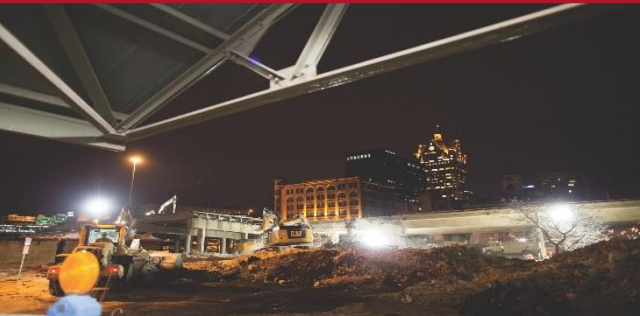


SALES OPPORTUNITIES WITH DANE COUNTY AND UW-MADISON

November 18, 2020





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 client’s facility or via telephone/GoToWebinar
- **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



Search ...

BLOG SERVICES ABOUT **CLIENT PORTAL** SPONSORSHIP CONTACT



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

CURRENT EDITION OF THE WPI NEWSLETTER

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

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

AGENCIES

- UW-Madison
- Dane County
- CEDP, Inc

POLL

UW-MADISON



DIVISION OF BUSINESS SERVICES

HARTLEY MURRAY

ASSISTANT DIRECTOR - STRATEGIC PURCHASING

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



October 2019

Supply Diversity Reference

A resource list for small or minority businesses who wish to conduct business with the University of Wisconsin-Madison.

As a state agency, the University is bound by state rules pertaining to procurement. The Department of Administration (DOA) requires state agencies to buy certain goods and services from state work centers, mandatory contracts, or prison industries (BSI). The following reference information may help you direct your sales efforts in a more focused manner.

1. **Mandatory DOA Contracts.** Make sure you are aware of all mandatory statewide contracts in your market sector. A list of all statewide contracts is available at the bottom of this webpage:
<http://vendornet.state.wi.us/vendornet/procman/prob2.asp>
2. **Agency Directory.** The on-line directory for all state agencies is located at:
<https://doa.wi.gov/Pages/StateEmployees/PurchasingDirectory.aspx>
3. **Vendornet.** Register with the state Vendornet program so you can receive automatic notice of any new procurement efforts.
 - a. The Vendornet registration website is:
<http://vendornet.state.wi.us/vendornet/> .
 - b. When registering you must already know the various NIGP codes that are applicable to the items your company can provide
<https://vendornet.wi.gov/NIGPCodes.aspx> we suggest you study NIGP codes a bit first then register for any and all codes that might describe your business. Once you begin receiving alerts you can edit your listing to zero in on what you're interested in.
4. **Public Notice.** Be aware that the state now has a Public Notice website for official notices, printed newspaper notice is now optional:
<http://www.publicnotices.wi.gov/Notices.asp?stype=adv&edit>
5. **Decentralized Purchasing Model.** The UW Madison campus is decentralized and purchases under \$5000 are typically placed by people from the various

Purchasing Services
purch@bussvc.wisc.edu

campus departments. You can reference these directory websites:
<http://www.wisc.edu> <https://kb.wisc.edu/page.php?id=11400>

6. **MBE/DVB.** If you qualify, consider becoming a Wisconsin certified Minority Business Enterprise (MBE), Disabled Veteran Owned Business, or Women Owned Business (WBE). There is a goal that all state agencies spend 5% of their purchases with certified MBE firms and 1% with DVB firms.
 - a. The certification process is currently performed through Dept. of Administration (DOA)
<https://doa.wi.gov/Pages/DoingBusiness/SupplierDiversity.aspx>
 - b. If you have registered as an MBE/WBE/DVB, verify that your listing(s) are in the proper categories for buyers to logically find you. Use this website: <https://wisdp.wi.gov/search.aspx>

7. **Federal SBA.** For national exposure to other state or federal agency buyers, firms that qualify can pursue Small Business Administration (SBA) registration. This is increasingly more important for the University as we receive certain federal funds that come with requirements that we spend dollars with certain small businesses (SB, SDB, WOSB, VOSB, SDVOSB, and HUB Zone). Firms can register through sam.gov
<https://www.sam.gov/SAM/pages/public/searchRecords/search.jsf> this federal registration allows you to be listed in the ProNet database where state and federal buyers go to locate SBA firms. You can also register with DemandStar:
<http://www.demandstar.com/>

Additional references:

- University of Wisconsin System <https://www.wisconsin.edu/campuses/>
- University of Wisconsin Small Business Development Center: <http://www.uwsbdc.org/>
- Directory of State Work Centers, and the commodities they provide:
<http://stateuseprogram.wi.gov/section.asp?linkid=1424&locid=65>
<http://stateuseprogram.wi.gov/docview.asp?docid=26299&locid=65>
- *Dept. of Administration (DOA): <https://doa.wi.gov/Pages/home.aspx#>
- BidNET: <http://www.bidnet.com/>
- UW System Construction projects: <https://www.wisconsin.edu/procurement/construction/>
- WisBuild, projects open for bidding:
[http://wisbuildnet.doa.state.wi.us/\(S\(ugh3pyuasiqbtg55awa4jnmw\)\)/public/bidlist_public.aspx](http://wisbuildnet.doa.state.wi.us/(S(ugh3pyuasiqbtg55awa4jnmw))/public/bidlist_public.aspx)

Purchasing Services
purch@bussvc.wisc.edu

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

COUNTY AGENCIES

- Administrative Offices

 - Department of Administration - Information Management, Purchasing, Employee Relations, Controller, Facilities Management, Consolidated Food Service

- 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

Targeted Business Contact

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

Phone: (608) 266-4192

Email: oby.joe@countyofdane.com

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



- ▶ Watch for further information about Dane County Small Business Pandemic Support from the Dane County Executive's Office depending upon federal and state funding.



CEDP, INC

Ray Polkinghorn

CEDP, Inc

Ray Polkinghorn is a registered professional civil engineer in Wisconsin, Illinois, and Michigan. He is President of CEDP, Inc. (Consulting Engineers and Design Professionals) a small consulting engineering company in Madison established in 2017. Ray has over 30 years of consulting engineering experience providing services mostly to government agencies including cities, counties, state, and federal agencies. He has prepared proposals and won work with the City of Madison Engineering Division and Dane County Highway and Transportation Department and successfully managed projects. He is currently providing bridge inspection services to Dane County.



CEDP, Inc.

Consulting Engineers &
Design Professionals

CLIENT DEVELOPMENT AND SERVICE DELIVERY

Ray Polkinghorn, PE - President, CEDP, Inc.

AGENDA

- Client Research
 - Match potential client needs with company values and services
- Pre-Proposal
 - Understand the client's opportunity requirements, needs, and desires
- Proposal
 - Set your company up for a win
- Delivery

CLIENT RESEARCH

- Define your company values, service offerings and level of commitment
- Research client opportunities
 - Capital budget program – budgets, requests, financing, trends
 - Department budget requests
- Client organization
- Vendor registration
 - Sign up for automatic opportunity notification
- Local Vendor and certifications

PRE-PROPOSAL

- Previous Opportunity
 - Request for Proposal (RFP), Qualifications (RFQ), Bid (RFB)
 - Sample contract – insurance, fair labor standards
 - Evaluation summary
 - Identify Competition
- Department contact
 - Agency and manager needs, opportunity scope, schedule, unique aspects
 - Evaluation committee

PROPOSAL

- Read the RFP and sample contract.
- Attend pre-proposal/bid meeting, if any.
- Identify and address all requirements and certifications, claim local vendor or other preferences, and send questions to the person identified in RFP.
- Proposal development
 - Capture the reader's attention and keep it
 - Proposal should focus on the client and their project needs
 - Present materials in the order required or as presented in RFP
 - Keep it concise
- Project understanding and approach – one of the most important sections of a proposal. It is your opportunity to demonstrate that you are in synch with the agency's mission and goals and you will successfully deliver the project.
- Addenda – address client responses to questions, acknowledge receipt of addenda, if none were issued call the RFP contact to verify.

DELIVERY

- Follow up with the project manager. What was presented well, and what areas need improvement? Request a copy of the evaluation.
- Read the contract.
- Provide insurance certificates.
- Execute the work and check in with the client periodically.
- Make the client project manager's work easier.
- Change Orders - track changes in scope and discuss them with the client before doing extra services.
- Expand your relationship with the client and win repeat work.



CEDP, Inc.

**Consulting Engineers &
Design Professionals**

**6426 Offshore Drive
Madison, WI 53705**

608-467-4900

www.CEDP.us

Thank You!

Ray Polkinghorn, PE – President, CEDP, Inc.

rayp@CEDP.us

UPCOMING TRAINING - EVENTS

- SAVE THE DATE -



December 8-10, 2020

The first virtual marketplace will connect statewide business owners looking to do business with state, federal and local governments, as well as the private sector, in a virtual format over the course of a week.

More info at <https://www.wispro.org/event/marketplace-2020-virtual/>



Developing and Growing Government Contractors

December 8-10, 2020

The Contracting Academy is an opportunity for businesses to grow their technical knowledge of contracting with the State of Wisconsin, Federal Government and Government Prime contractors. This series of workshops will benefit established businesses looking to grow and develop their government sales.

More info at <https://www.wispro.org/event/the-contracting-academy-virtual/>



CYBER FRIDAY LIVE WEBINAR SERIES

- | | | | |
|----------------------|--|---------------------|---|
| Sept 11, 2020 | A Deep Dive into DFARS 252.204-7012 - Looking beyond NIST 800-171 r1 | Dec 4, 2020 | Securing the Supply Chain - "No man is an island" |
| Sept 25, 2020 | Information Security - An overview of programs, general requirements and resources | Dec 18, 2020 | Developing and implementing practices, policies and procedures using CMMC reference documents |
| Oct 9, 2020 | Economic Espionage - You have what they want. | Jan 8, 2021 | The other side of CMMC |
| Oct 23, 2020 | Guarding and Securing Intangibles - Protecting what you cannot see and touch | Jan 22, 2021 | Overview of CMMC Level 1 |
| Nov 6, 2020 | Tools, practices and resources for your cyber-security toolbox | Feb 5, 2021 | Embarking on the path to CMMC Level 3 |
| Nov 20, 2020 | An overview of cyber-threats - What you can't see - can put you out of business! | Feb 19, 2021 | Preparing for a CMMC Certification assessment |
| | | Mar 5, 2021 | CMMC Level 3 - Completing the steps needed to protect Controlled Unclassified Information. |

PRESENTED BY



ACQUISITION HOUR LIVE WEBINAR SERIES

- January 20, 2021

Acquisition Hour: beta.SAM.gov - An Update and Overview

[CLICK HERE](#) for additional information

Presented by Kim Garber, Wisconsin Procurement Institute

- February 17, 2021

Acquisition Hour: Market Research – Successful Contractors Do Their Homework

[CLICK HERE](#) for additional information

Presented by Kim Garber, Wisconsin Procurement Institute

- February 23, 2021

Acquisition Hour: Update on Federal Wage-Hour Laws

[CLICK HERE](#) for additional information

Presented by Corey Walton, U.S. Department of Labor

A CRITICAL NOTICE FROM WPI

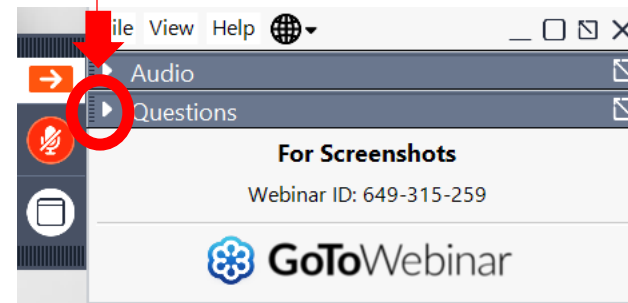
- If you are a current **FEDERAL / DOD CONTRACTOR** or **SUBCONTRACTOR** – you may have **CYBER – DATA SECURITY REQUIREMENTS** in your contract.
- If you are responding to any **CURRENT FEDERAL SOLICITATIONS** - be aware of your obligations:
 - Key clauses are 52.204-21, 252.204-7008 and 252.204-7012
 - Review for other possible requirements
- If you are a **DOD CONTRACTOR** or **SUBCONTRACTOR** – you will have new **CYBER COMPLIANCE – CERTIFICATION REQUIREMENTS** that may impact your business as early as the end of this calendar year.
 - See: <https://www.acq.osd.mil/cmmc> and <https://www.cmmcab.org> for more up to date information.
 - *Contact Marc Violante at WPI - marcv@wispro.org or 920-456-9990*

QUESTIONS?



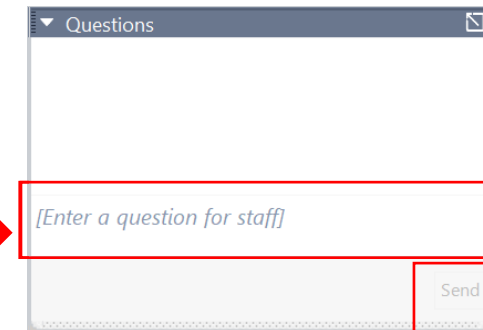
OPENING THE QUESTIONS BOX

Click here to access
within the Control Panel



USING THE QUESTIONS BOX

Type questions
here at any time
during a
presentation



Click Send when ready to submit a question

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