

The Contracting Academy

DECEMBER 8-10, 2020

TCA Sessions are being scheduled in conjunction with this year's Virtual Marketplace 2020 during the afternoons of December 8, 9 and 10.

The Agenda

Day 1 - Dec 08, 2020

Day 2 - Dec 09, 2020

Day 3 - Dec 10, 2020



Cheryl Edgington,
Bureau Director



Aina Vilumsons,
Chief Executive
Officer

Dec 08

Selling to the State of Wisconsin – Goods and Services – the Basics

01:00pm | December 8

The State of Wisconsin purchases billions of dollars of goods and services each year. Learn the basics of what the State buys, how they buy and how to locate and respond to opportunities.

Moderated by Aina Vilumsons, CEO, Wisconsin Procurement Institute

Presented by Cheryl Edgington, Bureau Director, Wisconsin State Bureau of Procurement

This session's attendees will qualify for NCMA CPE credit.



Brian Mitchell,
Business
Relationship
Manager



Mark Dennis,
Government Contract
Specialist

Dec 08

Contracting with the Wisconsin Department of Transportation and their Primes

01:00pm | December 8

The Wisconsin Department of Transportation is responsible for road and bridge construction and maintenance as well as other transportation infrastructure throughout the State. Learn how your firm could bid or work with WisDOT prime contractors on upcoming projects.

Moderated by Mark Dennis, Government Contract Specialist, Wisconsin Procurement Institute

Presented by Brian Mitchell, Business Relationship Manager, State of Wisconsin Department of Transportation (WisDOT)

This session's attendees will qualify for NCMA CPE credit.



Cheryl Edgington,
Bureau Director



Aina Vilumsons,
Chief Executive
Officer

Dec 08

Selling to the State of Wisconsin – Goods and Services – Past the Basics

02:00pm | December 8

The State of Wisconsin purchases billions of dollars of goods and services each year. In this session you will learn more about bidding on opportunities, the procurement process and requirements.

Moderated by Aina Vilumsons, CEO, Wisconsin Procurement Institute

Presented by Cheryl Edgington, Bureau Director, Wisconsin State Bureau of Procurement

This session's attendees will qualify for NCMA CPE credit.



Helen Henningsen,
Government Contract
Specialist



Wenbin Yuan, CEO



Mark Dennis,
Government Contract
Specialist

Dec 08

Locating, Securing and Managing Federal Construction Contracts and Subcontracts

02:00pm | December 8

The Federal government spends billions of dollars on construction contracts - both in Wisconsin, around the country and around the world. Learn how your business can enter and grow as a contractor or subcontractor in this market.

Moderated by Mark Dennis, Government Contract Specialist, Wisconsin Procurement Institute

Presented by:

- Helen Henningsen, Government Contract Specialist, Wisconsin Procurement Institute
- Wenbin Yuan, CEO, Dakota Intertek Corp.

This session's attendees will qualify for NCMA CPE credit.



Audra Jervey, DOA
Enterprise Contract
Officer



Matt Klaila, Program
and Policy Analyst,
DFDM (Division of
Facilities
Development and
Management)



Aina Vilumsons,
Chief Executive
Officer

Dec 08

Selling to the State of Wisconsin – Construction, A/E and Related Trades

03:00pm | December 8

The State of Wisconsin purchases billions of dollars of Architecture, Engineering and Construction each year. The Division of Facilities Development and Management (DFDM) is responsible for the State Building Program for all state agencies and the University of Wisconsin System; and for building management, maintenance, and tenant occupancy services for 30 DOA State office buildings including the State Capitol and Executive Residence. Learn how you can sell to the DFDM.

Moderated by Aina Vilumsons, CEO, Wisconsin Procurement Institute

Presented by:

- Audra Jervey, Enterprise Contract Officer, State of Wisconsin Department of Administration
- Matt Klaila, Program and Policy Analyst DFDM, State of Wisconsin Department of Administration

This session's attendees will qualify for NCMA CPE credit.



Kim Garber,
Manager, Small
Business Programs



Steve Makovec,
Government Contract
Specialist



Mark Dennis,
Government Contract
Specialist



Rhonda Iwinski,
Owner

Dec 08

Selling to the Federal Government and Federal Prime Contractors – Goods and Services – the Basics

03:00pm | December 8

The Federal government spends billions of dollars on goods and services each year - from IT / security, to ships, janitorial, translation - almost anything and everything. Learn how to do your market research, register, and the basics of how to successfully work with the Federal government as a prime or subcontractor.

Moderated by Mark Dennis, Government Contract Specialist, Wisconsin Procurement Institute

Presented by:

- Rhonda Iwinski, Owner, Sunshine Cleaning Company, LLC
- Kim Garber, Manager-Small Business Programs, Wisconsin Procurement Institute
- Steve Makovec, Government Contract Specialist, Wisconsin Procurement Institute

This session's attendees will qualify for NCMA CPE credit.

The Agenda

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Madalena Maestri,
WisDOT DBE
Program Chief



Tondra Davis,
Director, Supplier
Diversity Program



James Strube,
Business Opportunity
Specialist



Mark Dennis,
Government Contract
Specialist

Dec 09

An Overview of Available Federal and State Small Business Certifications

02:00pm | December 9

The Federal and Wisconsin State governments each have unique certification requirements. Could becoming certified increase your business opportunities with the Government? Learn from agency representatives what is required for qualification and application, how applications are reviewed and what benefits and opportunities are associated with certification approval.

Moderated by Mark Dennis, Government Contract Specialist, Wisconsin Procurement Institute

Presented by:

- James Strube, Business Opportunity Specialist, US SBA
- Tondra Davis, Director, Wisconsin Supplier Diversity Program
- Madalena Maestri, EdD, DBE Program Chief, Wisconsin Department of Transportation

This session's attendees will qualify for NCMA CPE credit.



Aina Vilumsons,
Chief Executive
Officer



Megan McKinney,
Business
Development



Susan Leith, Director
of Marketing



Suzanne Ferris,
National Engineering
Market Strategist

Dec 09

Business Development and Marketing with a Government Customer – Advice from the Experts

02:00pm | December 9

WEDC hosts Marketplace each year – one of the main attractions are the Buyer meetings. Meeting face to face is a very important part of developing your opportunities and ultimately contracts BUT it takes much more than that. Developing an understanding of the market, creating a realistic strategy, implementing that strategy, and staying the course to win the contract are all a challenge for many businesses. During this session, our experts will share their insights and experience to help you maximize your business development and sales efforts.

Moderated by Aina Vilumsons, CEO, Wisconsin Procurement Institute

Presented by

- Megan McKinney, Business Development, Beacon Interactive Systems
- Susan Leith, Director of Marketing, Ayres Associates
- Suzanne Ferris, National Engineering Market Strategist, HGA

This session's attendees will qualify for NCMA CPE credit.



Tim Connelly,
Government Contract
Lawyer



Marc Violante,
Director, Federal
Market Strategies

Dec 09

Building Your Capacity, Capability and Compliance in the Federal Marketplace

03:00pm | December 9

The federal market place presents many opportunities for small businesses to succeed – large contracts and not so large contracts. For large contracts "teaming arrangements," joint ventures and subcontracting are some of the most common approaches for small businesses to perform successfully. Learn what small businesses need to know to properly manage and perform contracts when the job scope requires your business to work together with a large business. This session will discuss key ideas, regulations and programs that businesses should be aware of and utilize to tackle larger opportunities the right way.

Moderated by Marc Violante, Director, Federal Market Strategies, Wisconsin Procurement Institute

Presented by Tim Connelly, Government Contract Lawyer at Tim Connelly Law PLLC

This session's attendees will qualify for NCMA CPE credit.



Aina Vilumsons,
Chief Executive
Officer



Jean Marie Thiel,
President



Dele Ojelabi,
Founder and
President



Nick Weissenborn,
Vice-President (Co-
Founder)

Dec 09

Working with the Government – A Panel Discussion

03:00pm | December 9

Entering the Government market can be difficult. Working with the Government can be very challenging. BUT, the Government can be and is a great customer to many Wisconsin businesses. During this session, current contractors will share their experiences in entering the market, the challenges and successes they have experienced, share some advice and answer questions from the attendees.

Moderated by Aina Vilumsons, CEO, Wisconsin Procurement Institute

Presented by:

- Dr. Dele Ojelabi, Founder and President, Comcentia
- Jean Marie Thiel, President, Belonger Corporation
- Nick Weissenborn, Vice-President (Co-Founder), Aeroforce Logistics, LLC

This session's attendees will qualify for NCMA CPE credit.

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Helen Henningsen,
Government Contract
Specialist



Carol Murphy,
Government Contract
Specialist



Mark Dennis,
Government Contract
Specialist

Dec 10

What It Takes to Win – Preparing Government Quotes, Bids, Proposals

02:00pm | December 10

Preparing an effective response to a government solicitation takes time, careful planning and a complete understanding of the requirement. Join us as we look at different types of government solicitations and dive into how to prepare the response. Learn what the government is looking for in your response beyond a low price.

Moderated by Mark Dennis, Government Contract Specialist, Wisconsin Procurement Institute

Presented by:

- Carol Murphy, Government Contract Specialist, Wisconsin Procurement Institute
- Helen Henningsen, Government Contract Specialist, Wisconsin Procurement Institute

This session's attendees will qualify for NCMA CPE credit.



Steve Makovec,
Government Contract
Specialist



Kimberly Hutchinson,
Small Business
Specialist

Dec 10

GSA Schedule Contracts – Should you have one, how to get one and how to use it

02:00pm | December 10

Obtaining a GSA Schedules contract is a challenging process and will require a commitment of resources and time. A business must first determine if it is a good fit and if it could bring them more Federal sales. If it is a good fit for your company, it can potentially significantly increase your opportunities in the Federal marketplace. During this session, you will learn how to evaluate the value of a GSA Schedule to your business, the basic steps to prepare and submit a solicitation, your obligations as a GSA Schedule holder, and some tips on how to maximize the value of your GSA Schedule contract once awarded.

Moderated by Steve Makovec, Government Contract Specialist, Wisconsin Procurement Institute

Presented by Kimberly Hutchinson, Small Business Specialist, US GSA, Great Lakes, Region 5

This session's attendees will qualify for NCMA CPE credit.

<https://attendee.gotowebinar.com/register/4842237522554265872>