



**SELLING GOODS AND SERVICES  
TO THE FEDERAL GOVERNMENT  
AT THE CONTRACTING ACADEMY (TCA)  
PRESENTED BY**

**KIM GARBER, WPI AND KIM HOFFMANN, COMPLETE MOBILE DENTISTRY**

**October 2019**



# INTRODUCTIONS

- KIM GARBER, WISCONSIN PROCUREMENT INSTITUTE (WPI)
- KIM HOFFMANN, COMPLETE MOBILE DENTISTRY



- SHOW OF HANDS
  - REGISTERED IN SAM.GOV
  - DOING BUSINESS WITH THE GOVERNMENT
  - ARE YOU THE DECISION MAKER

# How much does the government buy?

In FY2018 the Federal government purchased

- \$562 billion in ALL good and services
- \$4.40 billion from Wisconsin businesses
- \$850 million from Wisconsin Small Businesses – 1,309 contractors
  - \$23 million from Woman Owned Businesses – 127 contractors
  - \$223 million from Small Disadvantaged Businesses – 287 contractors
  - \$44 million from HUBZone Certified Businesses – 19 contractors
  - \$120 million from Service Disabled Veteran Owned Businesses – 48 contractors

Wisconsin ranks 25<sup>th</sup>  
receiving 1.08% of all  
federal procurement  
dollars

# How much does the government buy?

The Federal government purchased in the first 9 months of FY19

- **\$481 billion in ALL good and services**
- **\$5.12 billion from Wisconsin businesses**
- **\$623 million from Wisconsin Small Businesses**
  - *\$45 million from Woman Owned Businesses*
  - *\$205 million from Small Disadvantaged Businesses*
  - *\$16 million from HUBZone Certified Businesses*
  - *\$92 million from Service Disabled Veteran Owned Businesses*

# Are you ready to sell to the government?

- *Capacity and capability to meet contract requirements – resources including funding, labor, facilities, supply chain.....*
- *Understanding of the regulations, requirements and obligations – including how you will get paid*
- *Reliable, responsible, responsive*
- *Of good character*
- *Past commercial performance*
- *Tech savvy – in capability to work on-line AND market on-line including social media*
- *Reachout to a PTAC*

# What does / did the government buy? Know your NAICS code

United States<sup>™</sup>  
**Census**  
Bureau

TOPICS  
Population, Economy Ma

You are here: [Census.gov](#) > [Business & Industry](#) > NAICS

## North American Industry Classification System

[Main](#) [History](#) [Development Partners](#) [Federal Register Notices](#) [NAPCS](#) [FAQs](#)

### NAICS Search:

Enter keyword or 2-6 digit code  
  
2017 NAICS Search

Enter keyword or 2-6 digit code  
  
2012 NAICS Search


Enter keyword or 2-6 digit code  
  
2007 NAICS Search

### Reference Files

- 2017 NAICS


### Introduction to NAICS

The North American Industry Classification System (NAICS) is the standard used I

NAICS was developed under the auspices of the Office of Management and Budg  
([ECPC](#)), [Statistics Canada](#) , and Mexico's [Instituto Nacional de Estadística y Ge](#)

This official U.S. Government Web site provides the latest information on plans for  
section of this Web site.

### 2017 NAICS Manual



<https://www.census.gov/eos/www/naics/>

# What does / did the government buy? Know your PSC code

[https://www.acquisition.gov/PSC\\_Manual](https://www.acquisition.gov/PSC_Manual)



The screenshot shows the ACQUISITION.GOV website header with the logo and the text 'ACQUISITION.GOV'. Below the header, the breadcrumb 'Home>>Product and Service Code Manual' is visible. The main heading is 'Product and Service Code Ma'. A welcome message reads: 'Welcome to the product and service code manual page. We are providing the current version as of J formats.' Below this is an 'Attachment' section with three links: 'PSC\_Category\_Alignment\_June\_2019\_6-20-2019.xlsx', 'Appendix\_B\_PSC\_Changes\_Business\_Case\_Template\_May\_2019.docx', and 'SOP\_PSC\_Updated\_Process\_Final\_August\_2019\_IAE.docx'.

# What does the federal government buy?

**---EVERYTHING---**



## 41--Walk-in Freezer, Installed

Solicitation Number: 0040450858  
Agency: Department of the Interior  
Office: U. S. Geological Survey  
Location: USGS - All Offices



## United States Government Seeks Leased Office Space in Prairie du Chien, WI

Solicitation Number: 55023-WI-CRAWFORD-2019  
Agency: General Services Administration  
Office: Public Buildings Service (PBS)  
Location: R00 PBS Center for Broker Services (47PA05)



## J--Preventative and corrective maintenance for sterile storage cabinets.

Solicitation Number: 36C25220Q0057  
Agency: Department of Veterans Affairs  
Office: VA Great Lakes Healthcare System  
Location: Department of Veterans Affairs Great Lakes Healthcare System



## J--COMPUTER MAINTENANCE AND REPAIR CONTRACT

Solicitation Number: 36C25220Q0055  
Agency: Department of Veterans Affairs  
Office: VA Great Lakes Healthcare System  
Location: Department of Veterans Affairs Great Lakes Healthcare System



## Snow Removal Services in Pewaukee and Milwaukee, WI

Solicitation Number: W911SA-20-Q-3009  
Agency: Department of the Army  
Office: Army Contracting Command, MICC  
Location: MICC - Fort McCoy (W911SA)

# What DID the government buy? USASPENDING.GOV

**USASPENDING.gov** Spending Explorer Award Search Profiles Download Center

## Advanced Search

4 Active Filters:

TIME PERIOD: FY 2019 | AWARD TYPE: All Contracts | RECIPIENT LOCATION: STATE | Wisconsin | NAICS: 561720 | Janitorial Services

Submit Search | Reset search

Keyword:

Time Period: Fiscal Year | Date Range

- All Fiscal Years
- FY 2020  FY 2013
- FY 2019  FY 2012
- FY 2018  FY 2011
- FY 2017  FY 2010
- FY 2016  FY 2009
- FY 2015  FY 2008
- FY 2014

Award Type:

- Contracts
- Contract IDVs
- Grants

TABLE | TIME | MAP | CATEGORIES | Prime Awards:

### Spending by Prime Award

Contracts 33 | Contract IDVs 0 | Grants 0 | Direct Payments 0 | Loans 0 | Other 0

Award ID	Recipient Name	Start Date	End Date	Award Amount	Awarding Agency
HSTS0116CRES700	VITO CLEAN	11/24/2015	11/23/2020	\$844,363	Department of Homeland
W911SA19P3057	KAIYUH SERVICES, LLC	5/30/2019	5/31/2020	\$289,496	Department of Defense
HSTS0116CRES826	VITO CLEAN	8/1/2016	7/31/2020	\$284,375	Department of Homeland
140G0218C0004	SPL LLC	6/7/2018	6/6/2020	\$173,040	Department of the Interio
VA69D15C0155	PRESTIGE SERVICES INCORPORATED	6/1/2015	9/30/2019	\$149,110	Department of Veterans A
DTFASA17C00209	ROYAL FRANCHISING, INC.	3/3/2017	3/31/2019	\$116,568	Department of Transport
140G0218P0260	SPL LLC	6/6/2018	12/8/2020	\$106,044	Department of the Interio

# What DID the government buy? FPDS.GOV

Type one or more keywords you would like to search on:

**Recovery**

Result Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [Next](#)

**List Of Contract Actions Matching Your Criteria** Results 1 - 30 of 229 as of Oct 20, 2019 1:40

<b>Award ID (Mod#):</b>	<a href="#">47PF0020F0007</a> ( 0 ) <a href="#">(View)</a>	<b>Award Type:</b>	DELIVERY ORDER
<b>Vendor Name:</b>	<a href="#">COAKLEY BROTHERS COMPANY</a>	<b>Contracting Agency:</b>	<a href="#">PUBLIC BUILDINGS SERVICE</a>
<b>Date Signed:</b>	October 07, 2019	<b>Action Obligation:</b>	\$35,899
<b>Referenced IDV:</b>	<a href="#">GS05P17FAD0001</a>	<b>Contracting Office:</b>	<a href="#">PBS R5</a>
<b>NAICS (Code):</b>	USED HOUSEHOLD AND OFFICE GOODS MOVING ( <a href="#">484210</a> )	<b>PSC (Code):</b>	TRANSPORTATION/TRAVEL/RELOCATION- RELOCAT RELOCATION ( <a href="#">V301</a> )
<b>Vendor City:</b>	MILWAUKEE	<b>Vendor DUNS:</b>	<a href="#">009811829</a>
<b>Vendor State:</b>	WI	<b>Vendor ZIP:</b>	<a href="#">532041554</a>
<b>Global Vendor Name:</b>	<a href="#">COAKLEY BROS. CO.</a>	<b>Global DUNS Number:</b>	<a href="#">009811829</a>
<b>Award ID (Mod#):</b>	<a href="#">47PH0220F0001</a> ( 0 ) <a href="#">(View)</a>	<b>Award Type:</b>	DELIVERY ORDER
<b>Vendor Name:</b>	<a href="#">COAKLEY BROS. CO.</a>	<b>Contracting Agency:</b>	<a href="#">PUBLIC BUILDINGS SERVICE</a>
<b>Date Signed:</b>	October 02, 2019	<b>Action Obligation:</b>	\$4,470.48
<b>Referenced IDV:</b>	<a href="#">GS33F0060X</a>	<b>Contracting Office:</b>	<a href="#">PBS R7</a>
<b>NAICS (Code):</b>	USED HOUSEHOLD AND OFFICE GOODS MOVING ( <a href="#">484210</a> )	<b>PSC (Code):</b>	TRANSPORTATION/TRAVEL/RELOCATION- RELOCAT RELOCATION ( <a href="#">V301</a> )
<b>Vendor City:</b>	MILWAUKEE	<b>Vendor DUNS:</b>	<a href="#">009811829</a>
<b>Vendor State:</b>	WI	<b>Vendor ZIP:</b>	<a href="#">532041541</a>
<b>Global Vendor Name:</b>	<a href="#">COAKLEY BROS. CO.</a>	<b>Global DUNS Number:</b>	<a href="#">009811829</a>
<b>Award ID (Mod#):</b>	<a href="#">15JA8918F00000037</a> ( P00001 ) <a href="#">(View)</a>	<b>Award Type:</b>	DELIVERY ORDER
<b>Vendor Name:</b>	<a href="#">COAKLEY BROS. CO.</a>	<b>Contracting Agency:</b>	<a href="#">OFFICES, BOARDS AND DIVISIONS</a>
<b>Date Signed:</b>	September 25, 2019	<b>Action Obligation:</b>	-\$1,788.52

# How does the government buy?

- Formal proposal
- On line – GSA Advantage, eBuy, NASA SEWP, and others
- Simple bid
- Credit cards
- DEPENDS ON
  - *Regulations*
  - *Size of requirement*
  - *Type of requirement*
  - *Agency*
  - *Planned vs emergency*
  - *Commercial vs military*
  - *Other*

# Leveraging small business programs

- **23 percent** of prime contracts and subcontracts for small businesses table of size standards;
- **5 percent** of prime and subcontracts for women-owned small businesses;
- **5 percent** of prime contracts and subcontracts for Small Disadvantaged Businesses (including minority);
- **3 percent** of prime contracts and subcontracts for HUBZone small businesses;
- **3 percent** of prime and subcontracts for service-disabled veteran-owned small businesses [VA also has both a veteran and service disabled veteran business preference with a higher goal ].

LARGE PRIME CONTRACTORS must also negotiate small business goals

ALL SMALL MENTOR PROTÉGÉ PROGRAM – can create Joint Ventures with larger more experienced business

# THE BASICS – register in SAM

The screenshot shows the SAM website homepage. At the top left is the SAM logo with the text 'SYSTEM FOR AWARD MANAGEMENT'. To the right is a yellow callout box with the text 'A NEW WAY TO SIGN IN - If you already have a SAM account, use your SAM email for login.gov.' and a 'Log In' button. Below the callout is a 'Login.gov FAQs' link. A dark blue navigation bar contains links for HOME, SEARCH RECORDS, DATA ACCESS, CHECK STATUS, ABOUT, and HELP. Below the navigation bar are three red alert icons with text: 'ALERT: June 11, 2018: Entities registering in SAM must submit a notarized letter appointing their authorized Entity Administrator. Read our updated FAQs to learn more about changes to the notarized letter review process and other system improvements.', 'ALERT: SAM.gov will be down for scheduled maintenance Saturday, 05/11/2019, from 8:00 AM to 1:00 PM (EDT).', and 'ALERT: CAGE is currently experiencing a high volume of registrations, and is working them in the order in which they are received. When your registration is assigned to a CAGE Technician, you will be contacted by CAGE, if necessary, for any additional information.' Below the alerts is a paragraph: 'The System for Award Management (SAM) is an official website of the U.S. government. There is no cost to use SAM. You can use this site for FREE to:' followed by a bulleted list: 'Register to do business with the U.S. government', 'Update or renew your entity registration', 'Check status of an entity registration', and 'Search for entity registration and exclusion records'. Below this is a 'Getting Started' section with three columns: 'Create A User Account' with a person icon and the text 'Start by creating a SAM user account.', 'Register Entity' with a folder icon and the text 'After creating your SAM user account, log in to register to do business with the U.S. government.', and 'Search Records' with a magnifying glass icon and the text 'Do a public search for existing entity registration records or exclusion records.' Below the search records text is the text 'Federal users can log in to see additional information.' At the bottom left is the GSA logo. At the bottom right is a footer with links: Search Records, Data Access, Check Status, About, Disclaimers, Accessibility, Privacy Policy, FAPIIS.gov, GSA.gov/IAE, GSA.gov, and USA.gov.

# THE BASICS – complete a DSBS profile

Skip Navigation > Accessibility Options >  
 Mobile View Print Exit Help  
 DSBS Quick Market Search TM OnLine

Welcome to the D

All search form hotlir

All form fields that require typing in d

the firm is at least one of: service-disabled veteran owned;  
 the profile location is in: Wisconsin;  
 the profile's status is Active;  
 and randomized by original start time of search: 2019-04-20 12:56

**This is generally a self-certifying Development, HUBZone or Small awarding a contract.**

Data validation took 0.02 seconds. The count and search queries took 2.66 seconds and 3.02 seconds, respectively.

Displaying profiles 1 - 25 (of 177 profiles matching criteria):

**Location of Profile**

States:  
 (any state)  
 AL - Alabama  
 AK - Alaska  
 AA - American Atlantic (APO/FPO)  
 AE - American Europe (APO/FPO)  
 AP - American Pacific (APO/FPO)

Searching (Requires)

View	Name and Trade Name of Firm	Contact	Address and City, State Zip	Capa
1	<a href="#">ELE JANITORIAL SERVICES LLC</a>	James Curry	<a href="#">5225 W BELOIT ROAD MILWAUKEE, WI 53214-5335</a>	Provides full cleaning/janitorial services including window cleaning, stripping
2	<a href="#">Buckner, Michael DEAR Management Consulting Company</a>	Michael Buckner	<a href="#">11125 88th St Pleasant Prairie, WI 53158-1328</a>	D.E.A.R. is a SDVOSB, minority owned small business that provides excepti staff development training, employee empowerment strategies.
3	<a href="#">Marc-On Shooting LLC</a> Marcon Shooting	Daniel R Marcon	<a href="#">4089 124th St Chippewa Falls, WI 54729-2791</a>	
4	<a href="#">414RESTORE LLC</a>	BRIAN FARNAND JR	<a href="#">6426 S 35TH ST APT 6 FRANKLIN, WI 53132-8718</a>	remodeling construction (including additions, alterations, reconstruction, m multifamily. Included in this industry are remodeling general contractors, fo management firms.
5	<a href="#">MISSION FIRST GLOBAL, INC.</a>	JONATHAN F LEHMAN JR	<a href="#">617 N 74TH ST WAUWATOSA, WI 53213-3603</a>	Delivering quality services to U.S. government entities worldwide, through :
6	<a href="#">Heale Manufacturing Co., Inc.</a>	ROD COPE	<a href="#">1231 The Strand Waukesha, WI 53186-3861</a>	MILITARY & COMMERCIAL ELECTRIC WIRE HARNESSES CABLE ASSEMBLIES IGNITION LEADS BATTERY CABLES JUMPER CABLES BUSS BARS SUPPRESS
7	<a href="#">FRANK'S INC</a> Frank's Logging	Jenny Levknecht	<a href="#">N2467 KORONKIEWICZ LN PESHTIGO, WI 54157-9649</a>	
8	<a href="#">Menet Aero, Inc.</a>	Peter Menet	<a href="#">517 E Otjen St Milwaukee, WI 53207-1611</a>	Menet Aero provides world class aviation and Unmanned Aircraft System (U military trained aviators that have performed manned and unmanned aviati post processing of the data we collect. The industries we have commercially measurement and site survey), construction (photogrammetric survey & pr

# THE BASICS – MARKET RESEARCH

- Review procurement HISTORY – USASPENDING or FPDS
- Review CURRENT opportunities – fbo.gov, ebuy, other.....
- Review FORECASTS

<https://www.acquisition.gov/procurement-forecasts>



The screenshot shows the ACQUISITION.GOV website. The header includes the logo and the text 'Regulation'. The main content area is titled 'Agency Recurring Procurement Forecasts' and contains a navigation menu with the following items: 'Home Page', 'Small Business', 'Business Opportunities', and 'Procurement Forecast'. Under 'Procurement Forecast', there is a grid of links to various federal departments: Department of Agriculture, Department of Commerce, Department of Defense, Department of Education, Department of Homeland Security, Department of Housing and Urban Development, Department of the Interior, Department of Justice, Department of Labor, Department of State, and Department of Transportation, Department of the Treasury.

# THE BASICS – Locating opportunities

\*\*FBO.GOV will be moving to <https://beta.sam.gov> Nov 8 2019

**ATTENTION:** BuyAmerican.gov serves as the public access point for use exceptions to the Buy American Act in the United States of America's Fed

# THE BASICS – Locating opportunities

## WPI NO COST SERVICE



## Center Gateway

an extension of [www.wispro.org](http://www.wispro.org)

Bid Search for 2019-10-16

Complete Mobile Dentistry, Inc.

[Return to Main List](#)

Type	Code(s)	Description	Keywords	Response Date
FBO	Q	Sources Sought/IEE/Physicians	621111	2019-10-25
FBO	Q	Central Arkansas Veterans Healthcare System (CAVHS) VA Police Annual Psychological Assessment and Testing	OFFICES OF PHYSICIAN	2019-10-18
FBO	Q	Dental Services: Dentist and Dental Assistant	561320	2019-10-24
International	65	United Kingdom-Stafford: Dental practice and related services	DENTAL SERVICES	

# THE BASICS – Locating opportunities

- If you have a GSA Schedule -  
<https://www.ebuy.gsa.gov/ebuy/> [must be GSA Schedule holder]
- FedBid – Unison – used by some Federal agencies -  
<https://www.unisonglobal.com/product-suites/acquisition/marketplace/>
- Pay for service – evaluate and verify prior to commitment

# THE BASICS – develop strong TARGETED MARKETING MATERIALS

- Business card
- Capabilities statement
- Website
- Short Elevator “pitch”
- Longer “pitch”

 **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

---

 **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**



 **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**


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 **DUNS - 0987654321**  
**CAGE Code - 2F6A7**  
**NAICS - 561730**

**Member: Society of American Military Engineers (SAME)**

**Recognition: 2018 Winner of Sustainable Business Awards**



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- 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. We offer the most comprehensive selection of approved products and services from GSA AIA Schedule as well as all

*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.*

## Capability Statement



**COMPLETE**  
MOBILE DENTISTRY, INC.

**COMPLETE**  
DENTAL  
STAFFING  
LLC

Complete Mobile Dentistry, Inc and Complete Dental Staffing, LLC are trusted and accomplished providers of dental staffing and mobile services. As a small business, we provide dental professionals and equipment to government and non-government entities. Our staffing coordinators and equipment team can assist you in anything from helping fill in days at an office to executing such multifaceted projects as providing equipment, supplies, and multiple dental teams. Our professionalism and quality driven approach deliver the highest results to our service members and customers throughout the country.

### COMPANY INFORMATION

**Registered Name:** Complete Mobile Dentistry, Inc

**Incorporated:** 2002, State of Wisconsin

**Corporation Type:** Subchapter S

**DUNS:** 847199648 | **CAGE:** 751G2

**NAICS:** 561320 | 621210

**Contact:**

Kimberly A. Hoffmann  
4300 Duraform Ln  
Windsor, WI 53598

[Kim@completemobiledentistry.com](mailto:Kim@completemobiledentistry.com)

Main Line: 608.492.5733

Direct Dial/Text/Fax: 608.492.5747

Cell: 414.587.5070

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

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

### CORE CAPABILITIES

Staffing Dental Personnel

Supplies & Equipment for Dental Exams & Treatments



### COMPANY HISTORY & PAST PERFORMANCE

In 2002, Lisa Hartig, a Registered Dental Hygienist at the time, started a local dental staffing agency in Wisconsin.

Since then, Complete Mobile Dentistry, Inc. (CMD) has expanded beyond 800 active dental professionals that provide their services to military bases and other government entities seeking dental support services. CMD supports Logistics Health Incorporated in their work with the United States Armed Forces. Through collaborative efforts, CMD continually ensures that service members meet dental readiness standards and are able to serve our country and meet overall agency missions. It is an honor to be part of such important missions.

In June of 2015, we reopened our staffing agency, now a national agency called Complete Dental Staffing, LLC. We specialize in providing ideal placement for dental offices of all sizes, ranging from last-minute absences to permanent placement. We provide coverage for dentists, dental assistants, and hygienists. We have proudly served dental clinics and offices in five states and are expanding our network.

On December 1<sup>st</sup>, 2018 Complete Mobile Dentistry officially started work on its newly awarded Dencom contract to provide Professional and Ancillary Dental Services for the Dental Health Command. This contract alone allows us to employ 174 fulltime dental employees on 17 Army bases within 11 states on the Pacific Coast and central states including Hawaii and Alaska. Our dental services include Dentists, Dental Hygienists, Dental Assistants, Oral Surgeons, Oral Surgeon Assistants, Endodontists, and even a Laboratory Technician. We are proud to be the prime contractor on this five year contract with a not to exceed value of 100 million.

### DIFFERENTIATORS

Our Database of over 1,000 dental professionals throughout U.S

Ability to provide dental staff and services—We can mobilize in such short times as 24-48 hours

Our company wide 'can do' attitude

Our dedicated and quality driven team

Our contributions help agencies to meet their small business goals

### WE SERVE YOU

Full Service

\*Credential \*HR Services

\*Prime Source Verification \*Recruit

\*Background Check \*Onboard

\*Payroll \*Personnel Management

Our Placement Specialists & HR Professionals work with our staff to make sure they are ready for your assignment!

### WE STRIVE FOR

Honesty

Dependability

Accountability

Commitment

Excellence

Community

Personal Connections



#### OPEN FOR BUSINESS:

Small Business Contracts  
Government Contracts  
Private Business Contracts  
Corporate Dentistry

When prime contractors and large businesses need to meet specific small business goals, we can help.

Don't see your location? Let us know!  
We are always adding staff and resources!

 Services & Staff Provided  
 Expanding Territory

### Contact Information

Kimberly A. Hoffmann  
4300 Duraform Ln  
Windsor, WI 53598

[Kim@completemobiledentistry.com](mailto:Kim@completemobiledentistry.com)

[www.completemobiledentistry.com](http://www.completemobiledentistry.com) | [www.completedentalstaffing.com](http://www.completedentalstaffing.com)

Main Line: 608.492.5733

Direct Dial/Text/Fax: 608.492.5747

Cell: 414.587.5070

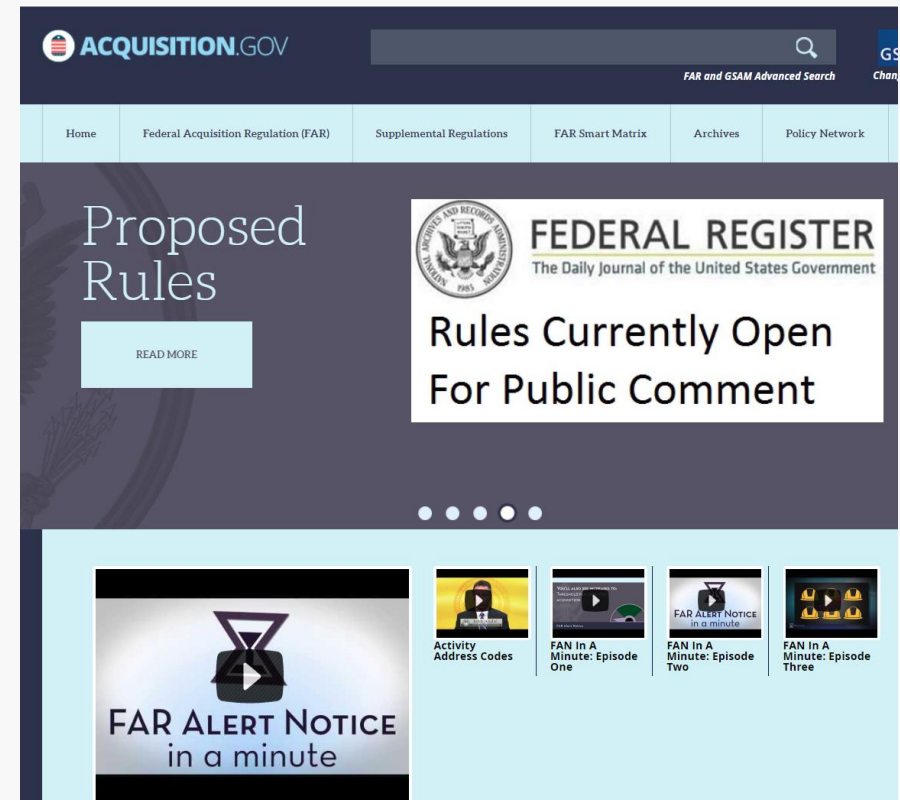
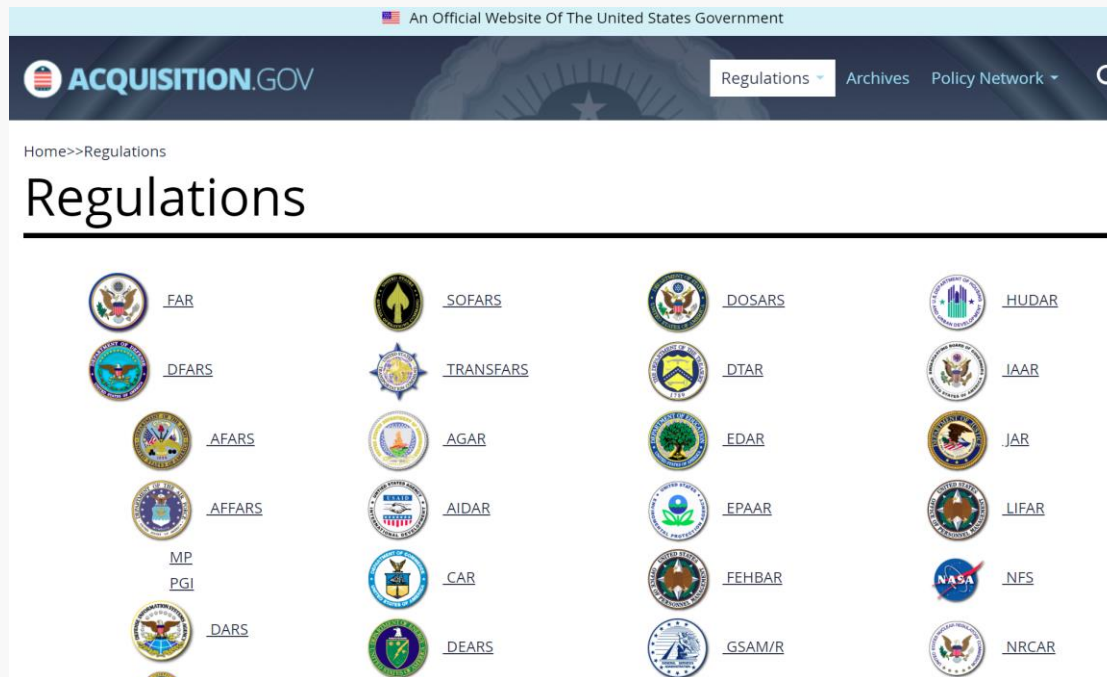


**COMPLETE**  
MOBILE DENTISTRY, INC.

**COMPLETE**  
DENTAL  
STAFFING  
LLC



# Understand current and upcoming rules, regulations, requirements



# Develop relationships Government agencies, current contractors / subcontractors and supporting resources

- Industry days, conferences, workshops.....
- Federal based organizations such as NCMA, NDIA, SAME, SMALL BUSINESS organizations .....
- IN PERSON relationship development with individuals and agencies / primes
  - *Future MPs or JVs*
  - *Competitors one day – partners the next day*

# Why develop these relationships?

- What does the government REALLY need
- What problems do they have that you could solve
- Develop trust
- Learn and understand the challenges that they buyer or end user is having –with current suppliers, requirements, deadlines, funding.....
- Learn more about what primes are doing – potential for subcontracting

# Other stuff – GSA Conference is back

<https://www.gsa.gov/about-us/organization/federal-acquisition-service/customer-and-stakeholder-engagement/federal-acquisition-service-training-fast-conference>

## Federal Acquisition Service Training (FAST) Conference

Registration Now Open!

[Register Online Now](#)

*Go to our Registration Website. By selecting this link you are leaving a GSA Web site. Registration link will take you to a non.gov domain managed by our authorized industry partner, Professional & Scientific Associates, Inc. (PSA), where your registration contact information will be collected for use in managing your attendance at the Conference and you can opt-in to future communications on FAS-related information.*

Please see other provisions of the [GSA Linking Policy](#)

Attend the GSA Federal Acquisition Service Training Conference in Atlanta, GA April 14-16, 2020



At FAST 2020, you can participate in educational sessions, connect with peers over shared challenges, engage with executives during interactive panels, and see and touch the latest products and services you need to support mission delivery -- while earning up to 20 continuous learning points (CLPs)!

By participating in this conference, government employees will:

- Participate in discussions focused on recent legislative changes, procurement laws, and policies in a variety of acquisition domains.
- Hear from government and industry leadership on potential strategies that could provide innovative and value-added solutions.
- Listen to nationally recognized leaders within the contracting profession and discuss the challenges and practical solutions based on new and pending legislation.
- Learn how your organization can increase its competition through tried and true techniques showcased by case studies.
- Learn more about the latest acquisition trends in both government and industry.
- Gain a better understanding of key initiatives and practices to reduce organizational inefficiencies.

# Other stuff – GSA MAS consolidation

- Last November, the agency unveiled plans to unite the 24 siloed schedules into one intuitive system. On Oct. 1, the agency completed the first phase of the integration and released the new single solicitation, where everything is in one place.
- During phase two, vendors will see a migration of SINS (Special Item Numbers) and will have the opportunity to select SINS that were previously across separate Schedules.
- Phase three in mid- to late-July of next year - the final phase will primarily support contractors who have multiple contracts with more than five years left to consolidate into one single contract under the new Schedule.

# Other stuff – "Amazon for Government"

- Nearly two years ago, the General Services Administration began a journey to develop an online marketplace for federal acquisition at the behest of Congress.
- In Congress, the e-commerce platform idea was dubbed "Amazon for government," and the provision was tucked in the 2018 National Defense Authorization Act signed in December 2017.
- Earlier this month, GSA rolled out the initial vehicle it wants to use to test its online purchasing platform pathway. In a solicitation, GSA asked commercial e-commerce platform providers to compete for its "proof of concept" model that will give federal buyers with government purchase cards an online marketplace where they can buy commercial products priced below the micropurchase threshold of \$10,000.

# Other stuff – migration to beta.sam.gov

Learning Center / New to beta.SAM.gov

**Library**

Keyword Search  
Find Glossary, FAQs, and Videos

Explore our Library

**New to beta.SAM.gov**

- About Us
- Features
- User Accounts
- What's next

Data Sets

Resources

Policies

What you think matters!

Provide Feedback

**LEARNING CENTER**  
**New to beta.SAM.gov**

**Why beta?**

While parts of this site are official, others are demonstration only and continue to be supported on one of our original websites shown below.

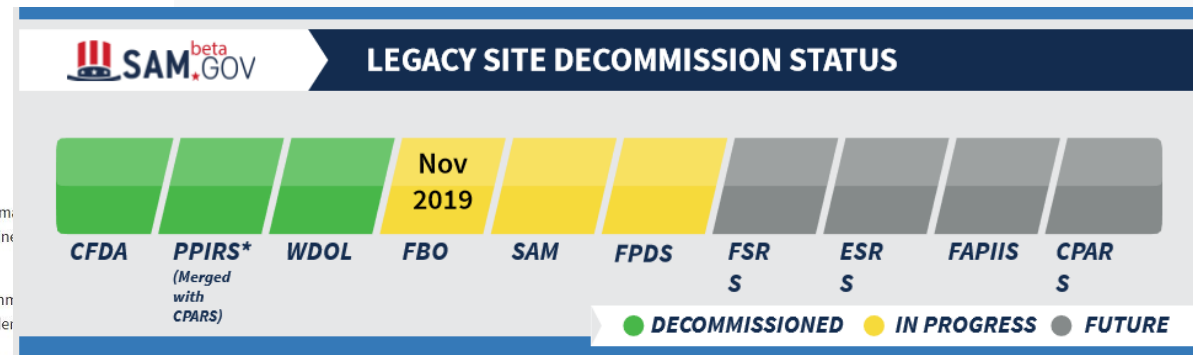
The original sites will coexist with beta.SAM.gov until they are retired. Once the original SAM.gov site has retired, this site will be renamed "SAM.gov."

**What is this site?**

The General Services Administration (GSA) mission acquisition and awards processes in 10 online systems are now being merged into one.

This site will become the official U.S. government website for people who make, receive, and manage federal contracts.

We are bringing all data over from the original websites, including entity registrations and historical contract data. This means your entity registration will automatically transition here when the original SAM.gov is retired.



# Ten databases rolled into one

- **Entity Information:** System for Award Management (SAM.gov) – Registrations and Exclusions
- **Contract Opportunities:** Federal Business Opportunities (fbo.gov)
- **Contract Data:** Federal Procurement Data System (fpds.gov)
- **Sub-Award Data:** Electronic Subcontracting Reporting System (eSRS.gov), Federal Funding Accountability and Transparency Act Subaward Reporting System (fsrs.gov)
- **Wage Determinations:** Wage Determinations OnLine (wdol.gov)
- **Past Performance:** Contractor Performance Assessment Reporting System (cpars.gov), Past Performance Information Retrieval System (ppirs.gov), Federal Awardee Performance and Integrity Information System (fapiis.gov)
- **Assistance Listings:** Catalog of Federal Domestic Assistance (cfda.gov)

# Other stuff -

- Trend to multiyear contracts
  - *Great if you win*
  - *If you don't, may be several years before next opportunity*
- Increased importance of security – cyber, data, information (FAR / DFAR)
- Back to the days of bundling – consolidation of requirements

# Other stuff

- Consider being a SUBCONTRACTOR
  - *Easier entry*
  - *Less direct government burden*
  - *Smaller, more defined work*
  - *Large primes are required to work with small businesses*
    - Register as a potential sub in Prime web portals
    - Meet with Prime buyers when possible
    - Be aware of Prime contractor bid targets early in the process as well as their awards

# A couple more things

- Beware of consultants / services soliciting work with your business. Make sure there is value in what they are offering
- Government websites will end in .mil and .gov [with very minor exception of some support work contracted to industry]
- Do your homework and be aware of what is going on in the marketplace
- ASK, NETWORK, LEARN, MARKET and SELL.

# NEED HELP - contact

**Kim Garber | Manager, Small Business Programs  
Wisconsin Procurement Institute (WPI)**

*A Procurement Technical Assistance Center (PTAC)*

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AND BIG THANK YOU TO

*KIM HOFFMANN, COMPLETE MOBILE DENTISTRY*

