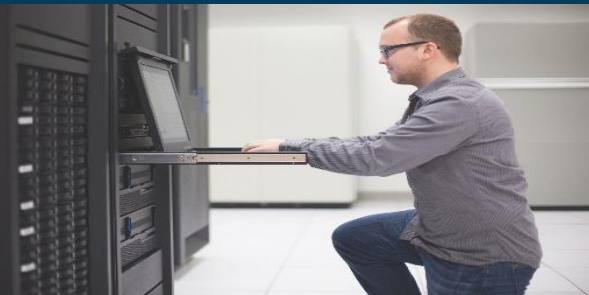
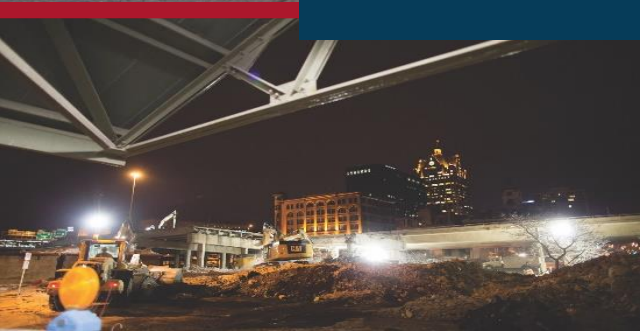


## Acquisition Hour

# Federal Small Business Certification Programs for Veteran and Woman Owned Small Businesses

October 5, 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](#)



# WHAT WE WILL BE DISCUSSING TODAY

- About the Federal Government Market
- Registering Your Business
- Wisconsin and Area Federal Agencies

# FEDERAL GOVERNMENT

# FEDERAL GOVERNMENT

- **Federal – a \$500 billion market**
  - Very large market
  - Worldwide
  - Complex
  - Benefit to being SMALL (Small Business Set Asides)
  - Manufacturing, Construction, Services, R&D, Products..... – anything/everything
- **Federal Primes**
  - Large market
  - Worldwide
  - Less complex – flow-down of rules from Federal Prime contractor
  - Benefit to being SMALL (SMALL BUSINESS SET ASIDES)
  - Diverse products and services

# THREE MOST IMPORTANT THINGS

- **Technical Knowledge**
  - The process – how it works - regulations
- **The Market**
  - Needs, priorities, problems – where do you fit
- **Access**
  - Entry points, relationships, “who you know”

# LAST YEAR...

The Federal government purchased

- **\$500 billion in good and services**
- **\$3.58 billion from Wisconsin businesses**
- **\$608 million from Wisconsin Small Businesses**
  - \$37 million from Woman Owned Businesses
  - \$2.5 million from Small Disadvantaged Businesses
  - \$17.5 million from HUBZone Certified Businesses
  - \$93 million from Service Disabled Veteran Owned Businesses

# TOP 15 WISCONSIN FEDERAL CONTRACTORS

| Rank | TOP WI CONTRACTORS FY2018                    |                    | Per cent | NAICS   | PSC Code |
|------|--|--------------------|----------|---------|----------|
| 1    | OSHKOSH DEFENSE, LLC                         | \$1,527,618,255.07 | 34.8     | 336390, | 2510,    |
| 2    | LOGISTICS HEALTH, INC.                       | \$403,591,863.59   | 9.19     | 621111, | Q403,    |
| 3    | GENERAL ELECTRIC COMPANY                     | \$247,516,673.90   | 5.64     | 334517, | J065,    |
| 4    | GREAT LAKES EDUCATIONAL LOAN SERVICES, INC.  | \$220,368,373.33   | 5.02     | 522390, | R710,    |
| 5    | WISCONSIN PHYSICIANS SERVICE INSURANCE CORPO | \$189,646,981.70   | 4.32     | 524114, | G007,    |
| 6    | AMTEC CORPORATION                            | \$139,026,274.99   | 3.17     | 332993, | 1310,    |
| 7    | JOHNSON CONTROLS GOVERNMENT SYSTEMS LLC      | \$103,058,580.76   | 2.35     | 541330, | Y1MG,    |
| 8    | GOODWILL INDUSTRIES OF SOUTHEASTERN WISCONS  | \$77,829,955.37    | 1.77     | 812332, | S209,    |
| 9    | FAIRBANKS MORSE, LLC                         | \$59,428,849.80    | 1.35     | 336611, | 2815,    |
| 10   | STATZ CORPORATION                            | \$54,390,106.49    | 1.24     | 333316, | 6760,    |
| 11   | IDSC HOLDINGS LLC                            | \$53,417,260.65    | 1.22     | 444130, | 5120,    |
| 12   | INDUSTRIES FOR THE BLIND, INC.               | \$52,366,115.04    | 1.19     | 238220, | 3030,    |
| 13   | KRUEGER INTERNATIONAL INCORPORATED           | \$48,202,598.83    | 1.1      | 337122, | 7105,    |
| 14   | OSHKOSH AIRPORT PRODUCTS, LLC                | \$44,388,803.00    | 1.01     | 333318, | 4210,    |
| 15   | TRUCK COUNTRY OF WISCONSIN, INC.             | \$39,574,855.96    | 0.9      | 336120, | 2320,    |
| 16   | 1PROSPECT TECHNOLOGIES, LLC                  | \$35,655,991.58    | 0.81     | 541214, | R499,    |
| 17   | TRANE U.S. INC.                              | \$35,466,492.70    | 0.81     | 238210, | J045,    |
| 18   | PIERCE MANUFACTURING, INC.                   | \$31,776,717.18    | 0.72     | 336211, | 2320,    |
| 19   | JOHNSON CONTROLS INCORPORATED (0010)         | \$28,164,024.87    | 0.64     | 334290, | J063,    |
| 20   | STRATATECH CORPORATION                       | \$26,756,026.19    | 0.61     | 541711, | AN93,    |

# FY 2020

If you are interested in seeing how Wisconsin Small Businesses have leveraged their Federal Small Business certifications in the past year:

Please send an email to [benjaminb@wispro.org](mailto:benjaminb@wispro.org)  
after this session

# FEDERAL SMALL BUSINESS PROGRAMS

Federal Goals applied to Federal agencies and their large prime contractors:

- 23 percent of prime contracts and subcontracts for small businesses [table of size standards](#);
- 5 percent of prime and subcontracts for [Woman-Owned Small Businesses](#);
- 5 percent of prime contracts and subcontracts for [Small Disadvantaged Businesses](#) (including minority);
- 3 percent of prime contracts and subcontracts for [HUBZone](#) Small Businesses; **NOT MEETING THEIR GOALS**
- 3 percent of prime and subcontracts for [Service-Disabled Veteran-Owned Small Businesses](#) [VA also has both a veteran and service disabled veteran business preference with a higher goal ]

# SMALL BUSINESS REQUIREMENTS ALSO APPLY TO LARGE PRIME CONTRACTORS



<https://osn.oshkoshcorp.com/>

<https://www.lockheedmartin.com/en-us/suppliers/information.html>

## BECOME A SUPPLIER

Whether you are looking to do business, getting started or need assistance with the basics start here.

[How to do Business with Lockheed Martin](#) | [Existing Suppliers](#) | [General Information](#)

## HOW TO DO BUSINESS WITH LOCKHEED MARTIN

If you are interested in doing business with Lockheed Martin and would like to market your firm, please read the recommended steps.

For more details on these steps please visit this page.

1. Do your homework to determine focus area(s) to target
2. Submit your company information in the Supplier Marketing Portal
3. Monitor and/or subscribe to the Immediate Needs Bulletin Board
4. Meet influencers at Outreach Events
5. "Small business step" - subscribe to Small Business Innovation Research (SBIR) Program directory
6. Bring partnership opportunities to Lockheed Martin through Business Development

Please reference the frequently asked questions link about Doing Business with Lockheed Martin.

QUESTIONS?



<https://www.gilbaneco.com/contractor-qualifications/>

# REGISTER YOUR BUSINESS



**Update: Planned Maintenance Schedule** [Show Details](#)

Jul 29, 2021



[See All Alerts](#)

**Recognize and Avoid Phishing Emails** [Show Details](#)

Aug 25, 2020



# https://sam.gov/content/home

🔑 [Sign In](#)



**Official U.S. Government Website**  
100% Free

### The Official U.S. Government System for:

**Contract Opportunities**

(was fbo.gov)

**Contract Data**

(Reports ONLY from fpds.gov)

**Wage Determinations**

(was wdol.gov)

**Federal Hierarchy**

Departments and Subtiers

**Assistance Listings**

(was cfda.gov)

**Entity Information**

Entity Registrations, Disaster Response Registry, and Exclusions

**Entity Reporting**

SCR and Bio-Preferred Reporting

### Register Your Entity

Register your entity to get started doing business with the federal government.



[Get Started](#)



[Renew Entity](#)



[Check Registration Status](#)

## The Official U.S. Government System for:

### Contract Opportunities

(was fbo.gov)

### Contract Data

(Reports ONLY from fpds.gov)

### Wage Determinations

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(was cfda.gov)

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Entity Registrations, Disaster Response Registry, and Exclusions

### Entity Reporting

SCR and Bio-Preferred Reporting

# SAM IS FREE!!!!

# DYNAMIC SMALL BUSINESS SEARCH

Table Listing, wh

the profile address is in MILWAUKEE (

the profile location is in: Wisco

the profile's status is Activ

and randomized by original start time of search: :

Data validation took 0.02 seconds. The count and search queries took 2.24 seconds and 2.74 seconds, respectively.

Displaying profiles 1 - 25 (of 633 profiles matching criteria):

Federal agencies and Federal primes will search SAM.GOV and DSBS for potential suppliers.

KEEP YOUR PROFILES CURRENT.

| View | Name and Trade Name of Firm                            | Contact            | Address and City, State Zip                                       |   |
|------|--|--------------------|---|---|
| 1    | <a href="#">Fliteway Technologies, Inc.</a>            | Nancy M Diehl      | <a href="#">2129 E Birchwood Ave Cudahy, WI 53110-2462</a>        | Manufacture Integrated Soil and Groundwater Remediation systems. We also are a steel and stainless steel fabricator.  |
| 2    | <a href="#">AirportGrinding L.L.C.</a>                 | Jeff Klimaszewski  | <a href="#">260 E Oak St Oak Creek, WI 53154-1117</a>             | Machine shop providing precision grinding services.   |
| 3    | <a href="#">R &amp; B WAGNER, INC.</a>                 | David Kraninger    | <a href="#">10600 W BROWN DEER RD MILWAUKEE, WI 53224-1519</a>    |   |
| 4    | <a href="#">ACTIVE FOAM PRODUCTS, INC.</a>             | SCOTT D MEYER      | <a href="#">6210 W DOUGLAS AVE MILWAUKEE, WI 53218-1549</a>       | Fabricators of foam for upholstered furniture and general cushioning need: marine, automotive & aircraft.   |
| 5    | <a href="#">Whesco Group, Inc.</a>                     | MARK PARISH        | <a href="#">9046 N 51st St Milwaukee, WI 53223-2443</a>           | We develop custom control packages including heat recovery, custom air f vapors, particulate and material handling. All design applications are made also provide start-up, training and service on all of the equipment and sys UL Listed panel shop and our services include qualified burner start-up tec insurance safety tune-ups and both direct and indirect-fired HVAC equipm |
| 6    | <a href="#">Clear and Fresh Water Inc.</a>             | Jacqueline King    | <a href="#">4335 N 19th Pl Milwaukee, WI 53209-6835</a>           | We provide bottled water and water related products such as: Dispensers a   |
| 7    | <a href="#">Tosa Trio Llc</a><br>SDVOSB Medical        | Spencer A Hoyt     | <a href="#">6001 W Center St Ste 203 Milwaukee, WI 53210-2154</a> | SDVOSB Medical, A Tosa Trio LLC, is a VA CVE Verified Service Disabled Ve research, RFP's & RFQ's with all offers being made at a fair and reasonable SDVOSB Medical carries over 3 million medical, laboratory, dental and ind to the following NAICS Codes: 334510 334517 339112 339113 339950 42 contracting officers can expect SDVOSB Medical will provide a functionally        |
| 8    | <a href="#">AMBASSADOR HOTEL, INC</a><br>EXECUTIVE INN | Noreen M Minessale | <a href="#">2308 W WISCONSIN AVE MILWAUKEE, WI 53233-1826</a>     |   |
| 9    | <a href="#">LAKEVIEW PRINTING</a>                      | JEFF Miech         | <a href="#">1800 N 4TH ST MILWAUKEE, WI 53212-3610</a>            |   |
|      | <a href="#">ECOLOGICAL</a>                             |                    |   |   |

# LOCATING AWARD HISTORY

USASPENDING.gov | Data Lab

USASPENDING.gov Spending Explorer Award Search Profiles Download Center

Advanced Search <https://www.usaspending.gov/>

Filters

Submit Search Reset search

Keyword

Time Period

Fiscal Year Date Range

All Fiscal Years

FY 2018 FY 2012

FY 2017  FY 2011

FY 2016 FY 2010

FY 2015 FY 2009

FY 2014 FY 2008

FY 2013

Award Type

Agency

TIME PERIOD

FY 2017

TABLE TIME MAP

Spending by Geography

Explore the map to see a breakdown of spending by state, county, or congressional district. View your results by place of performance or recipient location, and hover over your chosen location for more detailed information.

Place of

State County Congressional District

WASH. MONT. N.D. MINN. WIS. ILL. IND. ORE. IDAHO WYO. S.D. NEBR. IOWA NEV. CALIF. TEX. ARIZ. ARK. MISS. ALA. GA. FLA. LA. KY. TN. MS. AL. SC. NC. VA. PA. OH. WV. MD. DE. DC. HI. AK.



Home Search Data Bank Data Services Help

## Contract Data



The FPDS reports transition is complete and the **DataBank** is the only place to go to create and run contract data reports. If you are searching for contract data (i.e., searching for specific contracts), you must do so at [FPDS.gov](https://fpds.gov), which remains the authoritative source for contract data.

Contract data provides detailed information on all contract actions that are required to be reported by federal agencies. These are actions with an estimated value of \$10,000 or more.

Full class on contract data reports

Ad hoc reports topics

Intermediate and advanced topics

<https://sam.gov/content/contract-data>

10/5/21

# LOCATING OPPORTUNITIES

# FEDERAL BUSINESS OPPORTUNITIES

- Locating opportunities – <https://sam.gov/search/>


 **Update: Planned Maintenance Schedule** [Show Details](#)  
*Jul 29, 2021* ✕

**Recognize and Avoid Phishing Emails** [Show Details](#)  
*Aug 25, 2020* ✕




Home Search Data Bank Data Services Help

Search  

Select Domain **Contract Opportunities** 

- All Domains
- Contract Opportunities**
- Assistance Listings
- Entity Information
- Federal Hierarchy
- Wage Determinations

 **Select Criteria**  
Choose your filters and run your report to begin.

# FEDERAL BUSINESS OPPORTUNITIES

- Replaces Beta SAM
- The Federal Acquisition Regulations (FAR) identifies the Official Government wide point of entry (GPE) when notices are required to be published
- SAM.GOV is the official GPE
- All open market procurements over \$25,000 must be published to SAM.GOV

# IMPORTANCE OF SAM.GOV

- Must be used by all federal government agencies
- Can be used to locate
  - Pre-solicitation announcements
  - Solicitation documents – IFBs, RFPs, RFQs
  - Combined Synopsis/Solicitation
  - Solicitation amendments
  - Contract award notices
  - Sources Sought Announcements - RFIs
  - Small Business Events
- Can be used to research past procurement history

# INTERESTED VENDORS LIST - IVL

- Must be logged in to your Sam.gov account and tied to your entity to view list and add your name to the list – if available

**Notice Types & IVL's**

**61--ARMATURE-ROTOR,GENE**

Contract Opportunity

Interested Vendors List

What you think matters!

Provide Feedback

Notice ID  
SPR1A1-17-R-0497

Office  
Air Force Materiel Command

Location  
PK/PZ Tinker AFB

Interested Vendors List

+ Add Me to the Interested Vendors List

Sort By Date Added

No results found.

Easily turn a 'Presolicitation' into a 'Solicitation'

- Now just start a 'Solicitation' notice type and relate the presolicitation
- Allows for unique and specific solicitation number while still relating the items

Single JUSTIFICATION notification type

Interested Vendors List

- Each IVL is still a tab specific to the notice
- Each IVL is now sortable and searchable
- IVL Entry shows Entity information

# STRATEGY FOR INTERESTED VENDOR LIST

- Locate prime contractors
- Locate subcontractors
- See if your competitors are on the list – may show they are also interested in the requirement
- Understand not everyone on the list will actually bid the requirement

# WPI BID MATCHING SERVICE

- WPI Bid Matching – FREE service (includes Federal, State and Local) – contact WPI staff to begin process



Center Gateway

an extension of www.wispro.org

- Home
- Report Awards
- Bid Search
- Contact Information
- Surveys
- Events
- Links

| Bid Search  |     | Wisconsin Awards - Aina |           |     |       |       |        |        |       |  |
|---|-----|-------------------------|-----------|-----|-------|-------|--------|--------|-------|--|
| <b>BID MATCHING HAS A NEW LOOK and ADDED INFORMATION.</b>   |     |                         |           |     |       |       |        |        |       |  |
| Are you receiving BID MATCHES that accurately reflect opportunities in line with your businesses capabilities? Bid matches are generated based on the information provided on your Client and Keyword search profiles. Contact us if your profile needs updating. |     |                         |           |     |       |       |        |        |       |  |
| Archive Search  |     |                         |           |     |       |       |        |        |       |  |
| RFQ Date  | FBO | DLA                     | Other Fed | Web | Intnl | Local | NonFed | Awards | Total |  |
| 2018-02-14  | 27  | 5                       | 0         | 2   | 0     | 0     | 36     | 0      | 70    |  |
| 2018-02-13  | 25  | 8                       | 2         | 1   | 0     | 0     | 55     | 0      | 91    |  |
| 2018-02-12  | 21  | 3                       | 0         | 0   | 0     | 0     | 129    | 0      | 153   |  |
| 2018-02-09  | 26  | 5                       | 1         | 1   | 0     | 0     | 49     | 0      | 82    |  |
| 2018-02-08  | 18  | 0                       | 1         | 3   | 0     | 0     | 58     | 0      | 80    |  |
| 2018-02-07  | 22  | 5                       | 0         | 3   | 2     | 0     | 63     | 0      | 95    |  |
| 2018-02-06  | 13  | 2                       | 0         | 1   | 0     | 0     | 50     | 0      | 66    |  |
| 2018-02-05  | 23  | 7                       | 1         | 4   | 1     | 0     | 110    | 0      | 146   |  |



# WISCONSIN AND AREA FEDERAL AGENCIES

**U.S. Department of Agriculture –Colleen M. Rettinger,  
Supervisory Contract Specialist**  
Forest Products Laboratory & Northern Research Station  
One Gifford Pinchot Drive  
Madison, WI 53726-2398  
608-231-9285 [creittinger@fs.fed.us](mailto:creittinger@fs.fed.us)

**U.S. Forest Service – Shawn Lacina, Contracting Officer**  
Lake States Acquisition Team (LSAT)  
500 Hansen Lake Road  
Rhineland, WI 54501  
(715) 362-1347 [slacina@fs.fed.us](mailto:slacina@fs.fed.us)

**128th Air Refueling Wing (Wiang) – Dionne Holloway,  
Contract Specialist**  
1919 E. Grange Avenue  
Milwaukee, WI 53207  
(414) 944-8517 [dionne.f.holloway.mil@mail.mil](mailto:dionne.f.holloway.mil@mail.mil)

**U.S. Veterans Affairs – Steve Maier, Small  
Business Liaison**  
Great Lakes Acquisition Center (GLAC)  
112<sup>th</sup> South 84<sup>th</sup> St. Suite 101  
Milwaukee, WI 53214  
(414) 844-4824 [steven.maier2@va.gov](mailto:steven.maier2@va.gov)

**Environmental Protection Agency - Adrienne  
Callahan**  
Small and Disadvantaged Business Utilization  
Coordinator  
USEPA, Region 5  
77 West Jackson Blvd. (MC-10J)  
Chicago, IL 60604  
(312) 353-5556 [Callahan.adrienne@epa.gov](mailto:Callahan.adrienne@epa.gov)  
VA locations and contacts Nationally  
<http://www.va.gov/directory/guide/>

# WISCONSIN AND AREA FEDERAL AGENCIES

## **Oxford Prison – Bob Pahmeier, Contract Specialist**

Federal Correctional Institution

P.O. Box 500

Oxford, WI 53952

(608) 584-5511 [rpahmeier@bop.gov](mailto:rpahmeier@bop.gov)

## **115th Fighter Wing - SMSgt Katherine Pinnow**

Wisconsin Air National Guard

3110 Mitchell Street

Madison, WI 53704

(608) 245-4528 [Katherine.pinnow@ang.af.mil](mailto:Katherine.pinnow@ang.af.mil)

## [Chequamegon-Nicolet National Forest](#)

Forest Headquarters Offices

500 Hanson Lake Road

Rhineland, WI 54501

(715) 362-1300 [cnnfadmin@fs.fed.us](mailto:cnnfadmin@fs.fed.us)

## **Fort McCoy Contracting Division - Tony Steinhoff, Small Business Specialist**

Mission & Installation Contracting Command

60 South O Street

Fort McCoy, WI 54656

(608) 388-7351 phone [tony.r.steinhoff.civ@mail.mil](mailto:tony.r.steinhoff.civ@mail.mil)

## **Volk Field Combat Training Readiness Training Center - MSgt Seth Swieter**

100 Independence Drive

Camp Douglas, WI 54618-5001

(608) 427-1235 [seth.swieter@ang.af.mil](mailto:seth.swieter@ang.af.mil)

## [US Consolidated Farm Services Agency](#) – **Sandy Chalmers**

Wisconsin State Farm Service Agency

8030 Excelsior Dr., Suite 100

Madison, WI 53717

(608) 662-4422 [sandra.chalmers@wi.usda.gov](mailto:sandra.chalmers@wi.usda.gov)

# WISCONSIN AND AREA FEDERAL AGENCIES

## **Northern Great Lakes Visitor Center**

29270 County Highway G  
Ashland, WI 54806  
(715) 685-9983

## **Eagle River-Florence Ranger District**

1247 E. Wall St  
Eagle River, WI 54521  
(715) 479-2827 [slacina@fs.fed.us](mailto:slacina@fs.fed.us)

## **Florence Wild Rivers Interpretive Center**

Florence Ranger District  
5638 Forestry Dr.  
Florence, WI 54121  
(715) 528-4464

VA locations and contacts Nationally

<http://www.va.gov/directory/guide/>

## **Great Divide Ranger District**

22223 State Highway 13  
P.O. Box 126  
Glidden, WI 54527  
(715) 264-2511  
OR

10650 Nyman Ave.  
Hayward, WI 54843  
(715) 634-4821

## **Lakewood-Laona Ranger District**

15085 State Highway 32  
Lakewood, WI 54138  
(715) 276-6333  
OR

4978 State Highway 8 W  
Laona, WI 54541  
(715) 674-4481

# WISCONSIN AND AREA FEDERAL AGENCIES

## **Medford-Park Falls Ranger District**

850 North 8<sup>th</sup>, State Highway 13

Medford, WI 54451

(715) 748-4875

OR

1170 4<sup>th</sup> Avenue So.

Park Falls, WI 54552

(715) 762-2461

## **Washburn Ranger District**

113 Bayfield St. East

Washburn, WI 54891

(715) 373-2667

## **United states Department of Agriculture**

Rhineland Service Center

2187 North Stevens Street, Suite A

Rhineland, WI 54501

(715) 362-5941

## **United States Department of Agriculture**

Shawano Service Center

603A Lakeland Rd

(715) 524-4814



U.S. Small Business  
Administration

# **Woman-Owned Small Business (WOSB) Certification**

*Shane Mahaffy*

*Lead Business Opportunity Specialist*

# Women-Owned Small Business (WOSB) Program



**Take advantage of annual prime contracting goals**

**Build capacity and grow**

**Access set-asides for WOSB and EDWOSB**

# 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)

# Getting the Most Out of the WOSB Program



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

---



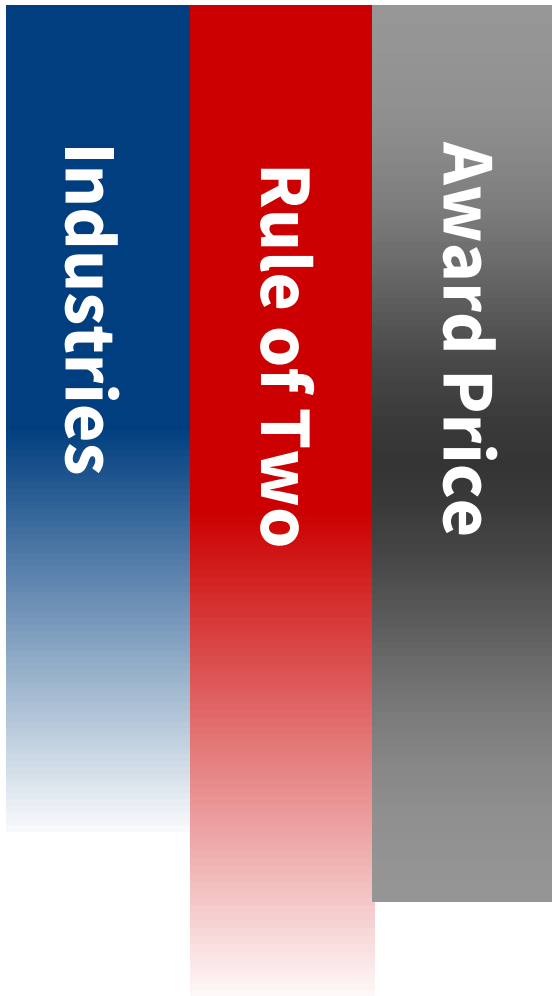
**Opportunity to build capacity and grow by establishing Joint Ventures and participating in the All Small Mentor-Protégé Program**

---



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

# WOSB and EDWOSB Set-Aside Contracts



## Industry

### WOSB

NAICS code assigned to contract is in an industry where WOSBs are **substantially underrepresented**

### EDWOSB

NAICS code assigned to contract is in an industry where WOSBs are **underrepresented**

## Rule of Two

Contracting officer has reasonable expectation that 2 or more WOSBs will submit an offer

## Award Price

Contract must be awarded at fair market price

# WOSB and EDWOSB Sole-Source Contracts

1



## Eligible NAICS Code

WOSB and EDWOSB  
eligible NAICS code

2



## Fair and Reasonable Price

Awarded at a fair and  
reasonable price

3



## Contract Value

\$7M for manufacturing  
or \$4.5M for all others

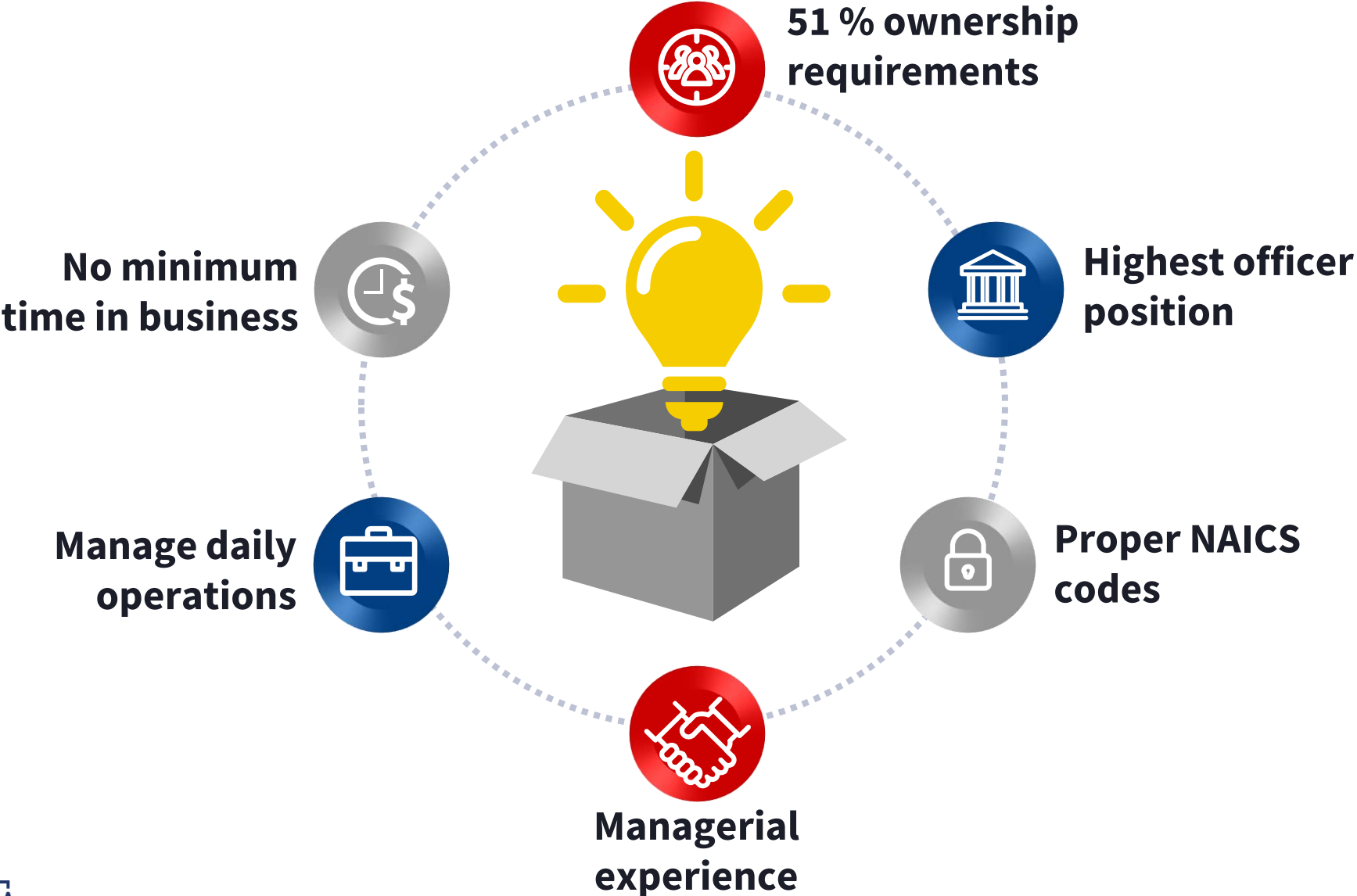
4



## Sole Source

Only (1) WOSB/EDWOSB  
that can perform

# Is the WOSB Certification Appropriate for You?



# Economically Disadvantaged Requirements to Qualify



**Personal net worth (assets minus liabilities) less than \$750,000**

---



**Three year average income is \$350,000 or less**

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**Fair market value of all assets is \$6 million or less**

# Certification Changes

➤ **As of October 15, 2020, businesses are required to be certified either through:**

- SBA's new, free online certification process (<https://beta.certify.sba.gov/>)

or

- through an approved TPC, at a cost, in order to compete for WOSB Program set-aside contracts.

# Will Other Certifications Be Accepted?

Currently, the SBA will accept current 8(a) participants, approved third-party certificates, and certifications from the CVE.

- **Current 8(a) Program Participants**—Upload most recent annual review letter or their 8(a) acceptance letter if the firm is in program year 1
- **Third-Party Certified**—Upload of WOSB and/or EDWOSB certificate
- **CVE**—Upload certificate and supporting documentation

# Third-Party Certification

There are four organizations approved by the SBA to provide third-party certification. Contact them to find out about their certification process.

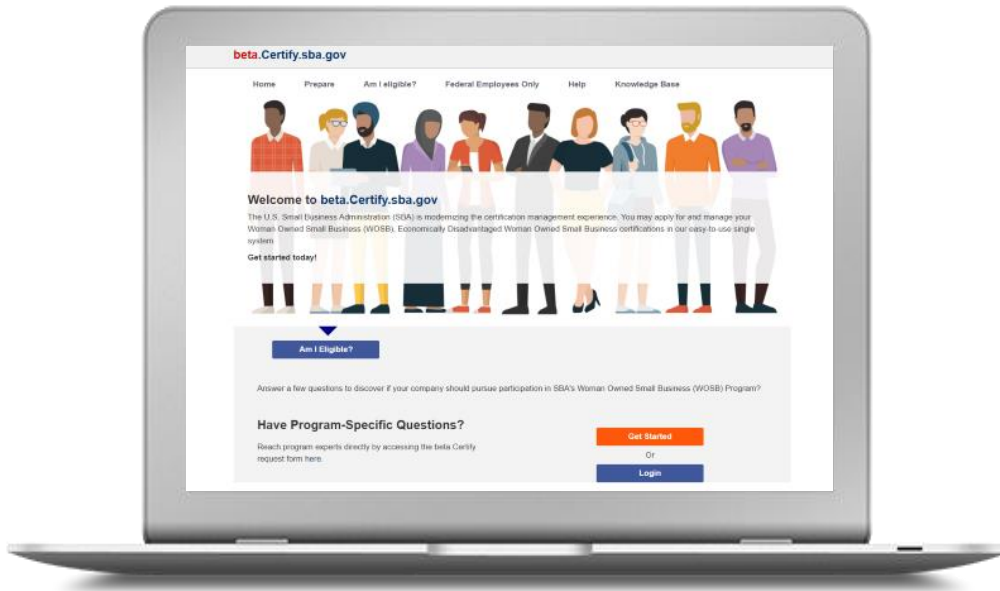
- [El Paso Hispanic Chamber of Commerce](#)
- [National Women Business Owners Corporation](#)
- [US Women's Chamber of Commerce](#)
- [Women's Business Enterprise National Council](#)

# WOSB Eligibility Process



- Register in SAM
- Apply:  
[beta.certify.SBA.gov](https://beta.certify.SBA.gov)

# [beta.Certify.sba.gov](https://beta.Certify.sba.gov)



## **SBA Certification Portal**

SBA's certification portal where businesses can submit documents to seek SBA WOSB/EDWOSB certifications

## **Automatic Migration**

Pulls business information from SAM.gov

## **Online Forms**

Forms are completed online. No longer required to upload certain SBA forms

# WOSB Contracting Changes

**SBA Federal Certifications**

## **8(a) Certification:**

SBA 8(a) Case Number: [REDACTED]  
SBA 8(a) Entrance Date: 06/01/2019  
SBA 8(a) Exit Date: 05/31/2029

## **HUBZone Certification:**

HUBZone Certified?:  Yes  No  
HUBZone Certification Date:

## **8(a) Joint Venture Certification:**

8(a) JV Entrance Date:  
8(a) JV Exit Date:

## **Women Owned - SBA Certified:**

WOSB Certified?:  Yes  No  
WOSB Certification Date:  
WOSB Pending?:  Yes  No

## **Economically Disadvantaged Women Owned - SBA Certified:**

EDWOSB Certified?:  Yes  No  
EDWOSB Certification Date:  
EDWOSB Pending?:  Yes  No

# Staying Up to Date on Changes



- For the most current information and resources about the WOSB and EDWOSB certification process, visit [sba.gov/wosbready](https://sba.gov/wosbready).
  - Firms can contact their local [SBA regional and district office](#), SBA resource partner, or a Procurement Technical Assistance Center (PTAC) with questions.
- SBA's WOSB website also has the latest [FAQ](#) and [certification options table](#) for more information.

# More Information

- [WOSB Ready Website](#)
- [certify.SBA.gov](#)
- [FAQs for WOSBs/EDWOSBs](#)
- [WOSB and EDWOSB Certification Options](#)
- [Qualifying NAICS for the WOSB Federal Contracting program](#)

# **Service-Disabled Veteran Owned Small Business**

# Service-Disabled Veteran-Owned Small Business Program (SDVOSB)

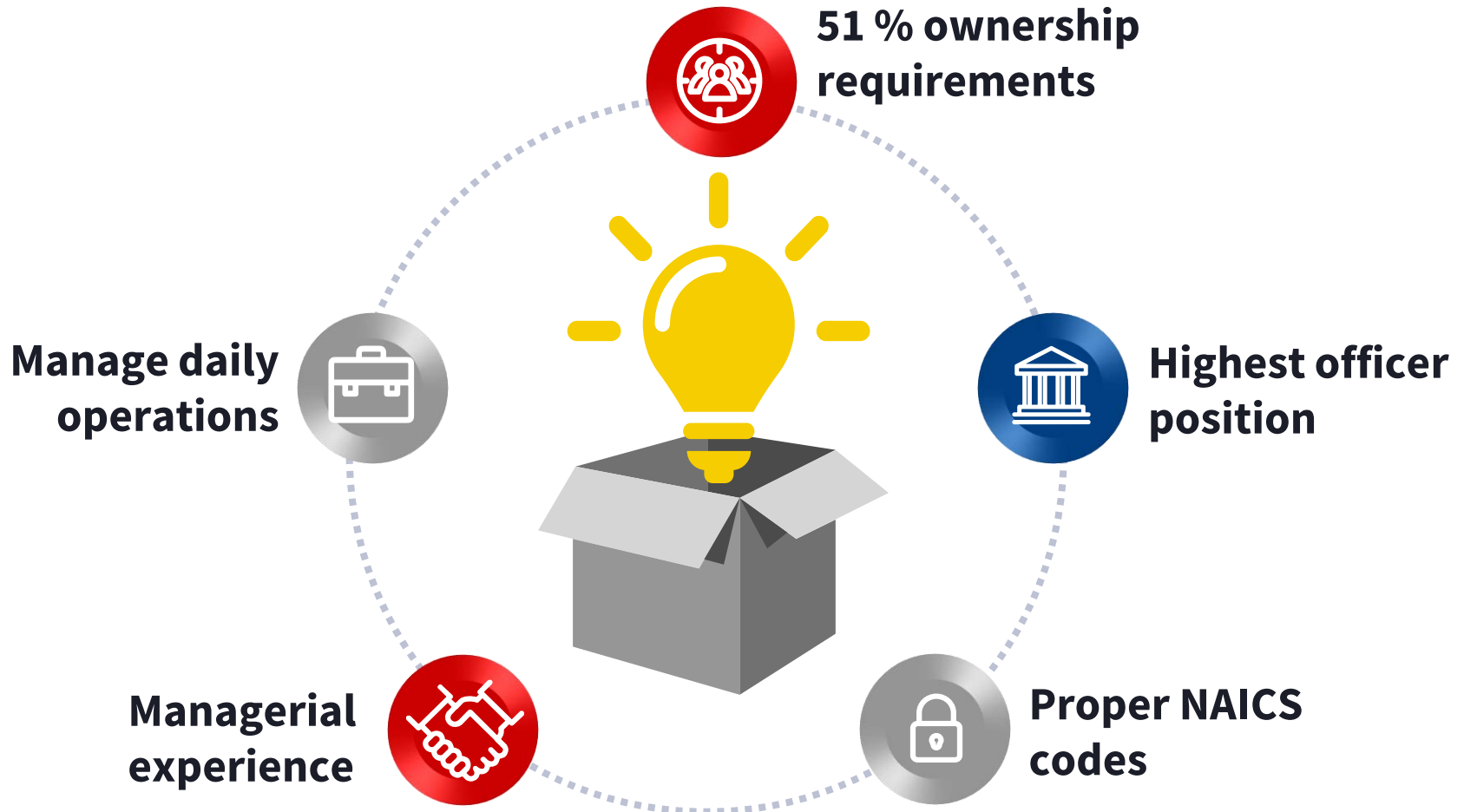


**Qualify for set-aside opportunities**

**Build capacity and grow**

**Establish joint ventures**

# Is the SDVOSB Certification Appropriate for You?



# Getting the Most Out of the SDVOSB Program



**Enables firms to qualify for set-aside or sole source contract awards – helping agencies to meet their SDVOSB goals**

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**Facilitates development opportunities and increases growth potential by establishing Joint Ventures or a Mentor-Protégé agreement**

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**More prime and subcontracting opportunities through registration at Vetbiz.gov**

# SDVOSB Sole-Source Contracts

1



## Responsibility

The SDVOSB is a responsible contractor able to perform the contract

2



## Fair and Reasonable Price

Awarded at a fair and reasonable price

3



## Contract Value

\$7M for manufacturing or \$4M for all others

4



## Sole Source

Only (1) SDVOSB that can perform

# SDVOSB and VOSB Federal Contracting



**Self Certified SDVOSB concerns may qualify for set-aside or sole source contract awards**



**To do business with the VA, Service Disabled and Veteran Owned Small Business Concerns must first be certified through the Center for Verification and Evaluation (CVE)**



**Upcoming changes coming to CVE Certification**

# SDVOSB/VOSB Certification Changes

- The Department of Veterans Affairs' (VA) Center for Verification and Evaluation (CVE) Transfer to the U.S. Small Business Administration (SBA).
- In order to streamline this process with all other small business certification programs, the National Defense Authorization Act (NDAA) of 2021 officially requested that CVE's responsibilities be transferred to the SBA by **January 1, 2023**.
- **VOSBs or SDVOSBs** previously verified by the VA, will not lose their status at the time of program transfer.

# SDVOSB/VOSB Certification Changes

- **Self-certified SDVOSBs** will now be required to apply for SBA verification. Starting January 1, 2023, there will be a **one-year grace period** to apply with the SBA.
- During the grace period, the company can continue to use its self-certification **for non-VA contracts** until an SBA determination is made.
- There is **no immediate action required** for veteran small business owners at this time.

# SBA - Wisconsin Offices

[www.sba.gov/wi](http://www.sba.gov/wi)

@SBA\_Wisconsin

For Questions,  
Email:  
Wisconsin@sba.gov

# UPCOMING TRAINING - EVENTS

**- SAVE THE DATE -**



# **15th Annual Wisconsin Government Opportunities Business Conference (GOBC)**

*In Partnership with Volk Field ANG and Fort McCoy*



## **Day 2 October 21, 2021**

GOBC Day 2 was originally planned to be an in-person event at Volk Field. Due to the recent arrival of Afghan refugees at Ft. McCoy, Volk Field, hotels, food service and other area resources have directed their focus and priorities on those arriving at the base. We are therefore transitioning to a virtual format for this year.

Registration now open at <https://wigobc.org/>

**- SAVE THE DATE -**



**The  
Contracting  
Academy**

*Developing and Growing  
Government Contractors*

**December 7-9, 2021**

Registration now open at  
[www.marketplacewisconsin.com/](http://www.marketplacewisconsin.com/)

# ACQUISITION HOUR LIVE WEBINAR SERIES

- October 5, 2021  
**Federal Small Business Certification Programs for Veteran and Woman Owned Small Businesses**  
[CLICK HERE](#) for additional information  
Presented by Shane Mahaffy, US SBA & Benjamin Blanc Wisconsin Procurement Institute
- October 6, 2021  
**Federal Small Business Certification Programs for Small Disadvantaged Businesses (SDB) /8(A) – and Businesses Located In Historically Underutilized Areas – HUBZone**  
[CLICK HERE](#) for additional information  
Presented by Shane Mahaffy, US SBA & Benjamin Blanc Wisconsin Procurement Institute
- October 13, 2021  
**Is a GSA Schedule Right for Your Business?**  
[CLICK HERE](#) for additional information  
Presented by Steve Makovec, Wisconsin Procurement Institute
- November 16, 2021  
**Preparing to Meet with a Government Buyer – The Elevator Pitch**  
[CLICK HERE](#) for additional information  
Presented by Kim Garber, Wisconsin Procurement Institute, and Mark Dennis, Wisconsin Procurement Institute

# 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:

**Benjamin Blanc**

[benjaminb@wispro.org](mailto:benjaminb@wispro.org)

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