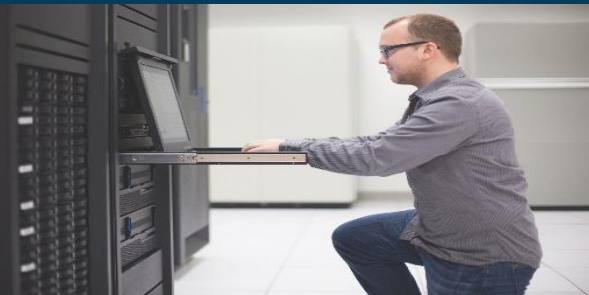
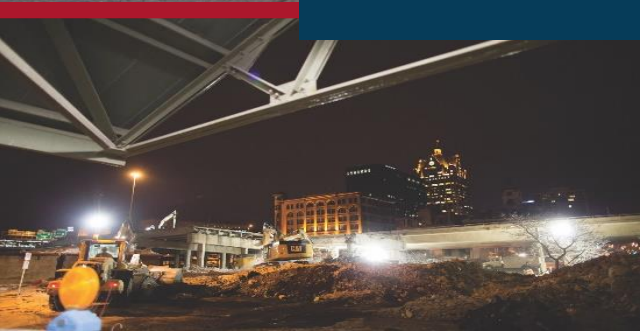


Acquisition Hour

The HUBZone Program – Certification Benefits and Requirements

March 16, 2021



ABOUT WPI SUPPORTING THE MISSION

**Celebrating 34 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 client’s 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.



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](#)



Cyber Friday



U.S. Small Business
Administration

HUBZone Certification

Shane Mahaffy

Lead Business Opportunity Specialist

HUBZone Program Purpose



Set-Aside for Certification Programs and Socio-Economic Categories

Targeted set-asides and acquisition goals:

**Women-Owned Small Businesses
(5%)**

**Small Disadvantaged Businesses
(including 8(a) certified) (5%)**

HUBZone Businesses (3%)

**Service-Disabled Veteran-Owned
Small Businesses (3%)**



Set-asides are reserved for small business between \$3,500 (Micro-purchase Threshold) to \$250,000 (Simplified Acquisition Threshold)

FY19 Total of Wisconsin HubZone Firms

Total WI certified HubZone Firms: 65 companies

Federal Contracts Actions Awarded to 20 companies

Contract Actions: 290

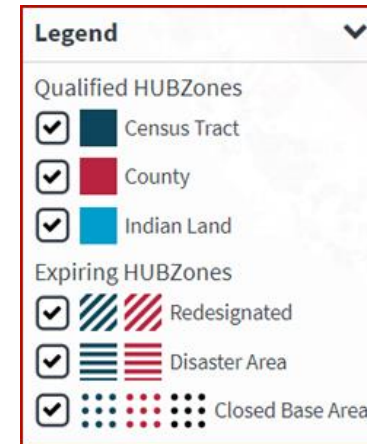
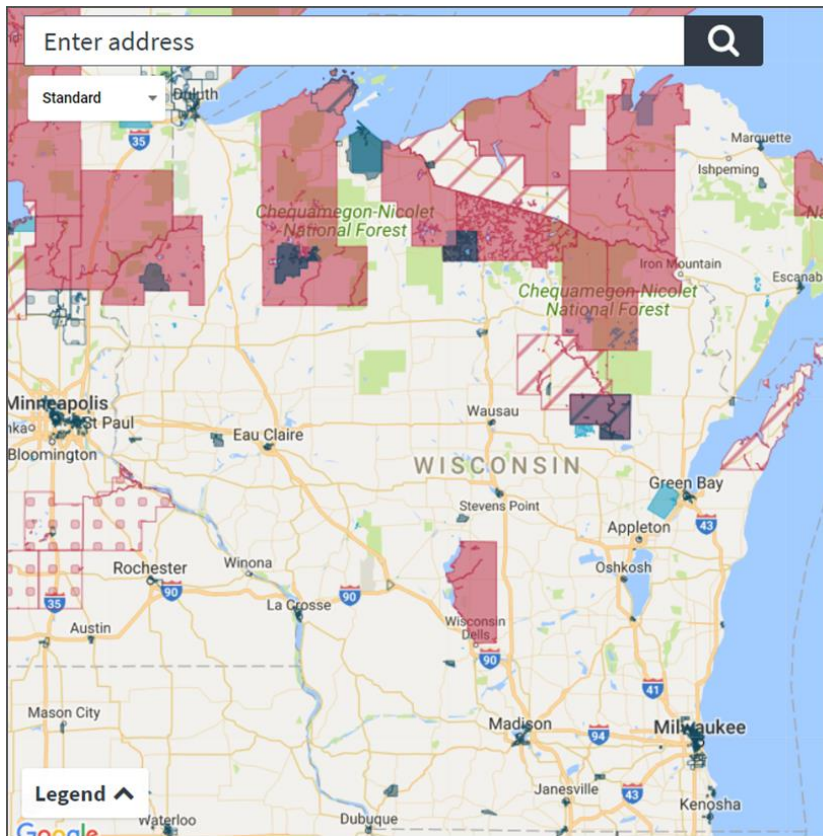
Amount: \$38.56 million

HUBZone Federal Contracting Mechanism

Contracts for goods and services are targeted by Agencies to HUBZone CERTIFIED small businesses via:

- Set-asides (including Multiple Award Contracts—MACs)
- Sole-source awards
- Price Evaluation Preference: Application of a 10% price evaluation preference applied in full and open competition (only applies if initial low offer is from a large business, not if low bidder is a small business)

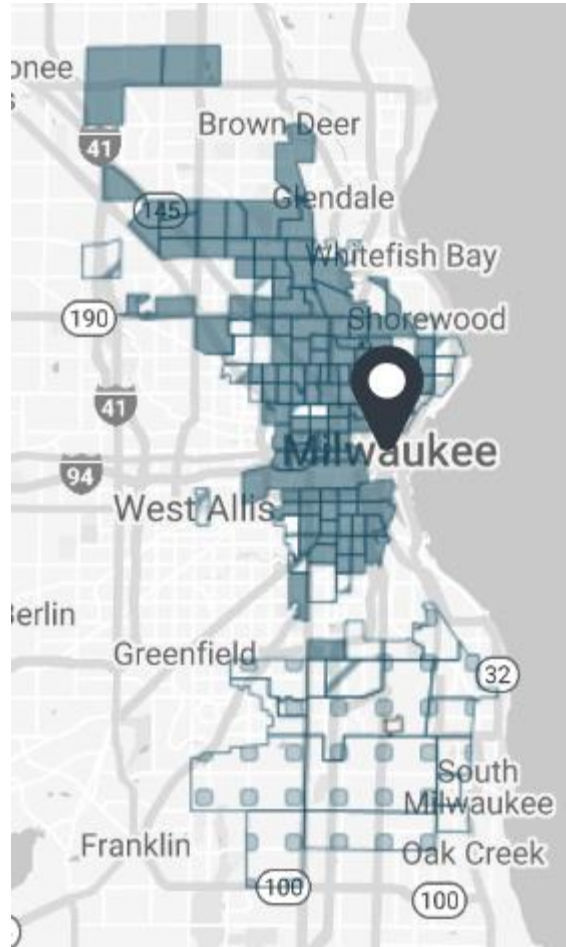
Wisconsin HUBZones



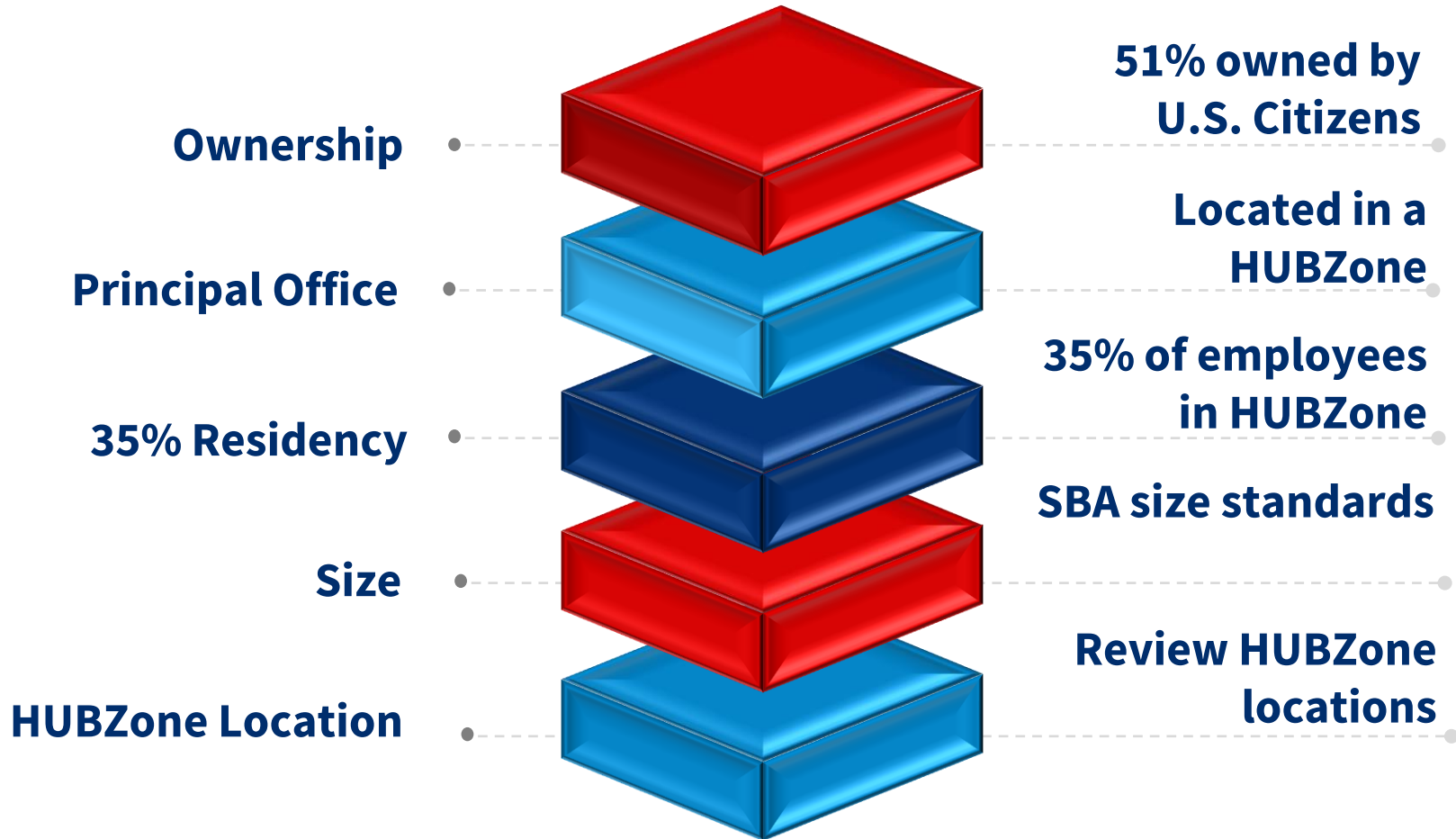
Indian/tribal lands; parts of Milwaukee, Waukesha, Kenosha, Racine, Madison, Green Bay, Stevens Point, other communities throughout the state

[HUBZone Map](#)

Wisconsin HUBZones



HUBZone Eligibility and Requirements



SBA HUBZone Responsibilities

**Implements and
Regulates Program**



**Streamlines
Certification
Process**



**Determines and
Adjudicates
Eligibility**



**Maintains
Certification
Listing**

HUBZone Application Process



BEFORE APPLICATION

- View the HUBZone Primer
- Register for a DUNS number
- Identify NAICS code(s)
- Register with SAM



APPLY FOR CERTIFICATION

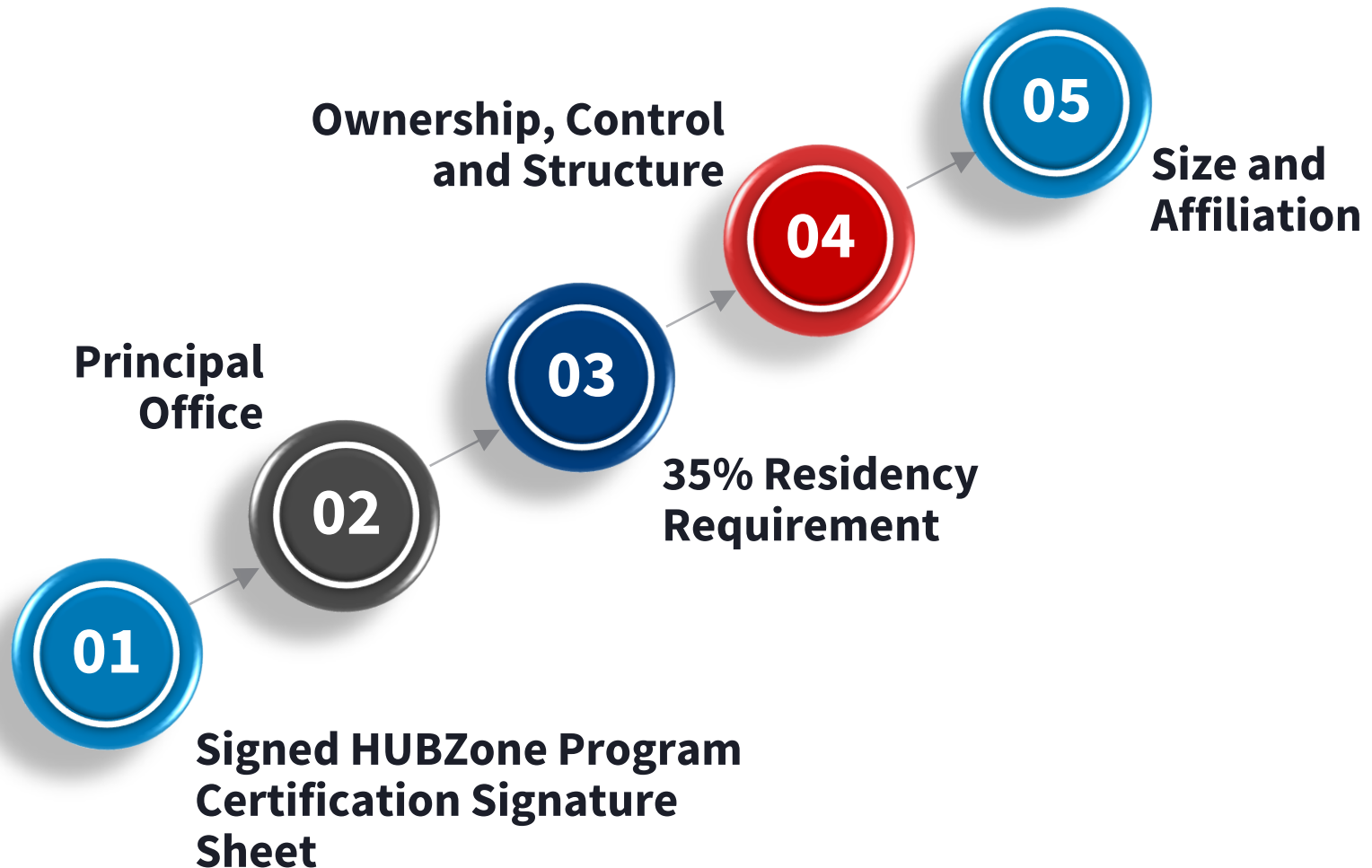
- Review application guide
- Gather supporting documentation
- Apply using the General System



DOCUMENTATION

- Verify requested information
- Submit supporting documentation
- Update SAM profile once approved

Supporting Documentation Requirements



HUBZone Site Visits and Re-certification



- Participate in site visits
- Meet HUBZone criteria
- Maintain SBA standards
- Recertify every 3 years

Getting the Most Out of Your HUBZone Certification



Qualify for set-aside or sole source contract awards – increasing prime and subcontracting opportunities



Opportunity to build capacity and grow by establishing Joint Ventures and participating in the All Small Mentor-Protégé Program



Access to training, management and technical assistance programs, guaranteed loans and bonding assistance

Recent SBA and FAR Regulatory Action

Final Rule: HUBZone Comprehensive Review

84 FR 65222

- HUBZone maps, currently frozen through 2021, will be updated every five years
- Moves to annual recertification (from three-year), effective for all HUBZone contracts for the one-year period
- Requires HUBZone status in DSBS at time of *offer* (not time of award)
- For non-HUBZone multiple-award contract (other than FSS contract), firm must be certified as a HUBZone at time of offer on a HUBZone set-aside order

Final Rule: HUBZone Comprehensive Review (cont.)

84 FR 65222

- Requires 35% employee HUBZone residency at time of certification and recertification; “attempt to maintain” during contract performance
- Defines “attempt to maintain” HUBZone status during HUBZone contract performance as having at least 20% HUBZone employees (must be 35% at application and recertification) and recruiting HUBZone employees
- An employee who resides in a HUBZone for at least 6 months before and after time of certification continues to count as HUBZone employee as long as an employee of the firm—even if employee moves or residence no longer qualifies
- Employees temporarily living overseas in connection with performance of a contract will be considered to reside at their U.S. residence

Final Rule: HUBZone Comprehensive Review (cont.)

84 FR 65222

- Firms that invest in HUBZones by purchasing building or entering into long-term lease are deemed to meet principal office requirement for 10 years—even if office location no longer qualifies as a HUBZone
- Includes affiliate employees in 35% and principal office calculations if no clear line of fracture between firms
- Starting January 1, applications for HUBZone certification will be processed within 60 days of a complete submission

Direct Final Rule: HUBZone Program Provisions for Governor-Designated Covered Areas

84 FR 62447

- Starting 2020, Governors may petition SBA to designate covered areas as HUBZones.
- “Covered area” means—
 - located outside of an urbanized area;
 - population of 50,000 or less; and
 - average unemployment rate is at least 120% of the average unemployment rate for US/state.
- The Governor shall, at least annually, submit data to the Administrator certifying that each Governor-designated covered area continues to meet the definition of a covered area.

SBA - Wisconsin Offices

Wisconsin District Office

310 West Wisconsin Ave.
Suite 580W
Milwaukee, WI

Wisconsin District Office

740 Regent Street
Suite 100
Madison, WI

www.sba.gov/wi

@SBA_Wisconsin

For Questions, Email:
Wisconsin@sba.gov

WHAT WE WILL BE DISCUSSING TODAY

- What the government looks for in a contractor
- What materials do you need when marketing to the government
- Crafting a strong capabilities statement

WHAT THE GOVERNMENT AND PRIME CONTRACTORS LOOK FOR

WHAT THE GOVERNMENT AND PRIME CONTRACTORS LOOK FOR

- Established business with track record
- Good past performance and relevant past experience
- Knows that they cannot do everything – understands their capabilities
- Adequate resources:
 - Financial
 - Facilities
 - Equipment
 - Capacity

WHAT THE GOVERNMENT AND PRIME CONTRACTORS LOOK FOR

- Record of personal and business integrity and ethics
- Possesses needed technical credentials
- Small business certifications (if appropriate)
- Internet capable and comfortable
- Web presence: business is researchable – verifiable online.

WHAT MATERIALS DO YOU NEED WHEN MARKETING TO THE GOVERNMENT

PREPARED MARKETING MATERIALS

- Business card, with CAGE, NAICS codes and certifications
- Capabilities Statement – targeted rather than generic
- Website, preferably with a “Government Business” page
- Prepared verbal introduction of your business
- If Federal / Federal prime market is target – register in www.SAM.gov
- Dynamic Small Business Search <http://dsbs.sba.gov>

CONSIDER MULTIPLE IDENTITIES



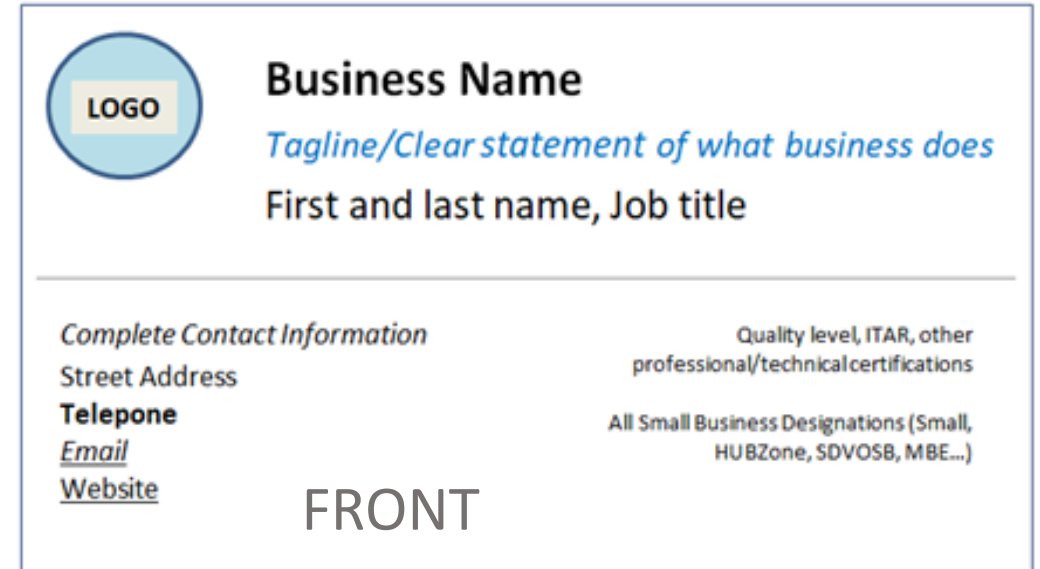
**ONE FOR GOVERNMENT AND ONE
FOR COMMERCIAL SALES –
DIFFERENT CUSTOMERS –
DIFFERENT MARKETING CRITERIA
AND FOCUS**



YOUR BUSINESS CARD

BUSINESS CARDS

- **CLEARLY** states what your business DOES – use a tag line if necessary
- **COMPLETE** contact information including street address, telephone and email
- **NAICS** codes – **NIPG** codes – DUNS – CAGE CODE
- Website
- Small business designations – small, HUBZone, SDVOSB, MBE.....
- Quality level, ITAR, other technical and professional certifications of value to market
- ALSO
 - Professional in appearance – include logo
 - Light colored background - non glossy paper
 - If recent “award recipient” – would need to be recognizable



LOGO

Business Name
Tagline/Clear statement of what business does
First and last name, Job title

Complete Contact Information
Street Address
Telephone
Email
Website

Quality level, ITAR, other professional/technical certifications
All Small Business Designations (Small, HUBZone, SDVOSB, MBE...)

FRONT



LOGO

DUNS Number **CAGE Code**
Experience you have supplying to government agencies
NAICS codes, NIPG codes

Memberships, Recognition, Awards

BACK

BUSINESS CARDS



Sunrise Marketing Corp.

Brand Marketing & Consulting Services

Maria Smith, CEO

15 West Horizon Blvd
Suite 100
East Brighton, WI 53000
414-598-5555
maria@sunrisemarketing.com
www.sunrisemarketing.com

GSA Schedule Contract Holder

**Woman Owned
DBE Certified
Small Business**



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
www.greenideas.com

**LEED VOSB
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



DUNS – 0987654321
CAGE Code – 2F6A7
NAICS – 561730

Member: Society of American Military Engineers (SAME)

Recognition: 2018 Winner of Sustainable Business Awards



CRAFTING A STRONG CAPABILITIES STATEMENT

CAPABILITIES STATEMENT

A concise one-page document that clearly and effectively communicates your capabilities to potential government customers.

It should include:

- Company Data
- Core Competencies
- Contact Information
- Differentiators
- Past Performance

A GOOD CAPABILITIES STATEMENT IS CRITICAL

- Provides a concise summary for review and initial decision
- Identifies key points of interest and focus – examples of past experience, certifications
- Highlights your strengths and successes
- Reflects your “preparedness” and business maturity
- Provides an outline for you during initial discussions

CAPABILITIES STATEMENT

COMPANY DATA

- Small business program designations – Federal, State, Local and Corporate
- NAICS, NIGP, PSC, FSC codes – limit to no more than twelve, and do not include descriptions if space is limited
- DUNS and CAGE code numbers
- Accept credit cards?
- Long term government agreements – such as GSA (include numbers)

CAPABILITIES STATEMENT

CORE COMPETENCIES

- Start with a short introductory statement
- Use bullet points to highlight the **CORE COMPETENCIES** that fit the **CUSTOMER**

“Since 1962, the Really Great Construction Company has been a national leader in providing renovations that maximize energy savings and space utilization. RGCC prides itself on having a highly skilled and experienced staff, excellent safety record and has the reputation of completing projects on time and on budget. RGCC is a small business with experience in teaming on Federal and State projects. RGCC has unique capabilities in:

- Solar panel installation
- Boilers and sheet metal upgrades
- Energy Analysis

CAPABILITIES STATEMENT

CONTACT INFORMATION

- Direct contact information – name of individual and title
- Email address – for the individual – recommended NOT .gmail or .yahoo – get a business email address, ideally from your website domain
- Address – physical street address – NOT only a PO BOX
- Telephone – office AND cell
- Website and social media links

CAPABILITIES STATEMENT

DIFFERENTIATORS

- WHY SHOULD THEY PICK YOU!
- AND IT IS NOT because of your certifications
- What sets you apart from your competitors [this is where the “homework” comes in]
 - Expertise and experience of your staff
 - Past performance
 - Technology – process that provides cost savings
 - You have contacts and relationships that support your success in bringing partners and team members to projects
 - Your product is the BEST because.....
 - You are able, and have the reputation, to work with the customer to solve problems [not create them]

CAPABILITIES STATEMENT

PAST PERFORMANCE

- Target your past performance to the customer
- Include the most current work with the government
- If you have not had work with the government – focus on work you have done with prime contractors
- If you are **new** to the market – include work that is most similar to what the government is buying [this is where your “homework comes in”]
- DO NOT include any customers’ contact detail – you can provide that later if requested
- Do not mention customers by name without their permission
- Include recognition for recent, related past work

- **EVERY CAPABILITIES STATEMENT WILL BE UNIQUE IN APPEARANCE AND CONTENT – it should reflect your company and your work**
- **IT IS IMPORTANT THOUGH TO INCLUDE ALL THE ELEMENTS WE DISCUSSED**
- **IT SHOULD REFLECT YOUR COMPANY’S IDENTITY AND BRAND**
- **IT CAN BE SIMPLE – MUST BE INFORMATIVE**
- **And SHOULD LOOK GOOD**



Custom Fabricating & Supplies
5500 West Oakwood Park Drive
Franklin, WI 53132
(P) 414-421-2600 (F) 414-421-2700




Capability Statement

Founded in 2001, Custom Fabricating & Supplies (CFS) is a privately held, certified Women Owned Small Business located in Franklin, Wisconsin. Our 30+ years of expertise along with our Custom Rubber Molded Parts and Die Cuts, Extrusions, 3D Rapid Prototyping and same day shipping on stock items have made us an industry leader in Masking Protection and Plastic Finishing. Providing Great Customer Service is top priority and our goal has been the same since day one – to make sure YOU are completely satisfied!

www.customfabricate.com



Industries Served

- Military and Defense
- Aerospace and Automotive
- Medical and Dental
- Electronics and Lighting
- Wholesale and Manufacturing



CAGE Code: 4L1K1
DUNS Number: 058065520

Government Business POC: Henry Asik
E-Mail: henry@customfabricate.com
Phone: 414-421-2600



Core Competencies

3D Rapid Prototyping

Masking Protection

- Caps
- Plugs
- Tapes
- Hooks

Custom Rubber Molded Parts, Die Cutting and Extrusions

- Surface Protection
- Mounting & Holding
- Seals
- Gaskets
- Spacers
- Shielding
- Masking
- Insulators
- Bumpers
- Grommets
- O-Rings



Primary NAICS Codes

322220	Paper Bag and Coated and Treated Paper Mfg.
326112	Plastic Packaging Film and Sheet (Including Laminated) Mfg.
326199	All Other Plastics Product Mfg.
326291	Rubber Product Manufacturing For Mechanical Use
326299	All other Rubber Product Mfg.
333999	All Other Miscellaneous Purpose Machinery Mfg.
339991	Gasket Packaging And Sealing Device Mfg.





Quality Policy

To exceed our customers expectations in quality, delivery and cost through continuous improvement and customer interaction





CAPABILITIES STATEMENT

DUNS# 143133754
CAGE# 4TZWS

CERTIFICATIONS
SDVOSB (CVE Verified)
WOB
HUBZone (SBA)
DBE: Virginia, Texas, Louisiana, Maryland

NAICS CODES
PRIMARY
236220 Commercial Construction
238390 Rough Carpentry
238390 Doors, Fixtures, Hardware
238390 Furniture
238310 Drywall
238330 Flooring

BONDING
\$20m per/\$40m aggregate

OFFICE LOCATIONS
Dumfries, Virginia
New Orleans, Louisiana
San Antonio, Texas

KEY PERSONNEL
Amber Peablas, President
Melissa Schneider, VP
Clay Flook, COO
Sheila Henderson, CAO

CONTACT INFO
Athena Construction Group, Inc.
18031 Dumfries Shopping Plaza
Dumfries, Virginia 22026

703.221.7131 office
703.221.7929 fax

www.athenaconstructiongroup.com
info@athenaconstructiongroup.com

COMPANY SUMMARY
Athena Construction Group is the oldest, largest and most respected SDVOSB, WOB, HUBZone construction company in America. We specialize in General Contracting and self-performing the installation of Doors, Frames and Hardware and Drywall. Widely acknowledged for our integrity and ability to complete complex difficult projects, Athena is the company of choice for federal agencies, large General Contractors and private clients.

With significant federal experience our staff has in excess of 100 years of construction expertise. Combined, our professionals speak six different languages, have multiple degrees in engineering, and have OSHA 30, USACE CQM, ASHE, ICRA and LEED certifications.

We are proud to have Hensel Phelps as our Mentor in the DoD Mentor Protégé program.

CORE COMPETENCIES
Rough Carpentry
Interior Build-out
Furniture Supply & Installation
Painting
Doors, Frames, Hardware & Installation
Light Commercial Construction
Highway Work

CORPORATE EXPERTISE
Following is a list highlighting some of our accomplishments to date:

PROJECTS

FEDERAL CLIENTS	PRIVATE CLIENTS
<ul style="list-style-type: none"> • Walter Reed Medical Center • VA Healthcare, VA Cemetery • DHS, St. Elizabeth's • ICC-B • Ft. Belvoir Community Hospital • Pax River 	<ul style="list-style-type: none"> • VA Audie Murphy • POFF Federal Building • Canon House Office Building • Camp Pendleton Naval Hospital • WWII Memorial • National Museum of the Marine Corps
<ul style="list-style-type: none"> • Baker Daniels • Blank Rome LLP • Epstein Becker Green • Frederick Community College • George Mason University • Raytheon 	

A FEW MORE THINGS

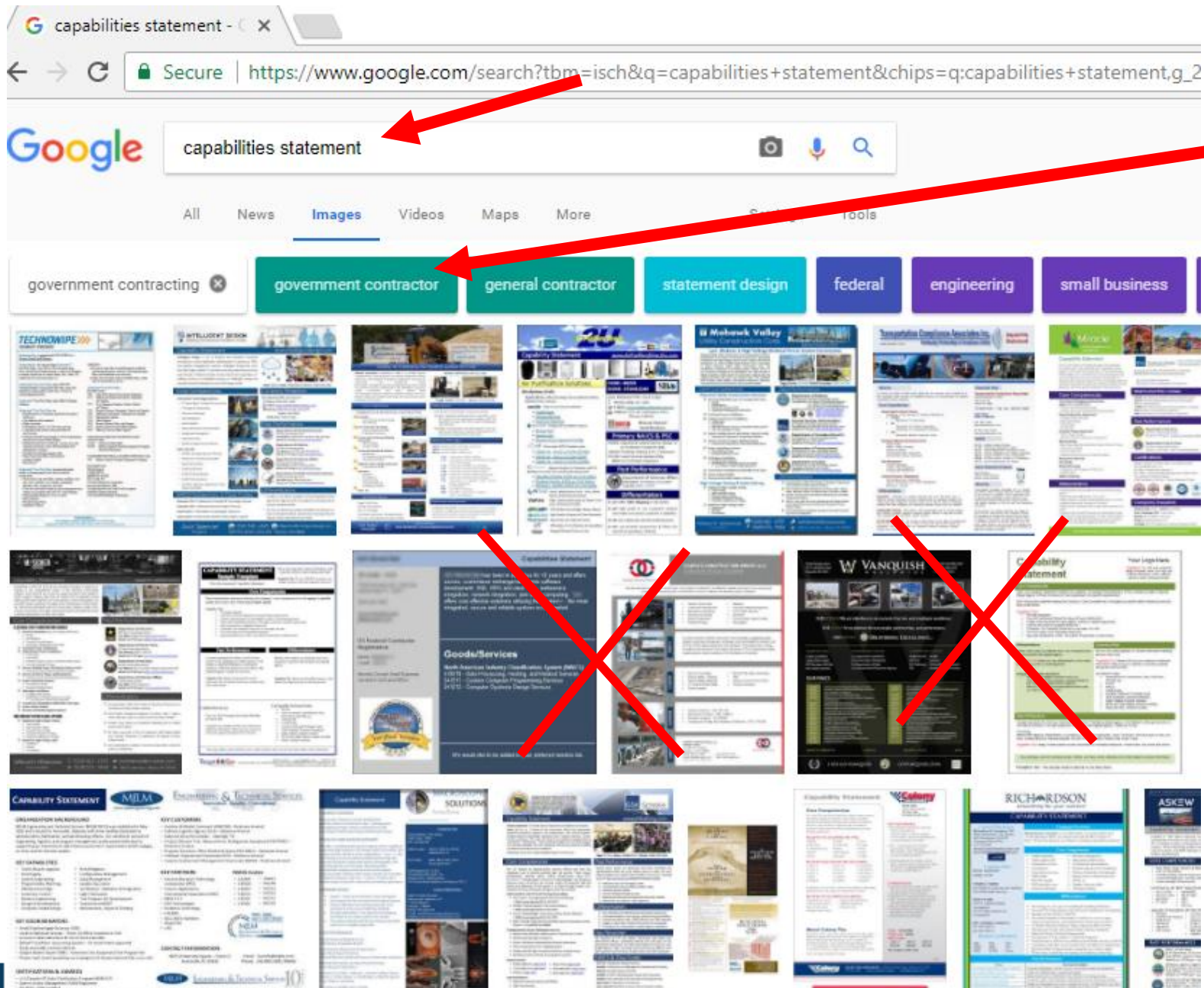
- **HAVE SOMEONE REVIEW BEFORE USING** – check for spelling, grammar, general appearance and overall accuracy
- Include your logo – really need one
- Include some select graphics of product or past work that supports your message
- Keep it business-like
- **DO NOT INCLUDE ANY** competitor's information
- Prepare in WORD or other program that will allow you to easily modify and update – **THIS SHOULD BE A LIVING DOCUMENT**

CLARITY – MESSAGE – APPEARANCE – FOCUS
and is consistent with your website, business card and verbal message

CAPABILITIES STATEMENT RUBRIC

Content	Standard Statement	IT Statement	Manufacturing	Construction
Logo	X	X	X	X
Company Name	X	X	X	X
Company Tagline	X	X	X	X
Contact Info- name and title	X	X	X	X
Email address – with business email	X	X	X	X
Street Address – Not PO Box <ul style="list-style-type: none"> Other facilities? 	X	X	X	X
Website and social media	X	X	X	x
Company Data <ul style="list-style-type: none"> Size of firm, Revenue Available Resources Insurance and Bonding 	X	<ul style="list-style-type: none"> Cyber security insurance NIST 	X	<ul style="list-style-type: none"> Insurance Bonding
Certifications <ul style="list-style-type: none"> Small business program designations (fed, state, local, corporate) Security Clearances 	X	X	<ul style="list-style-type: none"> ISO Welding AS9100 	x

Content	Standard Statement	IT Statement	Manufacturing	Construction
Relevant codes - NAICS, NIGP, PSC-FSC, DUNS, CAGE	X	X	X	X
Systems used to run business <ul style="list-style-type: none"> ERP MRP 	X	X	X	X
Past Performance <ul style="list-style-type: none"> Target to customer Most current govt. work Or primes if no prior govt. work 	X	X	X	X
Memberships in professional organizations	X	X	X	X



Recommend light color background – allows for note taking and comments

YOUR WEBSITE

WEBSITE

- **YOU MUST HAVE ONE - WHY ??** – you need to be found, and found out about – there are some “free” starter options
- Your website should highlight what a potential customer would want to know about you – remember when we started this session, we discussed what a buyer looks for
- Consider separating the GOVERNMENT piece in a separate tab or section
- It can be simple and easy
- CAUTION – you may be doing work that is sensitive to an agency or prime – careful about bragging on your website. Consider using general descriptive words such as “defense contractor” or “worked on the I-94 project”

WEBSITE

- Include information on your certifications
- Include information on any long term contracting vehicles that you may have – example GSA
- Graphics showing product or service
- KEEP CURRENT
- If appropriate include recognitions, press releases / news stories, current community work (support), positive leadership activity (ex. welcoming new VP)
- ALL TIES BACK TO what information would be of value to someone looking at your website



Search By Product Name, Item Number, Etc.

Web Code: CGC944-11717
877-412-9871

LIFETIME
GUARANTEE



Government

Furniture Solutions for Government Buyers

Learn More

Request Quote Request Catalog

TAPCO
Safe travels.™

1-800-236-0112

All Search by SKU, Product Name or Category

HOME ONLINE STORE EXPLORE SOLUTIONS SAFE TRAVELS™ BLOG ABOUT CONTACT CAREERS

Login Register

TAPCO Federal

- Explore All Products
- Products Available Online
- Federal Contracts
- Resources

Request More Information

Call 1-800-236-0112
(8am-5pm CST)

Federal Contracts

We have a variety of contract agreements available to the

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

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 the most comprehensive selection of approved products and services from GSA/A Schedule as well as all



2334 Stonebridge Circle, Unit D
 West Bend, WI 53095
 800-766-9918
 8a • MBE • WBE • DBE • SBC • EBE

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Belonger Corporation Inc. is an S-Corporation with the State of Wisconsin. Belonger is women, and minority owned and operated, and is also a small business concern. Belonger Corporation is a complete mechanical contractor in the specialty trades industry, providing H.V.A.C./R. commercial and industrial applications. We offer complete installation and service of boilers, furnaces, air handling equipment, rooftops, pneumatics and electronic controls, air conditioning, refrigeration, chillers, and process equipment. Sheet Metal and Steamfitting capabilities as well as subcontractor relationships with asbestos removal and certified pressure vessel welding.

Belonger's business ideologies are logical with innovative management and execution. "TQM" (Total Quality Management) compliments Belonger's key service issues - quality, cost-efficient service, enhanced with added value customer service! Belonger Corporation will exemplify the best specialty-trades contractor in years to come!

- Sheet Metal Fabricating • Steam Fitting • Refrigeration Piping • Pneumatics / Temperature Controls •
- Boilers / Burners / Furnaces • Process Piping • Welding • Air Conditioning • Design Build • Preventative Maintenance Programs • Performance Based Energy Analysis •
- Construction Management & Consulting •
- Boiler & Chiller Plant Retrofits • Diversified Services • Plumbing Commercial/Industrial • • Plumbing Site Utilities • 24 Hour Emergency H.V.A.C./R. Service •



Licensed • Bonded • Insured • Unionized • Certified • Safety Program
 Confined Space Entry Program • EPA Reclamation Program
 Quality Control Program • "TQM" Total Quality Management
 Army Corps of Engineers Quality in Construction Management

SUPERIOR
EQUIPMENT & SUPPLY

Commercial Kitchen Equipment | Food Service | Packaging Products

[Hot Deals](#) [Project Portfolio](#) [Clearance](#) [Financing](#)

[Culinary Center](#) [Superior Rewards](#) [GSA Contract](#)

Our Team Collaboratively Customizes To Meet The Needs Of Each Client

[Appraisals](#) [Design Build](#)
[Engineering](#) [Revit Layout](#)
[Installation](#) [Consulting](#)
[Fabrication](#) [Project MGT](#)

[Restaurant & Food Service Operators](#) [Government](#) [Residential](#)
 Shop Where the Chefs Shop! | Federal, State & Local Agencies, Military Dining Facilities | Open to the Public

[Used](#) [Customize](#)

VERBAL INTRODUCTION

PREPARED VERBAL INTRODUCTION OF YOUR BUSINESS

- SHORT and TIGHT introductory statement – maybe 30 seconds or so
 - Who you are
 - What you do
 - KEEP IT BUSINESS
 - Try it – refine it – try it – refine it – until you feel it is just right

Good afternoon. Example - My name is Red Green, President of the Green Barge Company based in Jacksonville, Florida. Our company specializes in shoreline clean up and reconstruction.

PREPARED VERBAL INTRO...

“ABOUT YOUR BUSINESS”

You would use this as your discussions continue or if you are in a situation where a longer opening is available and appropriate – 1 – 2 minutes

*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**.*

PREPARED VERBAL “ABOUT YOUR BUSINESS”

- You should **NOT** add “negative” qualifiers at this point such as
 - “This is our first government work” – talk about your commercial success
 - You have “issues” of any kind – not in the initial conversation

What not to do

My name is Jack Smith, President of the Smith Manufacturing Corp. We are based in Milwaukee, WI. We have a floor full of equipment that can be used to fabricate parts up that are up to 3 feet long. We are not ISO but we do check every part. We tried government work a few years ago, but it did not get us any work. So I am looking for some long term contracts.

MORE ABOUT THE VERBAL PART

- DO YOUR HOMEWORK - it impresses, and is at some level expected
- Remember that when you are speaking to a buyer of government / prime representative – they talk to MANY companies. Respect their time and understand they may not remember you the first couple of times.
RELATIONSHIP BUILDING TAKES TIME.
- Don't have a "chip" on your shoulder – it shows quickly
- Dress and appearance: Don't look like you just got out of bed
- Be confident, but not arrogant
- This is BUSINESS

CLOSING COMMENTS

NETWORK – NETWORK - NETWORK



UPCOMING TRAINING - EVENTS

CYBER FRIDAY LIVE WEBINAR SERIES

Mar 19, 2021 Managing Vendor Risk

April 16, 2021 Your Cyber Plan Cannot Be Static – Here’s Why!

April 30, 2021 Testing and Strengthening Your Cyber-Defenses Using Exercises

May 14, 2021 Corporate Acquisition, Insider threats, or Strategic Investments
– All Threats to Consider

May 28, 2021 The Cybersecurity Plan Looks Great

Register at: <https://www.wispro.org/faqs/what-is-wpis-current-cyber-friday-webinar-schedule/>

PRESENTED BY



A Procurement Technical Assistance Center (PTAC)

 Cyber Friday

TECHNOLOGY
INNOVATION CENTER
— at RESEARCH PARK



ACQUISITION HOUR LIVE WEBINAR SERIES

▪ March 17, 2021

Acquisition Hour: Responding to Sources Sought Request and Capabilities Statements

[CLICK HERE](#) for additional information

Presented by Helen Henningsen and Mark Dennis, Wisconsin Procurement Institute

▪ April 6, 2021

Acquisition Hour: Intellectual Property for Government Contractors & Subcontractors & the STTR/SBIR Stakeholder

[CLICK HERE](#) for additional information

Presented by Laura Grebe, Husch Blackwell

▪ March 23, 2021

The SBA 8(a) Certification Program and Small Disadvantaged Businesses (SDB)

[CLICK HERE](#) for additional information

Presented by Shane Mahaffy, U.S. Small Business Administration

▪ April 13, 2021

Acquisition Hour: Veterans' Small Business Certifications – Federal and State

[CLICK HERE](#) for additional information

Shane Mahaffy, U.S. Small Business Administration and Tondra Davis, State of Wisconsin Department of Administration

▪ March 24, 2021

Acquisition Hour: Using the New FPDS and Desktop Tools to Analyze Federal Procurement Data

[CLICK HERE](#) for additional information

Presented by Marc Violante, Wisconsin Procurement Institute

▪ April 20, 2021

Acquisition Hour: Introduction to Certifications Available to Minority Owned Businesses

[CLICK HERE](#) for additional information

Tondra Davis, Wisconsin Department of Administration; Madalena Maestri, Wisconsin Department of Transportation; Benjamin Blanc, Wisconsin Procurement Institute

8th Annual FAR Evening Study Sessions

Presented by the National Contract Management Association (NCMA Wisconsin) and WPI

February 2, 2021 Intro & FAR Part 16

March 2, 2021 FAR Parts 19-29

February 9, 2021 FAR Parts 1-4

March 9, 2021 FAR Parts 30-33

February 16, 2021 FAR Parts 5-12

March 16, 2021 FAR Parts 34-41

February 23, 2021 FAR Parts 13-18

March 23, 2021 FAR Parts 42-53

Register at: <https://www.wispro.org/wpis-2021-far-evening-study-sessions-schedule/>



2021 FAR Up Close Series

February 10, 2021	Overview of the FAR
February 17, 2021	FAR Regulations and Clauses on Subcontracting
March 3, 2021	FAR Regulations and Clauses in Commercial Items
March 10, 2021	FAR and DFARS Regulations and Clauses in Manufacturing Contracts
March 17, 2021	FAR Regulations and Clauses in Federal Service Contracts
April 7, 2021	FAR Clauses in Federal Construction Services
April 14, 2021	FAR Regulations for Procurement of Architect Engineer Services

CYBERSECURITY – UPDATE – DECEMBER 2020

- CMMC -
 - Implementation continues
 - Pathfinder contracts to be announced soon – article, Dec 1, 2020
 - CMMC requirements will be included
 - Full implementation expected by Oct 2025
- New clauses and requirements –
 - DFARS 252.204-7019
 - DFARS 252.204-7020 – applies to contracts subject to 252.204-7012
 - With few exceptions, these requirements apply to all Primes and Subcontractors
 - Consistent with philosophy shift of self-attest to verifiable
 - Three levels – Base – self-performed , Medium & High - DCMA

252.204-7020 – BASIC ASSESSMENT

- Requires
 - System Security Plan(SSP)
 - Plan of Action – with dates for outstanding items
 - Basic Assessment
- Six elements uploaded to Supplier Performance Risk System (SPRS)
 1. System Security Plan name (if more than one system is involved)
 2. Brief description of Plan Architecture
 3. CAGE code associated with SSP
 4. Date Assessment performed
 5. Summary Score
 6. Date a score of 110 to be achieved

CURRENT CYBER REQUIREMENTS

- FAR 52.204-21 – Federal Contract Information
- DFARS 252.204-7012
- Requirements cited in solicitation/contract

Need assistance – please contact Marc Violante from WPI at marcv@wispro.org or 920-456-9990

CONTINUING PROFESSIONAL EDUCATION



CPE Certificate available, please contact:

Benjamin Blanc

benjaminb@wispro.org

PRESENTED BY

Wisconsin Procurement Institute (WPI)

www.wispro.org

Shane Mahaffy

U.S. Small Business Administration (SBA)

shane.mahaffy@sba.gov | 414-297-3951

Mark Dennis

Wisconsin Procurement Institute (WPI)

markd@wispro.org | 608-427-2083

10437 Innovation Drive, Suite 320
Milwaukee, WI 53226