

Acquisition Hour

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

March 24, 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.



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

CURRENT EDITION OF THE WPI NEWSLETTER

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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

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CURRENT OPPORTUNITIES (1)

GET STARTED WITH THE BASICS

Questions & answers on how to get started.

[GET STARTED](#)

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HAVE A QUESTION? WE'RE HERE TO HELP.

One of our staff of experts is available to answer your questions.

[GET HELP](#)



Cyber Friday

Desktop tools to analyze Federal Data

Marc N. Violante

March 24, 2021

Data Data Data

- Data is readily available
 - usaSpending
 - Beta.Sam.gov > Contract Data Reports
 - FPDS – legacy, ezSearch & Advanced Search
 - Data.gov
 - Agency data sites
 - Google: data site:.gov
 - Google: data site:usda.gov
 - Google: data site:bls.gov
 - Google: data site:va.gov

Getting Data is fairly simple – 34,134 rows

Contracting Agency Name	Contracting Agency ID	Contracting Officers Business Size Determination	Is Vendor Business Type - 8A Program Participant	Is Vendor Business Type - HUBZone Firm	Is Vendor Business Type - Women Owned Small Business	Is Vendor Business Type - Service Disabled Veteran Owned Business	NAICS Code	Award or IDV Type	Number of Offers Received	NAICS Description	Product or Service Code	Product or Service Description	Dollars Obligated
DEPT OF THE NAVY	1700	OTHER THAN SMALL BUSINESS	NO	NO	NO	NO	111110	PURCHASE ORDER	3	SOYBEAN FARMING	5342	HARDWARE, WEAPON SYSTEM	\$0.00
DEPT OF THE NAVY	1700	OTHER THAN SMALL BUSINESS	NO	NO	NO	NO	112210	PURCHASE ORDER	1	HOG AND PIG FARMING	8820	LIVE ANIMALS, NOT RAISED FOR FOOD	\$26,160.00
DEPT OF THE NAVY	1700	OTHER THAN SMALL BUSINESS	NO	NO	NO	NO	112310	PURCHASE ORDER	1	CHICKEN EGG PRODUCTION	8910	DAIRY FOODS AND EGGS	\$2,592.61
DEPT OF THE NAVY	1700	OTHER THAN SMALL BUSINESS	NO	NO	NO	NO	112930	DELIVERY ORDER		FUR-BEARING ANIMAL AND RABBIT PRODUCTION	8820	LIVE ANIMALS, NOT RAISED FOR FOOD	\$141,277.01
DEPT OF THE NAVY	1700	OTHER THAN SMALL BUSINESS	NO	NO	NO	NO	112930	DELIVERY ORDER		FUR-BEARING ANIMAL AND RABBIT PRODUCTION	V112	TRANSPORTATION/RAVEL/RELOCATION-TRANSPORTATION: MOTOR FREIGHT	\$28,095.00
DEPT OF THE NAVY	1700	OTHER THAN SMALL BUSINESS	NO	NO	NO	NO	112930	IDC	1	FUR-BEARING ANIMAL AND RABBIT PRODUCTION	8820	LIVE ANIMALS, NOT RAISED FOR FOOD	\$0.00

Data.gov

The home of the U.S. Government's open data

Here you will find data, tools, and resources to conduct research, develop web and mobile applications, design data visualizations, and [more](#).

For information regarding the Coronavirus/COVID-19, please visit [Coronavirus.gov](https://www.covid19.gov).

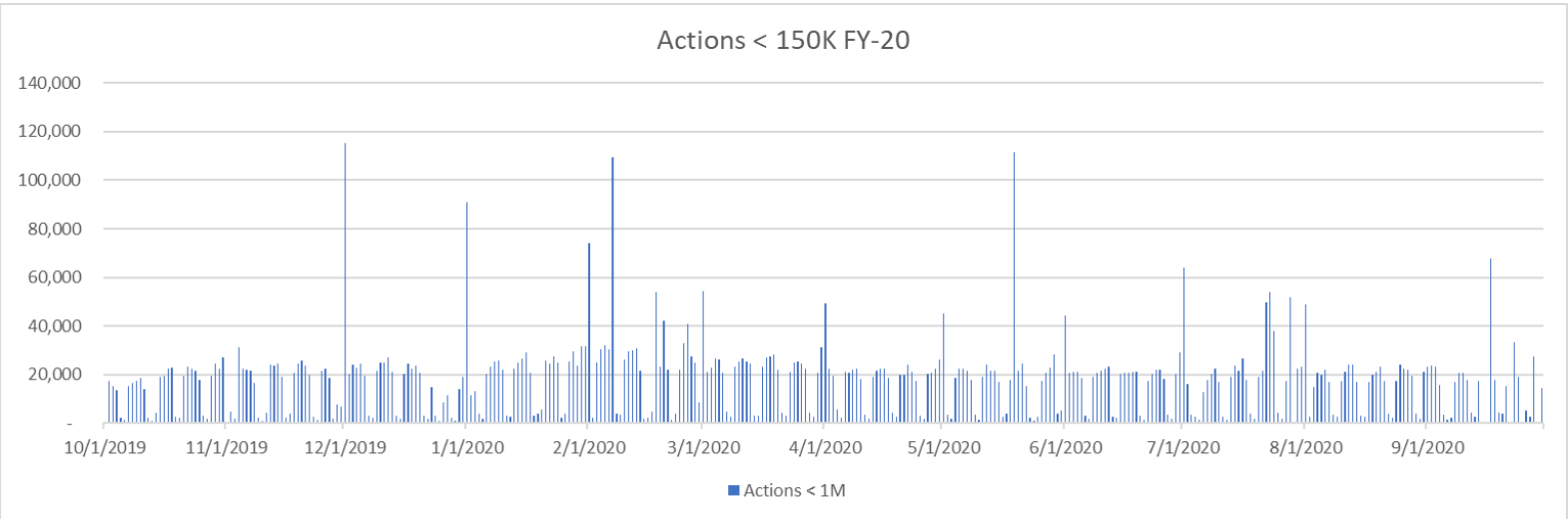
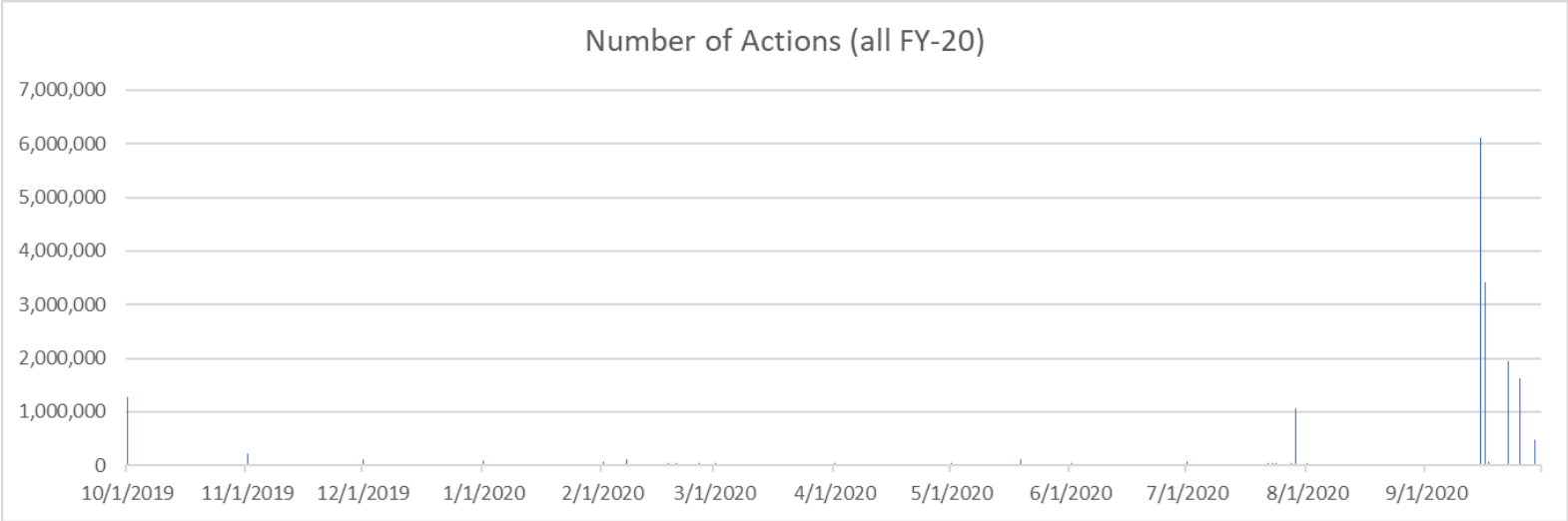
GET STARTED
SEARCH OVER 280,254 DATASETS



Monthly House Price Indexes



FY-20 total #
of Actions >
22.6 M



Data helps a company to see the big picture

- Federal Government
 - Departments – 72
 - Agencies – 167
 - Contracting Offices – 2,814
- These organizations classify procurements using
 - NAICS codes – 1,122
 - PSC codes – 2,558

Helps to answer questions – such as ...

- Company X

- Government revenue goal = \$150,000
- Average contract = \$5,000
- Number of awards = 30 = $\$150,000 / \$5,000$
- Bid to Win ratio = 10
- Total number of bids = $30 * 10 = \mathbf{300}$
- Time required = 5 hrs ea: locate, review, prepare, submit
- Total time = $300 * 5 = 1,500$ (~ 75%) work year
- 500 hours to perform 30 contracts
- 80 hours vacation

Is this
workable?

Define & Develop Integrated Approach



Options

- Raw data
- Integrated visualization tools
- Excel
- Excel – Pivot Tables
- MS Power BI
- Python
- R
- GNUplot

Data Tools selection criteria

- Knowledge
- Familiarity
- Purpose
- Product limitations
- Need to share intermediate data
- Single or recurrent need
- Data processing requirement
- Data size – small v. large
- Maybe multiple factors

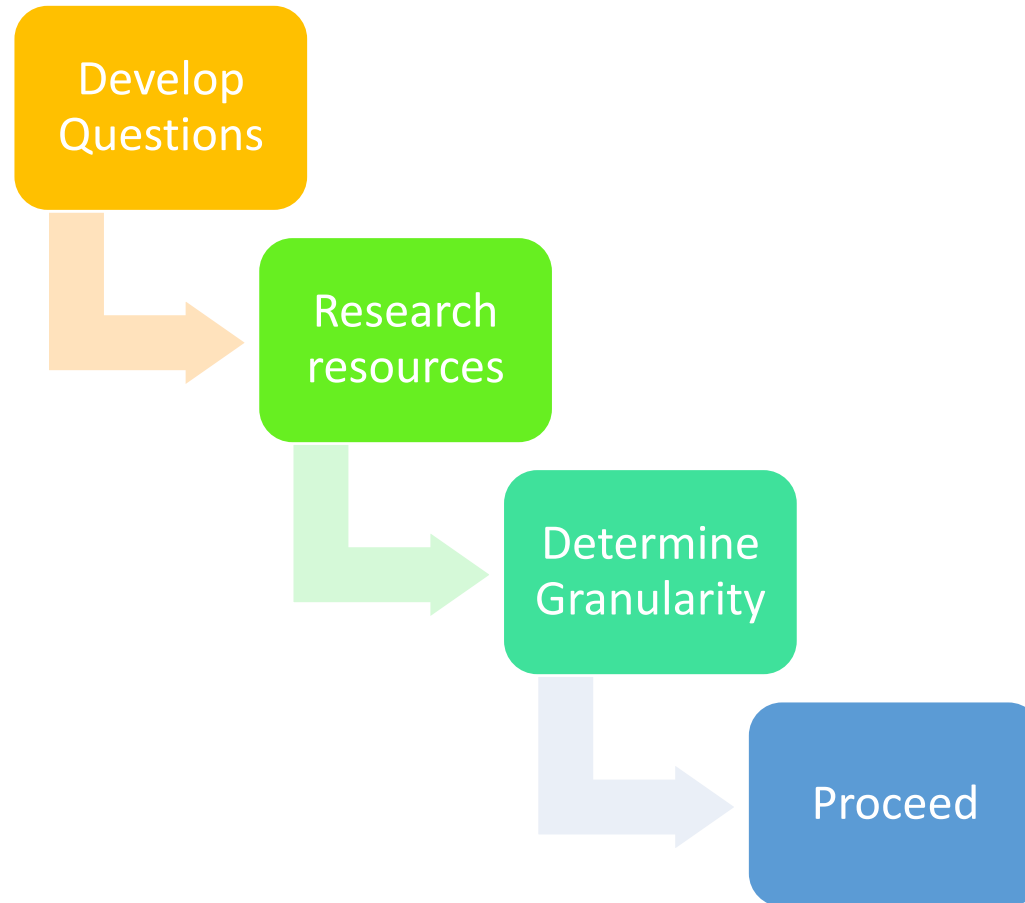
Data issues

- Amount – partial picture v. all
- Granularity
- Ability to process
- Ability to process v. download v. granularity
- Historical v. forward looking
- Format
 - May require pre-processing
- Data tool – learning curves
- Cost – not typically an option; many free – open source resources

Why some queries “blow up”- managing limits

- Legacy FPDS
 - 30,000 records and/or 5 year time period
- Beta.sam.gov > CDR
 - 150,000 records and/or 12 year time period
- Issue –
 - There is just too much data
 - Queries often exceed the record limitation

Process



3/24/2021

Data Provides

- Information about the customer
- Information about
 - Needs
 - Drivers
 - Requirements
- Information about competition
- Information about how procurements are made
- Information about when procurements are made

Natural – segments

- Location
- Purpose/mission –
 - flood control, training, aviation, construction, MRO
- Categories
 - NAICS
 - PSC
 - Business size
 - Socio-economic
 - Award type
 - Award amount
 - Duration/time of year/periodicity

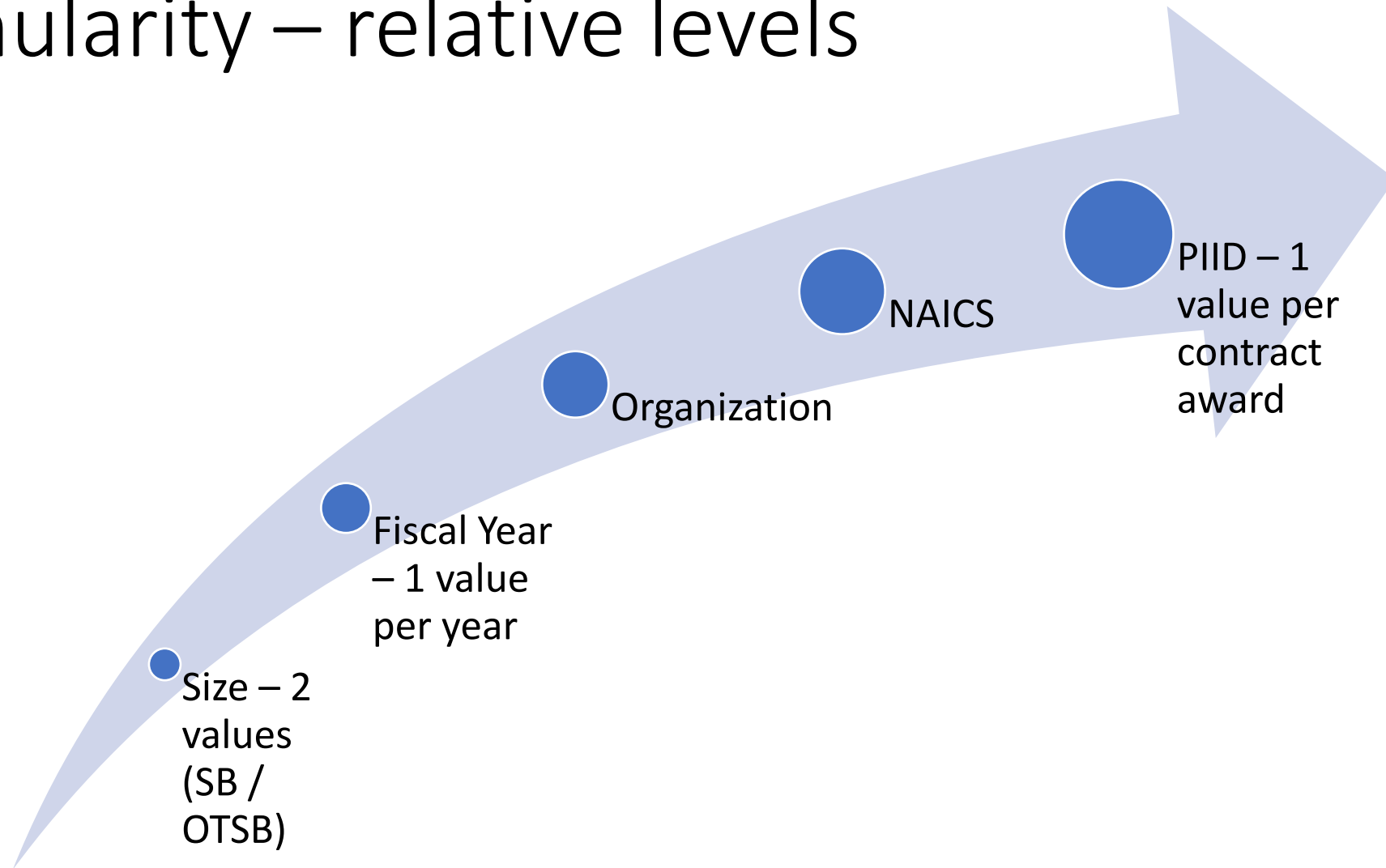
Key issue = Granularity

- Data granularity is the level of detail considered in a model or decision making process or represented in an analysis report. The greater the granularity, the deeper the level of detail. Increased granularity can help you drill down on the details of each marketing channel and assess its efficacy, efficiency, and overall ROI.

Granularity examples

- Time – Period (years) | Fiscal Year | Date
- Organization – Department | Agency | Contracting Office
- NAICS code – all | discrete | banded
- PSC – all | discrete | banded
- Size – Other than Small | Small
- Socio-economic - | 8(a) | SDB | HUBZone | SDVOSB | WOSB
- Award Type

Granularity – relative levels



3/24/2021

Why queries fail

- Query – FY – action obligation [A.O.] (FY 1 – FY 12) > OK – 12 responses
- Query – [A.O.] Contracting Office & (FY 1 – FY 12) > OK – 12 * # KO = < 130k
- Query – [A.O.] NAICS & (FY -1 – FY 12) > OK – 12 * # NAICS
- Query – [A.O.] NAICS & Date > FAIL
 - # NAICS = 1,119
 - # Days = 365/366
 - There will be multiple NAICS for each day (1119 * 365) = 408,435
- There is a balance
- data for PIID's for 1+ day can work but with managed selection

PIID's are a key limiting factor but ...

- PIID's are the most granular data element
- If PIID's can be returned, then all other data elements can be obtained
- The record limitation is the number of rows not the number of data elements
- Some data elements will help provide
 - Insight
 - Understanding
 - Useable data/information
- Others will not
- Gaining an understanding of the data elements and their informational value is of great importance

Managing the number of returns

- Query on single terms
- Query PIID's for only the most narrowly defined criteria
- Use general results to localize areas of interest
- Develop queries
- Review results
- Modify terms

Good Practices

- Create a plan
 - Outline general query parameters
- Develop (write down) questions
- Time frame
 - Consistency – fiscal year
 - Document – changes impact comparability
 - Validate – check to validate the date entered are the correct ones
- Filters
 - Document
- Update query plan
- Save with recognizable name – “where did I save that?”

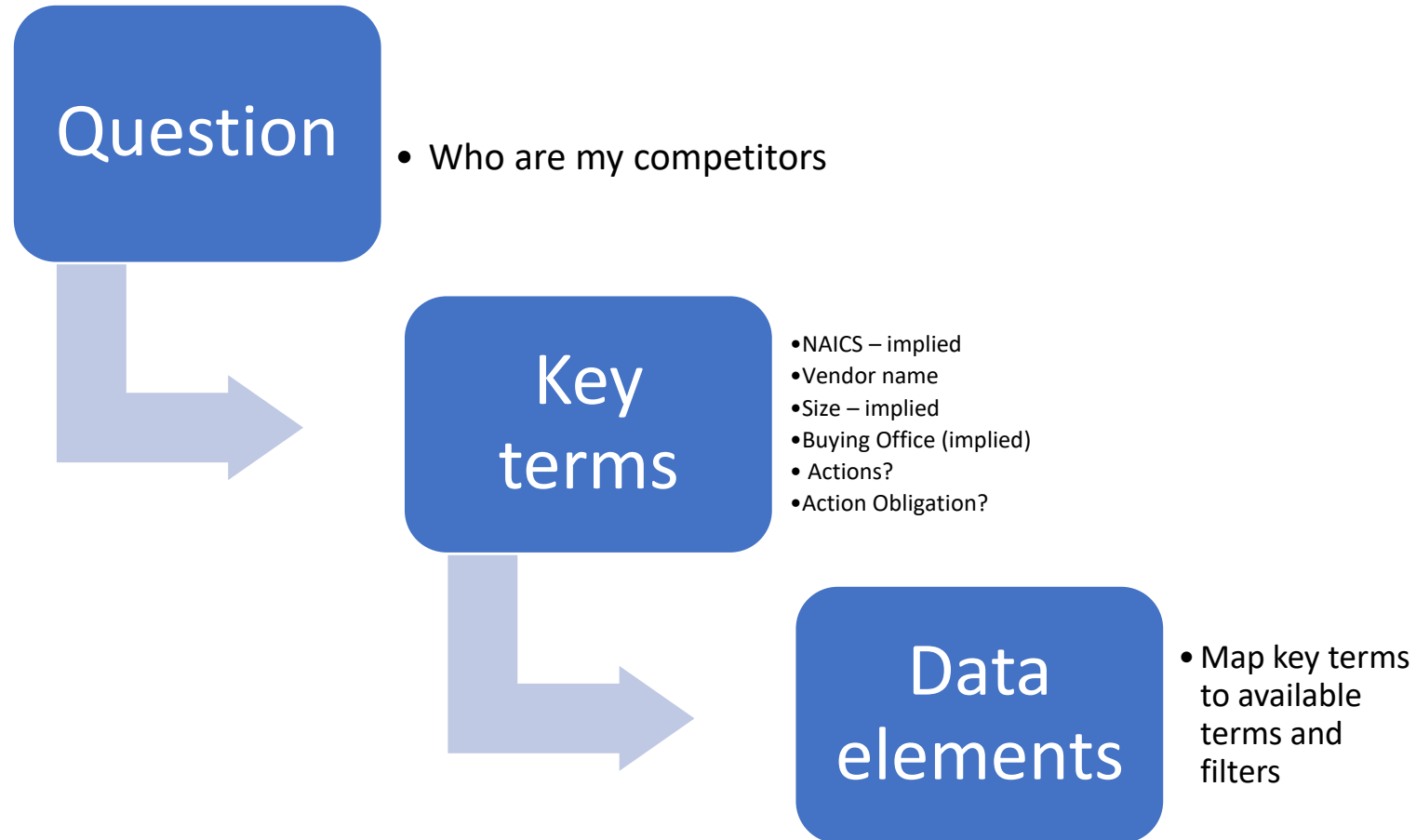
What is your goal?

- What are you trying to find out?
- Write down the question
- Id key terms
- Look for a correlation between the key terms and terms (idea) used by the data elements.

Define questions

- Identify which Contracting Offices buy the most NAICS
- If my product/service falls under this NAICS, which buying offices should I focus on?
- Identify which Contracting Offices buy the PSC when the solicitation is coded as NAICS
- What award type is most prevalent for a buying office
- Which office are the most SB friendly (greatest # / \$ awards)
- What NAICS and what buying offices are the best for a specific Socio-economic program?
- Who are my competitors?

Determine what data is needed



Identify data sources

- Primary resources for contracting –
 - Legacy FPDS (ezSearch and Advanced Search)
 - Contract Data Reports – beta.sam.gov
 - [usaSpending](https://www.usaspending.gov)
- SBA's Dynamic Small Business Search (DSBS)
- BLS – PPI tables
- Census data
- [Data.gov](https://data.gov)

Create queries

- Step 1 – select data elements
 - Awareness of data element structure – where to locate
- Step 2 – define filters if needed
 - Data Element output option
 - Ex: Contracting Officers Size – SB & OTSB
 - Ex: Awd Type – BPS Call | Definitive Contract | Delivery Order | IDC |

Feature Engineering

- Combining terms to create new terms of value
- Number of Offers
- Number of Awards for each NAICS or PSC
- *Competitiveness* =
$$\frac{\text{Number of Awards (item)}}{\text{Number of Offers}}$$

Create Tools – this creates a look-up table

Look in:
Search results: [v] [x]

Search for: [] [Q]

Available:

- Business Size Selection
- Competition Information
- Contract Dates
- Contract Identification
- Contract Information
- Contract Marketing Data
- Department and Agency Information
- Funding Sources

1 - 17 of 17

Selected:

- Contracting Agency ID
- Contracting Agency Name
- Contracting Department ID
- Contracting Department Name
- Contracting Office ID
- Contracting Office Name

6. Choose the metrics of the report

Select the metrics to include on your report:

Look in:
Search results: [v] [x]

Search for: [] [Q]

Available:

- Base and All Options Value (Total Contract Value)
- Base and Exercised Options Value
- Number of Actions
- Number of Records








1 - 5 of 5

Selected:

- Dollars Obligated

7. Qualify on any attribute

Look-up table results

Contracting Department Name 	Contracting Department ID 	Contracting Agency Name 	Contracting Agency ID 	Contracting Office Name 	Contracting Office ID 	Dollars Obligated 
DEPT OF DEFENSE	9700	DEPT OF THE ARMY	2100	W7NZ USPFO ACTIVITY SCANG 169	W50S95	\$3,292,892.94
DEPT OF DEFENSE	9700	DEPT OF THE ARMY	2100	W7PA USPFO ACTIVITY PR ARNG	W912LR	\$14,316,668.18
DEPT OF DEFENSE	9700	DEPT OF THE ARMY	2100	W7PA USPFO ACTIVITY PRANG 156	W50S93	\$7,861,842.02
DEPT OF DEFENSE	9700	DEPT OF THE ARMY	2100	W7QP USPFO ACTIVITY GU ARNG	W911YU	\$2,065,778.49
DEPT OF DEFENSE	9700	DEPT OF THE ARMY	2100	W7RQ USPFO ACTIVITY VI ARNG	W9127P	\$1,435,908.48
DEPT OF DEFENSE	9700	DEPT OF THE NAVY	1700	AMPHIBIOUS CONSTRUCTION BAT 1	R55104	\$8,606.80
DEPT OF DEFENSE	9700	DEPT OF THE NAVY	1700	AMPHIBIOUS CONSTRUCTION BATTALION 2	V55105	\$86,599.93
DEPT OF DEFENSE	9700	DEPT OF THE NAVY	1700	BUREAU OF MEDICINE AND SURGERY	N00018	\$7,438.74
DEPT OF DEFENSE	9700	DEPT OF THE NAVY	1700	CAMP LEMONIER DJIBOUTI	N3379A	\$1,356.85
DEPT OF DEFENSE	9700	DEPT OF THE NAVY	1700	CARRIER STRIKE GROUP FOUR	N09577	\$30,588.94
DEPT OF DEFENSE	9700	DEPT OF THE NAVY	1700	CDR US PACIFIC COMMAND USPACOM	N00038	\$4,588,268.03
DEPT OF DEFENSE	9700	DEPT OF THE NAVY	1700	CENTER FOR EXPLOSIVE ORDNANCE	N3595A	\$6,584.46
DEPT OF DEFENSE	9700	DEPT OF THE NAVY	1700	CENTER FOR SEABEES AND FACILITIES	N3594A	\$642.89
DEPT OF DEFENSE	9700	DEPT OF THE NAVY	1700	CENTER FOR SEAL SWCC	N3593A	\$127.73
DEPT OF DEFENSE	9700	DEPT OF THE NAVY	1700	CENTER FOR SECURITY FORCES	N3761A	\$1,218,239.38
DEPT OF DEFENSE	9700	DEPT OF THE NAVY	1700	CENTER FOR SURFACE COMBAT SYSTEMS	N3596A	\$1,258,174.06

Perform Basic Analysis

- Pivot Table
- Insert Table
- Excel Formulas

=COUNTIF(B4:B3264,"=0")	74
=COUNTIF(B4:B3264,"<0")	219
=COUNTIF(B4:B3264,">0")	2968
Total # Buying Offices	3261
=COUNTIF(B4:B3264,">10000000")	1317

Row Labels	Sum of Dollars Obligated
1400	\$ 48,127,257.60
12000	\$ (17,674.82)
33103	\$ -
113160	\$ 45,440,221.65
120109	\$ 14,811,393.24
120112	\$ -
120120	\$ 977,403.13
120202	\$ 690,488.36
120208	\$ 291,707.18
120219	\$ (450.00)
120261	\$ 18,330,843.28
120317	\$ -
120342	\$ 40,750.00
120343	\$ 46,377,145.73
120345	\$ 34,466.05
120355	\$ 1,577,578.34
120356	\$ -
120385	\$ -
120426	\$ 876,956.26
120453	\$ 2,192,082.38
120458	\$ 24,250.00
120496	\$ (118,414.82)
120521	\$ 1,201,535.40
120551	\$ (4,937.50)
120580	\$ (41,832.96)
121130	\$ (248.00)

NAICS code analysis

Sector 31-33. Manufacturing	143
Subsector 311. Food Manufacturing	144
Subsector 312. Beverage and Tobacco Product Manufacturing	164
Subsector 313. Textile Mills	167
Subsector 314. Textile Product Mills	169
Subsector 315. Apparel Manufacturing	172
Subsector 316. Leather and Allied Product Manufacturing	175
Subsector 321. Wood Product Manufacturing	177
Subsector 322. Paper Manufacturing	184
Subsector 323. Printing and Related Support Activities	189
Subsector 324. Petroleum and Coal Products Manufacturing	192
Subsector 325. Chemical Manufacturing	195
Subsector 326. Plastics and Rubber Products Manufacturing	207
Subsector 327. Nonmetallic Mineral Product Manufacturing	214
Subsector 331. Primary Metal Manufacturing	222
Subsector 332. Fabricated Metal Product Manufacturing	230

NAICS Structure






















- The first two digits of the code designate the sector
- The third digit designates the subsector
- The fourth digit designates the industry group
- The fifth digit designates the NAICS industry
- The sixth digit designates the national industry.
 - A zero as the sixth digit generally indicates that the NAICS industry and the U.S. industry are the same.

Subset Data Element

- 236220 Commercial and Institutional Building Construction
- Can use the six digit code; however
- Can create a
 - 2 digit code – 23
 - 3 digit code – 236
 - 4 digit code – 2362
- Too much detail may impact the clarity

Contracting Office id = M67004

« 1 2 3 4 5 of 9 pages » Data rows: 1 - 50 of 411 | Data columns: 1

Contracting Office Name   	Contracting Office ID   	Contracting Officers Business Size Determination   	Description of Requirement   	NAICS Code   	NAICS Description   	Dollars Obligated   
COMMANDER	M67004	OTHER THAN SMALL BUSINESS	1312 SHIPBOARD	811310	COMMERCIAL AND INDUSTRIAL MACHINERY AND EQUIPMENT (EXCEPT AUTOMOTIVE AND ELECTRONIC) REPAIR AND MAINTENANCE	\$0.00
COMMANDER	M67004	OTHER THAN SMALL BUSINESS	AC MEASUREMENT STANDARD CALIBRATION	811219	OTHER ELECTRONIC AND PRECISION EQUIPMENT REPAIR AND MAINTENANCE	\$7,122.00
COMMANDER	M67004	OTHER THAN SMALL BUSINESS	ADP BACKUP SECURITY SERVICES -	511210	SOFTWARE PUBLISHERS	\$69,125.28
COMMANDER	M67004	OTHER THAN SMALL BUSINESS	ADVANCED TARGET POINTER ILLUMINATOR -	333314	OPTICAL INSTRUMENT AND LENS MANUFACTURING	\$254,793.40
COMMANDER	M67004	OTHER THAN SMALL BUSINESS	ADVANCED TARGET POINTER ILLUMINATOR -	334511	SEARCH, DETECTION, NAVIGATION, GUIDANCE, AERONAUTICAL, AND NAUTICAL SYSTEM AND INSTRUMENT MANUFACTURING	\$0.00
COMMANDER	M67004	OTHER THAN SMALL BUSINESS	AEM FORMS DESIGNER -	511210	SOFTWARE PUBLISHERS	\$6,344.00
COMMANDER	M67004	OTHER THAN SMALL BUSINESS	ARC FLASH HAZARD ANALYSIS	541350	BUILDING INSPECTION SERVICES	\$17,892.92
COMMANDER	M67004	OTHER THAN SMALL BUSINESS	ASSORTED SHOP TOWEL SUPPLY -	812332	INDUSTRIAL LAUNDERERS	(\$43,178.00)

Take advantage of standard formats

- PIID –
- M67004 = DoDAAC or UIC
- 21 = Fiscal Year funding procurement
- Q = Type of notice
 - Q = RFQ T & Z - DLA
 - R = RFP
 - B = IFB
- 0026 = Counter

PURCHASE HONING MACHINE

Classification Code: 34 – Miscellaneous Machine Tools

NAICS Code- 333517 Machine Tool Manufacturing

Subject &ndash

...

Department/Ind. Agency

DEPT OF DEFENSE

Sub-tier

DEPT OF THE NAVY

Office

COMMANDER

Contract Opportunities

Notice ID
M67004-21-Q-0026

Last Updated Date
Feb 22, 2021

Last Published Date
Feb 22, 2021

Type
Original Justification

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/>

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ACQUISITION HOUR LIVE WEBINAR SERIES

▪ 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 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

▪ 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

▪ 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

▪ April 6, 2021

Acquisition Hour: Introduction to Certifications Available to Woman Owned Businesses

[CLICK HERE](#) for additional information

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

▪ April 21, 2021

Acquisition Hour: Learning about the Surety Bond Guarantee from the U.S. SBA

[CLICK HERE](#) for additional information

Presented by Tamara Murray, U.S. Small Business Administration

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

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