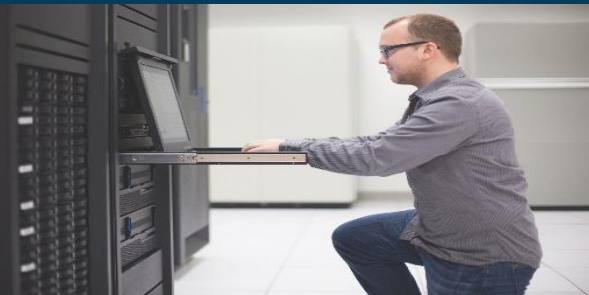
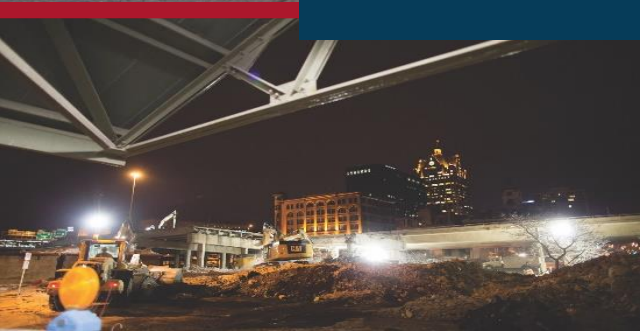


## Acquisition Hour

# Responding to Sources Sought Request and Preparing Your Capabilities Statement

March 17, 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](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](#)



Cyber Friday

# WHAT ARE SOURCES SOUGHT NOTICES AND REQUESTS FOR INFORMATION?

# SOURCES SOUGHT NOTICE VS REQUEST FOR INFORMATION

- Sources Sought Notice (SSN)– seeking possible sources for a requirement
- Request for Information (RFI) – government’s technique of conducting market research.
- These can sometimes be used interchangeably

# SSNs and RFIs

- Are not solicitations
- Issued for planning purposes and Market Research
- Used to identify sources and solicit interest
- Typically followed by a solicitation

# SSNs AND RFIs MAY BE USED TO:

- Find sources
- Increase Competition
- Identify interested small businesses (facilitate set-asides to help government attain small business goals)
- Obtain capability information from potential contractors

# SSNs AND RFIs MAY BE USED TO:

- Inform the Market that this is a future need- possibly encourages additional development of capability (for both prime contractors and subcontractors)
- Help contracting officer determine procurement method, contract type, and acquisition strategy
- Support contracting officer's decisions and market research requirement

# LOCATING SOURCES SOUGHT NOTICES AND REQUESTS FOR INFORMATION

# LOCATING SOURCES SOUGHT ANNOUNCEMENTS

- **Beta.Sam.Gov:** <https://beta.sam.gov/>
- Sources Sought
- Special Notice
- Presolicitation Notices
- Requests for Information

beta.SAM.gov | Home

General Services Administration [US] https://beta.sam.gov/

**SAM** beta **GOV**

Contract Opportunities ▾ I'm looking for... Search

## Welcome

This will be the official U.S. government website for people who make, receive, and manage federal awards.

**100% FREE TO USE**  
Official U.S. Government Website  
**100% FREE TO USE**

## What Can I Do Here?

### Contracting

**Contract Data Reports (FPDS Reports)**  
FPDS.gov Reports has been added to beta.SAM.gov.

- About Contract Data Reports

Type here to search

3:03 PM 3/30/2020

Contract Opportunities ▾ I'm looking for... Search

## Contract Opportunities

Change Filters Clear All

### Status

Active Only

### Keywords

"covid-19" x screening x  
testing x vaccine x

Clear All

### Inactive Date

Any Time ▾

Clear Filter

### Published Date

## Search Results

Showing 1 - 10 of 2,152 results

### R699--COVID-19 Unarmed Security/Screening Services Ann Arbor VA Healthcare System

This Sources Sought/Market Survey Notice is being conducted by VA Ann Arbor Healthcare System, 2215 Fuller Road, Ann Arbor, MI 48105 to identify all s...

Department/Ind. Agency  
VETERANS AFFAIRS, DEPARTMENT OF

Sub-tier  
VETERANS AFFAIRS, DEPARTMENT OF

Office  
250-NETWORK CONTRACT OFFICE 10 (36C250)

Sort By

- Relevance
- Title
- Last Updated Date

Notice ID  
36C25021Q0373

Current Response Date  
Feb 10, 2021 03:00 pm EST

Last Updated Date  
Feb 4, 2021

Last Published Date  
Feb 4, 2021

Type  
Original Sources Sought

### Z2DA--402-21-721 Nurse Call Upgrade

Contract Opportunities



# RESPONDING TO A SOURCES SOUGHT NOTICE OR RFI

# HOW TO RESPOND

- Read the announcement carefully
- Follow instructions
- Respond to all elements of the document
- Provide all information requested
- Do not respond to anything outside your firm's capabilities
- Return all information and associated documents on time, in the correct format, to the correct location
- Include Notice Number in subject line of email, unless instructed otherwise


# WHAT TO INCLUDE

- Company name, address, and phone number
- Contact name, phone number, and email address
- DUNS number
- Cage Code
- Business size and socio-economic status (WOSB, HUBZone, VOSB, SDVOSB, etc.)
- Capability Statement
- Brief overview of your company indicating why you are qualified



beta.SAM.gov | Search

General Services Administration [US] https://beta.sam.gov/opp/150b9561f17b4f9da7e0e49e0b6bbb52/view?keywords=%22covid-19%22%20



## General Information

**Contract Opportunity Type:** Sources Sought (Original)

All Dates/Times are: (UTC-05:00) EASTERN STANDARD TIME, NEW YORK, USA

**Original Published Date:** Feb 04, 2021 11:25 am EST

**Original Response Date:** Feb 10, 2021 03:00 pm EST

**Inactive Policy:** Manual

**Original Inactive Date:** May 20, 2021

**Initiative:**

- None

## Classification

**Original Set Aside:**

**Product Service Code:** R699 - SUPPORT- ADMINISTRATIVE: OTHER

**NAICS Code:** 561320 - Temporary Help Services

**Place of Performance:**

Department of Veterans Affairs Ann Arbor VA Healthcare System , 48105  
USA

## Description

This Sources Sought/Market Survey Notice is being conducted by VA Ann Arbor Healthcare System, 2215 Fuller Road, Ann Arbor, MI 48105 to identify all sources that are capable of providing to provide professional and courteous uniformed COVID-19 unarmed security/screening personnel services at the Ann Arbor VA Healthcare System and the

**Contract Opportunity**


- General Information
- Classification
- Description
- Attachments/Links
- Contact Information
- History

What you think matters!

[Provide Feedback](#)

beta.SAM.gov | Search

General Services Administration [US] https://beta.sam.gov/opp/150b9561f17b4f9da7e0e49e0b6bbb52/view?keywords=%22covid-19%22%20



**Place of Performance:**  
Department of Veterans Affairs Ann Arbor VA Healthcare System , 48105  
USA

### Description

This Sources Sought/Market Survey Notice is being conducted by VA Ann Arbor Healthcare System, 2215 Fuller Road, Ann Arbor, MI 48105 to identify all sources that are capable of providing to provide professional and courteous uniformed COVID-19 unarmed security/screening personnel services at the Ann Arbor VA Healthcare System and the surrounding Community Based Outpatient Clinics (CBOCs). The services provided will be performed in such a manner to ensure the safety and welfare of patients, visitors and staff. The Contractor shall furnish all personnel, management, supervision, transportation, equipment and supplies necessary to provide twenty-four (24) unarmed security/screening personnel on weekdays and six (6) on weekends in accordance with all terms and conditions defined herein. Period of Performance is projected to be June 7, 2021 June 6, 2022 with one option year exercisable solely at this discretion of the Government. If this is a service your business can provide, respond to this Sources Sought by Wednesday, February 10, 2021; 3:00 P.M. Eastern time. Responses should include: (1) Business Name and Address (2) Point of Contact Name, Phone Number, and E-mail Address (3) DUNS and NAICS code (4) Business Size SMALL or LARGE (5) Type of Business SERVICE DISABLED VETERAN OWNED, VETERAN OWNED, 8A, HUBZone, WOMEN-OWNED etc. (6) Applicable GSA/FSS Contract Number (if applies). All businesses eligible to provide this service are encouraged to reply as this information may be used to determine potential set-asides for the above noted service. E-mail responses to: Kelly Poole, at kelly.poole@va.gov. (Note: This is NOT A REQUEST FOR QUOTE or an announcement of a solicitation.)

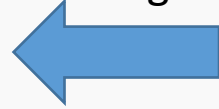
**Contract Opportunity**

- General Information
- Classification
- Description
- Attachments/Links
- Contact Information
- History

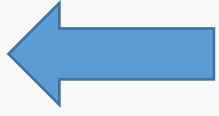
What you think matters!

**Provide Feedback**

Services they are looking for




How to respond





beta.SAM.gov | Search

General Services Administration [US] https://beta.sam.gov/opp/150b9561f17b4f9da7e0e49e0b6bbb52/view?keywords=%22covid-19%22%20



## Contact Information

### Contracting Office Address

VISN 10 CONSOLIDATED CONTRACTING 4100 WEST 3RD STREET  
DAYTON , OH 45428  
USA

Primary Point of Contact	Secondary Point of Contact
Kelly Poole ✉ <a href="mailto:kelly.poole@va.gov">kelly.poole@va.gov</a> ☎ <a href="tel:734-222-6177">734-222-6177</a>	

Contract Opportunity

- General Information
- Classification
- Description
- Attachments/Links
- Contact Information
- History

What you think matters!

[Provide Feedback](#)

## History

- Feb 17, 2021 02:02 pm EST  
Presolicitation (Original)
- Feb 04, 2021 11:25 am EST  
Sources Sought (Original)

# PERFORMANCE WORK STATEMENT (PWS)

- Often SSNs and RFI's will have an attachment that is a Performance Work Statement (PWS) or Statement of Work (SOW)
- Read and review the document
- Determine if and how you can meet the requirements in the PWS
- Provide comments as requested – this allows contractors to impact the statement of work and the actual requirement

# SAMPLE PWS ATTACHMENT

beta.sam.gov - Bing    beta.SAM.gov | Search    COVID19+BPA+PWS (1) ×

file:///C:/Users/Helen/AppData/Local/Packages/Microsoft.MicrosoftEdge\_8wekyb3d8bbwe/TempState/Downloads/COVID19+BPA+PWS%20(1).pdf

**COVID-19 CLEANING SUPPORT SERVICES PERFORMANCE WORK STATEMENT (PWS)**

**1.0 DESCRIPTION OF SERVICES/INTRODUCTION:**  
The contractor shall provide all labor, materials, equipment, supervision, transportation, and disposal to perform cleaning of areas with a known or suspected COVID-19 patient. All services shall be in compliance with CDC guidelines at the time of the task order award. The Naval Surface Warfare Center-Carderock Division (NSWCDD) Code 02 Contracting Department and detachments are the only authorized entities to order against this Blanket Purchase Agreement (BPA).

Services shall be available at:  
Bethesda, MD  
Olney, MD  
Philadelphia, PA  
Norfolk, VA  
Little Creek, VA  
Chesapeake Beach, VA  
Bangor, WA  
Bayview, ID  
San Diego, CA  
Dania Beach, FL  
Titusville, FL  
Memphis, TN

**2.0 BACKGROUND:**  
On January 31, 2020, the United States Department of Health and Human Services Secretary Alex M. Azar II declared a public health emergency (PHE) for the United States to aid the nation's health care community in responding to COVID-19. On 13 March 2020, the President of the United States of America declared COVID-19 an emergency IAW 42 U.S.C. 5122 (the Robert T. Stafford Disaster Relief and Emergency Assistance Act) which allows for Special Emergency Procurement Authority IAW 41 U.S.C.1903. On 18 March 2020, the President invoked his authority IAW the Defense Production Act. The Act allows the President, where necessary to promote the national defense, may require acceptance and performance of contracts orders by any person he finds to be capable of performing them.

Since March 2020, NSWC-Carderock has experienced the need for multiple cleanings at various detachments. NSWC-Carderock has identified the need to maintain the ability to contract these large cleaning services beyond the current contract's end until COVID-19 has been completely eradicated.

**3.0 OBJECTIVE:**

**3.1** *The contractor shall provide all labor, materials, equipment, supervision, and transportation to clean facilities and vehicles that had a possible or known COVID-19 exposure.*

# CONTRACTOR DON'TS

- Do not respond just for the sake of responding
- Do not submit only a standard line card or generic capability statement
- Do not respond if you are not likely to bid on the solicitation

# CONTRACTOR DOS

- Respond specifically to the requirement at hand
- Respond exactly as required
- Make your response a best effort
- Demonstrate professional quality and capability of your firm
- Ask for a specific set-aside if appropriate

# RESOURCES

- FAR: <https://www.acquisition.gov/?q=browsefar>
- BetaSam.gov: <https://beta.sam.gov/>
- Wisconsin Procurement Institute  
Phone: 414-270-3600 [www.wispro.org](http://www.wispro.org)

# DEVELOPING A TARGETED CAPABILITIES STATEMENT

# WHAT THE GOVERNMENT AND PRIME CONTRACTORS LOOK FOR

- Established business, has other customers, sales history
- Good past performance and relevant past experience
- A business who knows that they CANNOT DO EVERYTHING – understands your capabilities and limitations
- 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
- Researchable - verifiable

# WHAT THE GOVERNMENT AND PRIME CONTRACTORS LOOK FOR **NOW**

- If you are offering supplies and services for COVID-19, state it very directly on your Targeted Capabilities Statement.
- Have your inventory numbers, pricing and delivery already calculated and ready to provide.
- Be able to deliver quickly.
- Recognize that your Covid-19 Response buyers, have very limited time.
- Trim out extraneous, purely marketing materials.
- Trim out products they are NOT looking for at this time.

# WHAT MATERIALS DO YOU NEED WHEN MARKETING TO THE GOVERNMENT

# WHAT PREPARED MARKETING MATERIALS DO YOU NEED

- Business card
- **Capabilities Statement**
- Website
- Prepared verbal introduction of your business
- Prepared verbal “about your business”
- And if Federal Government or Federal Prime Contractor are your target – register in [www.SAM.gov](http://www.SAM.gov) and 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**



# CRAFTING A STRONG CAPABILITIES STATEMENT

# TARGETED CAPABILITIES STATEMENT

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

## A GREAT CAPABILITIES STATEMENT IS CRITICAL!

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

## A BAD CAPABILITIES STATEMENT – CAN QUICKLY CLOSE DOORS

# TARGETED CAPABILITIES STATEMENT

## Should include:

1. Company Data
2. Core Competencies – Related to the Emergency!
3. Contact Information
4. Differentiators
5. Past Performance

*This is a Data Sheet, not a Marketing Brochure.*

# TARGETED CAPABILITIES STATEMENT




## Should NOT include:

1. Huge, “empty” graphics. Giant swaths of color only.  
(A few thumbnail photos of your products are OK.)
2. Photo of your building? (unless signage, logo, branding is there)
3. Marketing “fluff” and business jargon, buzz-words and phrases.
4. Irrelevant products /services to the customer’s needs at hand.
5. Criticism, even mention, of your competition
6. Outdated information, products you no longer carry.

# CAPABILITIES STATEMENT

## 1. COMPANY DATA

- Small business program designations – Federal, State, Local and Corporate
- NAICS, NIGP, PSC-FSC codes – limit to no more than 12 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)

Company Snapshot	
CAGE Code: 4L1K1 DUNS Number: 058065520	
Government Business POC: Henry Asik	
 E-Mail: <a href="mailto:henry@customfabricate.com">henry@customfabricate.com</a>	
 Phone: 414-421-2600	
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.

# TARGETED CAPABILITIES STATEMENT

## 2. CORE COMPETENCIES

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

**Example:**

*Wisconsin Construction Company is a leader in mobile, temporary medical outbuildings.*

- One-day installations and removal, and on-call technicians for immediate maintenance.
- Weather –resistant with portable, filtered HVAC.
- Variably sized units for intake, patient care, family waiting areas, staff breakroom areas, secured storage rooms and administration offices.
- Materials ranging from plastic and canvas tents and pagodas, to foam core walls, even customized storage containers.

# CAPABILITIES STATEMENT

## 3. CONTACT INFORMATION

- Direct contact information – name of individual and title
- Email address – on the individual – NOT .gmail or .yahoo – get a business email
- Address – street address – NOT PO BOX
- Telephone – office AND cell
- Website and social media links

Government Business POC: Henry Asik

 E-Mail: [henry@customfabricate.com](mailto:henry@customfabricate.com)

 Phone: 414-421-2600

[www.customfabricate.com](http://www.customfabricate.com)

**Custom Fabricating & Supplies**

5500 West Oakwood Park Drive

Franklin, WI 53132

(P) 414-421-2600 (F) 414-421-2700

# CAPABILITIES STATEMENT

## 4. 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]



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.

# CAPABILITIES STATEMENT

## 5. 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 past customer contact detail – you can provide that later if requested
- Mention customers by name only with their permission
- Include recognition for recent, related past work

## CORPORATE EXPERTISE

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

### PROJECTS

#### FEDERAL CLIENTS

---

- Walter Reed Medical Center
- VA Healthcare, VA Cemetery
- DHS, St. Elizabeth's
- ICC-B
- Ft. Belvoir Community Hospital
- Pax River

- VA Audie Murphy
- POFF Federal Building
- Canon House Office Building
- Camp Pendleton Naval Hospital
- WWII Memorial
- National Museum of the Marine Corps

#### PRIVATE CLIENTS

---

- Baker Daniels
- Blank Rome LLP
- Epstein Becker Green
- Frederick Community College
- George Mason University
- Raytheon

- **EVERY CAPABILITIES STATEMENT WILL BE UNIQUE IN APPEARANCE AND CONTENT – it should reflect your company, brand 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](http://www.customfabricate.com)



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**Industries Served**

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



**Company Snapshot**

CAGE Code: 4L1K1  
DUNS Number: 058065520



Government Business POC: Henry Asik  
E-Mail: [henry@customfabricate.com](mailto: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 Peebles, President  
Melissa Schneider, VP  
Clay Froom, 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"> <li>• Walter Reed Medical Center</li> <li>• VA Healthcare, VA Cemetery</li> <li>• DHS, St. Elizabeth's</li> <li>• ICC-B</li> <li>• Ft. Belvoir Community Hospital</li> <li>• Pax River</li> </ul>	<ul style="list-style-type: none"> <li>• VA Audie Murphy</li> <li>• POFF Federal Building</li> <li>• Canon House Office Building</li> <li>• Camp Pendleton Naval Hospital</li> <li>• WWII Memorial</li> <li>• National Museum of the Marine Corps</li> </ul>
<ul style="list-style-type: none"> <li>• Baker Daniels</li> <li>• Blank Rome LLP</li> <li>• Epstein Becker Green</li> <li>• Frederick Community College</li> <li>• George Mason University</li> <li>• Raytheon</li> </ul>	

## 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 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

# BRANDING:

- Be consistent across all platforms: Logo, color, font, style, in telephone messaging, advertising, the sign on your building.
- Capabilities Statement, Logo, Business Cards, Website, stationery, even the embroidery on your polo shirts should MATCH.
- Reduce logo size to allow more critical DATA. A logo that takes a third of a page is pretentious and empty.
- A good brand speaks for itself, without mentioning itself much.
- Brand loyalty takes YEARS, even decades, and must be earned.
- Do not change brands often if you can absolutely avoid it.

# 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**



# 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

# 8<sup>th</sup> 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

<b>February 10, 2021</b>	Overview of the FAR
<b>February 17, 2021</b>	FAR Regulations and Clauses on Subcontracting
<b>March 3, 2021</b>	FAR Regulations and Clauses in Commercial Items
<b>March 10, 2021</b>	FAR and DFARS Regulations and Clauses in Manufacturing Contracts
<b>March 17, 2021</b>	FAR Regulations and Clauses in Federal Service Contracts
<b>April 7, 2021</b>	FAR Clauses in Federal Construction Services
<b>April 14, 2021</b>	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](mailto:marcv@wispro.org) or 920-456-9990

# CONTINUING PROFESSIONAL EDUCATION



CPE Certificate available, please contact:

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