOV, and USA.gov. A navigation bar includes links for Home, Getting Started, General Info, Opportunities, Agencies, and Privacy. The main content area features a search bar with the text "Search more than 29,200* active federal opportunities." Below this are several filter dropdowns: "Posted Date" (set to "Last 90 Days"), "Set-Aside Code" (set to "Any"), "Place of Performance" (set to "Any State or Territory"), and "Type" (set to "Any"). There are also input fields for "Keyword / Solicitation #" and "Agency". A "Search" button is located below the filters. A note states: "Additional criteria and multiple selections are available on the [advanced search form](#). * Notices posted within the last 90 days." Below the search area, an attention icon is followed by a warning: "ATTENTION: Agency users are responsible for properly uploading controlled, unclassified materials to FBO using the access control procedures for document packages and attachments detailed in the [FBO Buyers Guide](#). Do not upload ANY classified materials to FBO." The page is divided into two columns for user roles: "Buyers / Engineers" (Government users may post, manage, and award opportunities) and "Vendors / Citizens" (Vendors and citizens may search, monitor, and retrieve opportunities). On the right side, there are sections for "RECOVERY" (with buttons for "SEARCH RECOVERY OPPORTUNITIES" and "SEARCH RECOVERY AWARDS"), "FBO RECOVERY REPORTS" (with links for "Opportunities" and "Awards"), "SMALL BUSINESS EVENTS" (with a "SEARCH SMALL BUSINESS EVENTS" button), and "VENDOR COLLABORATION".

Market Research

www.usaspending.gov



Search Data by Keyword Search Site
Enter Keyword Go
Advanced Data Search

- HOME
- ABOUT
- WHERE IS THE MONEY GOING
- REFERENCES
- DOWNLOAD CENTER
- CONTACT US

WHAT IS USASPENDING.GOV?

USAspending.gov is the publicly accessible, searchable website mandated by the Federal Funding Accountability and Transparency Act of 2006 to give the American public access to information on how their tax dollars are spent. [Learn More...](#)

OVERVIEW OF AWARDS - FY 2015

The federal agencies distribute funding through federal contracts, grants, loans, and other financial assistance.

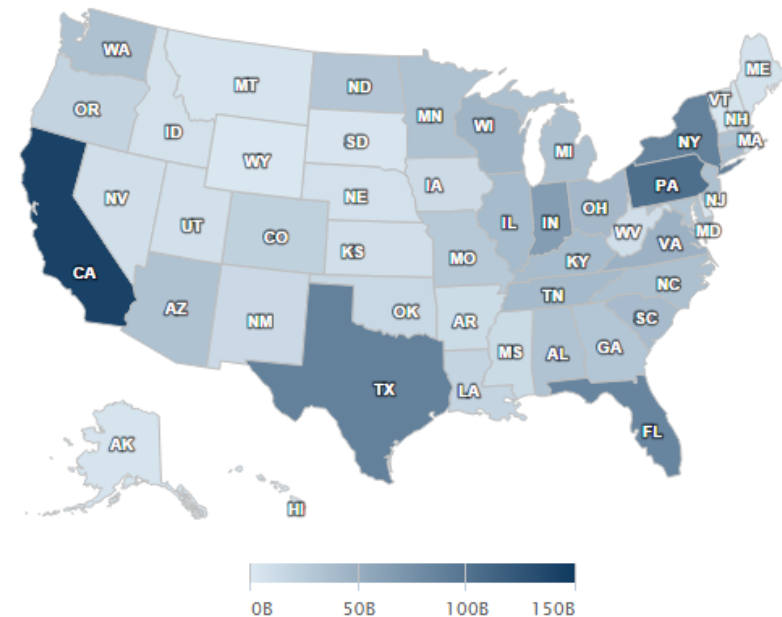


*See explanation in [Glossary](#)

[Text View of Overview of Awards](#)

AWARDS BY STATE - FY 2015

Roll over map to see data. Click on state for more details

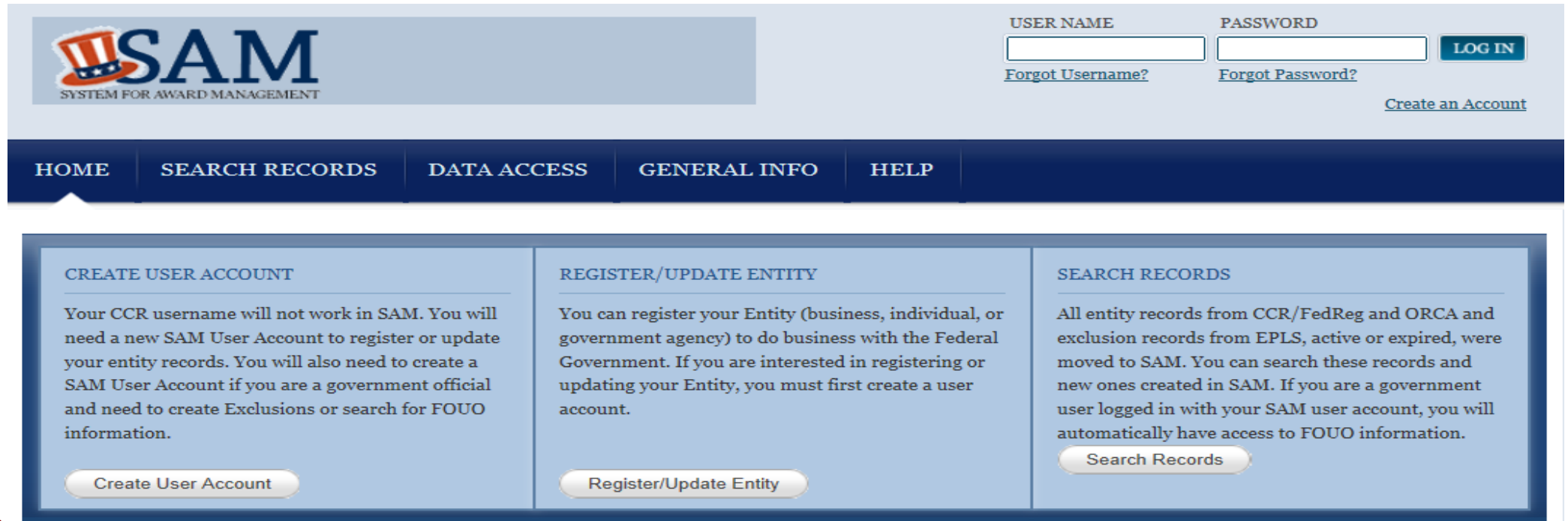


[Text View of Awards by State](#) Page 22

SAM (System for Award Management)

www.SAM.gov

EVERY Federal contractor and grant recipient MUST be registered in SAM



SAM
SYSTEM FOR AWARD MANAGEMENT

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

[Forgot Username?](#) [Forgot Password?](#) [Create an Account](#)

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

CREATE USER ACCOUNT
Your CCR username will not work in SAM. You will need a new SAM User Account to register or update your entity records. You will also need to create a SAM User Account if you are a government official and need to create Exclusions or search for FOUO information.
[Create User Account](#)

REGISTER/UPDATE ENTITY
You can register your Entity (business, individual, or government agency) to do business with the Federal Government. If you are interested in registering or updating your Entity, you must first create a user account.
[Register/Update Entity](#)

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

Market Research

DYNAMIC SMALL BUSINESS SEARCH

[http://dsbs.sba.gov/
dsbs/search/dsp_dsb
s.cfm](http://dsbs.sba.gov/dsbs/search/dsp_dsb_s.cfm)

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

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

Not Required
 AL - Alabama
 AK - Alaska
 AA - American Atlantic (APO/FPO)
 AE - American Europe (APO/FPO)

Required (Active Certifications only)
 Required (Active Certifications and Previously Certified)
 Required (Previously Certified only)
 Not Required

The SBA's 8(a), HUBZone and SDV 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 11:00:00 AM

Locating Government Opportunities WPI Bid-Matching Service

Client Last Viewed RFQ's on 2014-06-02

Bid Count Reports

Records 1 thru 21 out of 21

Company Profile

RFQ Date	FBO	DLA	Other Fed	Web	Intl	Local	NonFed	Awards	
2015-01-17	4	0	0	0	4	0	0	0	List_All
2015-01-16	2	0	0	0	8	0	4	0	List_All
2015-01-15	9	0	0	0	4	0	0	0	List_All
2015-01-14	5	0	0	0	8	0	9	0	List_All
2015-01-13	4	0	0	0	4	0	2	0	List_All
2015-01-12	2	0	0	0	13	0	5	0	List_All
2015-01-09	1	0	0	0	4	0	6	0	List_All
2015-01-08	1	0	0	0	4	0	3	0	List_All
2015-01-07	5	0	0	0	6	0	1	0	List_All
2015-01-06	1	0	0	0	0	0	2	0	List_All
2015-01-05	6	0	0	0	15	0	2	0	List_All
2015-01-02	4	0	0	0	9	0	5	0	List_All
2014-12-31	3	0	0	0	14	0	3	0	List_All
2014-12-30	2	0	0	0	5	0	0	0	List_All
2014-12-29	0	0	0	0	16	0	2	0	List_All
2014-12-26	1	0	0	0	4	0	2	0	List_All
2014-12-24	6	0	0	0	18	0	2	0	List_All
2014-12-23	6	0	0	0	7	0	2	0	List_All
2014-12-22	2	0	0	0	10	0	13	0	List_All
2014-12-19	7	0	0	1	4	0	0	0	List_All
2014-12-18	5	0	0	0	9	0	3	0	List_All

Marketing to Government Agencies and Primes

- Register as an interested contractor where appropriate (ex. SAM, federal prime contractor portals)
- Prepare Targeted Marketing Materials
 - Business Card
 - Capabilities Statement
 - Website
 - Elevator Pitch
 - A Short BRIEF
- Attend events where you will have the chance to meet with agency or prime representatives

Your Business Card

- Business Card (a **MUST HAVE**)
 - **MUST** identify clearly the company, the person and contact information
 - MUST HAVE EMAIL
 - **MUST** identify clearly what you do
 - In the Government world consider adding
 - NAIC's codes
 - Small Business Classifications
 - Cage Code/DUNS #
 - Federal Supply Codes
 - Keywords
 - GSA Schedule number or other contracting vehicles
 - Consider two sided
 - Consider light colored background and not glossy
 - Other

Your Business Card

DANIEL DYE, LEED AP
Associate Project Manager

8(A) SBA CERTIFIED FIRM



60 E. Van Buren Street, Suite 1501 • Chicago, Illinois 60605
Telephone (312) 987-0061 • Facsimile (312) 987-0071
Cellular (773) 459-4409 • Direct Facsimile (773) 681-7044
E-mail: ddye@milhouseinc.com
Website: www.milhouseinc.com

JB Matsol LLC
Water and Energy Saving Products
A Veteran Owned Small Business

Cage 5AG67 – NAICS: 33299, 326191, 332998, 332913

Rory Bautch

rbautch@uzlow.com – 715-441-3195 - www.uzlow.com
808 Carmichael Rd. PMB 163 - Hudson, WI 54016


*A Service Disabled Veteran Owned
Small Business (SDVOSB)*

WWW.PATRIOTTAXIWAY.COM



PATRIOT
TAXIWAY INDUSTRIES
A LIGHTING SOLUTIONS PROVIDER

KEVIN McDERMOTT
Vice President Business Development
kevin.mcdermott@patriottaxiway.com
290 Pleasant Hill Avenue | Lomira WI 53048
p: 414.688.7276 f: 414.755.0797
1425 K Street NW, Suite 350 | Washington DC 20005
p: 202.587.2744



James A. Mosel
President/CEO

Service Disabled, Veteran Owned, Small Business

925 First Avenue Chippewa Falls, WI 54729	Cell 715.215.0678 Corporate 800.753.8636 Fax 800.335.0473	www.jalangrouppllc.com moz@jalangrouppllc.com
--	---	--

Your Business Card

NAICS Code

236220 (Primary Construction)
541330 (Secondary Engineering)

Exit Date 1/10/2015
Cage Code # 48DX8

Cage Code: **4WZN7 DUNS #806757949**

NAICS:-

335129 - Other Lighting Equipment
336321 - Vehicular Lighting Equipment
336413 - Other Aircraft Parts and Auxiliary Equipment
238210 - Airport Runway Lighting Contractors
541990 - All Other Professional, Scientific and Technical Services

Federal Supply Codes: **1680; 4920; 6210; 6220; 6230; 6240; 6250; 6260**

• Your link to the Federal Market •

NAICS Codes

238390	337122	337214
321912	337124	337215
321999	337127	423210
332322	337211	423450
332999		425120

Your Capability Statement

- No more than one page (front and back if need be)
- May need to customize for range of potential customers
- Shows what is important to the person / agency you are trying to sell to – HOW DO YOU KNOW THIS – market research or ASK
- Keep it **Simple** and **Easy** to read
- Includes contact information and website link
- What is important? Depends on if you are in manufacturing, technology, construction.....
 - Past related work
 - Graphics showing capability
 - Certifications, designations, codes, classifications, important training and other relevant information
- **It should look GOOD** – easy to look at, answers basic questions about your business AND uses good grammar and good spelling

Your Capability 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



Your Capability Statement



Contract Information

Duns: 199623596
Cage Code: DSIUAS

GSA Contract Numbers:
Schedule 56 - GS07F0211M
Schedule 84 - GS07F0213W

GSA Schedule 56
SIN: 383-10 Portable Light Towers
SIN: 383-2 Portable, Standby, Generators

GSA Schedule 84
SIN: 465-11 Fire Extinguishing/Suppressing Products, Retardant, Foams, and Equipment

NAICS Codes
335312: Motor and Generator Manufacturing
333122: Commercial, Industrial and Institutional Electric Lighting Fixture Manufacturing
333120: Construction Machinery Manufacturing
335129: Other Lighting Equipment Manufacturing

PSC Codes
6115: Generator & Generator Sets, Electrical
6230: Electric Portable and Hand Lighting Equipment
6240: Electric Lamp
6210: Indoor and Outdoor Electric Lamps

Ordering Information

Jim Roberts
International and Government Sales Manager
Phone: (920) 361-4442 x232
Fax: (920) 361-2214
Cell: (920) 216-1292
jroberts@mpp-llc.com

Stephanie Glöcke
International and Government Sales
Phone: (920) 361-4442 x219
Fax: (920) 361-2214
sglocke@mpp-llc.com



FEDERAL CAPABILITIES STATEMENT

Since our founding in 1988, we've built a reputation for keeping the customer on the forefront of everything we do. When you work with us you interact with real people who get to know your needs and take a personal stake in your success. Customer Service is not just a department at Magnum, it's our way of doing business.

As a GSA Contract holder, Magnum always offers the most competitive pricing to government agencies. Pricing under our GSA schedule is equal to that of our most favored customers.

Our Commitment to Sustainability
The U.S. Government has come to rely on the quality, performance and endurance of Magnum light towers and generators to provide the power and light sources needed in critical situations, both here in the States, as well as abroad. Along with quality, Magnum Power Products has a philosophy of maintaining high inventory levels, to enable our rapid response in emergency situations. Magnum light towers and generators have been used in recovery efforts at The Pentagon, Ground Zero, the Oklahoma City Federal Building and in relief efforts led by FEMA in the wake of hurricanes Hugo, Andrew and Katrina.

Products Offered

- Mobile Generators
- Mobile Light Towers
- Mobile Trash Pumps
- Mobile Water Trailers
- Diaphragm Pumps
- Mobile Light, Water & Power

Key Differentiators

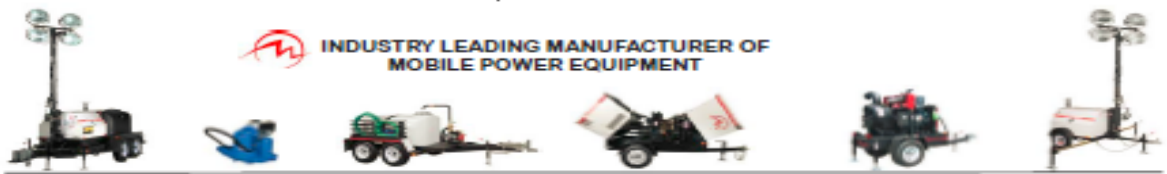
- US designed and assembled products
- Award winning product innovations; patented
- Strong community commitment and involvement
- Maintains leadership by engaging innovation in the development of new products
- Experienced considerable and consistent growth since our founding
- Company focus is on mobile products

Federal Agency Past Performance
US Army, Navy, Air Force, Marines, Coast Guard, Border Patrol, National Guard, Army Corp of Engineers, Bureau of Land Management, Department of Energy, Department of Fire Services, Department of Veterans Affairs Medical Center, National Park Services, Department of Homeland Security, Federal Bureau of Prisons, US Department of Interior, Department of Defense, USDA Forest Service, FAA, DLA, NASA, US Capital Police

GSA Disaster Recovery & Cooperative Purchasing Program Participant
The GSA Disaster Recovery Purchasing Program for Schedule 84 & 56. This program gives state and local governments the ability to purchase products and services to recover from major natural disasters, terrorism, nuclear, biological, chemical, or radiological attacks. The Cooperative Purchasing Program for schedule 84 allows eligible entities to purchase from Cooperative Purchasing approved vendors, at any time, for any reason, using any funds available.



INDUSTRY LEADING MANUFACTURER OF MOBILE POWER EQUIPMENT



Your Website

- Yes you should have one – **WHY** – so you can be found and found out about
- It can be simple
- Yes there is a cost to design, build and update – plan well and don't go on the “cheap”
- Consider separating Government – the important parts may be very different
- Same rules as capabilities statement apply

Your Website



The header of the TAPCO website. On the left is the TAPCO logo with the tagline "TRAFFIC & PARKING CONTROL CO., INC." and "The business of safety since 1956". On the right, there are links for "Request quote", "Request catalog", "Login or New to TAPCO? Register today!", and a shopping cart icon labeled "empty". Below these is a "Product Search" field with a "GO" button. A navigation menu includes "HOME", "ONLINE STORE", "SOLUTIONS", "DIVISIONS", "ABOUT", "CONTRACTS", "CONTACT", and "CAREERS". A phone icon and the number "1-800-236-0112" are on the far right.



A sidebar menu for TAPCO FEDERAL. It features the TAPCO FEDERAL logo with an American flag icon. Below the logo are four menu items, each with a right-pointing arrow: "Federal Departments", "Federal Contracts", "Federal Resources", and "Shop Federal Products". At the bottom of the sidebar, it says "Contact our team", "Call 1-800-236-0112 (8am-5pm CST)", and a "Contact our team" button.



A banner for "Military Signage". The background shows a desert environment with military vehicles. In the foreground, two red octagonal signs are displayed: one with the word "STOP" in white and another with a white hand icon and Arabic text "قف" (Qaf). A grey text box on the left contains the heading "Military Signage" and a paragraph: "TAPCO is amongst the nations largest sign manufacturers & we specialize in customized military signing. All signs are TAPCO made in Milwaukee, WI according to Federal Specifications." A yellow "Learn more" button is positioned at the bottom right of the text box.

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.



A banner for "Contracts & Agreements" featuring an image of a blue pen and a yellow notepad.

Other Visibility

- Press releases – news articles
- Facebook, LinkedIn, other social media
- Awards
- Participation in related organizations
- Presentations and education – you are the expert
- Be a mentor to others
- Other

Your Elevator Pitch

- **1 minute pitch – elevator pitch – KEEP IT TIGHT**
 - **Know what the buyer's company does and how you would fit**
 - **Know what is important to the buyer**
 - **Who you are**
 - **What you do**
 - **Have you done any work with the government before**
 - **What makes you special**
 - **Keep it business**

Your Elevator Pitch

- **5 minute pitch – should include a visual of some kind then ADD**
 - **WHAT CAN YOU DO FOR THEM**
 - **A bit of history**
 - **Capacity**
 - **Past work**
 - **What makes you special – management team, design capabilities, relationships.....**
 - **Other as appropriate**
- **15 minute pitch – more visual**
 - **Mission – vision**
 - **Increased specifics depending on what is being sold**
 - **Other**

Upcoming WPI Events

- ***Acquisition Hour (Weekly Webinar) through July, 2015***
- ***How to Do Business with the Department of Veterans Affairs – July 21, 2015 – Green Bay, WI and July 22, 2015 – Iron Mountain, MI***
- ***9th Annual Volk Field Small Business Conference – July 29 – 30, 2015 – Camp Douglas, WI***
- ***Marketplace 2015 – October 29-30, 2015 – Milwaukee, WI***
- ***VISIT www.wispro.org for updated schedules***

9TH ANNUAL VOLK FIELD SMALL BUSINESS CONFERENCE –

CONTRACTING IN TIMES OF EMERGENCY, DISASTERS AND CRISIS

July 29 – 30, 2015 – Camp Douglas, WI



Sponsored and Hosted by:

- Volk Field Air National Guard Base
- Juneau County Economic Development Corporation
- US Small Business Administration
- Western Dairyland
- Wisconsin Procurement Institute
- Monroe County Economic Development
- SBDC – UW La Crosse
- Northwest Michigan PTAC

PROGRAM HIGHLIGHTS:

Current Issues in Government Contracting
Contracting Opportunities in Emergency
Preparedness and Disaster Relief
Networking and Individual Meetings
Capabilities Statement Exhibit
Capabilities Presentation Competition
Financing and Bonding for your Small
Businesses
Social Media

UPDATED information will be posted to

<http://tinyurl.com/Volk2015> or contact David Olson at 608-427-2455 or davido@wispro.org

For Assistance or Additional Information - Contact

Wisconsin Procurement Institute (WPI)

Carol Murphy

Milwaukee County Research Park

10437 Innovation Drive, Suite 320

Milwaukee, WI 53226

414-270-3600 or carolm@wispro.org