




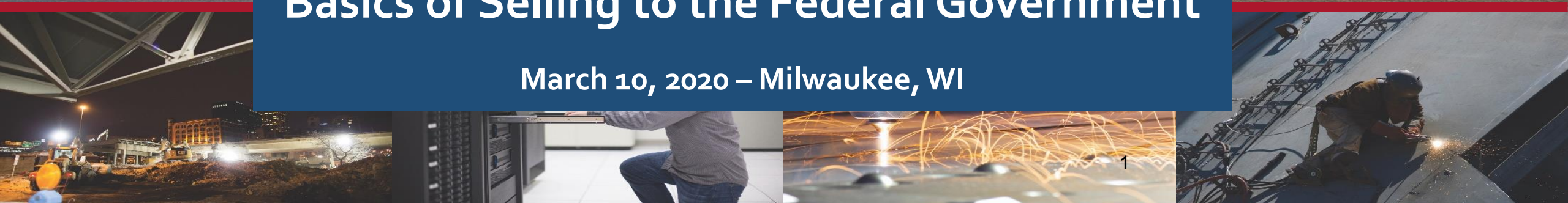
A Procurement Technical Assistance Center (PTAC)

A photograph of the Wisconsin State Capitol building at dusk. The building is illuminated with warm lights, and its green dome is a prominent feature. The sky is a deep blue, and trees with autumn foliage are visible in the foreground.

Federal 8(a) Program: Obtaining Certification and Maximizing Opportunities

Basics of Selling to the Federal Government

March 10, 2020 – Milwaukee, WI



ABOUT WPI SUPPORTING THE MISSION

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



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 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*

▪ 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

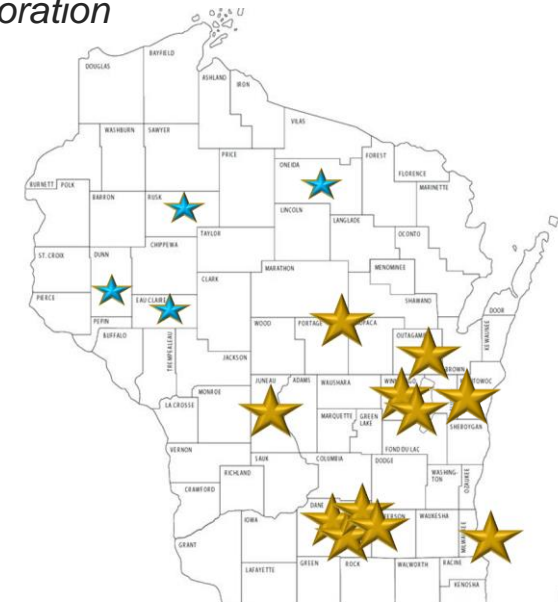
- *Indianhead Community Action Agency*

▪ 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

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](#)

WHAT WE WILL BE DISCUSSING TODAY

- About the Federal Government Market
- Registering Your Business
- Wisconsin and Area Federal Agencies

FEDERAL GOVERNMENT

FEDERAL GOVERNMENT

- **Federal – a \$500 billion market**
 - Very large market
 - Worldwide
 - Complex
 - Benefit to being SMALL (Small Business Set Asides)
 - Manufacturing, Construction, Services, R&D, Products..... – anything/everything
- **Federal Primes**
 - Large market
 - Worldwide
 - Less complex – flow-down of rules from Federal Prime contractor
 - Benefit to being SMALL (SMALL BUSINESS SET ASIDES)
 - Diverse products and services

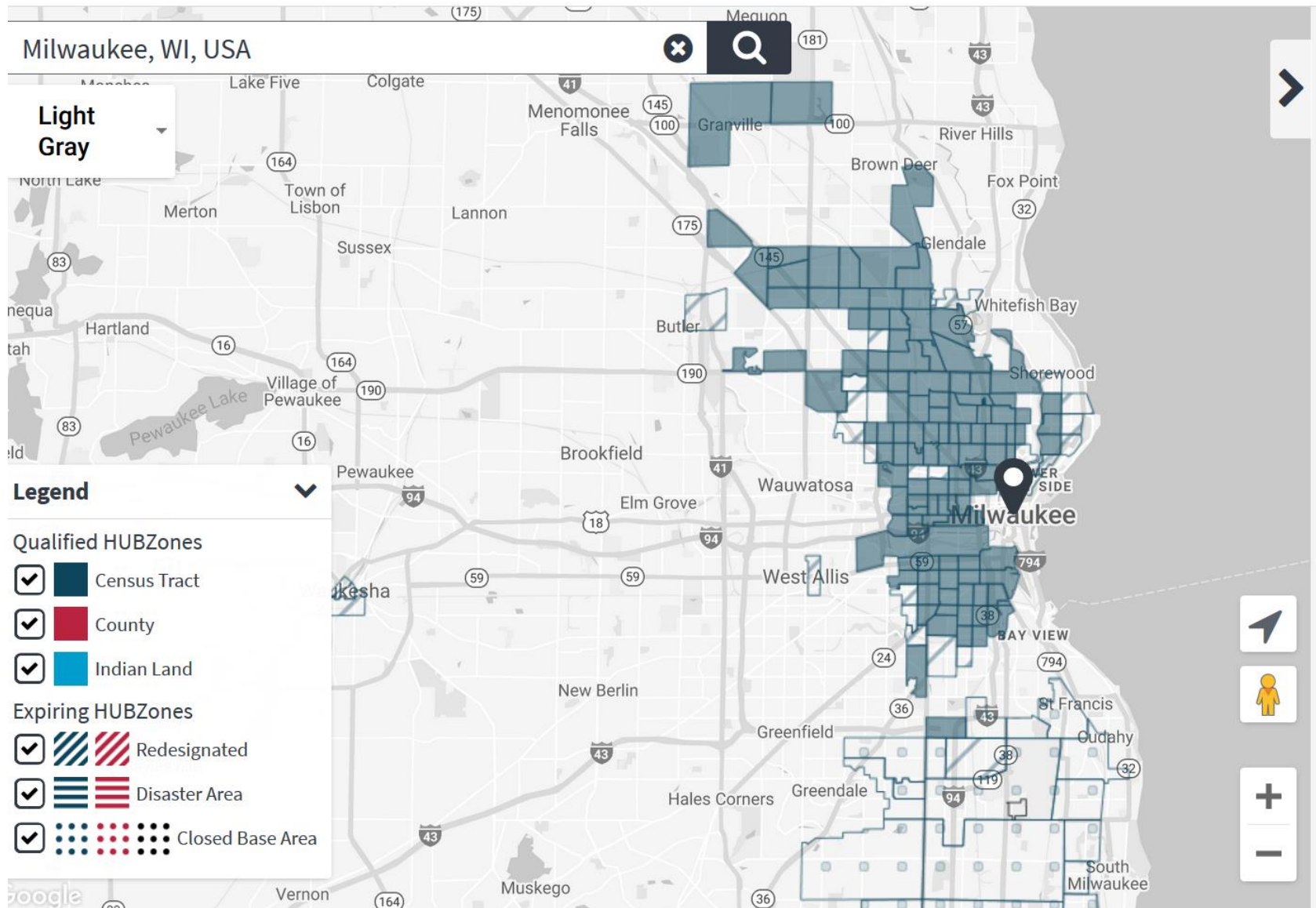
THREE MOST IMPORTANT THINGS

- **Technical Knowledge**
 - The process – how it works - regulations
- **The Market**
 - Needs, priorities, problems – where do you fit
- **Access**
 - Entry points, relationships, “who you know”

FEDERAL SMALL BUSINESS PROGRAMS

Federal Goals applied to Federal agencies and their large prime contractors:

- 23 percent of prime contracts and subcontracts for small businesses [table of size standards](#);
- 5 percent of prime and subcontracts for [Woman-Owned Small Businesses](#); **NOT MEETING THEIR GOALS**
- 5 percent of prime contracts and subcontracts for [Small Disadvantaged Businesses](#) (including minority);
- 3 percent of prime contracts and subcontracts for [HUBZone](#) Small Businesses; **NOT MEETING THEIR GOALS**
- 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]



SMALL BUSINESS REQUIREMENTS ALSO APPLY TO LARGE PRIME CONTRACTORS



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

<https://www.lockheedmartin.com/en-us/suppliers/information.html>

BECOME A SUPPLIER

Whether you are looking to do business, getting started or need assistance with the basics start here.

[How to do Business with Lockheed Martin](#) | [Existing Suppliers](#) | [General Information](#)

HOW TO DO BUSINESS WITH LOCKHEED MARTIN

If you are interested in doing business with Lockheed Martin and would like to market your firm, please read the recommended steps.

For more details on these steps please visit this page.

1. Do your homework to determine focus area(s) to target
2. Submit your company information in the Supplier Marketing Portal
3. Monitor and/or subscribe to the Immediate Needs Bulletin Board
4. Meet influencers at Outreach Events
5. "Small business step" - subscribe to Small Business Innovation Research (SBIR) Program directory
6. Bring partnership opportunities to Lockheed Martin through Business Development

Please reference the frequently asked questions link about Doing Business with Lockheed Martin.

QUESTIONS?



<https://www.gilbaneco.com/contractor-qualifications/>

REGISTER YOUR BUSINESS



Username

Forgot Username?

Password

Forgot Password?

Log In

Create an Account

HOME SEARCH RECORDS DATA ACCESS CHECK STATUS ABOUT HELP

ALERT: You must submit a [notarized letter](#) appointing the authorized Entity Administrator before your registration will be activated. This requirement now applies to both new and existing entities. Read [our FAQs](#) to learn more about this process change.

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:

- Register to do business with the U.S. government
- Update or renew your entity registration
- Check status of an entity registration
- Search for entity registration and exclusion records

<https://sam.gov>

Getting Started

Create A User Account



Start by creating a SAM user account.

Register Entity



After creating your SAM user account, log in to register to do business with the U.S. government.

Search Records



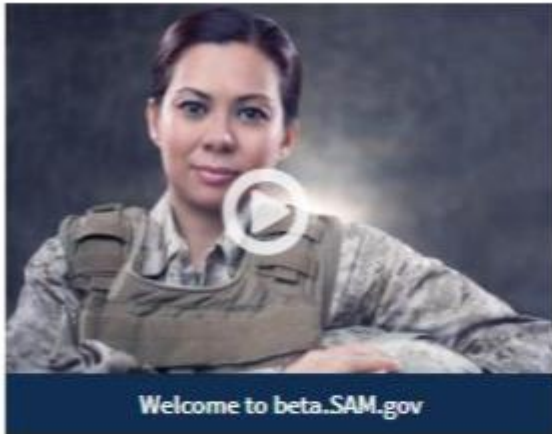
Do a public search for existing entity registration records or exclusion records.

Federal users can log in to see additional information.



IBM v1.P.13.20180427-1347
WWW7

| | | |
|--------------------------------|--------------------------------|-----------------------------|
| Search Records | Disclaimers | FAPIS.gov |
| Data Access | Accessibility | GSA.gov/IAE |
| Check Status | Privacy Policy | GSA.gov |
| About | | USA.gov |
| Help | | |



SAM is FREE

Gain access to data in a variety of formats. Perform searches, download extracts.

- 100% Free to Use
- Free to Search

Award Domains

Different types of award data, or "domains", make up the heart of SAM. If you are coming from one of our legacy websites, click on the related link below to learn how to use those same features here.

- [Assistance Listings \(CFDA\)](#)
- [Contract Opportunities \(FBO\)](#)
- [Contract Data \(FPDS\)](#)
- [Entity Information \(SAM\)](#)
- [Federal Hierarchy](#)
- [Wage Determinations \(WDOL\)](#)

<https://sam.gov>



New to SAM.gov



User Accounts



What's Next



Provide Feedback

DYNAMIC SMALL BUSINESS SEARCH

Table Listing, wh

the profile address is in MILWAUKEE (

the profile location is in: Wisco

the profile's status is Activ

and randomized by original start time of search: :

Data validation took 0.02 seconds. The count and search queries took 2.24 seconds and 2.74 seconds, respectively.

Displaying profiles 1 - 25 (of 633 profiles matching criteria):

Federal agencies and Federal primes will search SAM.GOV and DSBS for potential suppliers.

KEEP YOUR PROFILES CURRENT.

| View | Name and Trade Name of Firm | Contact | Address and City, State Zip | |
|------|--|--------------------|---|---|
| 1 | Fliteway Technologies, Inc. | Nancy M Diehl | 2129 E Birchwood Ave Cudahy, WI 53110-2462 | Manufacture Integrated Soil and Groundwater Remediation systems. We also are a steel and stainless steel fabricator. |
| 2 | AirportGrinding L.L.C. | Jeff Klimaszewski | 260 E Oak St Oak Creek, WI 53154-1117 | Machine shop providing precision grinding services. |
| 3 | R & B WAGNER, INC. | David Kraninger | 10600 W BROWN DEER RD MILWAUKEE, WI 53224-1519 | |
| 4 | ACTIVE FOAM PRODUCTS, INC. | SCOTT D MEYER | 6210 W DOUGLAS AVE MILWAUKEE, WI 53218-1549 | Fabricators of foam for upholstered furniture and general cushioning need: marine, automotive & aircraft. |
| 5 | Whesco Group, Inc. | MARK PARISH | 9046 N 51st St Milwaukee, WI 53223-2443 | We develop custom control packages including heat recovery, custom air f vapors, particulate and material handling. All design applications are made also provide start-up, training and service on all of the equipment and sys UL Listed panel shop and our services include qualified burner start-up tec insurance safety tune-ups and both direct and indirect-fired HVAC equipm |
| 6 | Clear and Fresh Water Inc. | Jacqueline King | 4335 N 19th Pl Milwaukee, WI 53209-6835 | We provide bottled water and water related products such as: Dispensers a |
| 7 | Tosa Trio Llc SDVOSB Medical | Spencer A Hoyt | 6001 W Center St Ste 203 Milwaukee, WI 53210-2154 | SDVOSB Medical, A Tosa Trio LLC, is a VA CVE Verified Service Disabled Ve research, RFP's & RFQ's with all offers being made at a fair and reasonable SDVOSB Medical carries over 3 million medical, laboratory, dental and ind to the following NAICS Codes: 334510 334517 339112 339113 339950 42 contracting officers can expect SDVOSB Medical will provide a functionally |
| 8 | AMBASSADOR HOTEL, INC EXECUTIVE INN | Noreen M Minessale | 2308 W WISCONSIN AVE MILWAUKEE, WI 53233-1826 | |
| 9 | LAKEVIEW PRINTING | JEFF Miech | 1800 N 4TH ST MILWAUKEE, WI 53212-3610 | |
| | ECOLOGICAL | | | |

LOCATING AWARD HISTORY

USAspending.gov | Data Lab

USASPENDING.gov

Spending Explorer | Award Search | Profiles | Download Center

Advanced Search

<https://www.usaspending.gov/>

<https://www.fpds.gov>

Filters

Submit Search

Reset search

Keyword

Time Period

Fiscal Year

Date Range

All Fiscal Years

FY 2018

FY 2017

FY 2016

FY 2015

FY 2014

FY 2013

FY 2012

FY 2011

FY 2010

FY 2009

FY 2008

Award Type

Agency

TIME PERIOD

FY 2017

TABLE

TIME

MAP

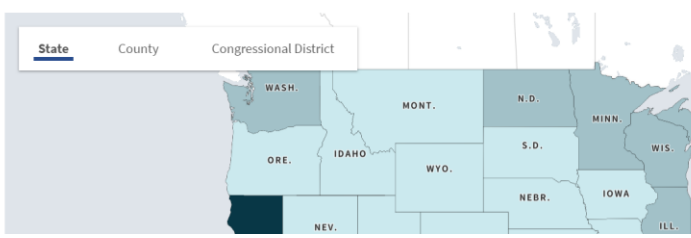
Spending by Geography

Explore the map to see a breakdown of spending by state, county, or congressional district. View your results by place of performance or recipient location, and hover over your chosen location for more detailed information.

State

County

Congressional District



Federal Procurement Data System - Next Generation

Home | Newsroom | Reports | Status | Worksite | Archives | Training | Help

Login

Log-In:

Password:

Log In

Forgot Your Password?

Security and Privacy

Contact Help Desk

You must click [here](#) for very Important D&B Information

Registration

Register

Who Should Register?

FAQs

ezSearch

Google-like search to help you find federal contracts...

ezSearch contains procurement data as well as additional NASA data (for example, financial assistance actions).

NOTICE: FPDS Downtime Notification

The FPDS production application (<https://www.fpds.gov>) will be down for deployment activities from 6:00 PM (EDT) on Friday, June 15, 2018 until 6:00 AM (EDT) on Monday, June 18, 2018.

During the downtime the FPDS web portal, web services, ezSearch tool, search capabilities, and reports will be unavailable for regular use.

We apologize for any inconvenience this may cause.

FY 2017 Small Business Goaling Report

NIA Code - Hurricane Irma (H17I)

A new National Interest Action value 'Hurricane Irma 2017' has been added to track the relief contracts. For Web Portal users the value 'Hurricane Irma 2017' is available for selection in the National Interest Action field drop-down. The Contract Writing systems shall use the code 'H17I' when creating/updating documents through Business Services. National Interest Action value 'Hurricane Irma 2017' is valid from 09/06/2017 to 06/30/2018. Contracts reported against 'Hurricane Irma 2017' are available in the National Interest Action report starting Thursday, 09/07/2017.

NIA Code - Hurricane Harvey (H17H)

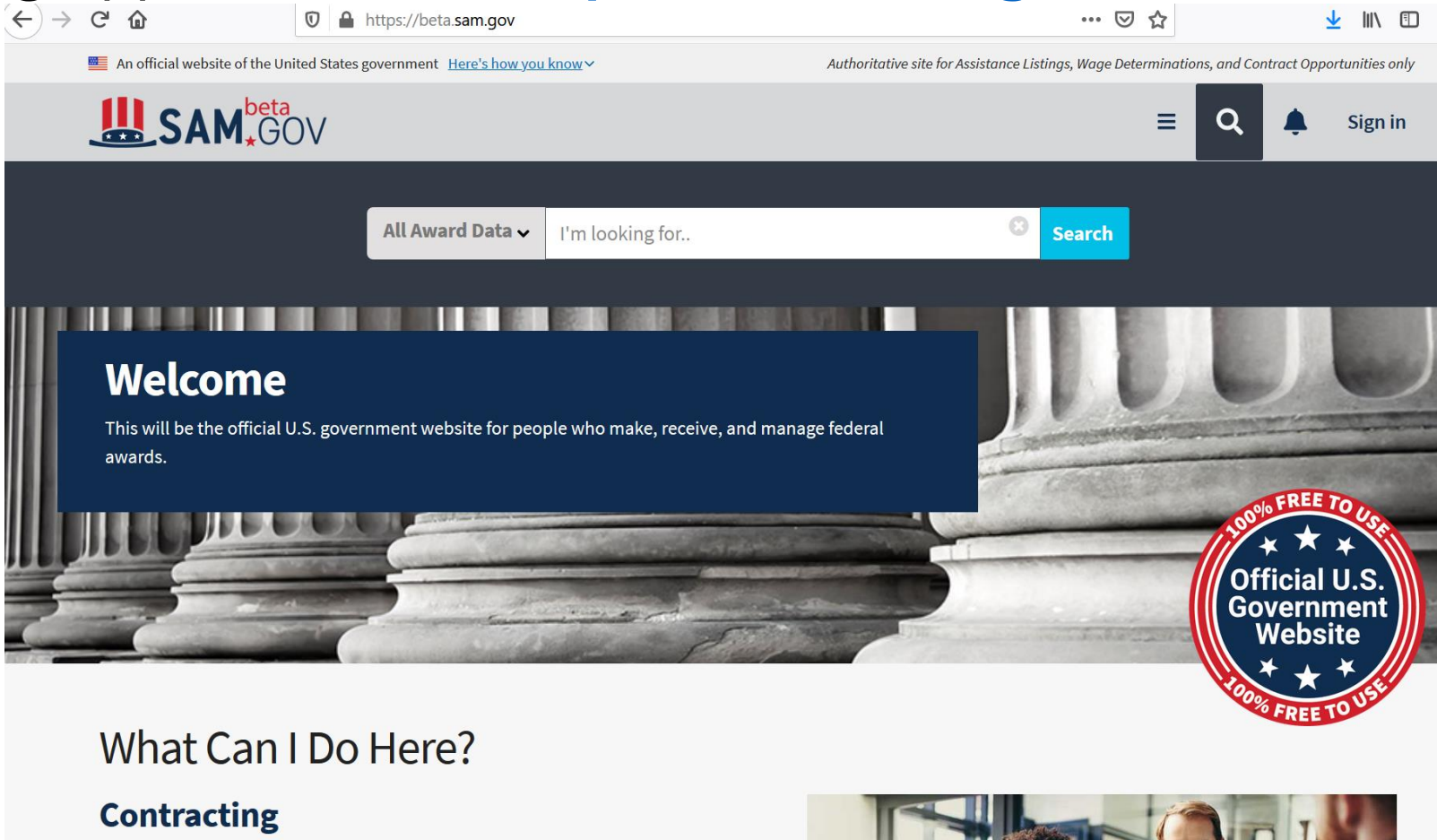
Latest News

- FY 2017 Small Business Goaling Report
- Downtime Notification
- Deployment of Ve
- NIA/Other Static I
- NIA Code - Hurric

LOCATING OPPORTUNITIES

FEDERAL BUSINESS OPPORTUNITIES

- Locating opportunities – <https://beta.sam.gov>



FEDERAL BUSINESS OPPORTUNITIES

- Replaces FedBizOpps or FBO
- The Federal Acquisition Regulations (FAR) identifies the Official Government wide point of entry (GPE) when notices are required to be published
- Beta Sam is the official GPE
- All open market procurements over \$25,000 must be published to Beta Sam
- Registration simplified using the same logion info than sam.gov
- <https://beta.sam.gov>

IMPORTANCE OF BETA SAM

- Beta Sam must be used by all federal government agencies
- Beta Sam can be used to locate
 - Pre-solicitation announcements
 - Solicitation documents – IFBs, RFPs, RFQs
 - Combined Synopsis/Solicitation
 - Solicitation amendments
 - Contract award notices
 - Sources Sought Announcements - RFIs
 - Small Business Events
- Can be used to research past procurement history

INTERESTED VENDORS LIST - IVL

- Must be logged in to your Beta Sam account and tied to your entity to view list and add your name to the list – if available

Notice Types & IVL's

Easily turn a 'Presolicitation' into a 'Solicitation'

- Now just start a 'Solicitation' notice type and relate the presolicitation
- Allows for unique and specific solicitation number while still relating the items

Single JUSTIFICATION notification type

61--ARMATURE-ROTOR,GENE

Contract Opportunity

Interested Vendors List

What you think matters!

[Provide Feedback](#)

Notice ID: SPRTA1-17-R-0497

Office: Air Force Materiel Command

Location: PK/PZ Tinker AFB

Interested Vendors List

[+ Add Me to the Interested Vendors List](#)

Sort By: Date Added

No results found.

Interested Vendors List

- Each IVL is still a tab specific to the notice
- Each IVL is now sortable and searchable
- IVL Entry shows Entity information

WPI Wisconsin Procurement Institute
A Procurement Technical Assistance Center

STRATEGY FOR INTERESTED VENDOR LIST

- Locate prime contractors
- Locate subcontractors
- See if your competitors are on the list – may show they are also interested in the requirement
- Understand not everyone on the list will actually bid the requirement

WPI BID MATCHING SERVICE

- WPI Bid Matching – FREE service (includes Federal, State and Local) – contact WPI staff to begin process



Center Gateway

an extension of www.wispro.org

- Home
- Report Awards
- Bid Search
- Contact Information
- Surveys
- Events
- Links

| Bid Search | | Wisconsin Awards - Aina | | | | | | | | |
|---|-----|-------------------------|-----------|-----|------|-------|--------|--------|-------|--|
| BID MATCHING HAS A NEW LOOK and ADDED INFORMATION. | | | | | | | | | | |
| Are you receiving BID MATCHES that accurately reflect opportunities in line with your businesses capabilities? Bid matches are generated based on the information provided on your Client and Keyword search profiles. Contact us if your profile needs updating. | | | | | | | | | | |
| Archive Search | | | | | | | | | | |
| RFQ Date | FBO | DLA | Other Fed | Web | Intl | Local | NonFed | Awards | Total | |
| 2018-02-14 | 27 | 5 | 0 | 2 | 0 | 0 | 36 | 0 | 70 | |
| 2018-02-13 | 25 | 8 | 2 | 1 | 0 | 0 | 55 | 0 | 91 | |
| 2018-02-12 | 21 | 3 | 0 | 0 | 0 | 0 | 129 | 0 | 153 | |
| 2018-02-09 | 26 | 5 | 1 | 1 | 0 | 0 | 49 | 0 | 82 | |
| 2018-02-08 | 18 | 0 | 1 | 3 | 0 | 0 | 58 | 0 | 80 | |
| 2018-02-07 | 22 | 5 | 0 | 3 | 2 | 0 | 63 | 0 | 95 | |
| 2018-02-06 | 13 | 2 | 0 | 1 | 0 | 0 | 50 | 0 | 66 | |
| 2018-02-05 | 23 | 7 | 1 | 4 | 1 | 0 | 110 | 0 | 146 | |

WISCONSIN AND AREA FEDERAL AGENCIES

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

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

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

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

**Environmental Protection Agency - Adrienne
Callahan**
Small and Disadvantaged Business Utilization
Coordinator
USEPA, Region 5
77 West Jackson Blvd. (MC-10J)
Chicago, IL 60604
(312) 353-5556 Callahan.adrienne@epa.gov
VA locations and contacts Nationally
<http://www.va.gov/directory/guide/>

WISCONSIN AND AREA FEDERAL AGENCIES

Oxford Prison – Bob Pahmeier, Contract Specialist

Federal Correctional Institution

P.O. Box 500

Oxford, WI 53952

(608) 584-5511 rpahmeier@bop.gov

115th Fighter Wing - SMSgt Katherine Pinnow

Wisconsin Air National Guard

3110 Mitchell Street

Madison, WI 53704

(608) 245-4528 Katherine.pinnow@ang.af.mil

[Chequamegon-Nicolet National Forest](#)

Forest Headquarters Offices

500 Hanson Lake Road

Rhineland, WI 54501

(715) 362-1300 cnnfadmin@fs.fed.us

Fort McCoy Contracting Division - Tony Steinhoff, Small Business Specialist

Mission & Installation Contracting Command

60 South O Street

Fort McCoy, WI 54656

(608) 388-7351 phone tony.r.steinhoff.civ@mail.mil

Volk Field Combat Training Readiness Training Center - MSgt Seth Swieter

100 Independence Drive

Camp Douglas, WI 54618-5001

(608) 427-1235 seth.swieter@ang.af.mil

[US Consolidated Farm Services Agency](#) – **Sandy Chalmers**

Wisconsin State Farm Service Agency

8030 Excelsior Dr., Suite 100

Madison, WI 53717

(608) 662-4422 sandra.chalmers@wi.usda.gov

WISCONSIN AND AREA FEDERAL AGENCIES

Northern Great Lakes Visitor Center

29270 County Highway G
Ashland, WI 54806
(715) 685-9983

Eagle River-Florence Ranger District

1247 E. Wall St
Eagle River, WI 54521
(715) 479-2827 slacina@fs.fed.us

Florence Wild Rivers Interpretive Center

Florence Ranger District
5638 Forestry Dr.
Florence, WI 54121
(715) 528-4464

VA locations and contacts Nationally

<http://www.va.gov/directory/guide/>

Great Divide Ranger District

22223 State Highway 13
P.O. Box 126
Glidden, WI 54527
(715) 264-2511
OR

10650 Nyman Ave.
Hayward, WI 54843
(715) 634-4821

Lakewood-Laona Ranger District

15085 State Highway 32
Lakewood, WI 54138
(715) 276-6333
OR

4978 State Highway 8 W
Laona, WI 54541
(715) 674-4481

WISCONSIN AND AREA FEDERAL AGENCIES

Medford-Park Falls Ranger District

850 North 8th, State Highway 13

Medford, WI 54451

(715) 748-4875

OR

1170 4th Avenue So.

Park Falls, WI 54552

(715) 762-2461

Washburn Ranger District

113 Bayfield St. East

Washburn, WI 54891

(715) 373-2667

United states Department of Agriculture

Rhineland Service Center

2187 North Stevens Street, Suite A

Rhineland, WI 54501

(715) 362-5941

United States Department of Agriculture

Shawano Service Center

603A Lakeland Rd

(715) 524-4814

UPCOMING TRAINING - EVENTS

ACQUISITION HOUR LIVE WEBINARS SERIES

▪ March 11, 2020

Updated on the Hour Wage Labor Law

[CLICK HERE](#) for additional information

Presented by Corey Walton, U.S. Dept of Labor/Wage & Hour Division

▪ March 17, 2020

Market Segmentation for Enhanced Business Development

[CLICK HERE](#) for additional information

Presented by Marc Violante, Wisconsin Procurement Institute (WPI)

▪ March 18, 2020

Creating Advanced Queries with the Federal Procurement Data System (FPDS)

[CLICK HERE](#) for additional information

Presented by Marc Violante, Wisconsin Procurement Institute (WPI)

▪ March 20, 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)

ACQUISITION HOUR LIVE WEBINARS SERIES

■ April 8, 2020

Understanding & Protecting the DOD Supply Chain

[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)

■ 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)

14TH ANNUAL WISCONSIN GOVERNMENT BUSINESS OPPORTUNITIES CONFERENCE (GOBC)

June 24 - June 25

Details

Start:
June 24

End:
June 25

Event Categories:
Conference, WPI Events

Organizer

Hilary DeBlois

Phone:
(414) 688-3882

Email:
hilaryd@wispro.org

Save the Date for the 14th Annual Wisconsin Government Business Opportunities Conference (GOBC) in partnership with Volk Field ANG and Fort McCoy, June 24 and 25th, 2020.

Venue

Volk Field Air National Guard Base
100 Independence Drive, Building 475
Camp Douglas, WI 54618 United States + [Google Map](#)



QUESTIONS?



PRESENTED BY

Wisconsin Procurement Institute (WPI)

www.wispro.org

Benjamin Blanc, CFCM, CPPS - Government Contract Specialist

benjaminb@wispro.org | 414-270-3600

10437 Innovation Drive, Suite 320
Milwaukee, WI 53226