



A Procurement Technical Assistance Center (PTAC)

MARKETING YOUR HUBZONE CERTIFIED BUSINESS

HISTORICALLY UNDERUTILIZED BUSINESS ZONE (HUBZONE) PROGRAM WORKSHOP

April 2, 2019 – Milwaukee, WI



ABOUT WPI SUPPORTING THE MISSION SERVING WISCONSIN COMPANIES FOR 31 YEARS!

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

WPI is a Procurement Technical Assistance Center (PTAC) funded in part by the Defense Logistics Agency (DLA), WEDC and other funding sources.

WPI OFFICE LOCATIONS

- MILWAUKEE – *Technology Innovation Center*
- MADISON –
 - *FEED Kitchens*
 - *Dane County Latino Chamber of Commerce*
 - *Wisconsin Manufacturing Extension Partnership (WMEP)*
 - *Madison Area Technical College (MATC)*
- CAMP DOUGLAS – *Juneau County Economic Development Corporation (JCEDC)*
- STEVENS POINT – *IDEA Center*
- GREEN BAY – *Advance Business Manufacturing Center*
- APPLETON – *Fox Valley Technical College*
- OSHKOSH –
 - *Fox Valley Technical College*
 - *Greater Oshkosh Economic Development Corporation*
- EAU CLAIRE – *Western Dairyland*
- MENOMONIE – *Dunn County Economic Development Corporation*
- LADYSMITH – *Indianhead Community Action Agency*
- RHINELANDER – *Nicolet Area Technical College*



Search ...



EVENT CALENDAR

FEDERAL GOVERNMENT

STATE & LOCAL GOVERNMENT

GRANTS

SUCCESS & AWARDS

FAQS

CURRENT EDITION OF THE WPI NEWSLETTER

www.wispro.org



UPCOMING EVENTS [→](#)

- APR 02** **Historically Underutilized Business Zone (HUBZone) Program Workshop – Sturgeon Bay, WI**
April 2 @ 9:30 am - 2:00 pm
Sturgeon Bay WI

- APR 02** **Acquisition Hour: Preparing for a CPSR Audit**
April 2 @ 1:00 pm - 2:00 pm

- APR 02** **WPI and NCMA Wisconsin Chapter CFCM Session 8: FAR Parts 34-41 – Webinar**
April 2 @ 6:00 pm - 7:30 pm

- APR 04** **Opportunities for Veteran Owned Businesses in the Government Markets – Janesville, WI**
April 4 @ 5:30 pm - 7:00 pm
Janesville WI

[View More...](#)

CURRENT OPPORTUNITIES (6) [→](#)

WHAT WE WILL BE DISCUSSING TODAY

- What the government looks for in a contractor
- What materials do you need when marketing to the government
- Crafting a strong capabilities statement

WHAT THE GOVERNMENT AND PRIME CONTRACTORS LOOK FOR

WHAT THE GOVERNMENT AND PRIME CONTRACTORS LOOK FOR

- Established business
- Good past performance and relevant past experience
- Knows that they CANNOT DO EVERYTHING – understands their capabilities
- Adequate resources – Financial – Facilities – Equipment - Capacity

WHAT THE GOVERNMENT AND PRIME CONTRACTORS LOOK FOR

- Record of personal and business integrity and ethics
- Possesses needed technical credentials
- Small business certifications (if appropriate)
- Internet capable and comfortable
- Researchable - verifiable

WHAT MATERIALS DO YOU NEED WHEN MARKETING TO THE GOVERNMENT

WHAT PREPARED MARKETING MATERIALS DO YOU NEED

- Business card
- Capabilities statement
- Website
- Prepared verbal introduction of your business
- Prepared verbal “about your business”
- And if Federal / Federal prime market is target – register in www.SAM.gov and inside SAM <http://dsbs.sba.gov>

CONSIDER MULTIPLE IDENTITIES



**ONE FOR GOVERNMENT AND ONE
FOR COMMERCIAL SALES –
DIFFERENT CUSTOMERS –
DIFFERENT MARKETING CRITERIA
AND FOCUS**



YOUR BUSINESS CARD

BUSINESS CARDS

- **CLEARLY** states what your business DOES – use a tag line if necessary
- **COMPLETE** contact information including street address, telephone and email
- **NAICS** codes – **NIPG** codes – DUNS – CAGE CODE
- Website
- Small business designations – small, HUBZone, SDVOSB, MBE.....
- Quality level, ITAR, other technical and professional certifications of value to market
- ALSO
 - Professional in appearance – include logo
 - Light colored background - non glossy paper
 - If recent “award recipient” – would need to be recognizable



The diagram shows the front of a business card. On the left is a circular logo placeholder labeled 'LOGO'. To its right, the text reads: 'Business Name', 'Tagline/Clear statement of what business does', and 'First and last name, Job title'. A horizontal line separates this from the bottom section. Below the line, on the left, is 'Complete Contact Information' followed by 'Street Address', 'Telephone', 'Email', and 'Website'. On the right side of this section, it lists 'Quality level, ITAR, other professional/technical certifications' and 'All Small Business Designations (Small, HUBZone, SDVOSB, MBE...)'. The word 'FRONT' is centered at the bottom of the diagram.



The diagram shows the back of a business card. On the left is a circular logo placeholder labeled 'LOGO'. To its right, the text reads: 'DUNS Number', 'CAGE Code', 'Experience you have supplying to government agencies', and 'NAICS codes, NIPG codes'. Below this, it says 'Memberships, Recognition, Awards'. The word 'BACK' is centered at the bottom of the diagram.

BUSINESS CARDS



Sunrise Marketing Corp.
Brand Marketing & Consulting Services
Maria Smith, CEO

15 West Horizon Blvd
Suite 100
East Brighton, WI 53000
414-598-5555
maria@sunrisemarketing.com
www.sunrisemarketing.com

GSA Schedule Contract Holder

Woman Owned
DBE Certified
Small Business




Green Ideas Landscaping, Inc.
Environmentally sustainable lawn care services
Bob Green, Manager

62 Leaf Street Ste 120
Woodsdale, WI 50000





Office: 262-233-5555
bgreen@greenideas.com
www.greenideas.com


LEED **VOSB**
Small Business



DUNS- 1234567890 **CAGE Code – 2F6A7**
NAICS codes – 541613, 541613, 541870, 541910
NIGP codes – 91500, 91800

Recognition: 2016 In Business Small Business Awards –
Woman Small Business Award Winner





 
 



DUNS – 0987654321
CAGE Code – 2F6A7
NAICS – 561730

Member: Society of American Military Engineers (SAME)

Recognition: 2018 Winner of Sustainable Business Awards

CRAFTING A STRONG CAPABILITIES STATEMENT

CAPABILITIES STATEMENT

A concise one page document that clearly and effectively communicates your capabilities to potential government customers.

It should include:

- Company Data
- Core Competencies
- Contact Information
- Differentiators
- Past Performance

A GOOD (GREAT) CAPABILITIES STATEMENT IS CRITICAL

- Provides a concise summary for review and initial decision
- Identifies key points of interest and focus – example past experience, certifications
- Highlights your strengths and successes
- Reflects your “preparedness” and business maturity
- Provides an outline for you during initial discussions

A BAD CAPABILITIES STATEMENT – CAN QUICKLY CLOSE DOORS

CAPABILITIES STATEMENT

COMPANY DATA

- Small business program designations – Federal, State, Local and Corporate
- NAICS, NIGP, PSC-FSC codes – limit to no more than 12 AND do not include descriptions if space is limited
- DUNS and CAGE code numbers
- Accept credit cards?
- Long term government agreements – such as GSA (include numbers)

CAPABILITIES STATEMENT

CORE COMPETENCIES

- Start with a short introductory statement
- Use bullet points to highlight the **CORE COMPETENCIES** that fit the **CUSTOMER**

Example:

Since 1962, the Really Great Construction Company has been a national leader in providing renovations that maximize energy savings and space utilization. RGCC prides itself on having a highly skilled and experienced staff, excellent safety record and has the reputation of completing projects on time and on budget. RGCC is a small business with experience in teaming on Federal and State projects. RGCC has unique capabilities in:

- Solar panel installation
- Boilers and sheet metal upgrades
- Energy Analysis

CAPABILITIES STATEMENT

CONTACT INFORMATION

- Direct contact information – name of individual and title
- Email address – on the individual – NOT .gmail or .yahoo – get a business email
- Address – street address – NOT PO BOX
- Telephone – office AND cell
- Website and social media links

CAPABILITIES STATEMENT

DIFFERENTIATORS

- WHY SHOULD THEY PICK YOU!
- AND IT IS NOT because of your certifications
- What sets you apart from your competitors [this is where the “homework” comes in]
 - Expertise and experience of your staff
 - Past performance
 - Technology – process that provides cost savings
 - You have contacts and relationships that support your success in bringing partners and team members to projects
 - Your product is the BEST because.....
 - You are able, and have the reputation, to work with the customer to solve problems [not create them]

CAPABILITIES STATEMENT

PAST PERFORMANCE

- Target your past performance to the customer
- Include the most current work with the government
- If you have not had work with the government – focus on work you have done with prime contractors
- If you are **new** to the market – include work that is most similar to what the government is buying [this is where your “homework comes in”]
- DO NOT include any contact detail – you can provide that later if requested
- Do not mention any customers by name without their permission
- Include recognition for recent, related past work

- **EVERY CAPABILITIES STATEMENT WILL BE UNIQUE IN APPEARANCE AND CONTENT – it should reflect your company and your work**
- **IT IS IMPORTANT THOUGH TO INCLUDE ALL THE ELEMENTS WE DISCUSSED**
- **IT SHOULD REFLECT YOUR COMPANY’S IDENTITY AND BRAND**
- **IT CAN BE SIMPLE – MUST BE INFORMATIVE**
- **And SHOULD LOOK GOOD**



Custom Fabricating & Supplies
5500 West Oakwood Park Drive
Franklin, WI 53132
(P) 414-421-2600 (F) 414-421-2700




Capability Statement

Founded in 2001, Custom Fabricating & Supplies (CFS) is a privately held, certified Women Owned Small Business located in Franklin, Wisconsin. Our 30+ years of expertise along with our Custom Rubber Molded Parts and Die Cuts, Extrusions, 3D Rapid Prototyping and same day shipping on stock items have made us an industry leader in Masking Protection and Plastic Finishing. Providing Great Customer Service is top priority and our goal has been the same since day one – to make sure YOU are completely satisfied!

www.customfabricate.com



Industries Served

- Military and Defense
- Aerospace and Automotive
- Medical and Dental
- Electronics and Lighting
- Wholesale and Manufacturing



Company Snapshot

CAGE Code: 4L1K1
DUNS Number: 058065520



Government Business POC: Henry Asik
E-Mail: henry@customfabricate.com
Phone: 414-421-2600

Core Competencies

3D Rapid Prototyping

Masking Protection

- Caps
- Plugs
- Tapes
- Hooks

Custom Rubber Molded Parts, Die Cutting and Extrusions

- Surface Protection
- Mounting & Holding
- Seals
- Gaskets
- Spacers
- Shielding
- Masking
- Insulators
- Bumpers
- Grommets
- O-Rings



Primary NAICS Codes

322220	Paper Bag and Coated and Treated Paper Mfg.
326112	Plastic Packaging Film and Sheet (Including Laminated) Mfg.
326199	All Other Plastics Product Mfg.
326291	Rubber Product Manufacturing For Mechanical Use
326299	All other Rubber Product Mfg.
333999	All Other Miscellaneous Purpose Machinery Mfg.
339991	Gasket Packaging And Sealing Device Mfg.





Quality Policy

To exceed our customers expectations in quality, delivery and cost through continuous improvement and customer interaction





CAPABILITIES STATEMENT

DUNS# 143133754
CAGE# 4TZWS

CERTIFICATIONS
SDVOSB (CVE Verified)
WOB
HUBZone (SBA)
DBE: Virginia, Texas, Louisiana, Maryland

NAICS CODES
PRIMARY
236220 Commercial Construction
238390 Rough Carpentry
238390 Doors, Fixtures, Hardware
238390 Furniture
238310 Drywall
238330 Flooring

BONDING
\$20m per/\$40m aggregate

OFFICE LOCATIONS
Dumfries, Virginia
New Orleans, Louisiana
San Antonio, Texas

KEY PERSONNEL
Amber Peablas, President
Melissa Schneider, VP
Clay Flook, COO
Sheila Henderson, CAO

CONTACT INFO
Athena Construction Group, Inc.
18031 Dumfries Shopping Plaza
Dumfries, Virginia 22026

703.221.7131 office
703.221.7929 fax

www.athenaconstructiongroup.com
info@athenaconstructiongroup.com

COMPANY SUMMARY
Athena Construction Group is the oldest, largest and most respected SDVOSB, WOB, HUBZone construction company in America. We specialize in General Contracting and self-performing the installation of Doors, Frames and Hardware and Drywall. Widely acknowledged for our integrity and ability to complete complex difficult projects, Athena is the company of choice for federal agencies, large General Contractors and private clients.

With significant federal experience our staff has in excess of 100 years of construction expertise. Combined, our professionals speak six different languages, have multiple degrees in engineering, and have OSHA 30, USACE CQM, ASHE, ICRA and LEED certifications.

We are proud to have Hensel Phelps as our Mentor in the DoD Mentor Protégé program.

CORE COMPETENCIES
Rough Carpentry
Interior Build-out
Furniture Supply & Installation
Painting
Doors, Frames, Hardware & Installation
Light Commercial Construction
Highway Work

CORPORATE EXPERTISE
Following is a list highlighting some of our accomplishments to date:

PROJECTS

FEDERAL CLIENTS	PRIVATE CLIENTS
<ul style="list-style-type: none"> • Walter Reed Medical Center • VA Healthcare, VA Cemetery • DHS, St. Elizabeth's • ICC-B • Ft. Belvoir Community Hospital • Pax River 	<ul style="list-style-type: none"> • VA Audie Murphy • POFF Federal Building • Canon House Office Building • Camp Pendleton Naval Hospital • WWII Memorial • National Museum of the Marine Corps
	<ul style="list-style-type: none"> • Baker Daniels • Blank Rome LLP • Epstein Becker Green • Frederick Community College • George Mason University • Raytheon

A FEW MORE THINGS

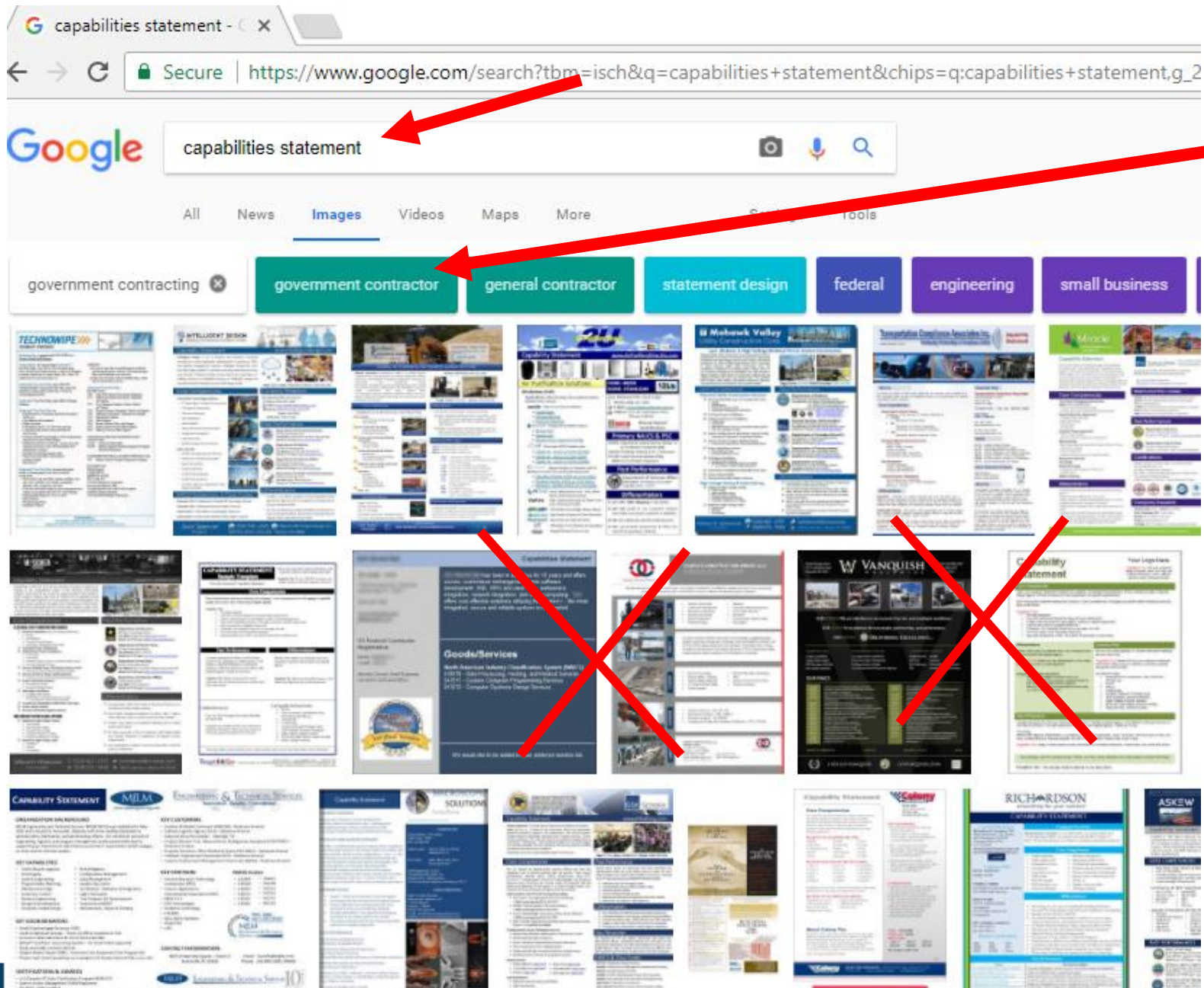
- **HAVE SOMEONE REVIEW BEFORE USING** – check for spelling, grammar, general appearance and overall accuracy
- Include your logo – really need one
- Include some select graphics of product or past work that supports your message
- Keep it business
- **DO NOT INCLUDE ANY** competitive information
- Prepare in WORD or other program that will allow you to easily modify and update – **THIS SHOULD BE A LIVING DOCUMENT**

CLARITY – MESSAGE – APPEARANCE – FOCUS
and is consistent with your website, business card and verbal message

CAPABILITIES STATEMENT RUBRIC

Content	Standard Statement	IT Statement	Manufacturing	Construction
Logo	X	X	X	X
Company Name	X	X	X	X
Company Tagline	X	X	X	X
Contact Info- name and title	X	X	X	X
Email address – with business email	X	X	X	X
Street Address – Not PO Box <ul style="list-style-type: none"> Other facilities? 	X	X	X	X
Website and social media	X	X	X	x
Company Data <ul style="list-style-type: none"> Size of firm, Revenue Available Resources Insurance and Bonding 	X	<ul style="list-style-type: none"> Cyber security insurance NIST 	X	<ul style="list-style-type: none"> Insurance Bonding
Certifications <ul style="list-style-type: none"> Small business program designations (fed, state, local, corporate) Security Clearances 	X	X	<ul style="list-style-type: none"> ISO Welding AS9100 	x

Content	Standard Statement	IT Statement	Manufacturing	Construction
Relevant codes - NAICS, NIGP, PSC-FSC, DUNS, CAGE	X	X	X	X
Systems used to run business <ul style="list-style-type: none"> ERP MRP 	X	X	X	X
Past Performance <ul style="list-style-type: none"> Target to customer Most current govt. work Or primes if no prior govt. work 	X	X	X	X
Memberships in professional organizations	X	X	X	X



Recommend light color background – allows for note taking and comments

YOUR WEBSITE

WEBSITE

- **YOU MUST HAVE ONE - WHY ??** – you need to be found and found out about – there are some “free” starter options
- Your website should highlight what a potential customer would want to know about you – remember when we started this session we discussed what a buyer looks for
- Consider separating the GOVERNMENT piece in a separate tab or section
- It can be simple and easy
- CAUTION – you may be doing work that is sensitive to an agency or prime – careful about bragging on your website. Consider using descriptive words such as “defense contractor” or “worked on the I-94 project”

WEBSITE

- Include information on your certifications
- Include information on any long term contracting vehicles that you may have – example GSA
- Graphics showing product or service
- KEEP CURRENT
- If appropriate include recognitions, press releases / news stories, current community work (support), positive leadership activity (ex. welcoming new VP)
- ALL TIES BACK TO what information would be of value to someone looking at your website



Search By Product Name, Item Number, Etc.

Web Code: CGC944-11717
877-412-9871

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1-800-236-0112

All Search by SKU, Product Name or Category

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TAPCO Federal

- Explore All Products
- Products Available Online
- Federal Contracts
- Resources

Request More Information

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

Military Signs

TAPCO is amongst the nation's largest sign manufacturers and we specialize in customized military signing. All signs are TAPCO Made® in Milwaukee, WI according to Federal Specifications.

Learn More

Federal Contracts

We have a variety of contract agreements available to the

We want to be your primary supplier of traffic and parking control items while making it as easy and economical as possible. GSA Advantage has been the most reliable and proven source for thousands of Federal purchasers the most comprehensive selection of approved products and services from GSA/A Schedule as well as all



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Belonger Corporation Inc. is an S-Corporation with the State of Wisconsin. Belonger is women, and minority owned and operated, and is also a small business concern. Belonger Corporation is a complete mechanical contractor in the specialty trades industry, providing H.V.A.C./R. commercial and industrial applications. We offer complete installation and service of boilers, furnaces, air handling equipment, rooftops, pneumatics and electronic controls, air conditioning, refrigeration, chillers, and process equipment. Sheet Metal and Steamfitting capabilities as well as subcontractor relationships with asbestos removal and certified pressure vessel welding.

Belonger's business ideologies are logical with innovative management and execution. "TQM" (Total Quality Management) compliments Belonger's key service issues - quality, cost-efficient service, enhanced with added value customer service! Belonger Corporation will exemplify the best specialty-trades contractor in years to come!

- Sheet Metal Fabricating • Steam Fitting • Refrigeration Piping • Pneumatics / Temperature Controls •
- Boilers / Burners / Furnaces • Process Piping • Welding • Air Conditioning • Design Build • Preventative Maintenance Programs • Performance Based Energy Analysis •
- Construction Management & Consulting •
- Boiler & Chiller Plant Retrofits • Diversified Services • Plumbing Commercial/Industrial • • Plumbing Site Utilities • 24 Hour Emergency H.V.A.C./R. Service •



Licensed • Bonded • Insured • Unionized • Certified • Safety Program
 Confined Space Entry Program • EPA Reclamation Program
 Quality Control Program • "TQM" Total Quality Management
 Army Corps of Engineers Quality in Construction Management

SUPERIOR
 EQUIPMENT & SUPPLY

Shop Where The Chefs Shop!

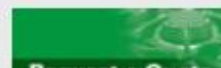
Commercial Kitchen Equipment

Food Service

Packaging Products



Our Team Collaboratively Customizes To Meet The Needs Of Each Client



VERBAL INTRODUCTION

PREPARED VERBAL INTRODUCTION OF YOUR BUSINESS

- SHORT and TIGHT introductory statement – maybe 30 seconds or so
 - Who you are
 - What you do
 - KEEP IT BUSINESS
 - Try it – refine it – try it – refine it – until you feel it is just right

Good afternoon. Example - My name is Red Green, President of the Green Barge Company based in Jacksonville, Florida. Our company specializes in shoreline clean up and reconstruction.

PREPARED VERBAL “ABOUT YOUR BUSINESS”

You would use this as your discussions continue or if you are in a situation where a longer opening is available and appropriate – 1 – 2 minutes

*My name is Red Green, President of the Green Barge Company based in Jacksonville, Florida. Our company specializes in shoreline clean up and reconstruction. We are currently working with the **USACE** on repairing areas on the St. Josephs River damaged after **Hurricane Irma**. Green Barge is **certified as a HUBZone** with **10 years of experience** in shoreline work. We have an experienced crew with a **superior safety record**.*

PREPARED VERBAL “ABOUT YOUR BUSINESS”

- You should **NOT** add “negative” qualifiers at this point such as
 - This is your first government work – talk about your commercial success
 - You have issues of any kind – will want to disclose that information, but not in the initial conversation

What not to do

My name is Jack Smith, President of the Smith Manufacturing Corp. We are based in Milwaukee, WI. We have a floor full of equipment that can be used to fabricate parts up that are up to 3 feet long. We are not ISO but we do check every part. We tried government work a few years ago, but it did not get us any work. So I am looking for some long term contracts.

MORE ABOUT THE VERBAL PART

- DO YOUR HOMEWORK - it impresses AND is at some level expected
- Remember that when you are speaking to a buyer of government / prime representative – they talk to MANY companies. Respect their time and understand they may not remember you the first couple of times. **RELATIONSHIP BUILDING TAKES TIME.**
- Don't have a CHIP on your shoulder – it shows quickly
- Don't look like you just got out of bed
- Be confident not arrogant
- This is BUSINESS

CLOSING COMMENTS

NETWORK – NETWORK - NETWORK



UPCOMING TRAINING - EVENTS



Presented by



WI-CLANS HWCC-FACC project funded in part by Wells Fargo Diverse Community Capital.

Business Financing, Planning and Developing New Market Opportunities

As a new or established growing small business, you face many challenges. For your business to succeed, you need to develop and use a toolbox of resources. These sessions will connect you to business development resources from your area and the State of Wisconsin that could fuel your business growth strategy.

April 17th - Menominee, College of Menominee Nation

May 14th - Stevens Point, CREATE Portage County (IDEA Center)

May 15th - Eau Claire, Western Wisconsin Women's Business Center
(Chippewa Valley Technical College)

May 16th - Hayward, LCO Community College

REGISTER AT: <https://tinyurl.com/wiclanswpi>

For more information please contact Cassie Hutzler at cassieh@wipro.org or (414) 270-3600

This workshop covers:

- Access to Capital
- Certifications
- Doing Business with the Government
- Growth
- Resources for Small Business
- Succession Planning and Acquisition
- Social Media

<https://events.r20.constantcontact.com/register/eventReg?oeidk=a07eg2dzueua8cbb9f8&oseq=&c=&ch=>

Search ...

REGISTRATION

LOCATION



AGENDA

EVENT HOSTS

SPEAKERS

SPONSORS

EVENT COMPETITIONS

BUYER MEETINGS

EVENT PARTNERS

Registration

For additional information regarding this event, contact Dave Olson at (608) 338-8018.

Location

The 13th Annual Volk Field Small Business Conference will take place at the

Volk Field Air National Guard Base, Building 475 – 100 Independence Drive – Camp Douglas, WI 54618

13TH ANNUAL VOLK FIELD – FORT MCCOY SMALL BUSINESS CONFERENCE

JULY 30-31, 2019

The 13th Annual Volk Field – Fort McCoy Small Business Conference is scheduled for July 30th and 31st at Volk Field in Camp Douglas, Wisconsin. Businesses from the Midwest will have the opportunity to participate in two days of technical training with a focus on Infrastructure Opportunities, Federal, State and Local Government Opportunities, Information Security, Manufacturing and Teaming.

Attendees will have the opportunity to hear from and meet with regional experts, leaders of the community, potential customers and potential partners. All businesses including Small, Large, Disadvantaged, HUBZone, Minority-Owned, Native / Tribal Owned, Woman-Owned, Veteran-Owned and Service-Disabled Veteran-Owned firms will benefit from this event.

EARLY REGISTRATION ENDS June 14, 2019

EVENT REGISTRATION ENDS July 18, 2019

<https://volkfieldsbconference.org/>

MARKETPLACE Wisconsin

2019 – Milwaukee, WI

October 23-24, 2019





QUESTIONS?

FOR ADDITIONAL INFORMATION

Wisconsin Procurement Institute (WPI)

www.wispro.org

Benjamin Blanc | Government Contract Specialist

Wisconsin Procurement Institute (WPI)

benjaminb@wispro.org 414-270-3600

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Milwaukee, WI 53226