



A Procurement Technical  
Assistance Center (PTAC)

# Developing a Capabilities Statement

June 2019 – Milwaukee, WI



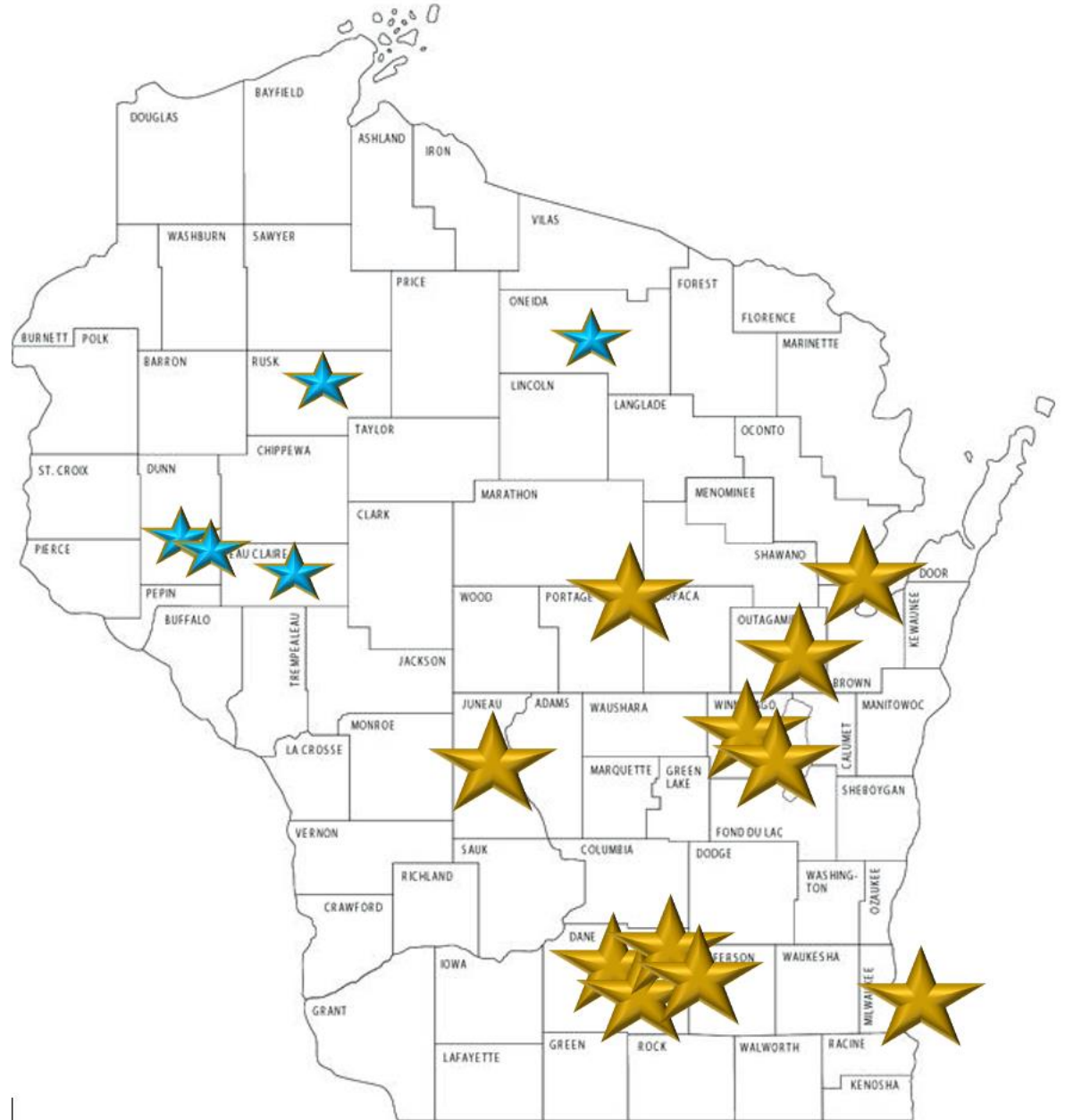
# ABOUT WPI SUPPORTING THE MISSION SERVING WISCONSIN COMPANIES FOR 31 YEARS!

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*
- 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*
  - *UW Stout - Manufacturing Outreach Center*
- LADYSMITH – *Indianhead Community Action Agency*
- RHINELANDER – *Nicolet Area Technical College*



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**CURRENT EDITION OF THE WPI NEWSLETTER**

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



## UPCOMING EVENTS

WED  
12

**RESCHEDULED – Growing Your Business in Oneida County Wisconsin – Rhinelander, WI**

June 12 @ 8:00 am - 2:00 pm  
Rhinelander WI

WED  
12

**Acquisition Hour: State and Federal Certifications for Veteran and Service Disabled Veteran Owned Businesses**

June 12 @ 12:00 pm - 1:00 pm

WED  
19

**Doing Business With the U.S. Forest Service – Iron River, MI**

June 19 @ 1:00 pm - 4:00 pm  
Iron River MI

WED  
19

**Acquisition Hour: 6 Tips for Successful Joint Venture Agreements**

June 19 @ 1:00 pm - 2:00 pm

[View More...](#)

## CURRENT OPPORTUNITIES (3)

# 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/limitations
- 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 Government or Federal Prime Contractor are your target – register in [www.SAM.gov](http://www.SAM.gov) and Dynamic Small Business Search <http://dsbs.sba.gov>

# CONSIDER MULTIPLE IDENTITIES



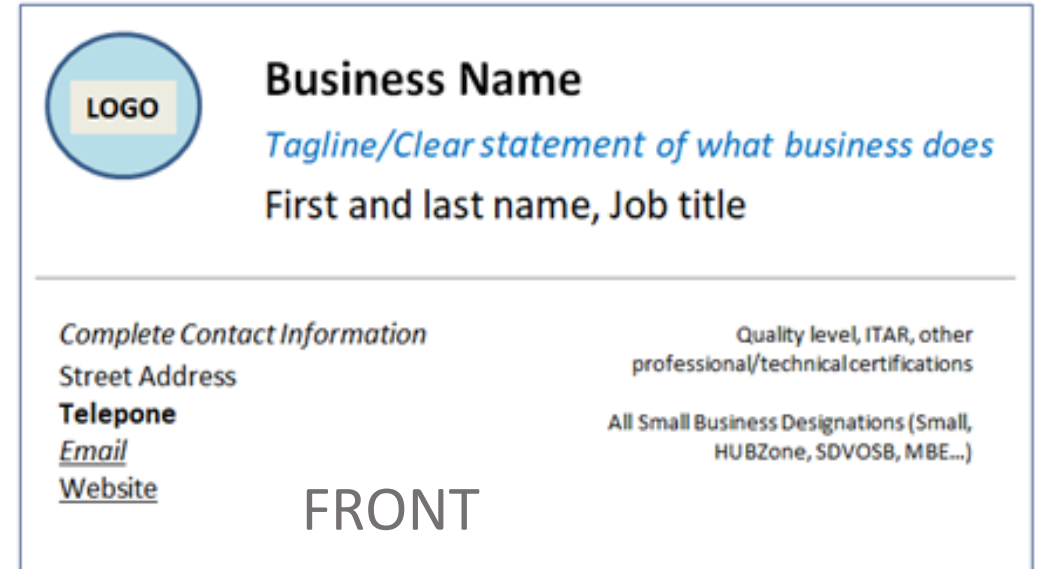
**ONE FOR GOVERNMENT AND ONE  
FOR COMMERCIAL SALES –  
DIFFERENT CUSTOMERS –  
DIFFERENT MARKETING CRITERIA  
AND FOCUS**



# 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

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15 West Horizon Blvd  
Suite 100  
East Brighton, WI 53000  
**414-598-5555**  
[maria@sunrisemarketing.com](mailto:maria@sunrisemarketing.com)  
[www.sunrisemarketing.com](http://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](mailto:bgreen@greenideas.com)  
[www.greenideas.com](http://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.

## 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




## It should include:

1. Company Data
2. Core Competencies
3. Contact Information
4. Differentiators
5. Past Performance

# CAPABILITIES STATEMENT

## 1. 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)

Company Snapshot	
CAGE Code: 4L1K1 DUNS Number: 058065520	
Government Business POC: Henry Asik	
 E-Mail: <a href="mailto:henry@customfabricate.com">henry@customfabricate.com</a>	
 Phone: 414-421-2600	
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.

# CAPABILITIES STATEMENT

## 2. 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

**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

# CAPABILITIES STATEMENT

## 3. 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

Government Business POC: Henry Asik

 E-Mail: [henry@customfabricate.com](mailto:henry@customfabricate.com)

 Phone: 414-421-2600

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

**Custom Fabricating & Supplies**

5500 West Oakwood Park Drive

Franklin, WI 53132

(P) 414-421-2600 (F) 414-421-2700

# CAPABILITIES STATEMENT

## 4. 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]



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.

# CAPABILITIES STATEMENT

## 5. 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

## CORPORATE EXPERTISE

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

### PROJECTS

#### FEDERAL CLIENTS

---

- Walter Reed Medical Center
- VA Healthcare, VA Cemetery
- DHS, St. Elizabeth's
- ICC-B
- Ft. Belvoir Community Hospital
- Pax River

- VA Audie Murphy
- POFF Federal Building
- Canon House Office Building
- Camp Pendleton Naval Hospital
- WWII Memorial
- National Museum of the Marine Corps

#### PRIVATE CLIENTS

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- Baker Daniels
- Blank Rome LLP
- Epstein Becker Green
- Frederick Community College
- George Mason University
- Raytheon

- **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




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**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](http://www.customfabricate.com)



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**Industries Served**

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



CAGE Code: 4L1K1  
DUNS Number: 058065520



Government Business POC: Henry Asik  
E-Mail: [henry@customfabricate.com](mailto: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.



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**Quality Policy**

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





# CAPABILITIES STATEMENT

DUNSP# 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 Paebles, President  
Melissa Schneider, VP  
Clay Froom, 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.athenacostgroup.com  
info@athenacostgroup.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"> <li>• Walter Reed Medical Center</li> <li>• VA Healthcare, VA Cemetery</li> <li>• DHS, St. Elizabeth's</li> <li>• ICC-B</li> <li>• Ft. Belvoir Community Hospital</li> <li>• Pax River</li> </ul>	<ul style="list-style-type: none"> <li>• VA Audie Murphy</li> <li>• POFF Federal Building</li> <li>• Canon House Office Building</li> <li>• Camp Pendleton Naval Hospital</li> <li>• WWII Memorial</li> <li>• National Museum of the Marine Corps</li> </ul>
<ul style="list-style-type: none"> <li>• Baker Daniels</li> <li>• Blank Rome LLP</li> <li>• Epstein Becker Green</li> <li>• Frederick Community College</li> <li>• George Mason University</li> <li>• Raytheon</li> </ul>	

## A FEW MORE THINGS

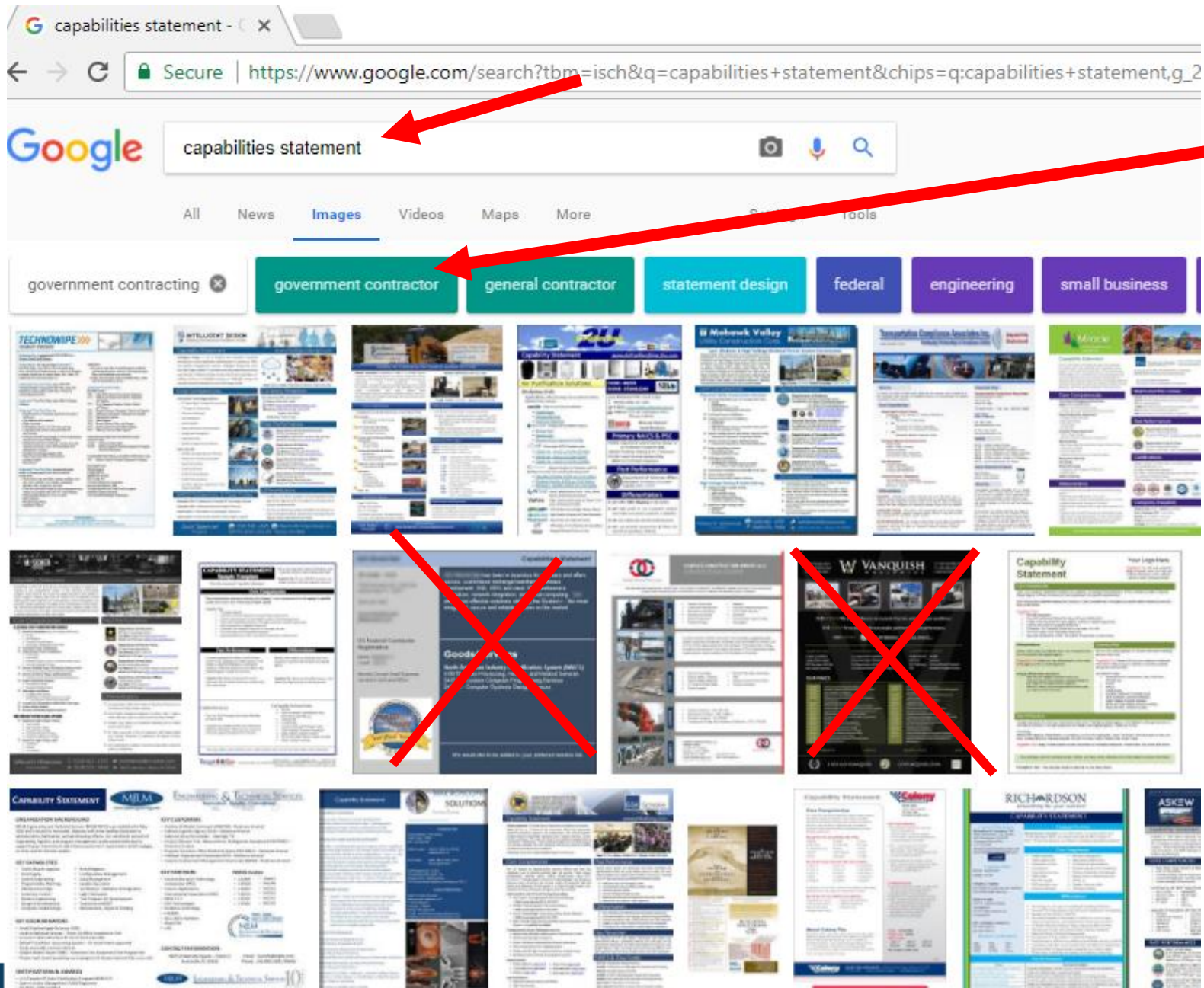
- **HAVE SOMEONE REVIEW BEFORE USING** – check for spelling, grammar, general appearance and overall accuracy
- Include your logo – really need one
- Include some select graphics of product or past work that supports your message
- Keep it business
- **DO NOT INCLUDE ANY** competitive information
- Prepare 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"> <li>Other facilities?</li> </ul>	X	X	X	X
Website and social media	X	X	X	x
Company Data <ul style="list-style-type: none"> <li>Size of firm,</li> <li>Revenue</li> <li>Available Resources</li> <li>Insurance and Bonding</li> </ul>	X	<ul style="list-style-type: none"> <li>Cyber security insurance</li> <li>NIST</li> </ul>	X	<ul style="list-style-type: none"> <li>Insurance</li> <li>Bonding</li> </ul>
Certifications <ul style="list-style-type: none"> <li>Small business program designations (fed, state, local, corporate)</li> <li>Security Clearances</li> </ul>	X	X	<ul style="list-style-type: none"> <li>ISO</li> <li>Welding</li> <li>A59100</li> </ul>	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"> <li>ERP</li> <li>MRP</li> </ul>	X	X	X	X
Past Performance <ul style="list-style-type: none"> <li>Target to customer</li> <li>Most current govt. work</li> <li>Or primes if no prior govt. work</li> </ul>	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

LIFETIME  
GUARANTEE



# Government

Furniture Solutions for Government Buyers

Learn More

Request Quote Request Catalog

**TAPCO** Safe travels.™

1-800-236-0112

All Search by SKU, Product Name or Category

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Login Register

TAPCO Federal

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

Request More Information

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

Federal Contracts

We have a variety of contract agreements available to the

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

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 AIA Schedule as well as all

## What's New



### LDF Construction Achieves State of Wisconsin Minority Business Enterprise Certification

April 11, 2019

LDF Construction recently received Minority Business Enterprise (MBE) status for the State of Wisconsin. MBE status allows us to bid...

[Read More](#)

### LDF Construction Receives HUBZone Certification

March 18, 2019

LDF Construction has recently received its HUBZone Certification. What is HUBZone you ask? It is a United States Small Business...

[Read More](#)



### LDF Construction Certified 8(a) Contractor by US Small Business Association

February 13, 2019

LDF Construction was recently named as an SBA 8(a) Business Development Program certified contractor. What is 8(a) you ask? The...

[Read More](#)

# 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

# ACQUISITION HOUR LIVE WEBINAR SERIES

- June 19, 2019 – **6 Tips for Successful Joint Venture Agreements** – [CLICK HERE](#) for additional information – presented by Steven A. Neeley, Husch Blackwell LLP
- June 25, 2019 – **Integrating DFARS Requirements Into Your Day-to-Day Cyber Practices** - [CLICK HERE](#) for additional information – presented by Marc Violante, Wisconsin Procurement Institute (WPI)
- June 26, 2019 – **Current Trends in Federal Acquisition** – [CLICK HERE](#) for additional information – presented by James Hasik, Senior Fellow, Center for Government Contracting, George Mason University School of Business
- July 9, 2019 – **Overview of the Federal Acquisition Regulations (FAR)** – [CLICK HERE](#) for additional information – presented by Carol Murphy, Wisconsin Procurement Institute (WPI)
- July 24, 2019 – **The End of the Fiscal Year is Here: What is Hot and What is Not** – [CLICK HERE](#) for additional information – presented by Marc Violante, Wisconsin Procurement Institute (WPI)
- August 7, 2019 – **The NEW WAWF – The Procurement Integrated Enterprise Environment** – [CLICK HERE](#) for additional information – presented by Benjamin Blanc, Wisconsin Procurement Institute (WPI)
- August 21, 2019 – **Government Property Management for Federal Contractors and Subcontractors** – [CLICK HERE](#) for additional information – presented by Benjamin Blanc, Wisconsin Procurement Institute (WPI)



## 13<sup>th</sup> Annual Wisconsin Government Opportunities Business Conference (GOBC)

*In partnership with Volk Field ANG and Fort McCoy*

[AGENDA](#)
[EVENT  
HOSTS](#)
[SPEAKERS](#)
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COMPETITIONS](#)
[BUYER  
MEETINGS](#)
[EVENT  
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### Registration

For additional information regarding this event, contact Dave Olson at [davido@wispro.org](mailto:davido@wispro.org) or (608) 338-8018.

**CLICK HERE** to REGISTER.

### Location

The 13th Annual Wisconsin Government Opportunities Business Conference (GOBC) will take place at the

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

## 13TH ANNUAL WISCONSIN GOVERNMENT OPPORTUNITIES BUSINESS CONFERENCE (GOBC)

*In Partnership with Volk Field ANG and Fort McCoy*

**JULY 30-31, 2019**

The 13th Annual Wisconsin Government Opportunities Business Conference (GOBC), previously known as the 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, potential partners and will also have the opportunity to meet one on one with various government and corporate buyers. 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 2019 – Milwaukee, WI October 23-24, 2019





# QUESTIONS?

# FOR ADDITIONAL INFORMATION

Wisconsin Procurement Institute (WPI)  
[www.wispro.org](http://www.wispro.org)

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