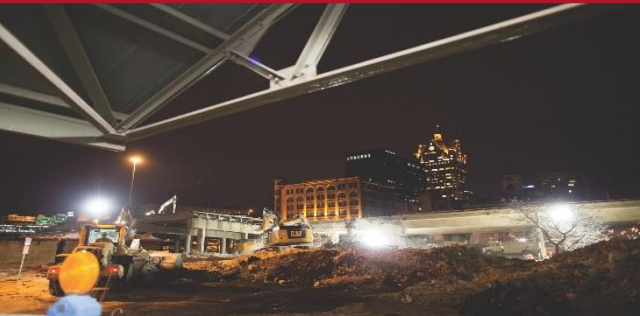




**SALES OPPORTUNITIES IN THE CITY OF MADISON, DANE  
COUNTY AND STATE OF WISCONSIN GOVERNMENT  
MARKETS – WEBINAR**

April 21, 2020



# WEBINAR ETIQUETTE

## PLEASE

- Log into the GoToMeeting session with the name that you registered with online
- Place your phone or computer on MUTE
- Use the CHAT option to ask your question(s).
  - We will share the questions with our guest speakers who will respond to the group during the Q&A session at the end of the presentation

## THANK YOU!

# ABOUT WPI SUPPORTING THE MISSION

**Celebrating 32 Years of  
serving Wisconsin Business!**



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

- **INDIVIDUAL COUNSELING** – At our offices, at clients facility or via telephone/GoToMeeting
- **SMALL GROUP TRAINING** – Workshops and webinars
- **CONFERENCES** to include one on one or roundtable sessions

**Last year WPI provided training at over 100 events and provided service to over 1,200 companies**

# 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*

## ▪ 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

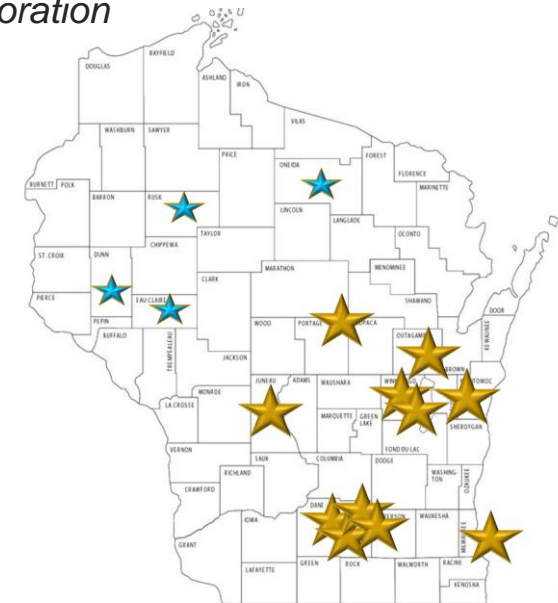
- *Indianhead Community Action Agency*

## ▪ RHINELANDER

- *Nicolet Area Technical College*

## ▪ GREEN BAY

- *Advance Business & Manufacturing Center*





Search ...

BLOG SERVICES ABOUT **CLIENT PORTAL** SPONSORSHIP CONTACT



- EVENT CALENDAR
- FEDERAL GOVERNMENT
- STATE & LOCAL GOVERNMENT
- GRANTS
- SUCCESS & AWARDS
- FAQS



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

UPCOMING EVENTS

- WED 21** Acquisition Hour: Government Property Management for Federal Contractors and Subcontractors  
August 21 @ 12:00 pm - 1:00 pm
- THU 22** Advancing Cybersecurity in the Industry, Energy, Water Nexus – Oshkosh, WI  
August 22 @ 9:00 am - 3:00 pm  
Oshkosh WI
- THU 22** NDIA Great Lakes Chapter 10th Anniversary – Milwaukee, WI  
August 22 @ 12:30 pm - 7:30 pm  
Brookfield Wisconsin
- SEP 11** Acquisition Hour: The End of the Fiscal Year is Here – What is Hot and What is Not  
September 11 @ 12:00 pm - 1:00 pm

[View More...](#)

CURRENT OPPORTUNITIES (1)

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](#)

# AGENDA AND SPEAKERS

# WHAT ARE WE GOING TO TALK ABOUT TODAY

- What & how the agencies buy
- How the agencies announce opportunities
- First Steps – registrations, certifications, other requirements
- Provisions for non-performance /Force Majeure
- Q&A

# SPEAKERS

- City of Madison - Brittany Garcia, Tony Johnson
- Dane County - Carolyn Clow
- State of Wisconsin - Cheryl Edgington
- SBA – Tammie Clendenning

# CITY OF MADISON



# Brittany Garcia

## Buyer 2; City of Madison

I'm Brittany Garcia and I am a Buyer 2 for the City of Madison. The beginning of my career was spent in the private sector. After deciding to make the switch to public procurement, I have enjoyed melding the two experiences together. I believe developing strong relationships with both vendors and City staff, is key to a transparent and fair process. I am hoping that today's presentation can help kick start some of those positive interactions.



# Tony Johnson

**Finance Department Buyer 1; City of Madison**

6 years procurement experience

Past Experience: Inventory Control Analyst – CSM Companies (WI & MI Kenworth Groups), Buyer/Material Specialist/Logistics – Wausau Homes, Inc, Regional Area Representative – Roehl Transport

About Tony: Husband and father, Springer Spaniel owner, outdoor enthusiast (hunting, fishing, canoeing, snowshoeing, family walks/hikes), home improvement project junkie, Wisconsin Sports Fan (but a Minnesota Twins Baseball fan)

# Wisconsin Procurement Institute

Meet the Buyer's Event

# Vendor's Guide to Doing Business with the City of Madison

- <https://www.cityofmadison.com/finance/documents/VendorsGuide.pdf>

# Local Purchasing Preference

<https://madison.legistar.com/ViewReport.ashx?M=R&N=Text&GID=205&ID=1096765&GUID=2DB0E83A-492C-4DE1-9620-286B2A09CCE8&Title=Legislation+Text>

To facilitate the identification of local vendors, the City will provide an opportunity for vendors to identify themselves as local according to several criteria. First, they must have a physical address within the local area. In addition, a vendor may self identify its:

- Portion of its employees working at facilities in the local area (minimum 50% to be considered local)
- Portion of ownership vested in residents of the local area (minimum 50% to be considered local)
- Portion of business sourcing within the local area (minimum 15% to be considered local). Sourcing includes the local acquisition of supplies and raw materials or support services like contract employees, accounting, advertising, banking, printing, etc. Only businesses that meet the minimum level for two of the three additional criteria are considered local. Resulting scores will result in a ranking of businesses, which is to say that some businesses on the list may be ranked as more local than others

# City of Madison Purchasing Thresholds

- Less than \$10k – PO's or Purchase Card
  - Best Judgment at the agency level
- \$10k-49,999 – PO and 3 quotes required
  - Formal bid every 3-5 years for yearly ongoing purchases
- \$50k and over – PO and Formal Bid
  - Bids are posted to Demandstar and Vendornet
  - Bids emailed to specific vendors agencies request
  - Contract entered between City and winning vendor

# DemandStar and VendorNet

- <https://www.demandstar.com/home>
- <https://vendornet.wi.gov/Login.aspx>

# DANE COUNTY



# Carolyn Clow

## Purchasing Agent, Dane County

Carolyn is currently a purchasing agent for Dane County, Wisconsin. In the nearly two decades that Carolyn has worked for Dane County, she has acted as liaison between the County and the business community. She purchases goods and services annually for all County departments, and administers the County's procurement and fleet card programs. She assists County staff in preparing complex bid and request for proposal specifications and with writing and administering contracts. This work has given her extensive experience in working with all areas of County government and with the vendor community. She served as Dane County's representative as lead public agency for the Omnia Partners (US Communities) contract for pharmaceuticals, medical products, supplies and related equipment.

Carolyn received a bachelor's degree in Spanish from Carleton College and a master's degree in public affairs from the LaFollette School of Public Affairs at the University of Wisconsin-Madison.

Her interests include spending time with family and friends, reading, kayaking, and traveling.



# Dane County Purchasing Division

City-County Building, Room 425

210 Martin Luther King Jr. Blvd. Madison, WI 53703

Phone: 608-266-4131

Email: [purchasing@countyofdane.com](mailto:purchasing@countyofdane.com)

# COUNTY AGENCIES

- Administrative Offices

Department of Administration ( Information Management, Purchasing, Employee Relations, Controller etc)

- Airport

- Alliant Energy Center

- Highway & Transportation Department

- Sheriff's Office

- Parks Department (22 County parks)

- Human Service

- Public Works

- Zoo

# COUNTY CONTACTS

## CENTRALIZED OFFICES     TEL:

- Purchasing Division (608) 266-4131
- Public Works (608) 266-4018
- Human Services (608) 242-6200
- Highway & Transp. (608) 266-4651

# COUNTY WEB PORTALS

- Dane County Home Page

<http://countyofdane.com>

- Dane County Purchasing

<http://danepurchsing.com>

- Dane County Public Works,  
Highway & Transportation

<http://publicworks.countyofdane.com/>

- Dane County Human Services

[www.countyofdane/humanservices/hshome.htm](http://www.countyofdane/humanservices/hshome.htm)

TBE Contact:

Joe T. Oby  
*Contract Compliance Specialist*  
Office for Equity and Inclusion

**Phone:** (608) 266-4192

**Email:** [oby.joe@countyofdane.com](mailto:oby.joe@countyofdane.com)

**OEI Website:** <https://oei-exec.countyofdane.com/>



- ▶ To support Dane County locally-owned small businesses with employee retention and to mitigate losses from the COVID-19 pandemic. Total: \$800,000.
- ▶ Grant awards will range from \$1,000 to \$50,000.
- ▶ Deadline: June 15, 2020
- ▶ Dane Buy Local Contact: Email – [colin@danebuylocal.com](mailto:colin@danebuylocal.com) or Phone: (608) 712-3440

DANE COUNTY SMALL BUSINESS PANDEMIC SUPPORT  
GRANT PROGRAM, ADMINISTERED BY DANE BUY LOCAL

A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.

# STATE OF WISCONSIN



# Cheryl Edgington

## Deputy Bureau Director; State Bureau of Procurement

Cheryl has served as the Deputy Bureau Director of the State Bureau of Procurement since October 2018 where she provides leadership and support to the Bureau's procurement supervisors and assists in developing and implementing statewide procurement policies. Prior to this position, Cheryl served for five years as the Section Chief for the Enterprise Sourcing section in the Bureau where she managed staff responsible for stateside contracts and programs including but not limited to the statewide p-card program, vehicle procurement, Federal and State Surplus, and State Use. Cheryl began her public procurement career in 2005 as a Procurement Specialist in the Bureau, spent three years as a Purchasing Agent for the Department of Children and Families, and rejoined the Bureau in 2013.

# SALES OPPORTUNITIES: STATE OF WISCONSIN

CHERYL EDGINGTON, DEPUTY DIRECTOR, STATE BUREAU OF PROCUREMENT



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# AGENDA

- 
- What and How the State of WI purchases goods and services
  - How the State announces opportunities
  - How to do Business with the State
    - Registrations
    - Certifications
    - Other requirements
  - Provisions for non-performance/Force Majeure

# WHAT IS THE STATE BUYING?

Information  
Technology  
Services

IT Hardware &  
Software

Social, Medical &  
Client Services

Food & Related  
Services

Pharmaceuticals &  
Chemicals

Vehicles,  
Accessories,  
Maintenance &  
Fuel

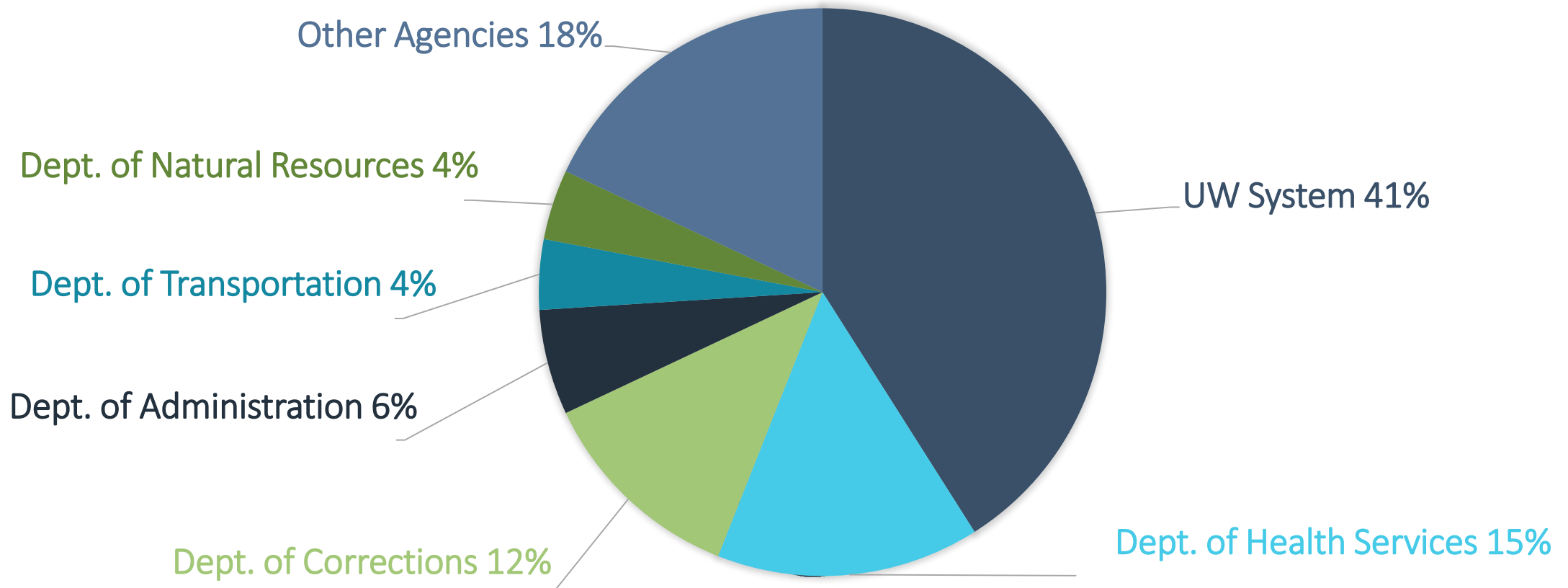
Management  
Consultant & Other  
Professional  
Services

Facilities  
Maintenance &  
Repair

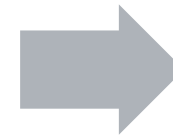
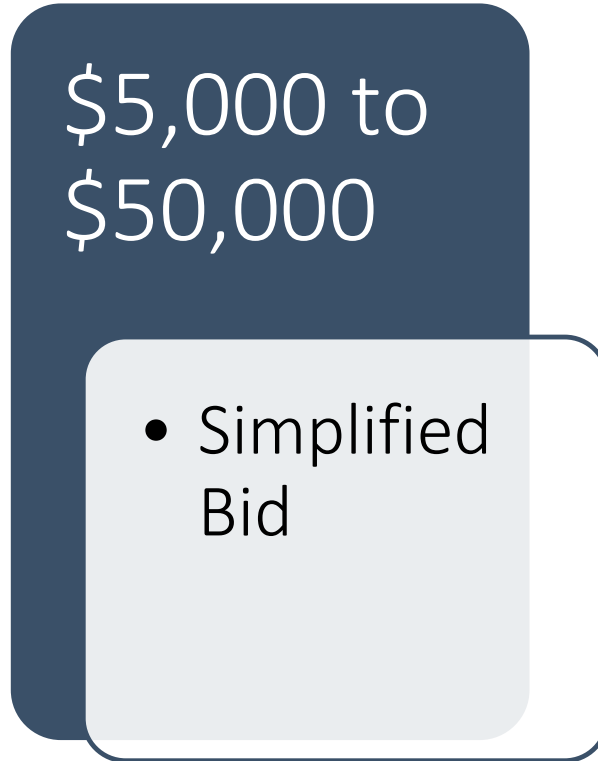
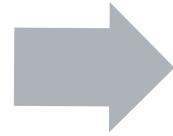


# OVERVIEW OF STATE AGENCY PURCHASES

State spend in FY 18 was \$1,559,506,222 of goods and services.



# HOW DOES THE STATE BUY?



# BEST JUDGMENT

- If there's no mandatory or agency contract, agencies can award a vendor best judged able to supply for goods or services under \$5,000.
- “Best able to supply” = delivery location, quality, price, conformity of specifications, purpose, date, etc.
- Best judgment purchases of goods are often paid for using a state purchasing card (P-Card)



# SIMPLIFIED BIDDING

- Get a minimum of 3 quotes by telephone, verbal, catalog, web, etc., and confirm in writing
- Award to lowest responsible bidder
- For agencies, it's strongly recommended to post simplified bid opportunities on the eSupplier Portal for Bidders; for campuses, it's recommended to post these bids on VendorNet



# OFFICIAL SOLICITATIONS (> \$50,000)

## Request for Bid (RFB)

- Agencies use this process when they know the needs and outcome and can develop detailed specifications
- RFBs must be posted on required systems (eSupplier or VendorNet)
- Receive written responses with cost to meet the specifications
- Award to the lowest responsible bidder

## Request for Proposal (RFP)

- Agencies use this process when they know their intended outcome but require solutions from the supplier community in the form of scored proposals
- RFPs must be posted on required systems (eSupplier or VendorNet)
- Receive written proposals and award to the highest score, taking technical and cost factors into account
- Award to the highest scoring proposer



# WHERE ARE BID OPPORTUNITIES POSTED?

eSupplier

- State agencies
- Online bid retrieval and submittal

VendorNet

- UW Campuses and some municipalities
- Online bid retrieval only (hard copy submittal)



# WISCONSIN ESUPPLIER PORTAL

- The Wisconsin eSupplier Portal for Bidders offers:
  - Bid/Proposal search (no login required)
  - Upcoming solicitations (if agency elects)
  - FAQs and comprehensive guide
  - Links to agency acronyms, VendorNet, Wisconsin public notices site
  - Access to technical and general procurement help desks



# WISCONSIN ESUPPLIER PORTAL

- The Wisconsin eSupplier Portal for Bidders offers:
  - Online bid and proposal response capabilities
  - In-system question/answer features
  - Self-service maintenance of your company's contact and registration information



# VENDORNET

STATE OF WISCONSIN • BUREAU OF PROCUREMENT

**VendorNet System**

- [VendorNet.wi.gov](http://VendorNet.wi.gov)
  - Access general procurement information
  - Download required forms
  - Search bids and existing contracts



# HOW TO REGISTER

- The Wisconsin eSupplier Portal for Bidders is the registration system for potential bidders (goods/services only) for opportunities in both eSupplier and VendorNet
  - Free of charge
  - Need valid email
  - Register for specific NIGP codes and accurate contact information for your company
    - List used by agencies to create potential bidders list for best judgment, simplified bid opportunities as well as official solicitations



# SUPPLIER CERTIFICATIONS

- The Wisconsin Supplier Diversity Program in DOA manages certifications
- Website provides information on:
  - Eligibility requirements
  - Application steps
  - Searchable directory of certified suppliers
- Program Email
  - [WiSDPWebApplication@wi.gov](mailto:WiSDPWebApplication@wi.gov)

# CERTIFICATION PROGRAMS

- Minority Business Enterprise (MBE)
  - State has a goal of spending 5% with WI certified MBEs who receive a 5% price preference
- Disabled-Veteran Owned Business Enterprise (DVB)
  - State has a goal of spending 1% with WI certified DVBs who receive a 5% price preference
- Woman-Owned Business Enterprise (WBE)
  - No current goal or price preference but inclusion in directory provides broad business reach to state agencies and prime contractors



# BASIC REQUIREMENTS OF STATE CONTRACTORS

## All Amounts

- Sales/Use Tax
- Registered to do business in Wisconsin
- Insurance coverage
- Non-Discrimination
- Services performed in US

## Over \$50K

- Affirmative Action/Non-Discrimination Plan

## Over \$100K

- Attestation to not participate in economic boycotts



# ADDITIONAL REQUIREMENTS OF STATE CONTRACTORS

- If service being performed requires a license or certification, must have and maintain required license
- If agency is using federal funds, must not be a federally debarred contractor
- Additional requirements or qualifications will depend on the bid/RFP



# PROVISIONS FOR NON-PERFORMANCE

- Per policy, all official RFBs/RFPs must include DOA Standard Terms and Conditions which includes the following Force Majeure provision:
  - “Neither party shall be in default by reason of any failure in performance of this Agreement in accordance with reasonable control and without fault or negligence on their part. Such causes may include, but are not restricted to, acts of nature or the public enemy, acts of the government in either its sovereign or contractual capacity, fires, floods, epidemics, quarantine restrictions, strikes, freight embargoes and unusually severe weather, but in every case the failure to perform such must be beyond the reasonable control and without the fault or negligence of the party.”
- Specific contracts may include additional language/protections, questions should be directed to the contracting agency



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# Thank You!



# **SELLING GOODS AND SERVICES TO THE STATE OF WISCONSIN- WITH A FOCUS ON MBE, WBE & DVB**

May 12 @ 10:30 am - 11:30 am

May 14 @ 1:30 pm - 2:30 pm



**The  
Contracting  
Academy**

*Developing and Growing  
Government Contractors*

[CLICK HERE](#) for additional information



U.S. Small Business  
Administration



# Tammie Clendenning

## Lead Economic Development Specialist; U.S. SBA

Tammie Clendenning is the Lead Economic Development Specialist for the Wisconsin District of the U.S. Small Business Administration. Tammie is responsible for providing training on SBA's programs and services including capital access, procurement and business advising. She enjoys talking to entrepreneurs about the many resources available to them at exhibits and networking events. Tammie is the district office technical representative for the Women's Business Centers in the state. Prior to joining SBA, she held business development and leadership positions in commercial finance. She earned a Bachelor's degree in Business Management and is a small business owner.

# SBA Partner Disaster Loan Help

All locations are working remotely. Contact by phone or email.

ORGANIZATION	LOCATIONS	PHONE	EMAIL/WEBSITE
SBA	Milwaukee Madison	414-297-3941 608-441-5263	<a href="mailto:Wisconsin@sba.gov">Wisconsin@sba.gov</a>
SBDC Network	13 offices statewide	Answerline 800-940-7232	Find local contacts & loan assistance <a href="https://business.wisconsin.edu/about/covid-19/">https://business.wisconsin.edu/about/covid-19/</a>
WI Women's Business Initiative Corp.	Milwaukee, Madison, Racine, Kenosha, Appleton, Green Bay, La Crosse		<a href="mailto:info@wwbic.com">info@wwbic.com</a> <a href="http://www.wwbic.com">www.wwbic.com</a>  En Espanol: Lily Alvarado, <a href="mailto:Lily.alvarado@wwbic.com">Lily.alvarado@wwbic.com</a>
Western WI Women's Business Center	Independence, Eau Claire- Karman Briggs		<a href="mailto:karman.briggs@wdeoc.org">karman.briggs@wdeoc.org</a> <a href="http://www.successfulbusiness.org">www.successfulbusiness.org</a>
SCORE	Milwaukee	414-297-3942	<a href="mailto:Score.28@scorevolunteer.org">Score.28@scorevolunteer.org</a> <a href="mailto:Counseling.28@scorevolunteer.org">Counseling.28@scorevolunteer.org</a> <a href="mailto:madison.Score@scorevolunteer.org">madison.Score@scorevolunteer.org</a>
Find mentors <a href="https://www.score.org/coronavirus-sba-loans">https://www.score.org/coronavirus-sba-loans</a>	Madison		<a href="mailto:ch.admin0535@scorevolunteer.org">ch.admin0535@scorevolunteer.org</a>
	Marshfield		
	Eau Claire	715-834-1573	
	Fox Cities (Appleton)	920-303-2266	<a href="mailto:score.foxcities@scorevolunteer.org">score.foxcities@scorevolunteer.org</a>
	Green Bay	920-222-2167	<a href="mailto:greenbayscore@gmail.com">greenbayscore@gmail.com</a>
Veterans Business Outreach Center	Statewide-Lisa Taylor	608-204-8909	<a href="mailto:ltaylor@wwbic.com">ltaylor@wwbic.com</a> <a href="http://wwbic.com/veterans">wwbic.com/veterans</a>

# QUESTIONS?



# Q&A

- Q: Business directory link
  - A: <https://doa.wi.gov/Pages/StateEmployees/PurchasingDirectory.aspx>
  - Q: Selling good an services for the alternate care facility being set up at Alliant Energy Center
  - A: Use COVID-19 related good and services: [DMAOPS@Wisconsin.gov](mailto:DMAOPS@Wisconsin.gov)
- Survey for COVID-19 related products: <https://covid19supplies.wi.gov/>

# UPCOMING TRAINING - EVENTS

# ACQUISITION HOUR LIVE WEBINARS SERIES

▪ April 22, 2020

## **Packaging, Shipping and Invoicing Using WAWF and PIEE**

[CLICK HERE](#) for additional information

Presented by Lisa Dixon & John Hoeffler, Bentley World Packaging

▪ April 23, 2020

## **The Emergency Paid Sick Leave Act & The Emergency Family & Medical Leave Expansion Act – The Basics**

[CLICK HERE](#) for additional information

Presented by Corey Walton, DOL

▪ April 24, 2020

## **How the CyberSecurity Maturity Model Certification (CMMC) Will Impact Your Business**

[CLICK HERE](#) for additional information

Presented by Marc Violante, Wisconsin Procurement Institute (WPI)

▪ April 29, 2020

## **Economic Espionage – Awareness of Threats & Resources for Gov't Contractors**

[CLICK HERE](#) for additional information

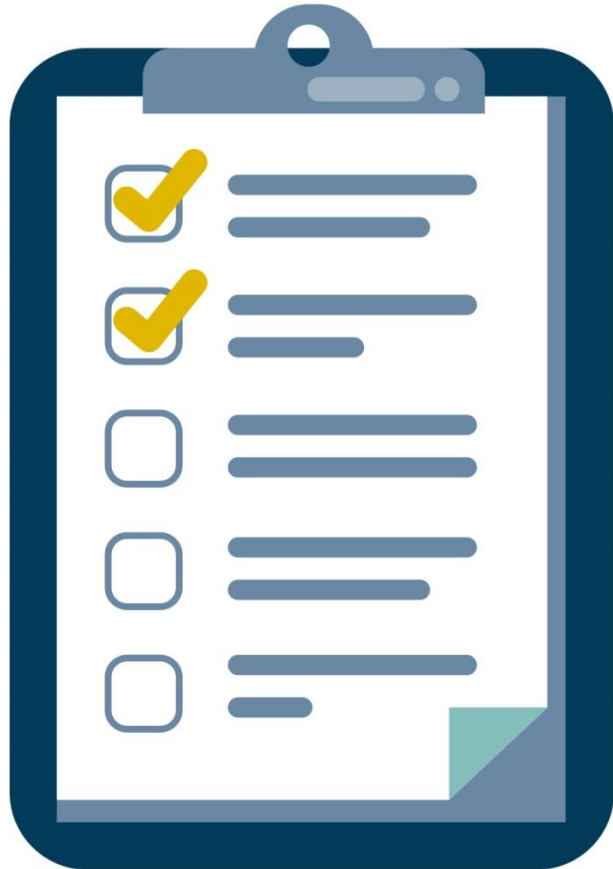
Presented by Marc Violante, Wisconsin Procurement Institute (WPI)

# ACQUISITION HOUR LIVE WEBINARS SERIES

- May 5, 2020
  - Learning About the Surety Bond Guarantee from the US SBA**
  - [CLICK HERE](#) for additional information
  - Presented by the US Small Business Administration
- May 19, 2020
  - Pieces of the Proposal Puzzle**
  - [CLICK HERE](#) for additional information
  - Presented by Helen Heningsen, Wisconsin Procurement Institute (WPI)
- May 20, 2020
  - The Procurement Integrated Enterprise Environment (PIEE) and Wide Area Workflow (WAWF)**
  - [CLICK HERE](#) for additional information
  - Presented by the Benjamin Blanc, Wisconsin Procurement Institute (WPI)
- May 29, 2020
  - How the CyberSecurity Maturity Model Certification (CMMC) Will Impact Your Business**
  - [CLICK HERE](#) for additional information
  - presented by Marc Violante, Wisconsin Procurement Institute (WPI)

**...More at [wispro.org/events](https://wispro.org/events)**

# SURVEY



# PRESENTED BY

**Wisconsin Procurement Institute (WPI)**

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

**Benjamin Blanc, Wisconsin Procurement Institute**

[benjaminb@wispro.org](mailto:benjaminb@wispro.org) | 414-270-3600

**Kim Garber, Wisconsin Procurement Institute**

[KimG@wispro.org](mailto:KimG@wispro.org) | 414-270-3600

10437 Innovation Drive, Suite 320  
Milwaukee, WI 53226

# RESOURCES

## City of Madison

Brittany Garcia, Purchasing Services  
[bgarcia@cityofmadison.com](mailto:bgarcia@cityofmadison.com) | 608-243-0529

Tony Johnson, Finance Department  
[AJohnson@cityofmadison.com](mailto:AJohnson@cityofmadison.com)

## Dane County

Carolyn Clow, Dane County Purchasing Division  
[clow.carolyn@countyofdane.com](mailto:clow.carolyn@countyofdane.com) | 608-266-4966

## State of Wisconsin

Cheryl Edgington, Director, State Bureau of Procurement  
[DOAWisPro@wisconsin.gov](mailto:DOAWisPro@wisconsin.gov)

## SBA

Tammie Clendenning, Lead Economic Development Specialist  
[tammie.clendenning@sba.gov](mailto:tammie.clendenning@sba.gov)