



**SMALL BUSINESS GOVERNMENT
CONTRACTING SERIES**

HOW DO I ENTER THE GOVERNMENT MARKET?

January 20 2015

Milwaukee, WI

- **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.
- Some of the free services that WPI offers include:
 - Bid Matching
 - Individual Counseling
 - Locating Local, State and Federal Opportunities
 - Government Market Strategy Development
 - Registration Assistance
 - Capabilities Statement Development
 - Assistance with GSA Schedule Preparation and Administration

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

What we will be covering today

- Overview of federal state and local markets
- Where does my company fit
- What registrations or certifications do I need to do business with the government?
- How do I locate opportunities?

An Overview of the Marketplace

- **Federal**
 - Very Large market
 - Worldwide
 - Complex
 - Manufacturing, construction, services, R&D..... – anything / everything - Military
- **Federal Primes**
 - Large market
 - Worldwide
 - Less Complex – flow-down of rules from Federal Prime contractor
 - Diverse products and services
- **State**
 - Medium size market
 - Statewide
 - Less complex – DIFFERENT FROM FEDERAL – REGULATIONS AND CERTIFICATIONS AND PROCESS
 - Minimal manufacturing and R&D
- **Local**
 - Smaller market
 - Local
 - Less complex - DIFFERENT FROM FEDERAL AND STATE – REGULATIONS AND CERTIFICATIONS AND PROCESS
 - Products, Services and construction for the most part

Where do you fit? What you will need.

- Good fit to the market need
- Past Performance
- Access and professional capabilities and resources
 - Legal
 - Accounting
 - Financial – Capital
- Quality
- Delivery or product or service
- Administrative support
- Ability to treat the Government as your BEST CUSTOMER
- COMPETITIVE
- Investment - resources
- Solid supply chain – supporting plan B

The Local Market

- City of Milwaukee
 - Certification:
 - <http://city.milwaukee.gov/OSBD#.VLoTBC4sCjo>
 - Procurement:
 - <http://city.milwaukee.gov/Directory/Procurement#.VLoSiy4sCjp>
- Milwaukee County
 - Certification:
 - <http://county.milwaukee.gov/cbdp/CertificationServices.htm>
 - Procurement:
 - <http://county.milwaukee.gov/Procurement7902.htm>
- MMSD
 - Certification:
 - <http://www.mmsd.com/procurement/SWMBE>
 - Procurement:
 - <http://www.mmsd.com/procurement.aspx>

The Local Market

- Dane County
 - Certification:
 - https://www.danepurchasing.com/contract_compliance.aspx
 - Procurement:
 - <https://www.danepurchasing.com/>
- City of Madison
 - Certification:
 - <http://www.cityofmadison.com/dcr/aaTBDir.cfm>
 - Procurement:
 - <http://www.cityofmadison.com/finance/purchasing/>
- Other Counties, Cities and Municipalities

Selling to the State of Wisconsin

- Products and Services / Facilities and related
 - Certification:
 - <https://wisdp.wi.gov/>
 - Minority
 - Woman
 - Service Disabled Veteran
 - Procurement:
 - <http://vendornet.state.wi.us/vendornet/default.asp>
- Transportation (WisDOT)
 - Certification:
 - <http://www.dot.wisconsin.gov/business/engrserv/dbe-main.htm>
 - Procurement:
 - <http://www.dot.wisconsin.gov/business/>

Selling to Other States

- NASPO:
 - <http://www.naspo.org/dnn/default.aspx>
- Individual state transportation agencies:
 - <http://www.fhwa.dot.gov/webstate.cfm>

Selling to the Federal Government

- Registration – SAM – www.sam.gov
 - DUNS #
 - Valid email
 - Tax Id#
 - Banking information
 - Point of Contact

Selling to the Federal Government

- Certifications – small business programs
 - Small – 23%:
 - <https://www.sba.gov/category/navigation-structure/contracting/contracting-officials/small-business-size-standards>
 - Small Disadvantaged Business (SDB)/8(a) – 5%
 - www.sba.gov/content/8a-business-development
 - Woman Owned Business – 5%
 - www.sba.gov/content/contracting-opportunities-women-owned-small-businesses
 - HUBZOne – 3%
 - www.sba.gov/hubzone
 - Service Disabled Veteran Owned Business – 3% (VA higher) :
 - <https://www.sba.gov/sdvosb>
 - Veteran Owned Business (VA only)
 - www.va.gov/osdbu/veteran/verification.asp

Selling to the Federal Government

- Market Research
 - www.usaspending.gov
 - Watch the news
 - Participate in the Federal Contractor community

Selling to the Federal Government

- Locating Opportunities
 - FedBizOpps – www.fbo.gov
 - WPI Bidmatching service

Selling to the Federal Government

- WPI Bidmatching 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

Selling to Federal Prime Contractors

- Small Business Subcontracting Plans
- Lists of Primes
 - US SBA: <https://www.sba.gov/subcontracting-directory>
 - VA: <http://www.va.gov/osdbu/library/dbwvaSo.asp>
 - GSA: <http://www.gsa.gov/portal/content/101195>
- Registering your interest at the Prime Supply Chain / Diversity websites

WPI WEBSITE: www.wispro.org

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UPCOMING EVENTS

01/20/2015
HOW DOES THE VA PURCHASE FOOD
MADISON, WI »

01/20/2015
SMALL BUSINESS GOVERNMENT CONTRACTING
SERIES: HOW DO I ENTER THE GOVERNMENT
MARKET?
WAUWATOSA »

02/03/2015
SMALL BUSINESS GOVERNMENT CONTRACTING
SERIES: AN OVERVIEW OF GOVERNMENT
CERTIFICATIONS
WAUWATOSA »

02/17/2015
SMALL BUSINESS GOVERNMENT CONTRACTING
SERIES: MARKETING YOUR BUSINESS TO THE
GOVERNMENT
WAUWATOSA »

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

GET STARTED WITH THE BASICS

Questions & answers on how to get started.

SIGN-UP FOR OUR NEWSLETTER

Stay up-to-date with the latest WPI news.

HAVE A QUESTION? WE'RE HERE TO HELP.

One of our staff of experts is available to answer your questions.

January 27, 2015

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Contact WPI if you need assistance

Benjamin Blanc, CPPS, CFCM

414 270 3600

benjaminb@wispro.org

Joe Smetak, CFCM

414 270 3600

josephs@wispro.org

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