

# Doing Business with Federal, State and Local Governments– Government Contracting 101

Presented by the

Northwest Michigan PTAC & the Wisconsin Procurement Institute

June 23, 2015 Ashland, WI





***The 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. Not only does WPI provide technical and professional expertise and experience to Wisconsin's business community, we have successfully engaged our State's most successful government contractors to mentor and teach developing small business suppliers. In addition, WPI actively engages our Congressional delegation and staff in the process.*

*WPI co-hosts several annual conference and outreach events in support of this mission, including:*

- Annual Volk Field Small Business Conference*
- B2Gconnect Federal Contractor Training*
- Prime Contractor Group meeting*
- SAME Small Business Expo*
- Wisconsin in Washington*

*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 designated HUBZone and distressed areas.*

***The Federal government spends over \$475 billion and the State of Wisconsin spends about \$2 billion on goods and services each year. Even during these times of decreasing budgets, there are tremendous opportunities for businesses that learn the rules and process, know how the market works and are willing meet the needs of a very demanding customer.***

***WPI provides the help that is necessary for businesses to succeed in winning Government awards and contracts.***

## **Offices located at:**

### **Milwaukee County Research Park**

10437 Innovation Drive, Ste. 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**

Appleton, WI  
920-840-3771  
FAX: 414-270-3610

### **Racine County Economic Development Corporation -**

#### **LAUNCHBOX**

Racine, WI  
414-270-3600  
FAX: 414-270-3610

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

[info@wispro.org](mailto:info@wispro.org)

# Government Contracting Basics – an Overview

# Government Basics

- **NO ONE HAS TO BUY FROM YOU**
  - The market is VERY competitive
  - You may have to **invest** in developing your internal capabilities to meet the requirements of a Federal Prime
  - Agencies / Prime contractors / Businesses will choose based on what is best for them – DECREASED RISK
  - People like to do business with people they know

# Determine if this is a good fit for your business – minimum requirements

- Established business
- Established systems – ex quality, financial...
- Commitment to invest in developing this customer
- Commitment from top management - owners
- Willingness to sell and market
- Willingness to learn and understand how it works
- Willingness to look outside of local area
- Good understanding of your capabilities and limitations
- Willingness to COMPETE and FOCUS ON NEEDS OF CUSTOMER
- Willingness to be open and transparent
- Ability to wait and be patient
- Tenacity – willingness to be the David to the Government Goliath

# What does the government look for in a contractor

- Quality – Manufacturing
- Safety – Construction
- On time delivery /performance
- Understands the process
- Follows the rules
- Treats the government as their best customer

Challenge – the government is a VERY large and VERY demanding customer

# Defining your business

- What do you really do – YOU DO NOT DO EVERYTHING
- Identifying your product / service in government terms
  - NAICS codes - <http://www.census.gov/eos/www/naics/>
  - FSC-PSC codes - Federal  
<http://www.acquisition.gov/PSC%20Manual%20-%20Final%20-%202011%20August%202011.pdf>
  - NIGP Codes – State  
[http://vendornet.state.wi.us/vendornet/asp/CC13\\_Process.asp](http://vendornet.state.wi.us/vendornet/asp/CC13_Process.asp)

# Government Purchasing

---

- Each level works differently (Federal, State, Local)
- Each level has its own rules / regulations although may be influenced by Federal requirement
- Vary by size of budgets, priorities, opportunity
- Relationships important
- **ALL ARE COMPETITIVE**
- **BUT FOR ALL do need to**
  - **PREPARE – DO YOUR HOMEWORK**
  - **PROFESSIONAL** in your approach, presentation and interaction
  - **HAVE the CAPABILITY AND CAPACITY** to meet the requirements

# Federal Government

---

- Overview – agency list <https://www.federalregister.gov/agencies>
  - Purchases approximately \$500 billion each year
  - Purchasing nearly everything and anything
  - The government's way or no way
  - **Small Business Goals are important**
  - Teaming and partnering also very important
  - Rules and regulations – federal acquisition regulations – [www.acquisition.gov](http://www.acquisition.gov)
  - Internet / web based
  - Significant barriers to entry
- Department of Defense
  - Largest agency spend - \$361 billion
    - *In Wisconsin = \$3 billion in FY2012*
  - Includes Army, Navy, Air Force
    - *In Wisconsin largest contractor to the Army – Oshkosh Corporation and largest contractor to the Navy – Marinette Marine*
  - Very Competitive

# Federal Government - continued

---

- **Non-Defense Agencies**
  - Includes General Services Administration, Veterans Administration, Department of Homeland Security...
  - Although the overall process is the same, each agency operates with their unique priorities, budgets and challenges
- **Independent agencies and government-owned corporations – quasi government organizations**
  - Includes Amtrak, Smithsonian, USPS
  - Some do not have small business requirements
- **Registration as contractor required – [www.SAM.gov](http://www.SAM.gov)**

# A Note on SAM Registration

---

You **MUST** register in SAM to do business (previously CCR) – **SAM IS FREE**

- Among other things, SAM is how:
  - You get PAID
  - How you are FOUND
- Dynamic Small Business Search
  - Once you complete your SAM registration, register for the Dynamic Small Business Search
    - Another way to be visible
- For SAM and the Dynamic Small Business Search: **Make sure all information is CURRENT and ACCURATE**

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

# Federal Prime Contractors

---

- **Locating Federal Prime Contractors**
  - In Wisconsin the largest are
    - *Oshkosh Corporation – manufacturing (Oshkosh)*
    - *Marinette Marine Corporation - manufacturing (Marinette)*
    - *United Health Group – healthcare (La Crosse)*
    - *General Electric – medical (Waukesha)*
    - *Johnson Controls – facilities / energy (Milwaukee)*
    - *National Presto – **ammunition** (Eau Claire)*
    - *WPS Health Insurance (WPS) – (Madison)*
- **Small Business Subcontracting Plans**
  - Requirement to work with SMALL BUSINESS
  - Importance of FEDERAL certifications
    - *Self-certification vs. formal certification*
- [www.usaspending.gov](http://www.usaspending.gov)

# State Government

---

- Purchases about \$2 billion annually
- No small business program but does have woman, minority and veteran owned business certification
- Areas of purchasing
  - Goods and services – VENDORNET  
<http://vendornet.state.wi.us/vendornet/default.asp>
  - Construction - <http://doa.wi.gov/index.asp?locid=4>
  - Transportation – WisDOT - <http://www.dot.state.wi.us/>

# State Prime Contractors

---

- **Do not have the same requirements as on the Federal side**
- **Certifications do not have a subcontracting element – although there are exceptions in some applications of some certification programs**

# Local Governments

---

- Each works differently – need to contact
- Some have certification programs and preference
- Websites
  - List of counties, cities, fire departments.....  
<http://www.wisconsin.gov/state/core/government.html>

# A Note on Market Research

---

- Before making the decision to enter the government market, your business should conduct market research to determine if this is a viable option for you
- [www.usaspending.gov](http://www.usaspending.gov) – 54401
- Meet with WPI
  - We will assist you identify your government contracting codes
  - Proximity
  - Locating prime contractors

# Locating Opportunities

---

# Locating Opportunities – Federal / Federal Prime

**FEDBIZOPPS.GOV** Federal Business Opportunities

Home Getting Started General Info Opportunities Agencies Privacy

Search more than **29,800\*** active federal opportunities.

Posted Date: Last 90 Days Set-Aside Code: Any

Place of Performance: Any State or Territory Type: Any

Keyword / Solicitation #: Agency:

Additional criteria and multiple selections are available on the [advanced search form](#).  
\* Notices posted within the last 90 days.

**RECOVERY**  
Locate actions funded by the American Recovery and Reinvestment Act.

**FBO RECOVERY REPORTS**

- Click here for Opportunities
- Click here for Awards

Click [here](#) to learn more.

**SMALL BUSINESS EVENTS**  
[Learn more](#) about the Small Business Central Event Listing or [search now](#) for events.

**VENDOR COLLABORATION**  
FBO now contains the Vendor Collaboration Central Event Listing. [Learn more](#) or [search](#).

**Buyers / Engineers**  
Government users may post, manage, and award opportunities.

Username  [View Opportunities](#)  
No login is required to view opportunities.







Password  [Register Now](#)

**Vendors / Citizens**  
Vendors and citizens may search, monitor, and retrieve opportunities.

Username  [Find Opportunities](#)  
No login is required to view opportunities.

Password  [Register Now](#)

# Locating Opportunities – Federal / Federal Prime

<a href="#">Water Well Decommissioning and Closure, JBLM-Lewis North</a> W912DW13Q0058 Z – Maintenance, repair, and alteration of real property	Department of the Army U.S. Army Corps of Engineers USACE District, Seattle	Combined Synopsis/Solicitation / Total Small Business	Aug 03, 2013
 <a href="#">Arqos Telemetry Data from Satellite Tags</a> PIFSC-13-031 D – Information technology services, including telecommunications services	Department of Commerce National Oceanic and Atmospheric Administration (NOAA) NOAA-Pacific Islands Fisheries Science Center	Special Notice	Aug 03, 2013
 <a href="#">V--Iron Mountain VAMC Linens Transportation Services</a> VA89D13Q1800 V – Transportation, travel, & relocation services	Department of Veterans Affairs VA Great Lakes Healthcare System Department of Veterans Affairs Great Lakes Healthcare System	Solicitation / Total Small Business	Aug 03, 2013
 <a href="#">71--Furniture for the Miami VA Medical Center</a> VA248-13-Q-1911_ 71 – Furniture	Department of Veterans Affairs VA Miami Health Care System Department of Veterans Affairs Miami Health Care System	Combined Synopsis/Solicitation (Modified) / Total Small Business	Aug 03, 2013
 <a href="#">71--Furniture for the Miami VA Medical Center</a> VA248-13-Q-1912 71 – Furniture	Department of Veterans Affairs VA Miami Health Care System Department of Veterans Affairs Miami Health Care System	Combined Synopsis/Solicitation (Modified) / Total Small Business	Aug 03, 2013
 <a href="#">71--Furniture for the Miami VA Medical Center</a> VA248-13-Q-1913_ 71 – Furniture	Department of Veterans Affairs VA Miami Health Care System Department of Veterans Affairs Miami Health Care System	Combined Synopsis/Solicitation (Modified) / Total Small Business	Aug 03, 2013
 <a href="#">89--89 - EARTHGRAINS BAKING COTTONWOOD DAY SCHOOL</a> A13PS00812 89 – Subsistence	Department of the Interior Bureau of Indian Affairs BIA - DAPM	Presolicitation	Aug 03, 2013
 <a href="#">89--89 - DAIRY PRODUCTS FOR RED ROCK DAY SCHOOL</a> A13PS00811 89 – Subsistence	Department of the Interior Bureau of Indian Affairs BIA - DAPM	Presolicitation	Aug 03, 2013
 <a href="#">SOFTWARE</a> W912DW13Q0058	Department of the Navy	Combined Synopsis/Solicitation	Aug 03, 2013

# Locating Opportunities – Federal / Federal Prime

The screenshot displays the VA eProcurement system interface. At the top, there is a navigation bar with tabs for Home, Getting Started, General Info, Opportunities (highlighted), Agencies, and Privacy. Below the navigation bar, there are links for Buyers (Login | Register) and Vendors (Login | Register), along with an Accessibility icon.

The main content area features the Department of Veterans Affairs logo on the left and the following details for the solicitation:

- V--Iron Moutian VAMC Linens Transportation Services**
- Solicitation Number: VA69D13Q1800
- Agency: Department of Veterans Affairs
- Office: VA Great Lakes Healthcare System
- Location: Department of Veterans Affairs Great Lakes Healthcare System

Below the details, there are three tabs: Notice Details, Packages, and Interested Vendors List. A large red arrow points to the Interested Vendors List tab. To the right of the tabs are Print and Link icons.

On the left side, there is a 'Complete View' section with a list of changes:

- Original Synopsis**  
Presolicitation  
Aug 03, 2013  
6:05 pm
- Changed**  
Aug 03, 2013  
6:11 pm  
Solicitation

In the center, there are two buttons: 'Return To Opportunities List' and 'Watch This Opportunity'. Below these buttons is an 'Add Me To Interested Vendors' button.

The main content area contains the following information:

- Solicitation Number:** VA69D13Q1800
- Notice Type:** Solicitation
- Synopsis:**  
Added: Aug 03, 2013 6:05 pm  
Linens Transportation Service between Iron Mountain VAMC and William S Middleton VA Hospital

A message box with a lightbulb icon states: "Please consult the list of [document viewers](#) if you cannot open a file."

Below the message box is an 'Attachment' section:

- Attachment**  
Type: Other (Draft RFPs/RFIs, Responses to Questions, etc.)  
Posted Date: August 3, 2013

On the right side, there is an 'ALL FILES' section with two attachments:

- Attachment**  
Aug 03, 2013  
[VA69D-13-Q-1800 VA69...](#)
- Solicitation 1**  
Aug 03, 2013  
[VA69D-13-Q-1800 VA69...](#)

Below the attachments is a 'GENERAL INFORMATION' section:

- Notice Type:** Solicitation
- Original Posted Date:** August 3, 2013
- Posted Date:** August 3, 2013
- Response Date:** -
- Original Response Date:** -

# Locating Opportunities – Federal / Federal Prime

The screenshot shows the homepage of the Federal Business Opportunities website (FEDBIZOPPS.GOV). The header includes the site logo and navigation tabs for Home, Getting Started, General Info, Opportunities (highlighted), and Agencies. A secondary navigation bar contains links for Buyers (Login, Register) and Vendors (Login, Register).

The main content area features a solicitation listing with the following details:

- Icon:** U.S. Army logo
- Title:** Z--Combined Synopsis/Solicitation
- Project Name:** Water Well Decommissioning and Closure, JBLM-Lewis North
- Solicitation Number:** W912DW13Q0058
- Agency:** Department of the Army
- Office:** U.S. Army Corps of Engineers
- Location:** USACE District, Seattle

Below the listing are three tabs: Notice Details, Packages, and Interested Vendors List. A yellow warning box states: "Note: Please log-in to view the Interested Vendors List".

A login form is located at the bottom, consisting of:

- Username:
- Password:
- Keep me logged in on this computer
- Buttons: Go, Reset

# Locating Opportunities - State of Wisconsin

---

- **VendorNet** – goods and services  
<http://vendornet.state.wi.us/vendornet/default.asp>
- **DOA facilities Divisions** – construction -  
<http://doa.wi.gov/index.asp?locid=4>
- **WisDOT** - <http://www.dot.state.wi.us/business/index.htm>

# Locating Opportunities in All State

- NASPO - <http://www.naspo.org/>

The screenshot shows the NASPO website homepage. At the top left is the NASPO logo with the text "National Association of State Procurement Officials". To the right are login fields for "Email Address" and "Password", and a "Forgot Password" link. Below the header is a dark navigation bar with menu items: ABOUT, EVENTS, AWARDS, COOPERATIVE PURCHASING, RESEARCH & PUBLICATIONS, and RESOURCES. A large blue banner for the "NASPO 2013 ANNUAL CONFERENCE" is displayed, with the dates "SEPTEMBER 22-25, 2013" and location "DENVER, COLORADO". The banner also features the text "REACHING NEW HEIGHTS IN PROCUREMENT" over a scenic mountain image. Below the banner are three main content areas. The first is a "SURVEY OF PROCUREMENT PRACTICES" section, featuring a "JUST RELEASED" badge, a photo of a man at a laptop, and the text "2011-2012 SURVEY OF STATE PROCUREMENT PRACTICES" with a "order now" button. The second is a "GOVERNMENT PROCUREMENT GUIDE" section, featuring a photo of stone columns and the text "Updated for the 21st Century, the latest version of NASPO's flagship publication features a durable hard cover, a new look and tone, and a new reader-friendly format that makes learning about state and local procurement easy!" with a "more" button. The third is a "NASPO STATE PROC" section, featuring a photo of a dog and the text "2013 Supplier Guide" and "2013 Supplier Guide" with a "Click here to order your copy" link. Below this is a "Successful 2013 H Meeting" section with a "more" button.

**NASPO**  
National Association of State Procurement Officials

Email Address  
Password  
Forgot Password

ABOUT ▾ | EVENTS ▾ | AWARDS ▾ | COOPERATIVE PURCHASING ▾ | RESEARCH & PUBLICATIONS ▾ | RESOURCES ▾

**NASPO 2013 ANNUAL CONFERENCE**  
SEPTEMBER 22-25, 2013 | DENVER, COLORADO

**REACHING NEW HEIGHTS IN PROCUREMENT**

**JUST RELEASED**  
2011-2012 SURVEY OF STATE PROCUREMENT PRACTICES  
>> order now

**SURVEY OF PROCUREMENT PRACTICES**

The National Association of State Procurement Officials' *survey* examines the current landscape of procurement practices among the states and offers insight on the various initiatives the states have implemented.

[more](#)

**GOVERNMENT PROCUREMENT GUIDE**

Updated for the 21st Century, the latest version of NASPO's flagship publication features a durable hard cover, a new look and tone, and a new reader-friendly format that makes learning about state and local procurement easy!

[more](#)

**NASPO STATE PROC**

>> **2013 Supplier Guide**

Procurement policies Knowledge of these can give your company placement on bid list Do Business with the information affecting Click here to order your

>> **Successful 2013 H Meeting**

[more](#)

# Locating Opportunities - Local

---

- Each localities website -  
<http://wi.gov/state/core/government.html>
- Local Government
  - [Wisconsin Counties](#)
  - [Wisconsin Cities, Towns and Villages](#)
  - [Local Government Information \(from Blue Book\)](#)
  - [Municipal and County Clerk Directory](#)
  - [Alphabetical Index of Wisconsin Fire Departments](#)
  - [Alphabetical Index of Wisconsin Police Departments](#)
  - [Alphabetical Index of Wisconsin Community Sheriff's Offices](#)
  - [Alphabetical Index of Wisconsin Communities and Community Resources](#)
  - [Wisconsin Economic Development Organizations](#)
  - [Wisconsin Regional Planning Commissions](#)

# Locating Opportunities - Meeting agency representatives

---

- Attend conferences and trainings – visit [www.wispro.org](http://www.wispro.org)
- Industry Days – site visits – other opportunities
- Belong to groups with interests in Government contractors
  - SAME
  - NDIA
  - NCMA
  - Trade groups
  - Professional groups

# Bid Match

---

- The Wisconsin Procurement Institute offers a free BID Matching service
- This system searches International, Federal, State and Local procurement databases and emails you relevant solicitations based on information specific to you company

## Sites searched:

- 42 International Sites
- 45 federal sites
- 2,011 state and local sites

Contact WPI to sign up for this service

# Selling and Marketing

---

# Selling and Marketing - Business Card

- **Business cards** - 2 sided to include your full contact information, NAICS codes, certifications and clear “tag line” on your product or service

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](mailto:ddye@milhouseinc.com)  
Website: [www.milhouseinc.com](http://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**

[pbautch@uzlow.com](mailto:pbautch@uzlow.com) – 715-441-3195 - [www.uzlow.com](http://www.uzlow.com)  
808 Carmichael Rd. PMB 163 - Hudson, WI 54016


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

[WWW.PATRIOTTAXIWAY.COM](http://WWW.PATRIOTTAXIWAY.COM)




**PATRIOT**  
TAXWAY INDUSTRIES  
A LIGHTING SOLUTIONS PROVIDER

**KEVIN MCDERMOTT**  
Vice President Business Development  
[kevin.mcdermott@patriottaxiway.com](mailto: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



Service Disabled, Veteran Owned, Small Business

**James A. Mosel**   
President/CEO

925 First Avenue Chippewa Falls, WI 54729	Cell   715.215.0678 Corporate   800.753.8636 Fax   800.335.0473	<a href="http://www.jalangroupllc.com">www.jalangroupllc.com</a> <a href="mailto:moz@jalangroupllc.com">moz@jalangroupllc.com</a>
--	---	--

# Selling and Marketing - 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

# Selling and Marketing - Capabilities statement

---

- Make sure that your one page document includes:
- Complete contact information including email and website
- NAICS Codes [[www.census.gov/eos/www/naics/](http://www.census.gov/eos/www/naics/)]
- For Federal – FSC/PSC codes - [[www.outreachsystems.com/resources/tables/pscs/](http://www.outreachsystems.com/resources/tables/pscs/)]
- Past performance examples
- Small Business Certifications – Federal, state, local and corporate
- Performance certifications – ex. ISO, LEED, Bio Preferred, other
- Firms logo and any graphics that would add value
- Information on what you are selling
- Value to customer



## The Really Great Construction Company LLC

*Leaders in Energy Saving Building Renovation*

7523 North Concrete Avenue

Cement, WI 53222

414-222-0000

[www.realygreat.com](http://www.realygreat.com)

Joel Tallbuild, Project Manager, [j.tallbuild@rgcc.com](mailto: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





## Contract Information

DUNS: 199623596  
CAGE Code: 8SUAB

**USA Contract Numbers:**  
Schedule 55: G00770211M  
Schedule 56: G00770211M

**GSA Schedule 55**  
SIN: 353-10 Portable Light Towers  
SIN: 353-2 Portable, Standby, Generators

**GSA Schedule 54**  
SIN: 465-11 Fire Extinguishing/Suppressing Products, Retardant, Foams, and Equipment

**NAFDC Codes**  
333117: Motor and Generator Manufacturing  
333122: Commercial, Industrial and Institutional Electric Lighting Fixture Manufacturing  
333120: Construction Machinery Manufacturing  
335125: Other Lighting Equipment Manufacturing

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

### Ordering Information

**JIM JOBERTS**  
International and Government Sales Manager  
Phone: (920) 361-1412 x222  
Fax: (920) 361-2214  
Cell: (920) 215-1292  
jjoberts@mg-p.com

**Stephanie Glocks**  
International and Government Sales  
Phone: (920) 361-4442 x219  
Fax: (920) 361-2214  
sglocks@mg-p.com

Contract Holder

## FEDERAL CAPABILITIES STATEMENT

Since our founding in 1968, we've built a reputation for keeping the customer at the forefront of everything we do. When you work with us you interact with the 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
- Discharge 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 enabling 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 Service, 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 54 & 56. This program gives state and local governments the ability to purchase products and services in recovery from major natural disasters, terrorism, nuclear, biological, chemical, or radiological attacks. The Cooperative Purchasing Program for schedule 54 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**

# Selling and Marketing - Website

 **TAPCO**  
TRAFFIC & PARKING CONTROL CO., INC.

The business of safety since 1956

[Request quote](#) | [Request catalog](#) | [Login or New to TAPCO? Register today!](#)  empty

Product Search  [GO](#)

[HOME](#) | [ONLINE STORE](#) ▾ | [SOLUTIONS](#) ▾ | [DIVISIONS](#) ▾ | [ABOUT](#) ▾ | [CONTRACTS & AGREEMENTS](#) | [CONTACT](#)

 1-800-236-0112

**TAPCO Contracts**

- Federal Contracts
- State Contracts
- Cooperative Contracts
- Group Purchasing Agreements
- Learn more about TAPCO

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

[Contact our team](#)

## TAPCO Contracts & Agreements

### Federal Contracts

TAPCO Federal division wants to be your primary supplier of traffic and parking control items while wanting to make it as easy and economical for you as possible. We have a variety of contracts available to the Federal Government below that might be useful to you.



### State Contracts

# Selling and Marketing - “Pitch”

---

- **30 second to 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**

# Contacts

---

- SUBCONTRACTING DIRECTORIES
  - **US SBA -**  
<http://web.sba.gov/subnet/search/index.cfm?CFID=18586639&CFTOKEN=655adcc808f8fe8a-3539FE64-ED43-DE49-D851038AA9C0A599&jsessionid=5e30c571ef0e63ef19123b5c7d7467167724>
  - **General Services Administration (GSA)**  
<http://www.gsa.gov/portal/content/101195>
- US SBA Government contracting Field Staff  
<http://www.sba.gov/content/government-contracting-field-staff-directory>
- Agency contacts
  - <http://www.usa.gov/directory/federal/index.shtml>
  - <http://www.osdbu.gov/>

# Contacts

---

- **U.S. Department of Agriculture - Mike Belovsky, Contracting Officer**
- Forest Products Laboratory
- One Gifford Pinchot Drive
- Madison, WI 53726-2398
- (608) 231-9285 [jbelovsky@fs.fed.us](mailto:jbelovsky@fs.fed.us)
- 
- **U.S. Forest Service – Shawn Lacina, Contracting Officer**
- Lake States Acquisition Team (LSAT)
- 500 Hansen Lake Road
- Rhinelander, WI 54501
- (715) 362-1347 [slacina@fs.fed.us](mailto:slacina@fs.fed.us)
- 
- **128th Air Refueling Wing (WIANG) – Steven Maier, Contract Specialist**
- 1919 E. Grange Avenue
- Milwaukee, WI 53207
- (414) 944-8517 [Steven.maier@wimilw.ang.af.mil](mailto:Steven.maier@wimilw.ang.af.mil)
- 
- **Naval Facilities Engineering Command, Midwest - Janis Kaiser, Deputy for SB**
- Building 1A
- 201 Decatur Avenue
- Great Lakes, IL 60088
- (847) 688-2600 phone [Janis.kaiser@navy.mil](mailto:Janis.kaiser@navy.mil)
- 
- **U.S. Veterans Affairs - Laura Silguero, Contracting Officer, Small Business Specialist**
- Great Lakes Acquisition Center (GLAC)
- 5000 W. National Avenue, Building 5
- Milwaukee, WI 53295
- (414) 902-5417 [Laura.silguero@va.gov](mailto:Laura.silguero@va.gov)

# Contacts

---

- **Environmental Protection Agency - Adrienne Callahan**
- Small and Disadvantaged Business Utilization Coordinator
- USEPA, Region 5
- 77 West Jackson Blvd. (MC-10J)
- Chicago, IL 60604
- (312) 353-5556 [Callahan.adrienne@epa.gov](mailto:Callahan.adrienne@epa.gov)
- 
- **Oxford Prison - Rick Houser, Contract Specialist**
- Federal Correctional Institution
- P.O. Box 500
- Oxford, WI 53952
- (608) 584-5511 [rhouser@bop.gov](mailto:rhouser@bop.gov)
- 
- **115th Fighter Wing - MSgt Katherine Pinnow**
- Wisconsin Air National Guard
- 3110 Mitchell Street
- Madison, WI 53704
- (608) 245-4528 [Katherine.pinnow@wimadi.ang.af.mil](mailto:Katherine.pinnow@wimadi.ang.af.mil)
- 
- **Volk Field Combat Training Readiness Training Center - SMSgt Jeffery Statz**
- 100 Independence Drive
- Camp Douglas, WI 54618-5001
- (608) 427-1235 [Jeffery.statz@wicrtc.ang.af.mil](mailto:Jeffery.statz@wicrtc.ang.af.mil)
- 
- **Fort McCoy Contracting Division - Mary Purpus, Small Business Specialist**
- 2103 South 8th Avenue, Building 2103
- Fort McCoy, WI 54656
- (608) 388-3818 phone [Mary.purpus@us.army.mil](mailto:Mary.purpus@us.army.mil)

# Contacts

---

- **U.S. Army Corps of Engineers – Gwendolyn Davis, Contracting Officer/Small Business Specialist**
- St. Paul District
- 190 Fifth Street East
- St. Paul, MN 55101
- (651) 290-5723 [gwendolyn.k.davis@usace.army.mil](mailto:gwendolyn.k.davis@usace.army.mil)
- 
- **General Services Administration - Beverly E. Coley BUSINESS SPECIALIST**
- 230 S. Dearborn Street, Room 3718  
Chicago, IL 60604
- Phone: (312) 353-1100 [beverly.coley@gsa.gov](mailto:beverly.coley@gsa.gov)

# Assistance in preparing or questions on process - contact

---

- Wisconsin Procurement Institute (WPI) – Joseph Smetak – 414-270-3600 or [josephs@wispro.org](mailto:josephs@wispro.org)
- For other upcoming training opportunities visit [www.wispro.org](http://www.wispro.org)