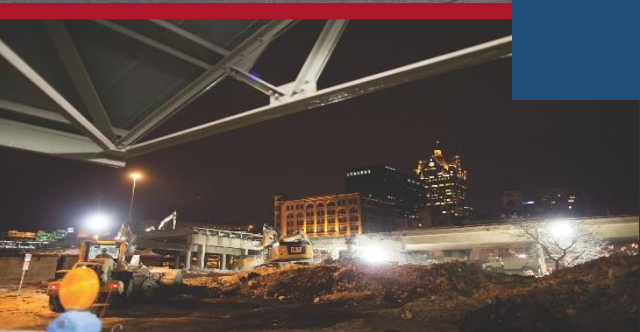




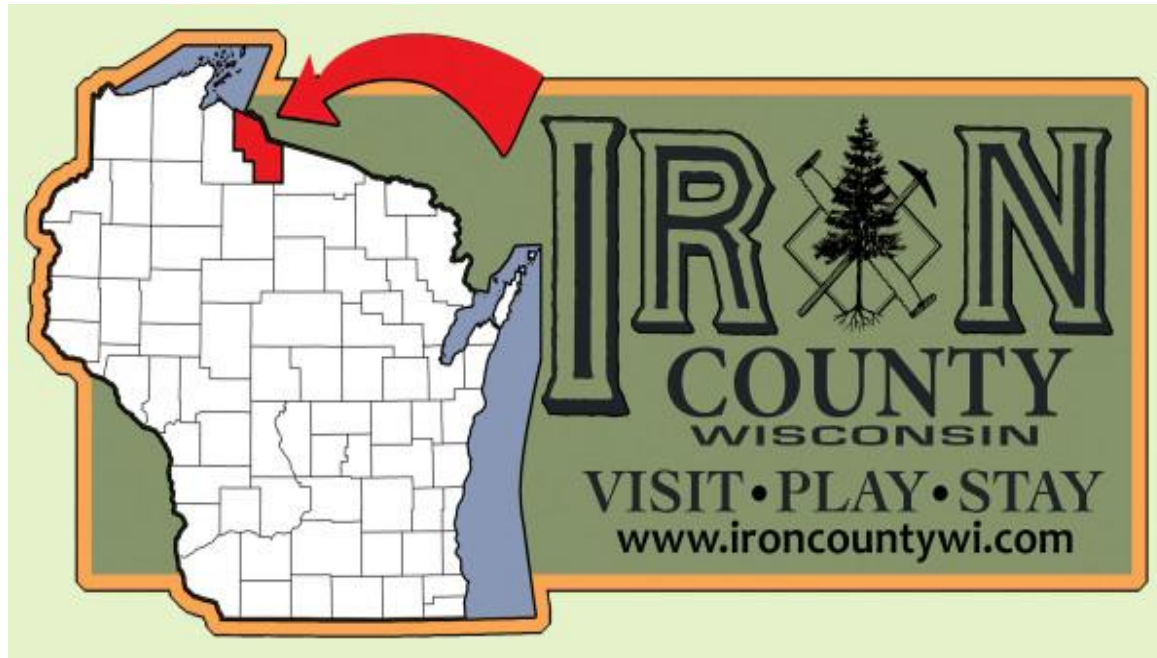
A Procurement Technical Assistance Center (PTAC)

GROWING NEW CUSTOMERS WITH GOVERNMENT CONTRACTING – THE FEDERAL SMALL BUSINESS HUBZONE PROGRAM

March 14, 2017



Thank you to our hosts



What we are going to talk about today

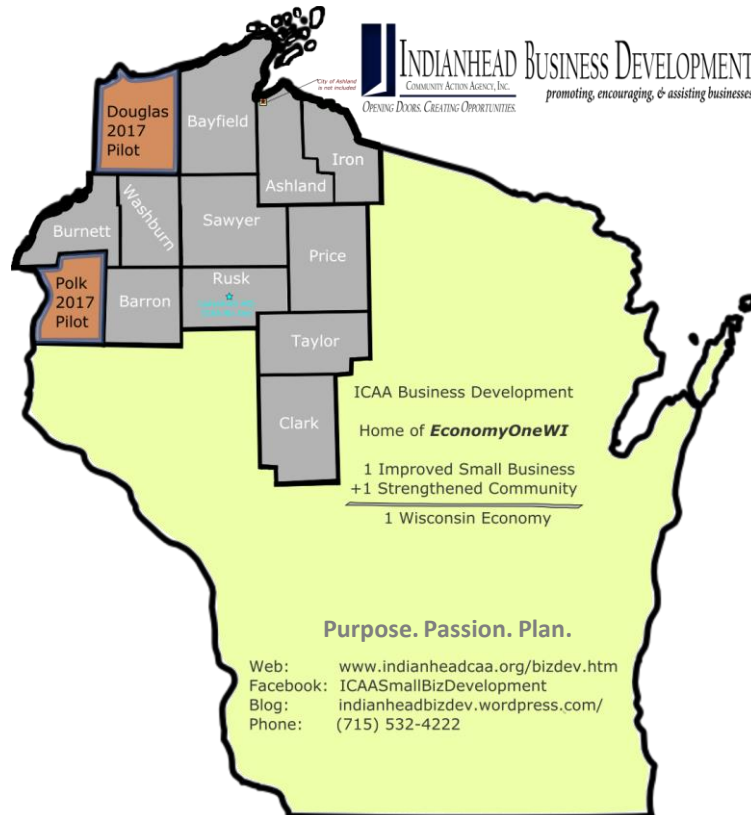
- Overview of the Federal Contracting
- Getting Ready to Sell to the Federal Government
- Overview of the Federal Small Business Programs
- The HUBZone Program
- Marketing your certifications
- Strategies for Success in the Federal Marketplace

INTRODUCTIONS

- Your name
- Company name
- City
- Contracting experience?



Indianhead Community Action Agency, Inc. Business Development Program



ICAA Business Development program traditionally services Ashland, Barron, Bayfield, Burnett, Clark, Iron, Price, Rusk, Sawyer, Taylor, and Washburn Counties. In 2017 a pilot program is launching for Douglas and Polk Counties.

Staff: Ken Pearson, Director
Erin Whyte, Business Development Specialist

Primary focus:
To help low income, underrepresented and under served entrepreneurs, start new or expand current business through business development services. These businesses create living wage jobs to entrepreneurs and preserve or increase jobs for the community.

Clients receive technical assistance in all areas of business, including:

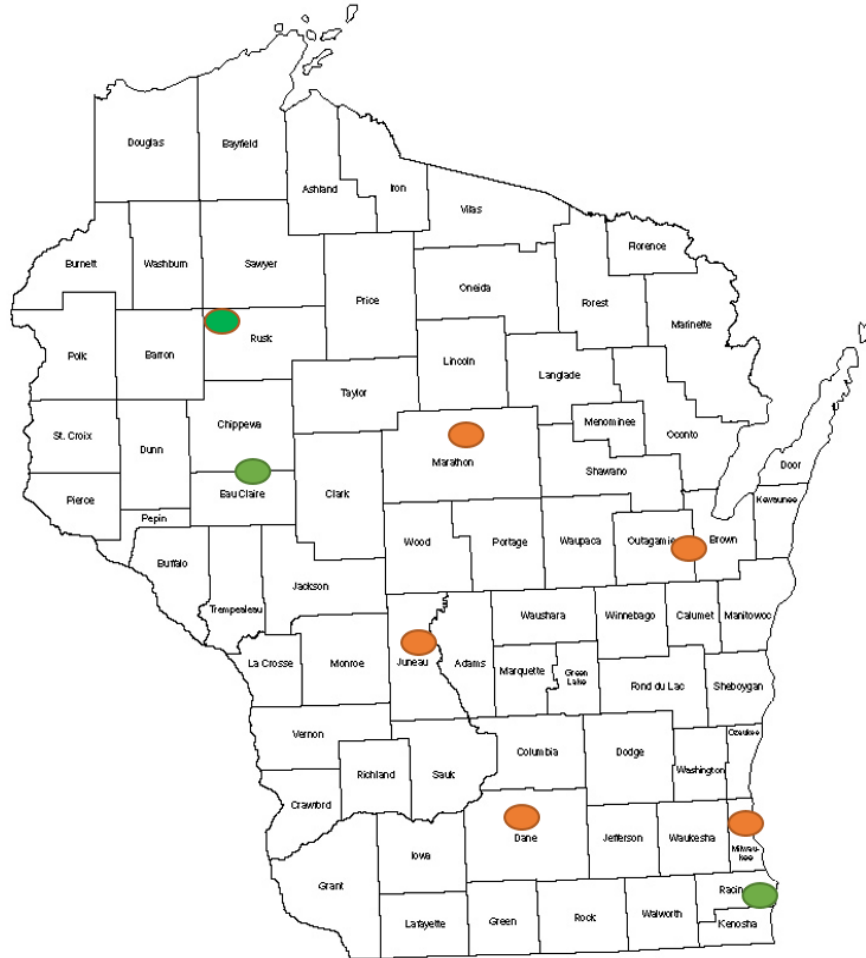
- Business Plan Development
- Bookkeeping
- Financial Projections
- Marketing
- Business Management
- Financial Analysis
- Creative Financing Options (CDFI Fund Certified)
- Small Business Academy Training Program



ABOUT WPI

Supporting the Mission

Assist businesses in creating,
development and growing their sales,
revenue and jobs through Federal, state
and local government contracts.



LOCATIONS:

- **Primary office – Milwaukee** - Technology Innovation Center
- **Staffed Satellite offices**
 - Madison** (FEED – Food Enterprise & Economic Development / MEC – Madison Enterprise Center)
 - Camp Douglas** (Juneau County Economic Development Corporation)
 - Wausau** (Wausau Region Chamber of Commerce)
 - Appleton** (Fox Valley Technical College)
- **Active Partnerships**
 - Racine** – LaunchBox
 - Eau Claire** - Western Dairyland
 - Ladysmith** – Indianhead Community Action

MARK YOUR CALENDAR! 5TH ANNUAL U.S DEPARTMENT OF VETERANS AFFAIRS BUSINESS CONFERENCE - MAY 10TH.

www.wispro.org

UPCOMING EVENTS

FEBRUARY 28 2017
ACQUISITION HOUR – THE CONTRACTOR PURCHASING SYSTEM REVIEW (CPSR) SERIES PART 4 OF 4

FEBRUARY 28 2017
GROWING NEW CUSTOMERS WITH GOVERNMENT CONTRACTING - THE FEDERAL SMALL BUSINESS HUBZONE PROGRAM - MILWAUKEE MILWAUKEE, WI »

MARCH 1 2017
ACQUISITION HOUR: ESRs INDIVIDUAL SUBCONTRACTOR REPORTING (ISR) BASICS

MARCH 1 2017
ACQUISITION HOUR – MARKET RESEARCH – USING THE FEDERAL PROCUREMENT DATA SYSTEMS (FPDS)

MARCH 2 2017
GROWING NEW CUSTOMERS WITH GOVERNMENT CONTRACTING - THE FEDERAL SMALL BUSINESS HUBZONE PROGRAM - LA CROSSE LA CROSSE, WI »

CURRENT OPPORTUNITIES (3)

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

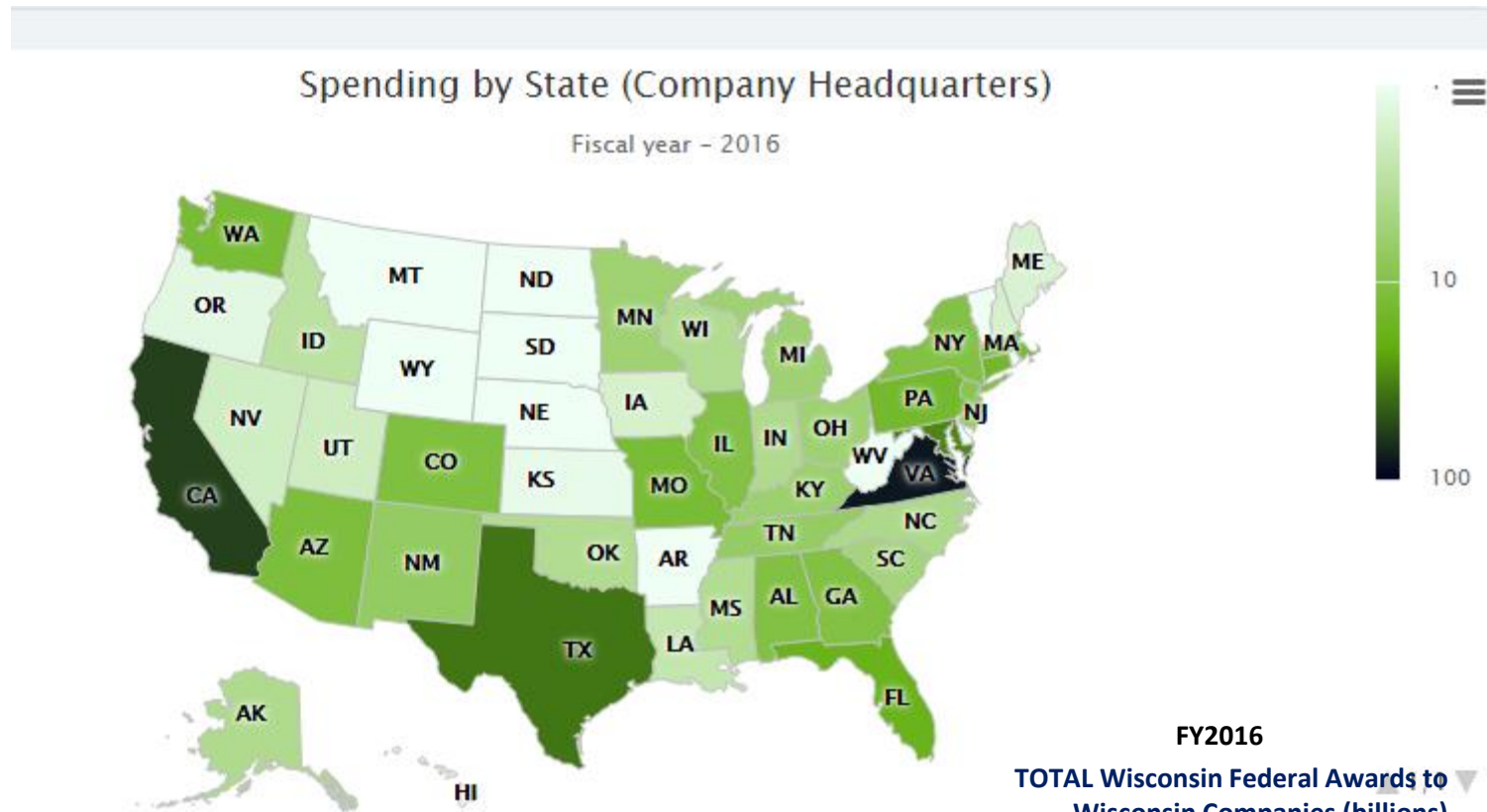
HAVE A QUESTION? WE'RE HERE TO HELP.

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

GET HELP

Overview of the Federal Contracting

WHERE IS THE MONEY GOING



FY2016

TOTAL Wisconsin Federal Awards to Wisconsin Companies (billions)	\$3.73
TOTAL Wisconsin Federal Awards by Place of Performance (billions)	\$3.32

FEDERAL CONTRACTS – TOP WI COUNTIES – FY2016

TOP 10 Counties by Place of Performance (million)	FY16 Dollars in County	Largest Federal Contractor in the County
Winnebago	\$ 1,430.00	Oshkosh Defense
Dane	\$ 548.43	WPS Insurance Corp.
Milwaukee	\$ 283.74	Industries for the Blind
LaCrosse	\$ 211.01	Logistics Health Inc.
Outagamie	\$ 163.48	Tower Industries
Waukesha	\$ 114.90	Konecranes Nuclear Equipment & Service
Rock	\$ 106.00	AMTEC Corporation
Brown	\$ 82.73	Krueger International
Monroe	\$ 82.00	Versar Inc. (HQ VA)
Kenosha	\$ 49.77	Ocenco

**In the last two years
businesses in every county
in the State received
contract awards**

More on Federal Contractors in Wisconsin – FY2016

TOP 5 NAICS Codes (millions)

336212 - Truck Trailer Mfg	\$	939.99
336992 - Military Armored Vehicle	\$	314.94
332992 - Ammunition	\$	213.86
621111 - Offices of Physicians	\$	204.94
522390 - Credit Intermediation	\$	183.83

TOP FIRST TIME WI Contractors (millions)

Calument Diversified Meats	\$	2.37
Silver Lake Construction	\$	1.90
PGB LLC	\$	1.49
American Patriot Construction Services	\$	1.02
Quality Lockout	\$	0.93

TOP 5 Small Business Contractors

Tower Industries	\$	125.52
AMTEC Corporation	\$	87.40
Didion Inc.	\$	34.40
Statz Corporation	\$	23.96
Avantti Builders Group	\$	20.03

TOP PRIME RECIPIENTS

1. OSHKOSH DEFENSE, LLC	\$1,405,857,672
2. WISCONSIN PHYSICIANS SERVICE INSURANCE CORPORATION	\$212,089,206
3. LOGISTICS HEALTH, INC.	\$190,006,396
4. GREAT LAKES EDUCATIONAL LOAN SERVICES, INC.	\$183,834,126
5. TOWER INDUSTRIES, INC.	\$126,459,020

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

TOP CONTRACTOR SUB-AWARDEES

1. WISCONSIN PHYSICIANS SERVICE INSURANCE CORPORATION	\$486,548,157
2. United Technologies Corporation	\$67,225,047
3. EXTREME ENGINEERING SOLUTIONS, INC	\$29,272,601
4. COLTEC INDUSTRIES INC	\$12,139,618
5. Dover Corporation	\$2,570,604

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

More on Wisconsin Federal Contractors

FY2016 – 8(a)

Contractor name	
ONEIDA TOTAL INTEGRATED ENTERPRISES, LLC	\$17.63M
SUSTAINMENT&RESTORATION SERVICES, LLC	\$9.66M
1PROSPECT TECHNOLOGIES, LLC	\$8.09M
O-TECH SOLUTIONS LLC	\$6.46M
MISSION SUPPORT SERVICES, LLC	\$5.79M

FY2016 – HUBZone

Contractor name	
ROEN SALVAGE CO.	\$11.87M
O-TECH SOLUTIONS LLC	\$6.46M
ALLIANCE STEEL CONSTRUCTION, INC.	\$4.22M
ALMOST HOME, LLC	\$1.67M
KPH CONSTRUCTION, CORP.	\$1.35M

FY2016 - SDVOSB

STATZ CORPORATION	\$23.96M
PROGRESSIVE CONSTRUCTION SERVICES, LLC	\$14.79M
MAINSTAY DISTRIBUTING, LLC	\$7.97M
C3T, INC.	\$5.60M
VETERANS ELECTRIC, LLC	\$5.52M

FY2016 - WOSB

ALLIANCE STEEL CONSTRUCTION, INC.	\$4.22M
ALLCON, LLC	\$2.90M
STRATATECH CORPORATION	\$1.93M
ALMOST HOME, LLC	\$1.67M
HICKEY BROS. RESEARCH, LLC	\$1.17M

Wisconsin and area Federal agencies

128th Air Refueling Wing (WIANG) – Dionne Holloway, Contract Specialist
1919 E. Grange Avenue
Milwaukee, WI 53207
(414) 944-8517 dionne.f.holloway.mil@mail.mil

U.S. Department of Agriculture – Colleen M. Rettinger, Supervisory Contract Specialist
Forest Products Laboratory & Northern Research Station
One Gifford Pinchot Drive
Madison, WI 53726-2398
608-231-9285 creittinger@fs.fed.us

U.S. Forest Service – Shawn Lacina, Contracting Officer
Lake States Acquisition Team (LSAT)
500 Hansen Lake Road
Rhineland, WI 54501
(715) 362-1347 slacina@fs.fed.us

U.S. Veterans Affairs – Steve Maier, Small Business Liaison
Great Lakes Acquisition Center (GLAC)
112th South 84th St. Suite 101
Milwaukee, WI 53214
(414) 844-4824 steven.maier2@va.gov

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

Oxford Prison – Bob Pahmeier, Contract Specialist
Federal Correctional Institution
P.O. Box 500
Oxford, WI 53952
(608) 584-5511 rpahmeier@bop.gov

Wisconsin and area Federal agencies

115th Fighter Wing - SMSgt Katherine Pinnow
Wisconsin Air National Guard
3110 Mitchell Street
Madison, WI 53704
(608) 245-4528 Katherine.pinnow@ang.af.mil

Volk Field Combat Training Readiness Training Center - TSgt Seth Swieter
100 Independence Drive
Camp Douglas, WI 54618-5001
(608) 427-1235 seth.swieter@ang.af.mil

Fort McCoy Contracting Division - Tony Steinhoff, Small Business Specialist
Mission & Installation Contracting Command
60 South O Street
Fort McCoy, WI 54656
(608) 388-7351 tony.r.steinhoff.civ@mail.mil

General Services Administration - Kimberly Hutchinson
Public Buildings Service
230 S. Dearborn Street, Rm 3300
Chicago, Illinois 60604
United States
(312) 353-1889 kimberly.hutchinson@gsa.gov

General Services Administration Public Building Services (PBS) - Susan Dobrosavljevic
Public Buildings Service
230 S. Dearborn Street, Rm 3300
Chicago, Illinois 60604
United States
[\(312\) 886-0539](tel:312-886-0539) susan.dobrosavljevic@gsa.gov

United States Transportation Command
Office of Small Business Programs
508 Scott Drive
Scott AFB, IL 62225-5357
(618) 220-7066
www.transcom.mil/about/org/tccs/OSBP.cfm

Wisconsin and area Federal agencies

Argonne National Laboratory

9700 S. Cass Avenue
Argonne, IL 60439
(630) 252-2000

Department of Veterans Affairs - Delonda Ward, Small Business Liaison

NCO 23 – Minneapolis
708 S Third Street, Suite 200E
Minneapolis MN 55415
(612) 344-2162 delona.ward@va.gov

National Park Service, Midwest Region - George Sievers, Regional Chief of Contracting

601 Riverfront Drive
Omaha, NE 68102-4226
402-661-1680 (voice) george_sievers@nps.gov

U.S. Army Corps of Engineers Chicago & Detroit - Bonita Carroll

312-846-5565
bonita.m.carroll@usace.army.mil

Chicago District Main Office

231 S. LaSalle St., Suite 1500
Chicago, IL 60604
Phone: (312) 846-5330

Detroit Area Office

6309 W. Jefferson, Bldg. 414
Detroit, MI 48209
(313) 226-2206

U.S. Army Corps of Engineers Rock Island Arsenal - John Dengler

1500 Rock Island Lines Railroad
Rock Island, IL
(309) 794-5205
john.e.dengler@usace.army.mil

U.S. Coast Guard Sector Lake Michigan

2420 S. Lincoln Memorial Drive
Milwaukee, WI. 53207
(414) 747-7100 richard.w.goodman@uscg.mil

Wisconsin Army National Guard

100 Independence Dr
Camp Douglas, WI 54618
(414) 844-4824
gwendolyn.f.duncan2.civ@mail.mil

Veteran Pursues Massage Business Growth Through SBDC, SBA Mentoring and Contracting Certifications



Jessica Dragan, a Wisconsin native, joined the U.S. Army

as a logistics and transportation specialist and spent four years traveling the globe with tours in South Korea, Texas, and Kuwait during Operation Iraqi Freedom. She knew when she left the service that she would take a different path. She spent two years in Los Angeles studying as many styles of massage as she could learn. She gained experience working at one of the Los Angeles area's most respected spas, Burke Williams. In 2009, she felt a pull back to Wisconsin and family, and returned to the Milwaukee area.

She started her business, Spa Massage on the Go, working with people in their homes. Unlike many massage therapists, she felt more comfortable working with clients in their own environments rather than in a salon or other setting. Soon she began hiring other massage therapists on contract when she needed extra help. Within a year, Spa Massage on the Go needed more help on a regular basis. She expanded her practice

to retirement homes and homes for the disabled and started working at corporate wellness events, sometimes personally working on as many as ten clients a day. By 2013, the rigors of the physical work of massage resulted in an injury. She soon realized that she needed to work more on her business and do less hands-on work with clients. Thus began an intensive phase of business planning and development.

Seeing a TV ad prompted her to begin exploring government contracting as a possible business opportunity. In 2014, she attended SBA's ChallengeHER women's contracting event in Milwaukee and began attending the Wisconsin Procurement Institute's (WPI) events and classes to educate herself. She also reached out to SBA's Veterans Service Development Officer Frank Demarest. By August 2015 she had gotten certified as a Service Disabled Veteran-Owned Small Business, an Economically Disadvantaged Woman Owned Small Business and a Wisconsin Women's Business Enterprise.

Jessica also has sought SBA counseling and mentoring resources, which can help businesses generate

more revenues and hire more employees. With mentor Richard Gorko of the Small Business Development Center in Milwaukee, Jessica is working on her business model canvas. This easy-to-use tool helps business owners put the key aspects of their business development on just one sheet of paper.

Rick says, "Right now, Jessica is quantifying her value proposition, which focuses on convenience and customized service on location, and prioritizing her customer segments so that she can create consistent revenue streams. She is very committed to her business' success." In a new venture, Jessica has just partnered with an eldercare concierge provider in the Milwaukee area as its exclusive massage therapy service. In the meantime, Spa Massage on the Go still has nine contract massage therapists working with current clients. Jessica says that she's finding the resources she needs and a level of ease working SBA partners as she grows Spa Massage on the Go. She says, "As a veteran, it feels very comfortable. It's straightforward—it feels like home."

Hayward Awards Business Finds Online Niche in Contracting through HUBZone Location

When Dennis Smith was coaching high school basketball in the 1980s, he never dreamed his dissatisfaction with local trophy products for his teams would set him on a journey to government contracting. After building a golf course in the 1990s and selling personalized trophies and awards there, Smith decided to open a small shop in the town of Hayward. In fall 1996 he went to look at Apple Awards, a mail order awards business whose owners had recently moved from Green Bay to Hayward. When the owners realized they needed to sell the business and retire, Smith was in the right place at the right time. Apple Awards historically has sold to teachers' associations and educational organizations. Its brass, marble and crystal apple products are sourced from India, Taiwan and China with personalizing and base production taking place at its Hayward shop. Smith keeps a ready stock for quick service and ships products to all 50 states, Canada and occasionally China.

While Smith continued to sell from

his local shop after purchasing Apple Awards, he saw a great opportunity in the nascent Internet to add to the traditional catalog and mail order marketing for the company. Before it was common, he built an e-commerce site in 2000. Through the years he developed his online business into a thriving one, with more than 700 new customers in 2015. As his online business was growing, Smith's foray into contracting began in September 2014 when he attended a seminar held by the Wisconsin Procurement Institute, the federal Procurement Technical Assistance Center in the state. Through that and WPI's in-person visit to his business, he learned Hayward was in one of Wisconsin's historically underutilized business zones (HUBZone), which are designated to encourage economic development and employment growth in distressed areas by providing access to more federal contracting opportunities. As a HUBZone-certified small business, Apple Awards could receive a 10 percent price preference



and be awarded sole source contracts.

Smith's first step was to register Apple Awards in the System for Awards Management (SAM) online with the help of Joe Smetak and Ben Blanc at WPI. The registration led to a contract with the New York Housing and Preservation Authority, which had an incentive to use small businesses and is now a repeat customer. Dennis worked on the HUBZone verification process around the daily demands of his busyschedule. Soon after completing it in 2015, he got his first HUBZone contract with a Texas-based company. Smith is looking now at how to sustain the HUBZone advantage and his SAM registration as an income stream. "I'm pulling business into Wisconsin that I would not have been able to without the registration, and WPI was key to getting me into SAM and into the HUBZone program. It's a commitment and I'm looking at the best way to move forward."

Determination, Investment in People Drives 8(a) Graduate to Excellence in Government Contracting



When Thomasina M. Ivy was working for a Large Corporation in 2000, she was told it would be many years before she could be considered for a vice presidency. She rejected that path--she had already built up extensive professional experience, and, as a Milwaukee native, she had seen firsthand the effects of urban poverty, lack of education, and economic decline. She wanted more for herself and her community.

Ivy founded TMI Consulting LLC in March 2001 as a single person firm. TMI provides professional services for local state and federal governments as well as commercial businesses. Its core competencies include business process re-engineering, financial and risk management, infrastructure support, project and program management, and security services. The firm's core values are integrity, innovation, and growth, and from the beginning it has successfully demonstrated all three.

While her first clients were major corporations, many from her extensive network of professional contacts, she had her eye on the federal marketplace. Ivy first applied for SBA's HUBZone (Historically Underutilized Business Zone) program as a way to fulfill her deep commitment to providing employment for economically disadvantaged populations. The HUBZone program helps small businesses located

in distressed urban and rural communities to access federal sole source and set-aside contracts. To qualify, the business must be located in a designated HUBZone area, and at least 35% of employees must also live in a HUBZone. Since then, she has trained and hired employees from HUBZones throughout the country, with 40 percent of her staff living in HUBZones.

That same year, she also enrolled in SBA's 8(a) business development program for economically and socially disadvantaged small businesses. This nine year long program provides training, counseling, and matchmaking opportunities as well as sole-source contracts of up to \$4 million for goods and services and \$6.5 million for manufacturing. Within a few years, she had contracts with the Department of Transportation, the Department of Justice, the FBI and HUD. She obtained financing and a line of credit to help meet the growth opportunity provided by the contracts. In 2010, the year she graduated the 8(a) program, the company was awarded a \$7.2 million contract to provide enterprise architecture support to the Department of Labor, and got additional financing from Associated Bank to fund the necessary growth. TMI now self-funds its line of credit.

From the start, Ivy has viewed her employees as her top asset. She

invests about \$10,000 on average in her team members to train them on the latest technologies and necessary industry certifications. The company recently began an internal mentorship program which pairs soon-to-rotate, experienced employees with newer, more tech-savvy hires. This commitment, along with company's ISO 9001:2008 Certifications ensures that it meets or exceeds its contractual obligations has paid off with repeat business, high growth, national recognition, and the trust of lenders. The company has consistently placed in the Inc. 5000 list and Washington SmartCEO Magazine recognized Ivy as one of its 25 Brava! Award winners in 2012. Forbes published a profile of her in its June 2016 issue focused on women business leaders.

In 2016, Thomasina Ivy was recognized as Wisconsin's SBA 8(a) Graduate of the Year for her business development and growth through the 8(a) program and her commitment to the community. What's next for TMI Consulting and Thomasina Ivy? "TMI Consulting will continue to make significant investments in our people, processes and the communities in which we do business. This will assist us in becoming better at what we do and launch us into our next phase."



Getting Ready to Sell to the Federal Government

HOMework –or- MARKET RESEARCH

- **SOME BASICS – You need to learn about your potential customers**
 - Use the INTERNET
 - ATTEND or PARTICIPATE in events, seminars, networking.....
 - Read – newspapers, publications..... STAY CURRENT
 - Direct contact – whenever and wherever you can get it
 - Participate in Associations, Trade Groups, Business Groups..... especially those with members that you may want to meet
 - Join groups such as **SAME, NDIA, NCMA**..... WHY?
 - Contact WPI – can help guide you

Federal Agencies – WHO is BUYING / WHO is WINNING CONTRACTS / HOW MUCH / WHEN

- www.usaspending.gov
- Or www.fpds.gov/

- USASPENDING more user friendly

USA SPENDING.GOV
An official website of the U.S. Government

Search Data by Keyword Search Site
Search... 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 2016

The federal agencies distribute funding through federal contracts, grants, loans, and other financial assistance. See the [Overview of Awards by Fiscal Year](#) trend graph for spending by all Fiscal Years.

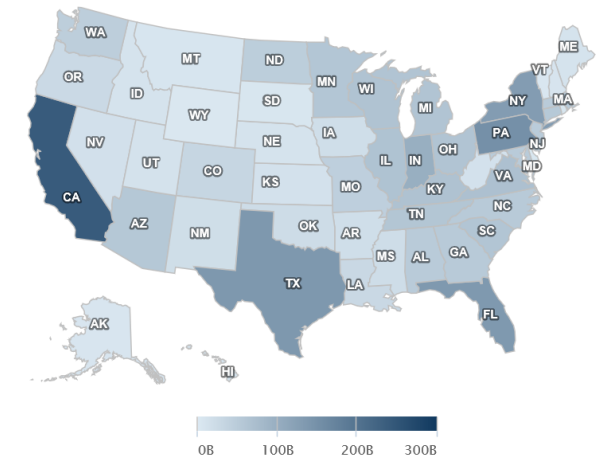


*See explanation in [Glossary](#)

[Text View of Overview of Awards](#)

AWARDS BY STATE - FY 2016

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



[Text View of Awards by State](#)

SHORTCUTS

- [FAQs](#)

SEARCH FOR A RECIPIENT

Recipient Name

Go

SPENDING MAP

REGISTER AS A CONTRACTOR

The screenshot shows the SAM website interface. At the top left is the SAM logo with the text 'SYSTEM FOR AWARD MANAGEMENT'. To the right are login fields for 'USER NAME' and 'PASSWORD', a 'LOG IN' button, and links for 'Forgot Username?' and 'Forgot Password?'. A 'Create an Account' link is also present. Below the login area is a dark blue navigation bar with links for 'HOME', 'SEARCH RECORDS', 'DATA ACCESS', 'GENERAL INFO', and 'HELP'. The main content area is divided into three columns: 'CREATE USER ACCOUNT', 'REGISTER/UPDATE ENTITY', and 'SEARCH RECORDS'. The 'REGISTER/UPDATE ENTITY' column features a 'New!' badge and a 'Check Status' button. At the bottom, there are links for 'NEWS AND ANNOUNCEMENTS', 'USER GUIDES/HELPFUL HINTS', and 'ATTENTION EXTRACT AND WEB SEI'. A large red 'www.sam.gov' URL is overlaid on the bottom right of the screenshot.

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](#)
New! Use the SAM Status Tracker to: [Check Status](#)

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](#)

WHAT IS SAM? [Need Help?](#)
The **System for Award Management (SAM)** is the Official U.S. Government system that consolidated the capabilities of CCR/FedReg, ORCA, and EPLS. There is **NO** fee to register for this site. Entities may register at no cost directly from this page. User guides and webinars are available under the Help tab.

[NEWS AND ANNOUNCEMENTS](#) [USER GUIDES/HELPFUL HINTS](#) [ATTENTION EXTRACT AND WEB SEI](#)

www.sam.gov

Federal Government Complete the Dynamic Small Business Search information - <http://dsbs.sba.gov/>

Data validation took 0.01 seconds. The count and search queries took 0.00 seconds and 2.16 seconds, respectively.

Displaying profiles 1 - 14 (of 14 profiles matching criteria):

View	Name and Trade Name of Firm	Contact	Address and City, State Zip	
1	Sinner, Stacy	Stacy Sinner	6278 Hunter Lake Rd Winter, WI 54896-0000	
2	Bills Locksmith Service Inc	William Cochran	W 1598 LEE RD HAYWARD, WI 54843-7846	
3	SAWYER COUNTY SNOWMOBILE ALLIANCE, INC.	MICHAEL OUTCALT	7633 N Wurster Rd Hayward, WI 54843-2024	
4	HAYWARD POWER SPORTS, INC.	HAYWARD POWER SPORTS INC Schroeder	12305 W STATE ROAD 77 HAYWARD, WI 54843-4023	
5	APPLE AWARDS INC APPLE AWARDS	Dennis L Smith	15577 W PAR LN HAYWARD, WI 54843-6200	Award sales, Engrav
6	SUNRISE FABRICATION, LLC	Andrew Channing	10883N ROUND LAKE SCHOOL RD HAYWARD, WI 54843-6003	
7	FUTUREWOOD CORP. JHONSON TIMBER	DONALD J ADERMAN	9676 N KRUGER RD HAYWARD, WI 54843-7189	
8	MITTLESORF, CAROL L	DEBRA BRIESACHER	15890 W SUNSHINE ACRE LN HAYWARD, WI 54843-2599	
9	Caribou Thunder, LLC CTL Resources	RITA PETERSON	8558 N County Rd K Hayward, WI 54843-2132	CTL provides CONU dev, integration, su
10	RE Properties LLC	JANE FASTELIN	15954 Rivers Edge Dr Hayward, WI 54843-7800	
11	GURUKRUPA INC NORTHERN PINE INN	JAYENDRA THAKKAR	9966 N STATE RD 27 S HAYWARD, WI 54843-2526	Special Governmen
12	FACILITY ASSET MANAGEMENT INC	Jerry A Turner	15739W State Hwy 2770 Stone Lake, WI 54876-0000	
13	RUNAMUK RIDES LLC	James G Taylor	13679 W THANNUM FIRE LN HAYWARD, WI 54843-6349	
14	KAJ FOODS, LLC	Kerry Jacobson	5496 N Ham Holly Dr Stone Lake, WI 54876-4111	

Federal Agencies

— **WHAT AGENCIES ARE BUYING / WHO WON the BIG CONTRACTS**

- www.fbo.gov

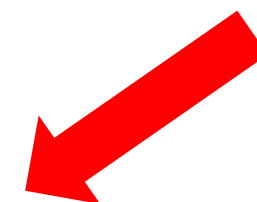
AND WPI's FREE BID MATCHING SERVICE – ask me about this after the presentation

The screenshot shows the Federal Business Opportunities (FBO) website interface. At the top, there is a navigation bar with links for Home, Getting Started, General Info, Opportunities, Agencies, and Privacy. Below the navigation bar, there are links for Buyers and Vendors to login or register, along with an Accessibility link. The main content area is titled 'Opportunities' and includes a 'RETURN TO OPPORTUNITIES' link. There are tabs for Opportunities List, Advanced Search, Search Results, and Archives. A warning message states: 'Please note, there may be opportunities FBO did not recognize by this search. The results returned are based on agency input. If for any reason the submitting agency did not enter the Place of Performance location information, the system will not return that opportunity in the results.' Below the warning, there are buttons for 'Refine Results' and 'Clear Search'. The search results are displayed in a table with columns for Opportunity, Agency/Office/Location, Type / Set-aside, and Posted On. The table shows six results, all dated Sep 15, 2016. The first result is 'FCSB Oil Water Separator' from the Department of the Army, USACE District, St. Paul. The second is 'Zero turn mower with trade-in' from the Department of the Army, USACE District, St. Paul. The third is 'Mississippi River Pool 5 Island Deer Fence and Planting' from the Department of the Army, USACE District, St. Paul. The fourth is 'H--BOILER INSPECTION SERVICE BASE PLUS FOUR OPTION YEARS' from the Department of Veterans Affairs, VA Great Lakes Healthcare System. The fifth is 'Boat Ramp Replacement - Eau Galle Recreation Area' from the Department of the Army, USACE District, St. Paul. The sixth is 'United States Government Seeking to Lease Office Space in Manitowoc, WI' from the General Services Administration, Public Buildings Service (PBS). The date 'March 16, 2017' is displayed at the bottom of the page.

Opportunity	Agency/Office/Location	Type / Set-aside	Posted On
FCSB Oil Water Separator W912ES-16-T-0167 46 -- Water purification & sewage treatment equipment	Department of the Army U.S. Army Corps of Engineers USACE District, St. Paul	Presolicitation / Total Small Business	Sep 15, 2016
Zero turn mower with trade-in W912ES-16-T-0158 37 -- Agricultural machinery & equipment	Department of the Army U.S. Army Corps of Engineers USACE District, St. Paul	Solicitation (Modified) / Total Small Business	Sep 15, 2016
Mississippi River Pool 5 Island Deer Fence and Planting W912ES-16-T-0147 F -- Natural resources & conservation services	Department of the Army U.S. Army Corps of Engineers USACE District, St. Paul	Solicitation (Modified) / Total Small Business	Sep 15, 2016
H--BOILER INSPECTION SERVICE BASE PLUS FOUR OPTION YEARS VA69D16Q1317 H -- Quality control, testing & inspection services	Department of Veterans Affairs VA Great Lakes Healthcare System Department of Veterans Affairs Great Lakes Healthcare System	Solicitation / Total Small Business	Sep 15, 2016
Boat Ramp Replacement - Eau Galle Recreation Area W912ES-16-T-0124 Y -- Construction of structures and facilities	Department of the Army U.S. Army Corps of Engineers USACE District, St. Paul	Solicitation (Modified)	Sep 15, 2016
United States Government Seeking to Lease Office Space in Manitowoc, WI GS-05P-LWI19522 X -- Lease or rental of facilities	General Services Administration Public Buildings Service (PBS) Real Estate Division, SSA Client Delivery Team, Rm 3622 (5PC)	Presolicitation	Sep 15, 2016

FEDERAL AGENCIES

FBO – www.FBO.gov



Training Videos
Guides
FAQs

The screenshot shows the FedBizOpps.gov website interface. At the top, there is a navigation bar with links for 'Getting Started', 'General Info', 'Opportunities', 'Agencies', and 'Privacy'. The 'Getting Started' link is circled in red. Below the navigation bar, there are links for 'Buyers: Login | Register' and 'Vendors: Login | Register', along with an 'Accessibility' icon. The main content area features a U.S. Army logo and a notice titled '59--Subject: Wiring Harness, Bran. Direct your requests and communications ATTN: CCAM-AL-L, Michael Haywood, Contracting Officer, via email: Michael.haywood1@us.army.mil or FAX 256-955-9237. No telephone requests will be accepted'. The notice includes the solicitation number W31P4Q10R0123 and the agency information: Department of the Army, Army Contracting Command, AMCOM Contracting Center - Missile (AMCOM-CC). Below the notice, there are tabs for 'Notice Details', 'Packages', and 'Interested Vendors List'. On the right side, there are 'Print' and 'Link' icons. At the bottom, there is a section for 'ALL FILES' with a link for 'Amendment 1' dated Apr 13, 2010, and a 'See Solicitation' link. A yellow banner at the bottom of the screenshot contains text about federal regulations.

Federal regulations require that contracting officers publicize proposed contract actions expected to exceed \$25,000 through the on-line Government point of entry, FedBizOpps

FEDERAL AGENCIES

WPI FREE BIDMATCHING

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

Bid Count Reports

Records 1 thru 13 out of 13


Company Profile

RFQ Date	FBO	DLA	Other Fed	Web	Intl	Local	NonFed	Awards	
2014-10-10	2	0	0	3	0	0	0	0	List_All
2014-10-08	1	0	0	0	0	0	0	0	List_All
2014-10-07	2	0	0	0	0	0	0	0	List_All
2014-10-03	1	0	3	1	0	0	0	0	List_All
2014-10-02	0	0	6	0	0	0	0	0	List_All
2014-10-01	0	0	7	0	0	0	0	0	List_All
2014-09-30	0	0	0	2	0	0	0	0	List_All
2014-09-25	0	0	0	1	0	0	0	0	List_All
2014-09-22	2	0	0	0	0	0	0	0	List_All
2014-09-18	2	0	0	0	0	0	0	0	List_All
2014-09-17	2	0	0	0	0	0	0	0	List_All
2014-09-15	10	0	0	0	0	0	0	0	List_All
2014-09-11	2	0	0	0	0	0	0	0	List_All

REGISTER WITH PRIMES

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

<https://www.grainger.com/content/supplier-diversity>



Our Vision

To develop a world-class procurement and supply chain organization providing the best in logistics, quality, NPD and competitiveness to the Oshkosh family of companies on a global basis.

My Account | Order History | Lists | Special Order Quotes

GRAINGER Sign Up for Email

General Catalog Find A Branch Services Solutions

ALL PRODUCTS Enter keyword, item, model or replacement part number. **SEARCH** BULK ORDER PAD

About Us | Supplier Overview | Supplier Diversity

About Us

Capture the Value of Grainger

Supplier Overview

[Information for Potential Suppliers](#)
[Supplier Diversity](#)

Supplier Diversity


Expand your distribution network when you partner with us

- Become a Supplier**
- Potential Supplier Information**
[Login](#)
[Reliance Login](#)
- Supplier Diversity**
Search for Supplier Diversity Products >
- Green Procurement**
Search for Green Products >

What is Grainger's Supplier Diversity Program?

Grainger supports the growth of historically underrepresented businesses. We are committed to giving the the opportunity to compete for our business. The Supplier Diversity program provides quality products in e from tools to fasteners, cutting tools, truck bags and more.

Welcome to the Oshkosh Corporation Supplier Portal



Pierce - Dash Pumper

Featured Links and Articles

- [Oshkosh Corporation Product Overview](#)
- [Making a Difference - It Begins with our People - Written by Wilson Jones](#)
- [Oshkosh Corporation Named to 2016 World's Most Ethical Company List by Ethisphere Institute](#)
- [Oshkosh Corporation L-ATV Military Vehicle Named to Popular Science Magazine "Best of What's New in 2015" List](#)

LEARN and UNDERSTAND HOW THE GOVERNMENT WORKS

- ATTEND CONFERENCES
 - Agency specific
 - Market specific
- WEBINARS
- WPI as a resource
- Organizations such as NCMA, NDIA, SAME



Overview of the Federal Small Business Program

Being a SMALL BUSINESS in Federal Contracting

- **SMALL IS GOOD – WHY?**
 - **Federal agencies and large federal prime contractors have SMALL BUSINESS GOALS**
 - **Large Prime Contractors have SMALL BUSINESS SUBCONTRACTING PLANS – these plans layout the prime contractors agreed to goals**



FEDERAL SMALL BUSINESS PROGRAMS - GOALS - VERY IMPORTANT TO UNDERSTAND



- Small Business – 23% [Size standard table [CLICK HERE](#)]
- Small Disadvantaged Business (SDB) – 5% [[CLICK HERE](#)]
 - 8(a) small business development program [[CLICK HERE](#)]
- Woman Owned Business Program – 5% [[CLICK HERE](#)]
- Historically Underutilized Business Zone (HUBZone) – 3% [[CLICK HERE](#)]
- Service Disabled Veteran Owned Business (SDVOB) – 3% [[CLICK HERE](#)]
(for work with Department of Veterans Affairs – 12% Veteran and 10% Service Disabled Veteran [[CLICK HERE](#)])

When Working with the Federal Government

- Small business goals apply to
 - Contracts directly with Federal agencies
 - With large Prime contractors with large Prime contracts

Federal Government – Small Business Programs

<https://www.sba.gov/contracting/government-contracting-programs>

Contracting

- ▶ Video: Sell to the Government ▶
- ▶ Qualify for Government Contracts ▶
- ▶ Government Contracting Blogs ▶

SBA.gov » Contracting » Government Contracting Programs

Contracting

- ▶ What is Government Contracting?
- ▶ Getting Started as a Contractor
- ▶ Finding Government Customers
- ▶ Resources for Small Businesses
- ▶ **Government Contracting Programs**
- ▶ For Contracting Officials

Government Contracting Programs

What is a Small Business Set Aside?
Small business set-asides are a powerful tool for helping small businesses compete for and win federal contracts.

Women-Owned Small Businesses
The Women-Owned Small Business (WOSB) Federal Contract program authorizes contracting officers to set aside certain federal contracts for eligible women-owned small businesses.

8(a) Business Development Program
Learn how SBA's 8(a) Business Development Program helps small, disadvantaged businesses compete in the marketplace.

HUBZone Program
The Historically Underutilized Business Zones (HUBZone) program helps small businesses in urban and rural communities gain preferential access to federal procurement opportunities.

Service-Disabled Veteran-Owned Businesses
This program provides procuring agencies with the authority to set acquisitions aside for exclusive competition among service-disabled veteran-owned small business concerns.

Small Disadvantaged Businesses
Firms that are considered to be small disadvantaged businesses can compete for certain federal contracting opportunities.



15 minutes



The HUBZone Program

The HUBZone Program
Applying for Approval
and Maintaining the Certification

Shane Mahaffy, Lead Business Opportunity Specialist



-- HUBZone Program --

The HUBZone Program

Applying for Approval and Maintaining the Certification

Shane Mahaffy, Lead Business Opportunity Specialist



U.S. Small Business Administration

-- HUBZone Program --

What is HUBZone?

- Historically Underutilized Business Zone
- Program is designed to help small firms in certain communities gain access to federal contract opportunities
- HUBZone areas: typically areas of low median household incomes or high unemployment, or both
- At any given time, there are about 4,500 small firms certified in the HUBZone program



-- HUBZone Program --

Program Purpose

- Provides federal contracting assistance to qualified small firms in designated HUBZones to:
 - Increase employment opportunities
 - Stimulate capital investment
 - Empower communities through economic leveraging



-- HUBZone Program --

How the Program Works

- SBA regulates and implements the HUBZone program
 - Determines which businesses are eligible
 - Maintains a listing of qualified HUBZone firms to fulfill procurement opportunities
(http://dsbs.sba.gov/dsbs/search/dsp_searchhubzone.cfm)
 - Adjudicates protests of eligibility regarding HUBZone contracts



-- HUBZone Program --

Key Program Benefits

The government has a mandate of awarding 3% of all prime contract dollars to HUBZone firms.

Two mechanisms:

- Contract set-asides and sole source
- 10% price evaluation preference applied to full and open competition (only applies to the large business and not to the small business concern)



-- HUBZone Program --

Which firms are most likely to win contracts?

- The most successful firms share these traits:
 - AGR over \$2 million
 - More than 15 employees
 - Been in business longer than 10 years

Where are the HUBZones?

- There are 4 kinds of HUBZone:
 - A Qualified Nonmetropolitan County*
 - A Qualified Census Tract*
 - An Indian Land
 - A Qualified Base Closure Area
- *When a county or tract loses its HUBZone qualification, it is redesignated for three years.
- Areas may become newly qualified, redesignated, and lose qualification altogether.



-- HUBZone Program --

The HUBZone Maps

The screenshot shows the SBA HUBZone Mapping website in a Microsoft Internet Explorer browser. The page title is "Maps - HUBZone Mapping - HUBZone Mapping - Microsoft Internet Explorer provided by SBA". The address bar shows "http://map.sba.gov/hubzone/maps/". The page features a search bar with fields for "Address", "City", "State", and "ZIP Code", along with "Find" and "Reset" buttons. Below the search bar is an "Eligibility Result" section with a "Go" button and several filter buttons: "Find HUBZone Counties", "Find Qualified Tracts", "Find Former Bases", and "Find Indian Land". The main content area displays a map of the United States titled "HUBZone Mapping". The map shows various counties shaded in different colors: light blue for "Non-Qualified County", medium blue for "Qualified Non-Metro County", and dark blue for "Redesignated County". A legend on the right side of the map provides the key for these colors and includes a scale bar from 0 to 800 miles. Below the legend, there is a section titled "Criteria for County HUBZone Designation" which states: "A Qualified Nonmetropolitan County is any county that is not located in a metropolitan area and that meets any of the following three criteria:" followed by a bulleted list of criteria: "the county's median household income is less than 80% of the nonmetropolitan state median household income, based on the most recent data available from the Census, or" and "the county's unemployment rate is not less than 140 percent of the average unemployment rate for the United States or for the State in which such county is".

Always check <http://www.sba.gov/content/hubzone-maps> for the latest updates on qualified areas!

Questions?

Eligibility Requirements

- Small business (by SBA standards)
- Owned and controlled by at least 51% U.S. citizens or a community development corporation, an agricultural cooperative, or an Indian tribe
- Principal office must be located within a designated HUBZone
- At least 35% of its employees must reside in a HUBZone
- **Note:** Different rules apply for Tribal Governments, Alaska Native Corporations, Community Development Corporations and small agricultural cooperatives. These are delineated in [Title 13 of the Code of Federal Regulations, Part 126](#)



-- HUBZone Program --

Eligibility Requirements – SIZE

- At time of application for certification a HUBZone Small Business Concern must meet SBA's size standards for its primary industry classification as defined in 13 CFR --- § 121.201.
- At time of initial contract offer a HUBZone SBC must be small for the size standard corresponding to the NAICS code assigned to the contract. 13 CFR --- 126.601(b)



-- HUBZone Program --

Eligibility Requirements – Ownership by Individuals

- Business must be directly and unconditionally owned and controlled by at least 51% U.S. citizens - - - 13 CFR 126.200(b) (1)(i)
 - *Citizen* means a person born or naturalized in the United States. SBA does not consider holders of permanent visas and resident aliens to be citizens - - - 13 CFR 126.103
 - *Person* means a natural person - - - 13 CFR 126.103



Eligibility Requirements – Principal Office

- Principal office must be located within a designated HUBZone
 - *Principal office* means the location where the greatest number of the concern's employees at any one location perform their work - - - 13 CFR 126.103
 - For concerns whose “primary industry” is service or construction, the determination of principal office excludes the concern's employees who perform the majority of their work at job-site locations to fulfill specific contract obligations - - - 13 CFR 126.103

Eligibility Requirements – 35% residency

- At least 35% of its employees reside in a HUBZone
 - Employee means all individuals employed on a full-time, part-time, or other basis, so long as that individual works a minimum of 40 hours per month. This includes employees obtained from a temporary employee agency, leasing concern, or through a union agreement or co-employed pursuant to a professional employer organization agreement --- 13 CFR 126.103
 - Volunteers (*i.e.*, individuals who receive deferred compensation or no compensation, including no in-kind compensation, for work performed) are NOT considered employees --- 13 CFR 126.103
 - When determining the percentage of employees that reside in a HUBZone, if the percentage results in a fraction, round up to the nearest whole number --- 13 CFR 126.200
 - SBA defines *reside* means to live in a primary residence at a place for at least 180 days, or as a currently registered voter, and with intent to live there indefinitely --- 13 CFR 126.103

IMPORTANT!!

85% of firms who are declined for certification are declined because of failing to meet either the 35% requirement, the Principal Office (PO) requirement, or both.



-- HUBZone Program --

PO Example 1

Company, Inc is a small company that makes widgets. Their headquarters is located in an urban area that is not HUBZone, according to the map. The two owners and an administrative support person spend the majority of their work hours there. The company has a manufacturing site across the street from the headquarters located in a qualified census tract. The owners and the admin all live in a HUBZone a few miles away. There are 6 employees at the manufacturing site. One of them is part time and works only 20 hours every week. Only one of the six employees who works at the manufacturing site lives in a HUBZone.

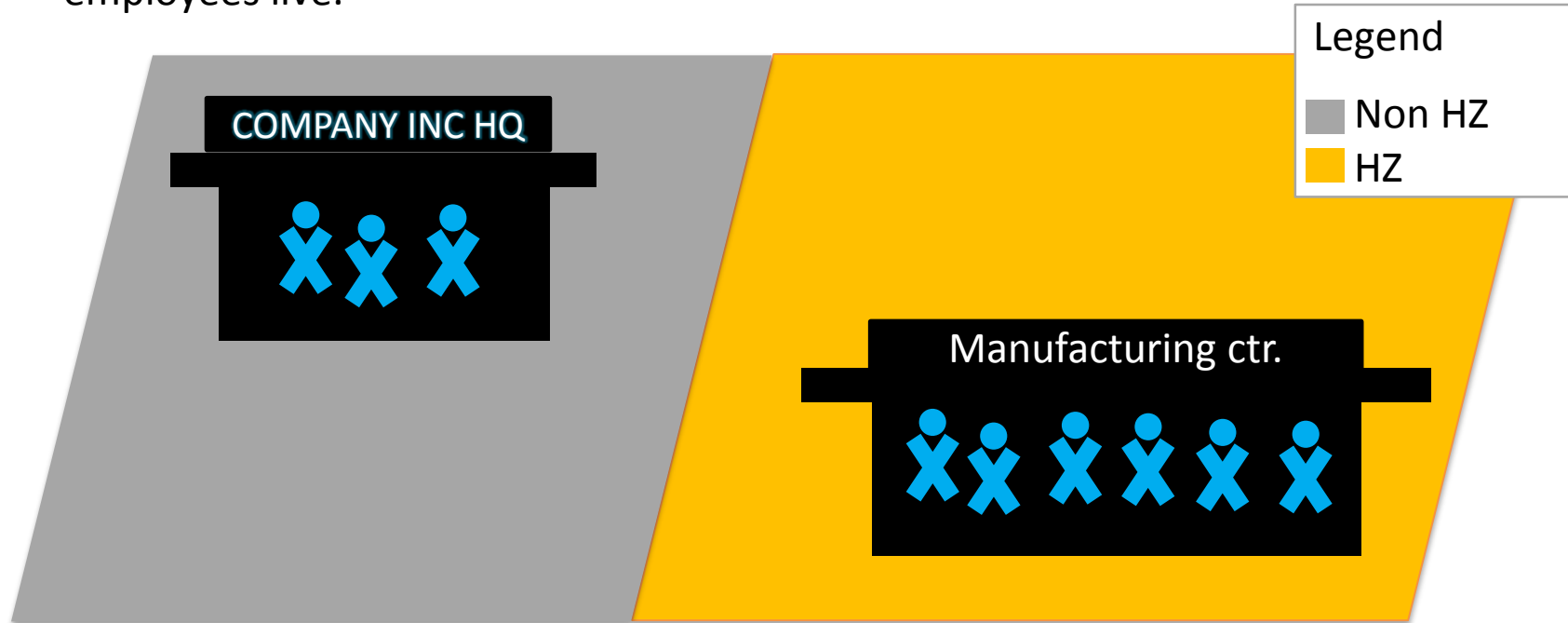
Does this company meet the principal office requirement?



-- HUBZone Program --

PO (Example 1)

When dealing with the evaluation of the principal office, do not consider where employees live.



Does this firm meet the PO requirement? **YES**

35% (Example 2)

Company, Inc is a small company that makes widgets. Their headquarters is located in an urban area that is not HUBZone, according to the map. The two owners and an administrative support person spend the majority of their work hours there. The company has a manufacturing site across the street from the headquarters located in a qualified census tract. The owners and the admin all live in a HUBZone a few miles away. There are 6 employees at the manufacturing site. One of them is part time and works only 20 hours every week. Only one of the six employees who works at the manufacturing site lives in a HUBZone.

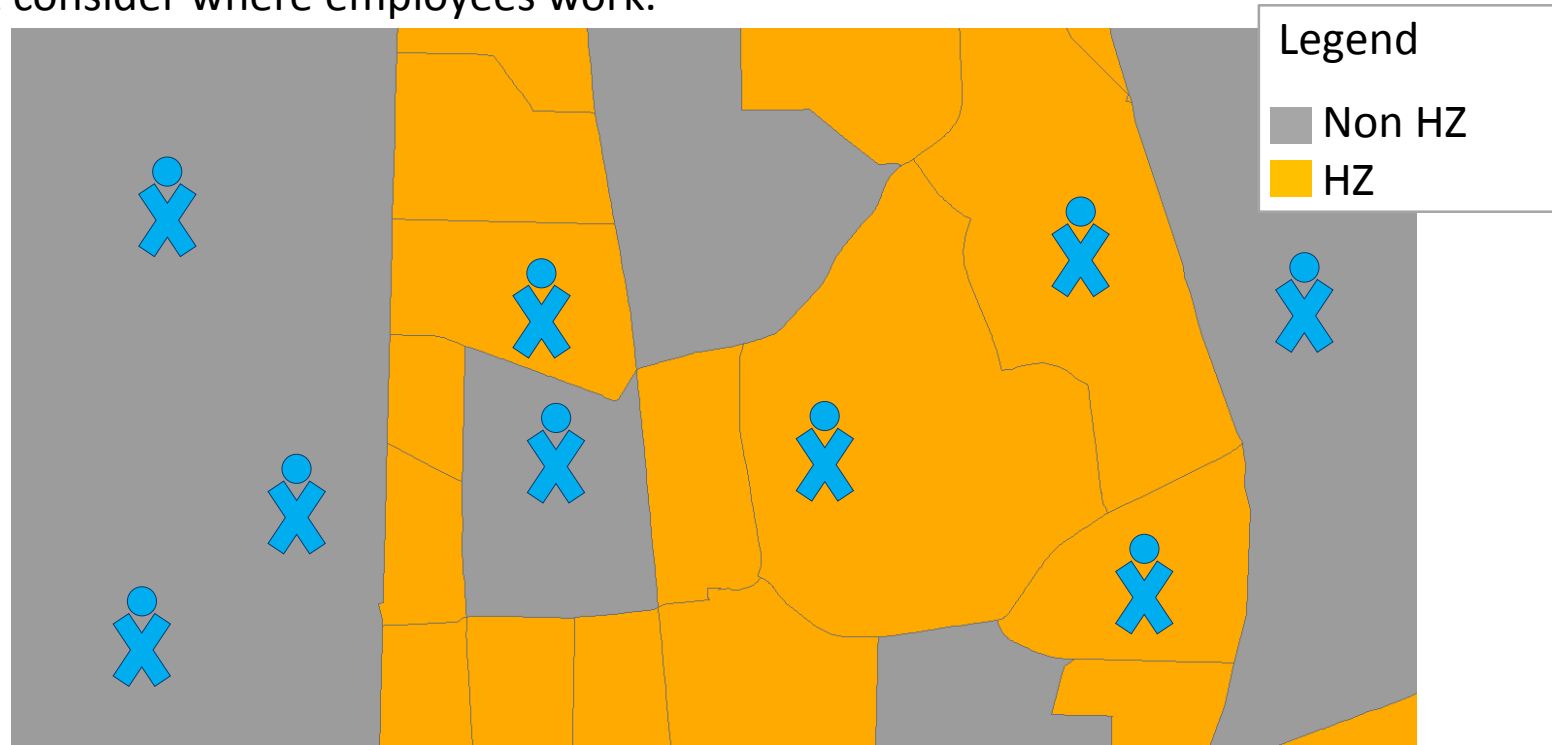
Does this company meet the 35% requirement?



-- HUBZone Program --

35% (Example 2)

When dealing with the evaluation of the 35% employee residency requirement, do not consider where employees work.



Does this firm meet the 35% requirement? **YES**

PO (Example 3)

Company, Inc is a small IT services company. Their headquarters is located in an urban area that is not HUBZone, according to the map. The two owners and an administrative support person spend the majority of their work hours there. Across the street, in a qualified census tract, is a government facility where 6 engineers perform contract specific work. The owners and the admin all live in a HUBZone a few miles away. There are 6 employees at the government site. One of them is part time and works only 20 hours every week. Only one of the six employees who works at the government site lives in a HUBZone.

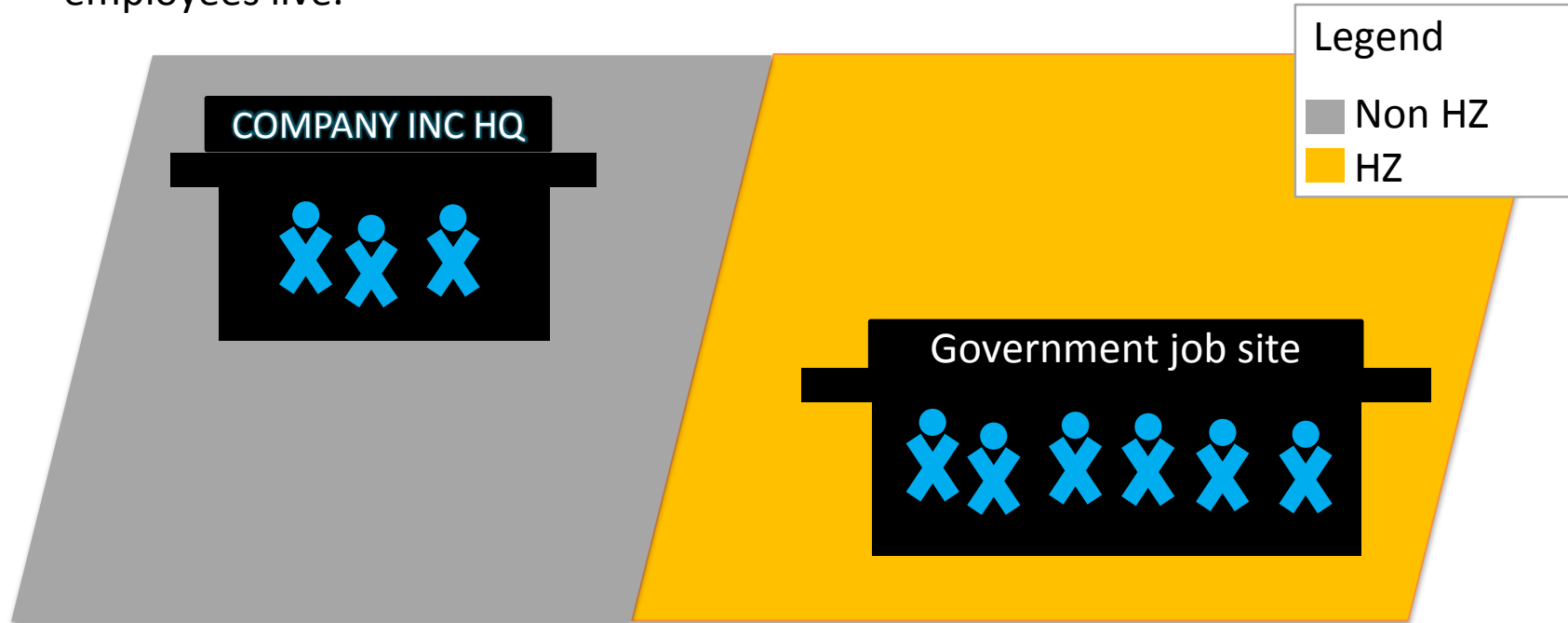
Does this company meet the Principal Office requirement?



-- HUBZone Program --

PO (Example 3)

When dealing with the evaluation of the principal office, do not consider where employees live.



Does this firm meet the PO requirement? **NO**

35% (Example 4)

Company, Inc is a small IT services company. Their headquarters is located in an urban area that is not HUBZone, according to the map. The two owners and an administrative support person spend the majority of their work hours there. Across the street, in a qualified census tract, is a government facility where 6 engineers perform contract specific work. The owners and the admin all live in a HUBZone a few miles away. There are 6 employees at the government site. One of them is part time and works only 20 hours every week. Only one of the six employees who works at the government site lives in a HUBZone.

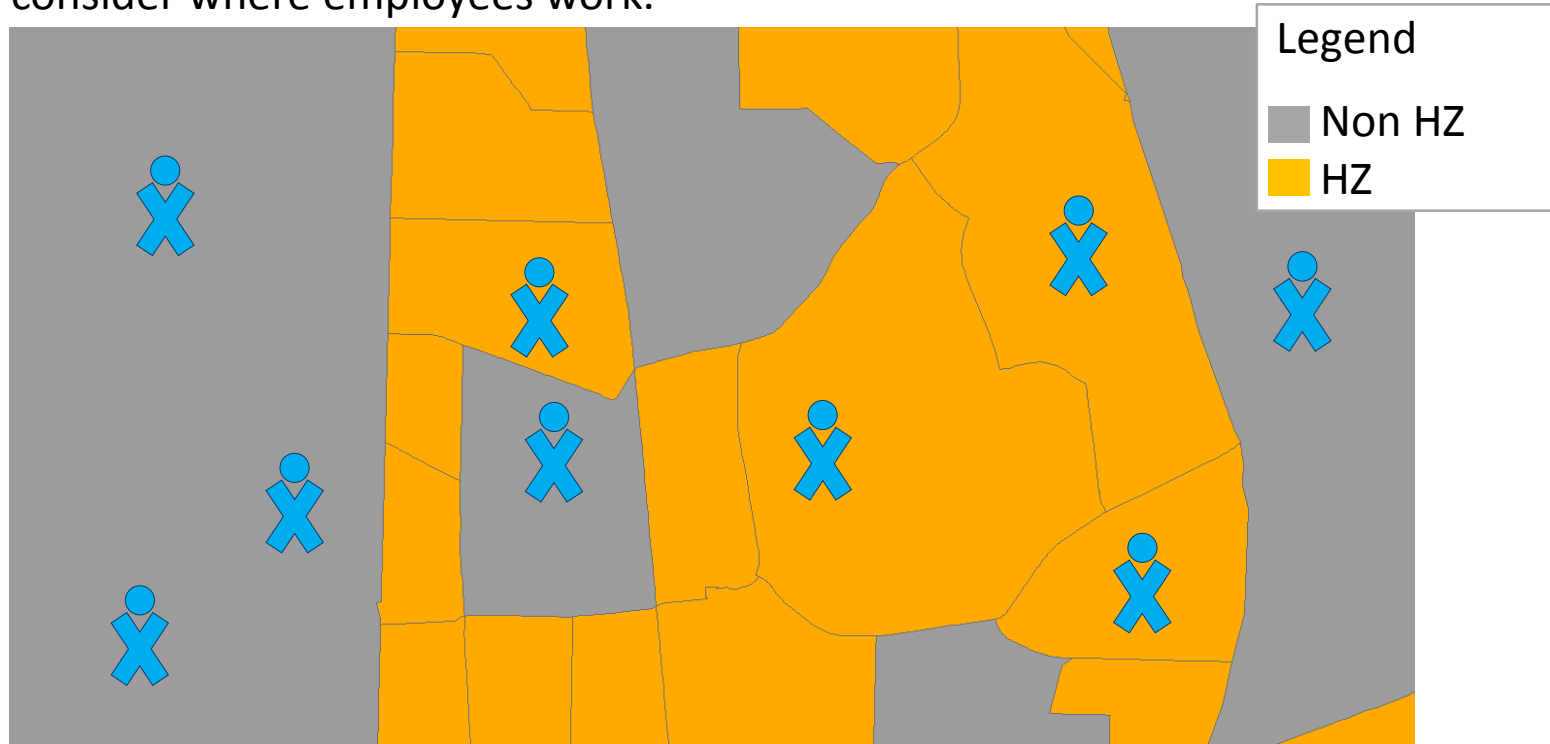
Does this company meet the 35% requirement?



-- HUBZone Program --

35% (Example 4)

When dealing with the evaluation of the 35% employee residency requirement, do not consider where employees work.



Does this firm meet the 35% requirement? **YES**

PO and 35% (Example 5)

Trainers, Inc is a small company that provides training services. There is one owner and two employees. Everyone works from their home, and everyone lives in a HUBZone.

Does this company meet the PO requirement?

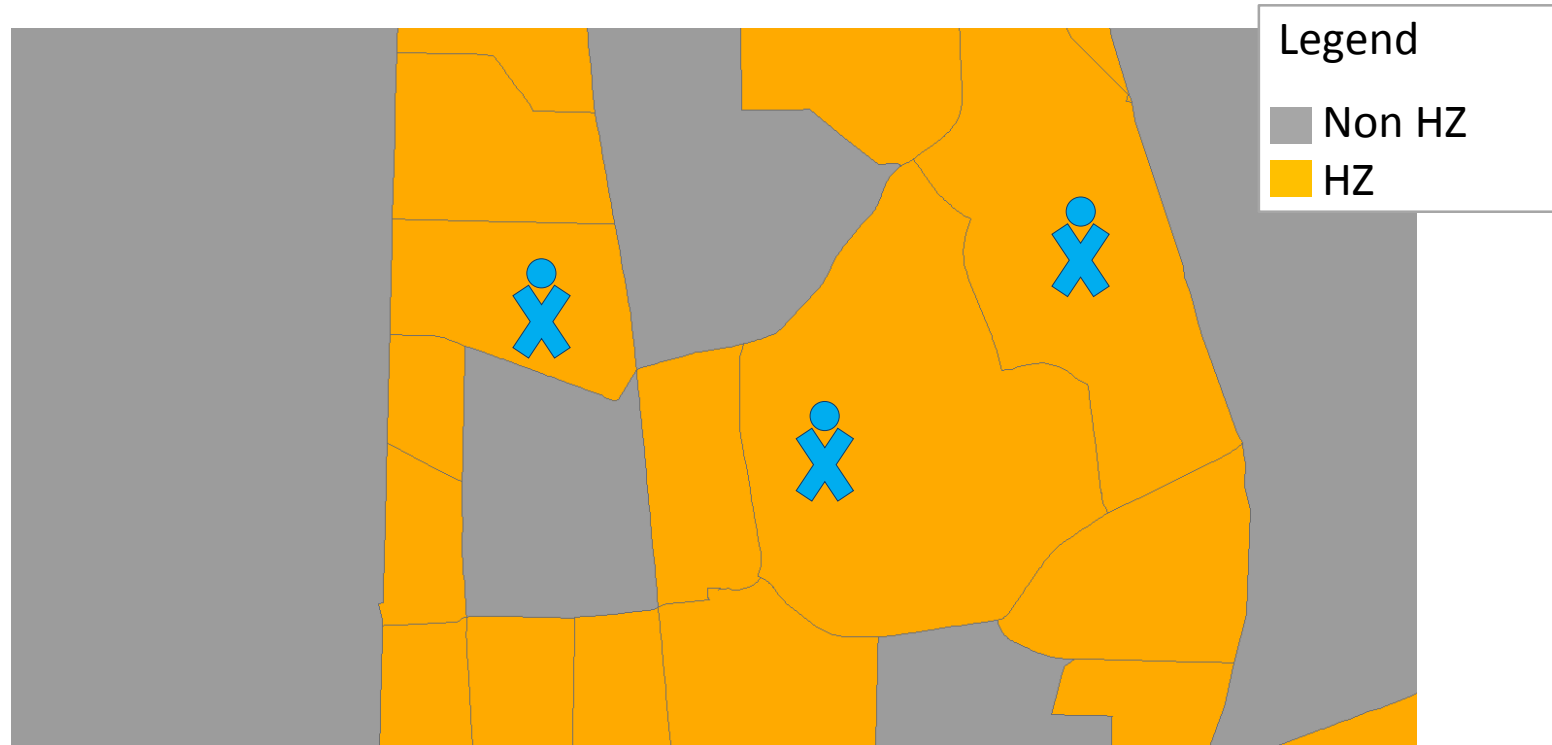
Does this company meet the 35% requirement?



-- HUBZone Program --

PO and 35% (Example 5)

Does this firm meet the PO requirement? **YES**



Does this firm meet the 35% requirement? **YES**

Ownership and Control (Example 6)

Betty Smith is the 100% owner of Brooklyn, Inc. Brooklyn, Inc. owns Company, LLC. Betty Smith is a US citizen. Company, LLC applies for HUBZone certification.

Does Company, LLC meet the ownership and control requirement?



Ownership and Control (Example 6)

Betty Smith is the 100% owner of Brooklyn, Inc. Brooklyn, Inc. owns Company, LLC. Betty Smith is a US citizen. Company, LLC applies for HUBZone certification.

Does Company, LLC meet the ownership and control requirement? **NO**



http://www.goodreads.com/author/show/2327917.Betty_Smith



Questions?

Reflections Before You Apply

- Most successful HUBZone firms plan for their success
 - Long-term and revolving strategies that define how to be and remain competitive
 - Maintain principal office and 35% employee residency requirements. The HUBZone office has a 35% and principal office [calculator](#) that you can use to guide you in determining whether you meet these requirements at <http://www.sba.gov/content/applying-hubzone-program>
 - Review the HUBZone application guide which delineates the entire application process, provides the complete list of required documentation and provides a glossary of definitions http://www.sba.gov/sites/default/files/files/HUBZone_Application_Guide.pdf
 - Planning is everything



-- HUBZone Program --

Avoid Common Mistakes

- SAM and/or DSBS not updated with proper credentials
- Application “times-out.” Each page must be completed within 60 minutes.
- Unable to access the GLS system
- 35% of employees are not located within HUBZone areas
- Requested supporting documents do not validate information in the HUBZone application
- HUBZone website is not reviewed



-- HUBZone Program --

Supporting Documentation

- A lack of supporting documentation is the #1 reason for certification delay.
- Few firms return the requested documentation within 14 days of the request– **even though this request is available on the HUBZone [website](#) and on the landing page in the electronic application as well**
- The firm should assemble the documentation **before** submitting the application.



-- HUBZone Program --

HUBZone Certification

Application Process

Applying for HUBZone Certification

- **STEP 1.** Review HUBZone frequently asked questions and the HUBZone application guide www.sba.gov/hubzone
- **STEP 2.** Gather what you need (supporting documentation) (application guide and HUBZone website)
- **STEP 3.** Review and ask questions (HUBZone@sba.gov)
- **STEP 4.** Use the [calculator](#) to verify eligibility compliance of PO and 35%
- **STEP 5.** Access SBA's General Login System (GLS) and update DSBS/SAM as needed
- **STEP 6.** Complete and submit the online HUBZone application
- **STEP 7.** Submit requested supporting documentation within SBA's required deadline.

CRITICAL INFO - do not attempt to complete the actual online HUBZone application until you have reviewed the application guide and gathered all documents you need to complete it



Access SBA's General Login System

Applying for HUBZone Certification

Skip Navigation Accessibility Options

SBA General Login System [Help](#)

• GLS Login

Login Information

User ID:

Identity Information

Name: (First) (Middle) (Last) (Suffix - Jr, Sr, I, II, etc)

Date of Birth:

PIN: (Personal Identification Number, Last 4 Digits of SSN)

Contact Information

Country:

Zip+4 Code:

Street 1:

Street 2:

City Name: (State)

last modified: 02/08/2011 12:00:00 AM

[> FirstGov](#) [> E-Gov](#) [> Regulations.gov](#) [> White House](#)
* Privacy & Security * Information Quality * FOIA * No Fear Act * ADA

SBA Processing: 0.204 seconds
Session timeout in 59 minutes

[Register for a GLS Account](#)



-- HUBZone Program --

Submit Requested Documentation

Applying for HUBZone Certification

- After online application is submitted, reviewed, and electronically verified, the firm has 10 business days to submit the supporting documents
- The link to the list of documentation is embedded in each page of the online application to facilitate access
- Requested documents may include:
 - Documentation supporting ownership & control and size standards
 - Business and personal tax returns
 - Documents showing compliance with HUBZone employment and principal office requirements



[Learn more about requested supporting documentation](#)

-- HUBZone Program --

Electronic verification step

- The application is not received as an active submission until the firm's highest ranking officer completes the electronic verification step.
 - *The electronic verification attests that all information is true and correct*
 - Review the potential decline factor(s), if any, prior to executing the electronic verification step.
- If you find that the firm is not eligible you may cancel the application and reapply at any time once the firm determines that it meets all criteria.
- A concern that SBA has declined or decertified may seek certification after ninety (90) calendar days from the date of decline or decertification
- The on-line application **cannot** be saved. It must be completed in one setting.



-- HUBZone Program --

Maintaining HUBZone Certification

Maintaining HUBZone certification

1. **Notify SBA of any material change that may affect the firm's HUBZone status.**
 - a. Change in the firm's ownership
 - b. Change in the firm's business structure
 - c. Change in the firm's principal office
 - d. Change in the firm's 35% HUBZone residency status

2. **Recertify HUBZone status every 3 years**

Although there is no limit to the length of time a firm may qualify as a HUBZone firm, the certification is not a lifetime certification. Every HUBZone firm must recertify every three years to SBA, indicating that it remains a "qualified" HUBZone SBC, 13 CFR § 126.500

NOTE: SBA will initiate the recertification action.

Maintaining HUBZone certification

- 3. Incorporate maintaining HUBZone certification into the business plan.**
 - Do not maintain a HUBZone employee percentage near 35%. This is risky. Have some cushion, say, around 60% or more.
 - Maintain a list of potential hires in case one of your HUBZone residents quits. This way you do not have to fall out of compliance and risk decertification.
 - Watch the HUBZone map for changes; sign up for email alerts at [Subscribe to HUBZone News](#). If the principal office is in an area that is redesignated, the firm has 3 years to come up with another way to meet the PO requirement.

Even though certification can potentially be indefinite, the median number of years in the program has been only 4!

Resources and Tools

Resources and Tools

Resources & Tools	Resources & Tools
HUBZone Website	Applying for Certification
35% and PO calculator tool	Maintaining Certification
HUBZone maps / designations	SBA Learning Center
Supporting Documentation	SBA Local Assistance
HUBZone Regulations 13 CFR – Part 126	SBA Size Standards



-- HUBZone Program --

Contact Us....

- HUBZone Program

- Office Hours: Tuesdays and Thursdays from 2:00 to 3:00 p.m. EST. Access information: <http://www.sba.gov/hubzone>
- Helpdesk: HUBZone@sba.gov



-- HUBZone Program --

SBA WISCONSIN DISTRICT OFFICE

For more information on SBA's programs and services

Please contact:

Shane Mahaffy, Lead Business Opportunity Specialist

Telephone: 414-297-1455

Email: Shane.Mahaffy@sba.gov

Or visit our office web site at www.sba.gov/wi



-- HUBZone Program --

Marketing Your Certifications

SO IT IS A GO – now Develop Your Approach

- **Target the MARKET** – Federal (Army, VA, FAA.....), Federal Primes (Oshkosh, Boeing, WPS Health Insurance)
- Target **INTRODUCTIONS**
- Prepare **MARKETING MATERIALS**
 - Capabilities Statement
 - Business Cards
 - Website
 - Pitch
 - 30 second
 - Longer
- **LEVERAGE YOUR CERTIFICATION – DO NOT LEAD WITH IT**

THE BUSINESS CARD

- **Stand alone representation of you and your business**
 - Full Company Name – **Milwaukee Manufacturing**
 - Name and title – **Samantha Stumpf, President**
 - TAG line if company name does not provide description of what company does - **Custom Specialty Metal Parts**
 - Full address (not PO Box) – **Town Industrial Park, 1234 W. Newberry Dr., North Allis, WI 53222**
 - Telephone, email and website – **414-111-2345** and **sstumpf@milwaukeeemfg.com** and **www.milwaukeeemfg.com**
 - Certifications – **Woman Owned, HUBZone Certified Small Business and ISO 9001 and ITAR**
 - NAICS codes /PCS-FSG, NIGP, DUNS, CAGE – state and local if appropriate -
<http://www.census.gov/eos/www/naics/> -
<http://support.outreachsystems.com/resources/tables/pscs/> -
http://vendornet.state.wi.us/vendornet/asp/CC14_Form.asp
 - GSA Schedule number / other long term contracts and contract numbers (IDIQs, OASIS,)
 - OTHER – unique features, recognitions, etc.

THE BUSINESS CARD

- **Appearance**

- Light in color – so recipient can write on
- Not glossy – so recipient can write on
- Not CUTE – this is business
- Leave “white space” for notes by recipients



Milwaukee Manufacturing

Custom Specialty Metal Parts

Samantha Stumpf, President

*Town Industrial Park
1234 W. Newberry Dr.
North Allis, WI 53222*

414-111-2345

sstumpf@milwaukeeemfg.com

www.milwaukeeemfg.com

ISO 9001

ITAR

***Woman Owned
HUBZone Certified
Small Business***



DUNS – 119922883 CAGE – 1FFDA

Experienced supplier to the Defense Industry

NAICS Codes – 333612, 331492, 332119, 332322

FSC/PSC – 18,20,22,23

Member: National Defense Industrial Association (NDIA)

Recognition: Wisconsin Marketplace –

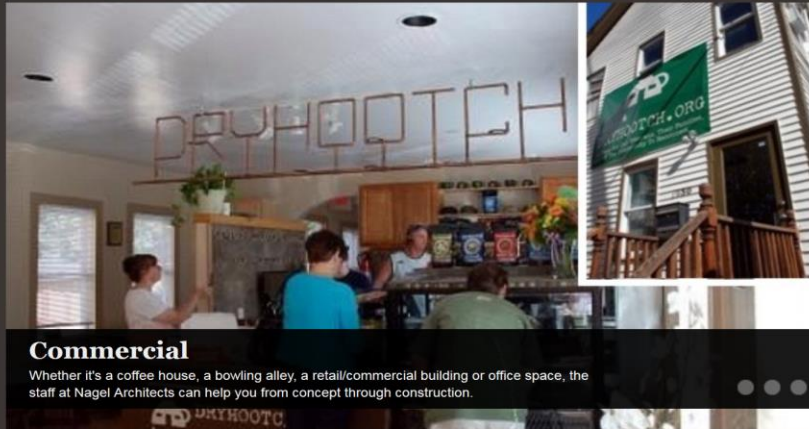
2013 Woman Owned Business Award Winner

THE WEBSITE – a MUST HAVE

- **If you are a serious competitor for Government work – your website MUST reflect information targeted to the Government audience.**
- Break out Government section via TAB or other mechanism
- **INCLUDE YOUR CERTIFICATIONS**
- Link to Capabilities Statement (downloadable)
- About your business in the Government market
- About your product or service in the Government market
- Current news – information about recognition, community service, involvements, press releases, etc.
- Technical information if appropriate
- Conferences that you will be participating in or attending if appropriate
- Experience – past performance examples
- Hot link to GSA – IDIQ type contracts other online purchasing vehicles
- Other information that a Government representative would be looking for
- **ALSO USE SOCIAL MEDIA WHEN APPROPRIATE AND POSSIBLE**



- Home
- Projects
- Firm Profile
- Federal
- Initiatives
- Partnering
- Contact Us



Commercial

Whether it's a coffee house, a bowling alley, a retail/commercial building or office space, the staff at Nagel Architects can help you from concept through construction.



- Home
- Projects
- Firm Profile
- Federal
- Initiatives
- Partnering
- Contact Us

Partnering

Relationships...

A true partnership requires both sides to have an investment, and an expected return. Nagel Architects has developed several strong partnerships over the years.



Fuse Planning + Design is a Joint Venture of **Facility Elements** and Nagel Architects. Fuse was created to pursue laboratory projects in the public sector and brings the specialized lab planning talents of Facility Elements' Eric Slifer and Steve Leonhardt together with the medical facility experience of Nagel Architects.



Nagel Architects continues to maintain a strong relationship with **IBC Engineering Services, Inc.**, an 8(a) certified Woman owned firm specializing in Mechanical, Electrical and Plumbing Engineering. Nagel Architects and IBC also have a joint venture company, Integrated Design Group, our partnership has led to successful projects for VA facilities across the state.



We have also established a relationship in the western part of the country. **Edifice Design and Engineering** is a Joint Venture with **SCL Consulting**, an engineering firm that focuses on Structural, Civil and Landscape Architecture. SCL Consulting has offices in Pheoniz Arizona and Milwaukee Wisconsin, making them an ideal partner for projects in the southwestern region.



Nagel-Reichl is a joint venture with **Reichl Construction**. Currently this joint venture is responsible for the construction of a new Community Living Center at Clement J. Zablocki VA Medical Center in Milwaukee Wisconsin. This partnership brings the core strengths of N2 Construction and Reichl Construction together, creating an exemplary team that is ready for the largest construction projects.

TAPCO
FEDERAL

- Federal Departments
- Federal Contracts
- Federal Resources
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Call 1-800-236-0112
(8am-5pm CST)

Contact our team

Contracts & Agreements

Learn More

USDA National Forest Service Sign Poster
presented by TAPCO

USDA Forest Service Sign Poster

TAPCO is proud to announce our sign poster for the USDA Forest Service. This 24" by 36" poster includes all the most common Forest Service signs.

Shop Now

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.

TAPCO Federal Features & Benefits

- Complete supplier of traffic & parking goods for GSA Advantage buyers
- Access to contract ordering information, terms and conditions and up-to-date pricing is available through [GSA Advantage!](#)



KPH Government Construction

KPH Government Construction

KPH Construction has a long history with local, state and federal government. We are cleared at the highest levels to immediately perform government construction and environmental work without delay for the General Services Administration (GSA), Veterans Administration (VA), Air National Guard, Small Business Administration (SBA), Federal Aviation Administration (FAA), Federal Bureau of Investigation (FBI), Secret Service, Central Intelligence Agency (CIA), the Department of Transportation (DOT), just to name a few.

KPH has been awarded several multi-task contracts:

- Indefinite Delivery/Indefinite Quantity (IDIQ) contract with the GSA for three zones in the state of Michigan
- Noise Management Program (NMP) for the area surrounding Milwaukee's Mitchell International Airport – an FAA-funded sound mitigation program to provide improvements to windows, doors, insulation, indoor air quality (IAQ), electrical and mechanical upgrades to 574 homes and multi-family properties
- Six-state Region 5 GSA contract for general contracting

General Contracting

KPH Construction is a licensed commercial general contractor, providing successful management and self-performed services

Type and hit enter to search

GOVERNMENT TEAM



Steve Madziarczyk *Exec. Vice President, Construction*

[EMAIL >>](#)

CONTACT US

[Sign up for our e-newsletter](#)

Wisconsin - Corporate

1237 West Bruce Street
Milwaukee, WI 53204
phone 414-647-1530



Energy Efficient Lighting for all applications



Projects

Energy Tech Solutions, LLC has sold LED lighting lamps and fixtures in all 50 US States and 15 foreign countries. Here is a representation of the clients that we work with:

- American Family Flagship
- Baxter Healthcare
- Memorial Medical Center
- NASA
- USDA
- Orange County Convention Center
- CED
- WESCO
- HD Supply
- Cathedral of Faith
- CB Richard Ellis
- Lincoln Harris
- Graybar



THE CAPABILITIES STATEMENT

- **Five key elements are included in a successful capability statement:**
 - ***1. Core competencies***
 - ***2. Past performance***
 - ***3. Differentiators***
 - ***4. Corporate data***
 - ***5. Contact information***
- A Capability Statement should also include your firm's name, logo, tag line and other branding elements. It should be free of long paragraphs but instead, should use short sentences and bulleted lists for quick review. We recommend that you customize your CAPE's for various market segments. You should not itemize or number your CAPE statement but should include ALL 5 elements.

THE CAPABILITIES STATEMENT

1. *Core Competencies*

Begin this section with a short introduction statement relating the company's basic capabilities to the customer's specific needs utilizing bullet points. This is NOT everything a firm is capable of doing. Focus on what is important to your potential customer.

2. *Past Performance*

In this section you want to highlight your past experience. Include past customers (if they approve) for whom your business has done similar work. Focus on projects that will highlight the capabilities your potential customer will be looking for. Each listed reference should include: the organization name, location, project name or contract, month/year completed, a brief sentence describing work performed. **CRITICAL** – always ask permission to use this information from the past customer! **ALSO** – do not include any contact information or value of project. Also include if your projects or your work have received recognition.

THE CAPABILITIES STATEMENT

3. *Differentiators*

- *Why should I pick YOU?*
- *How is your company best suited for the needs of your potential customer?*
- *What is it about your product / services that make you stand above the rest?*
- *What is it about your people that give you the advantage over your competitors?*
- *Why are your products / services a better solution than the others that are available?*
- *Are you or your firm active members of business or philanthropic organizations or participate in community, STEM (Science, Technology, Engineering and Math), business or youth initiatives?*

4. *Company Data*

Include one or two short sentences about your company. This is the section where you would include:

- *Socio-economic program certifications including - Federal, State, Local and Corporate - including 8(a), HUBZone, SDVOB, DBE, etc.*
- *NAICS / NIGP / PSC-FSC codes (all but limit to 12 or so) do not include code descriptions*
- *DUNS number / CAGE code (if you have one)*
- *Acceptance of Credit Cards for payment(if applicable)*
- *Current Federal GSA Schedule or IDIQ / long term contract / agreement number(s)*
- *State / Local long term contracts*

THE CAPABILITIES STATEMENT

5. **Contact Information**

Your contact information should include a specific person(s) in your organization that could be contacted if there is interest in following up with your organization.

- *Full name of organization (include if division of a parent company)*
 - *Individual contact and title*
 - *Address (physical location as listed in your DUNS profile, not a PO Box)*
 - *Telephone (main and cell)*
 - *Email(s) of individuals listed*
 - *Company web site*
-
- ***We would suggest that you have someone review prior to FINAL***
 - ***DO NOT INCLUDE ANY REFERENCES OR DETAIL or other competitive information***

CLARITY – MESSAGE – APPEARANCE – FOCUS



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



Markets - Government

Capability Statement

Ictect, Inc.

2320 Renaissance Blvd # 226
Sturtevant, WI 53177

www.ictect.com

Contact: Pradeep Jain
President

Tel: 262.898.7277 x568

Mobile: 414.218.5612

Fax: 262.995.7346

Email: Pradeep.Jain@ictect.com

NAICS:

511210 Software Publisher

561410 Document Conversion

541512 System Design

541511 Custom Programming

518210 Data Processing

519130 Portals/Internet
Publishing

541519 Other Computer Related
Services

541611 Administrative
Management and General
Management Consulting Services

611710 Educational Support
Services

Cage Code:

S2TMS

DUNS:

826099474

Small Business

GSA Contracts:

Schedule 70: [GS-35F-0346Y](#)

Schedule 36: [GS-03F-0045Y](#)

Patents:

US Patent 7,251,777



SUMMARY:

Ictect, Inc. specializes in developing Document Preparation solutions for Department of Defense and other Federal Agencies using a newly developed technology. Our solutions significantly reduce the cost of document preparation, updates and compliance with guidance (such as AF133-360 or DCAAM 5025.15), while maximizing the document security and currency. With our GSA contracts, we offer Document Architecture, Information Technology (Schedule 70) and Document Processing services (Schedule 36).

CAPABILITIES:

- Document preparation solutions
- Publications Management solutions
- Document conversion services (XML, SGML, etc.)
- Document processing services, including section 508 compliance
- ePUB and eBook creation services
- Unstructured information management
- Knowledge worker productivity solutions

PAST AND CURRENT CLIENTS:

- **United States Air Force:** Process public directives, policy documents, manuals and other materials
- **Defense Contract Audit Agency:** Publications Management
- **The Joint Commission on Accreditation of Healthcare Organizations:** Standards documents
- **The World Bank:** Streamlined process of managing process flow documents
- **The City University of New York:** Web-publishing of policy documents
- **General Growth Properties:** Automation of contract documents
- **Cushman and Wakefield:** Preparation of property appraisal documents
- **Nelnet Peterson's:** Streamlined publishing reference documents

DIFFERENTIATORS:

- Unique patented methodology allows for faster solution implementation
- Our technology allows for in-sourcing of complex tasks while reducing costs
- We have in-depth familiarity with DOD publication standards such as AF133-360 or DCAAM 5025.15.
- Easy to use product, based on Microsoft Word.
- We use highly automated XML process, thus giving your organization "Single Source of Truth" and "Multi-Channel Delivery".

Links

News & Events

Case Studies

Tags

Air Force CMS
Content Architecture
Conversion

Intelligent Content
Publishing Word to XML

Training Word XML

Contact Us

THE ELEVATOR PITCH

- LESS than 30 seconds
- Tight and to the point
- YOU CAN NOT DO EVERYTHING
- Start with what is most important – it is not your certification
- Practice
- **It is NOT about you – it is about your potential customer**
- **ADAPT**



Continuing the Conversation

- **Initial 1 minute plus pitch – Start of a ONE ON ONE meeting**
 - 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 – REMEMBER YOU CANNOT DO IT ALL
 - Have you done any work with the government before
 - What makes you special – competitive edge
 - Keep it business
- **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



Strategies for SUCCESS

TEAMING & PARTNERING

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

WORDS OF



- **SUCCESS WILL NOT BE IMMEDIATE**
- **REACH OUT TO WPI FOR YOUR NEXT STEPS**
- **DETERMINE IF THERE IS POTENTIAL BEFORE YOU INVEST YOUR TIME AND RESOURCES**
- **BE OPEN TO THE CONCEPT OF TEAMING AND PARTNERING**



UPCOMING TRAINING - EVENTS



JUNE 2017



WPI Events Partner Events Cancelled

MAY 31 2017
FEDERAL ACQUISITION REGULATIONS (FAR)
REVIEW - SESSION 15: FINAL PRACTICE EXAM
WAUWATOSA, WI »

JUNE 8 2017
14TH ANNUAL WOMEN'S BUSINESS CONFERENCE
EAU CLAIRE »

JUNE 13 2017
ACQUISITION HOUR: MAXIMIZING FBO IN YOUR
MARKET STRATEGIES

JUNE 14 2017
ACQUISITION HOUR: UNDERSTANDING THE
DIFFERENCES BETWEEN FEDERAL SOLICITATION
TYPES

JUNE 14 2017
DOING BUSINESS WITH THE NATIONAL PARK
SERVICE
ASHLAND, WI »

JUNE 27 2017
11TH ANNUAL VOLK FIELD SMALL BUSINESS
CONFERENCE
CAMP DOUGLAS, WI »

11TH ANNUAL VOLK FIELD SMALL BUSINESS CONFERENCE

JUNE 27, 2017 CAMP DOUGLAS, WI

Start Date	June 27, 2017
End Date	June 28, 2017
Facility	Volk Field Air National Guard Base
Address	Volk Field Air National Guard Base 100 Independence Drive, Building 475 Camp Douglas, WI 54618
Contact Info	Joseph Smetak josephs@wispro.org 414-270-3600

Save the Date! Additional information will be posted soon.



Volk Field Air National Guard Base

Bentley World Financial

Juneau County Corporation (JC)

SBDC La Cross

Wisconsin Procurement

<https://www.wispro.org/events/11th-annual-volk-field-small-business-conference/>

Contact information

Patty Sullivan – Government Contract Specialist
Wisconsin Procurement Institute
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Email: patricias@wispro.org

Benjamin Blanc - Government Contract Specialist
Wisconsin Procurement Institute
Phone: 414 270 3600
Email: benjaminb@wispro.org
Website: www.wispro.org