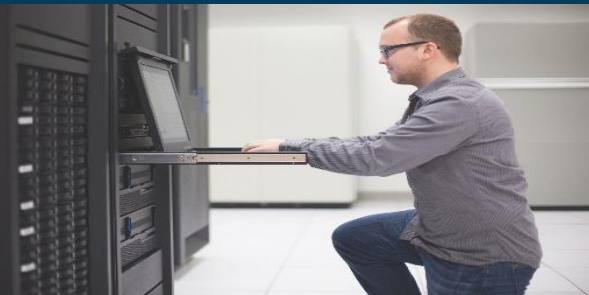
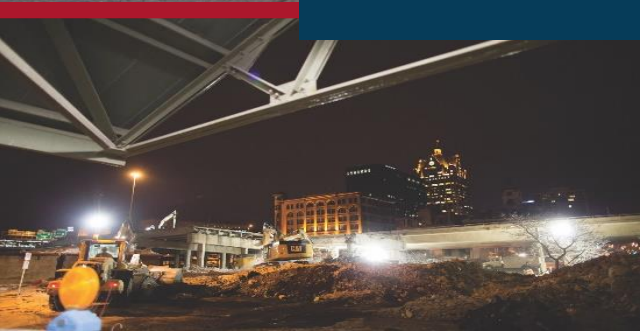


Acquisition Hour

Federal Small Business Certification Programs for Small Disadvantaged Businesses (SDB) /8(A) – and Businesses Located In Historically Underutilized Areas – HUBZone

October 6, 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](#)

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
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:

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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	Fliteway Technologies, Inc.	Nancy M Diehl	2129 E Birchwood Ave Cudahy, WI 53110-2462	Manufacture Integrated Soil and Groundwater Remediation systems. We also are a steel and stainless steel fabricator.
2	AirportGrinding L.L.C.	Jeff Klimaszewski	260 E Oak St Oak Creek, WI 53154-1117	Machine shop providing precision grinding services.
3	R & B WAGNER, INC.	David Kraninger	10600 W BROWN DEER RD MILWAUKEE, WI 53224-1519	
4	ACTIVE FOAM PRODUCTS, INC.	SCOTT D MEYER	6210 W DOUGLAS AVE MILWAUKEE, WI 53218-1549	Fabricators of foam for upholstered furniture and general cushioning need: marine, automotive & aircraft.
5	Whesco Group, Inc.	MARK PARISH	9046 N 51st St Milwaukee, WI 53223-2443	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	Clear and Fresh Water Inc.	Jacqueline King	4335 N 19th Pl Milwaukee, WI 53209-6835	We provide bottled water and water related products such as: Dispensers a
7	Tosa Trio Llc SDVOSB Medical	Spencer A Hoyt	6001 W Center St Ste 203 Milwaukee, WI 53210-2154	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	AMBASSADOR HOTEL, INC EXECUTIVE INN	Noreen M Minessale	2308 W WISCONSIN AVE MILWAUKEE, WI 53233-1826	
9	LAKEVIEW PRINTING	JEFF Miech	1800 N 4TH ST MILWAUKEE, WI 53212-3610	
	ECOLOGICAL			

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. ARIZ. CALIF. TEX. MISS. ALA. GA. FLA. N.C. S.C. VA. MD. DE. PA. OH. KY. TN. MS. LA. OK. NE. MO. CO. UT. AZ. NV. HI. AK.

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>

LOCATING OPPORTUNITIES

FEDERAL BUSINESS OPPORTUNITIES

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

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								
BID MATCHING HAS A NEW LOOK and ADDED INFORMATION.										
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

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

**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

**U.S. Veterans Affairs – Steve Maier, Small
Business Liaison**
Great Lakes Acquisition Center (GLAC)
112th South 84th St. Suite 101
Milwaukee, WI 53214
(414) 844-4824 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
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

115th Fighter Wing - SMSgt Katherine Pinnow

Wisconsin Air National Guard

3110 Mitchell Street

Madison, WI 53704

(608) 245-4528 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

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

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

[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

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

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 8th, State Highway 13

Medford, WI 54451

(715) 748-4875

OR

1170 4th 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

8(a) Business Development Certification Program

Shane Mahaffy

Lead Business Opportunity Specialist

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)

8(a) Business Development Program Objectives



01 Assistance

Management and technical assistance to help companies compete for business opportunities

02 Government Contracting

Helps thousands of entrepreneurs understand and succeed in government contracting

03 Ability to Thrive

Assist and graduate firms to allow them to thrive competitively

8(a) Business Development Program



Access to business development support

Build capacity and grow through contracts

Nine-year program available once per lifetime

Business Development Assistance Available to Program Participants

Orientation

8(a) orientation upon approval into the program

Referrals and Training

- Resource Partner referrals
- 7(j) Program with one-on-one counseling

Marketing

Invitations to 8(a) business development events and other marketing assistance

Surety Bonds

Increased contract value eligibility and assistance

Getting the Most Out of Your 8(a) Certification



Qualify for set-aside or sole source contract awards – helping agencies achieve success



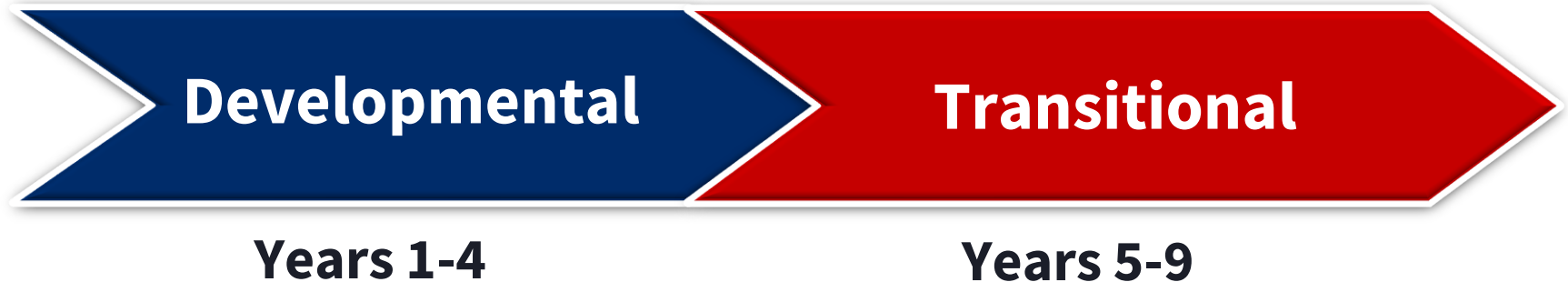
Opportunity to build capacity and grow by establishing Joint Ventures and participating in the Mentor-Protégé Program



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

Participation and Continued Eligibility

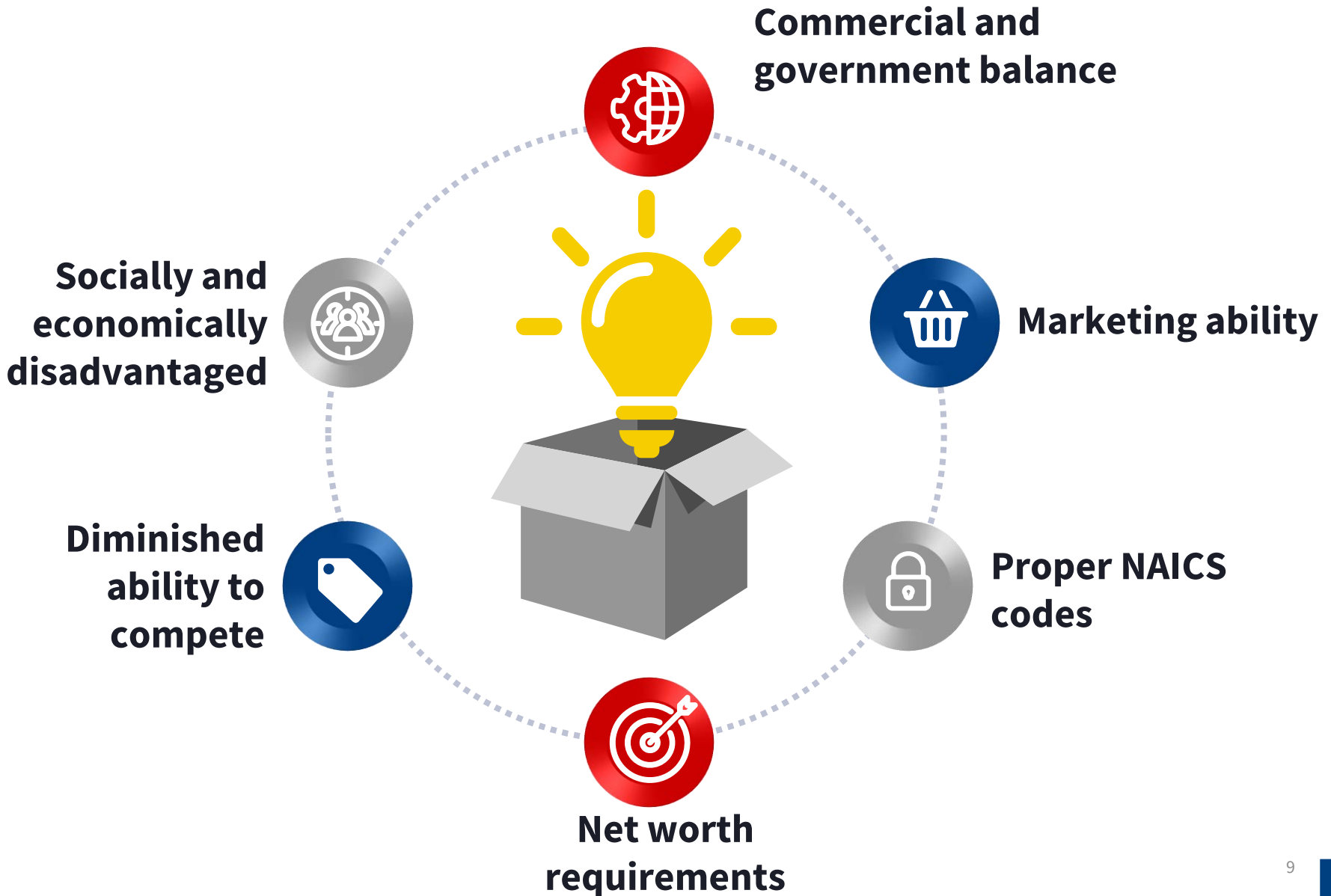
Participation Starts at Date of Approval



To maintain eligibility:

- Submit 8(a) annual update on time
- Inform SBA of all material and business changes (prior approval required)
- Maintain SAM and DSBS profiles

Is the 8(a) Certification Appropriate for You?



8(a) Program Expectations

Setting Expectations



Progress measurement



Is a business development program



Not suited for all firms



Limited total dollar value of contracts

Proactive Self-Marketing



Identify federal **buyers** and get to know them



Identify the agency contracting **procedures** and those who make buying decisions



Focus on areas in your **niche** and prioritize



Make **contacts** through small business events and network your business

When Should You Apply?

Are You Ready...

8(a) Is One-time Only

01

Do you have the **CAPACITY** to deliver on federal contracts?

02

Do you have sufficient **CASH FLOW?**

03

Do you have demonstrated **CAPABILITY** (past performance)?

04

Can you demonstrate successful **PAST PERFORMANCE?**

05

Are you open to **ADVICE** on growing your business?

Yes
 No
 Don't know



Designated Socially Disadvantaged Criteria

Designated Groups

01

- Black American
- Asian Pacific American
- Hispanic American
- Native American
- Subcontinent Asian American

Non-Designated Group Criteria

02

- Preponderance of evidence
- Race, ethnicity, gender, physical handicap, long-term environmental issues
- Chronic and substantial
- Negative impact to business advancement

Economically Disadvantaged Requirements to Qualify



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



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



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

SBA Requirements for 8(a)

1

**Small Business
Size Standard**

4

**Business
Requirements**

2

Ownership

5

Character

3

**Control and
Management**

6

**Ineligibility
Criteria**

Waiver of the Two-Year Rule

SBA requires a business to be operating for 2 years in order to qualify for the 8(a) program.

SBA MAY **WAIVE** THE TWO-YEAR RULE IF:



Business management experience



Technical expertise



Adequate capital



Successful past performance



Ability to meet requirements

8(a) Application Process



BEFORE APPLICATION

- Register for a DUNS number
- Identify NAICS code(s)
- Register with SAM



APPLY FOR CERTIFICATION

- Review application guide
- Gather supporting documentation
- Apply online at [certify.SBA.gov](https://certify.sba.gov)



RESOURCES

- Access resources on the Knowledge Base
- For assistance, contact [certify.SBA.gov](https://certify.sba.gov)

certify.SBA.gov

SBA Certification Portal

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

Automatic Migration

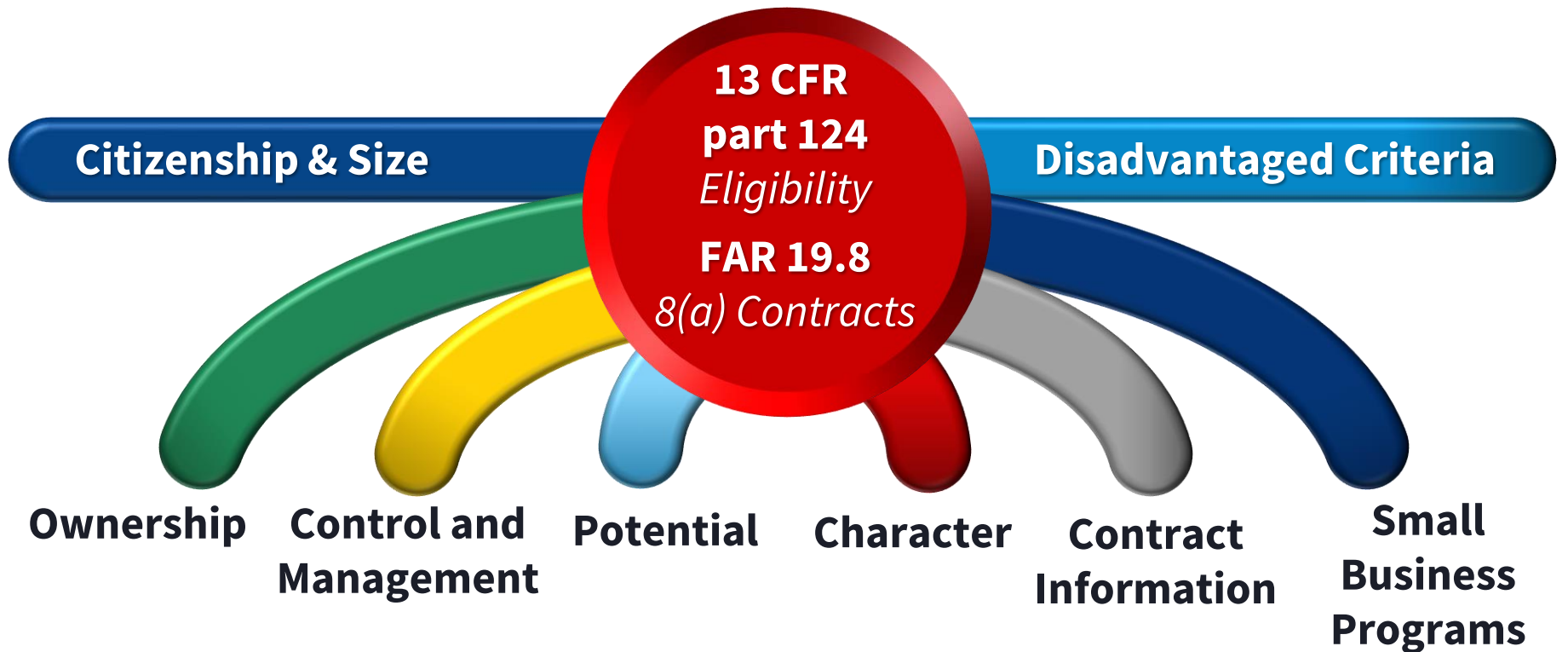
Pulls business information from SAM.gov

Online Forms

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



Know the Rules for 8(a) Certification



HUBZone Certification

Shane Mahaffy

Lead Business Opportunity Specialist

HUBZone Program Purpose

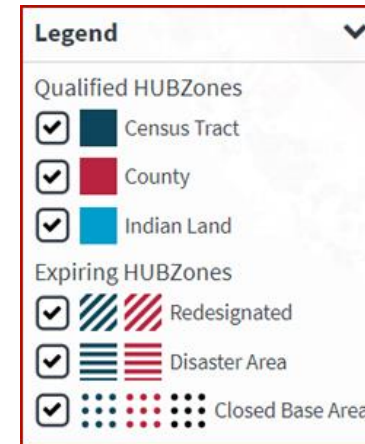
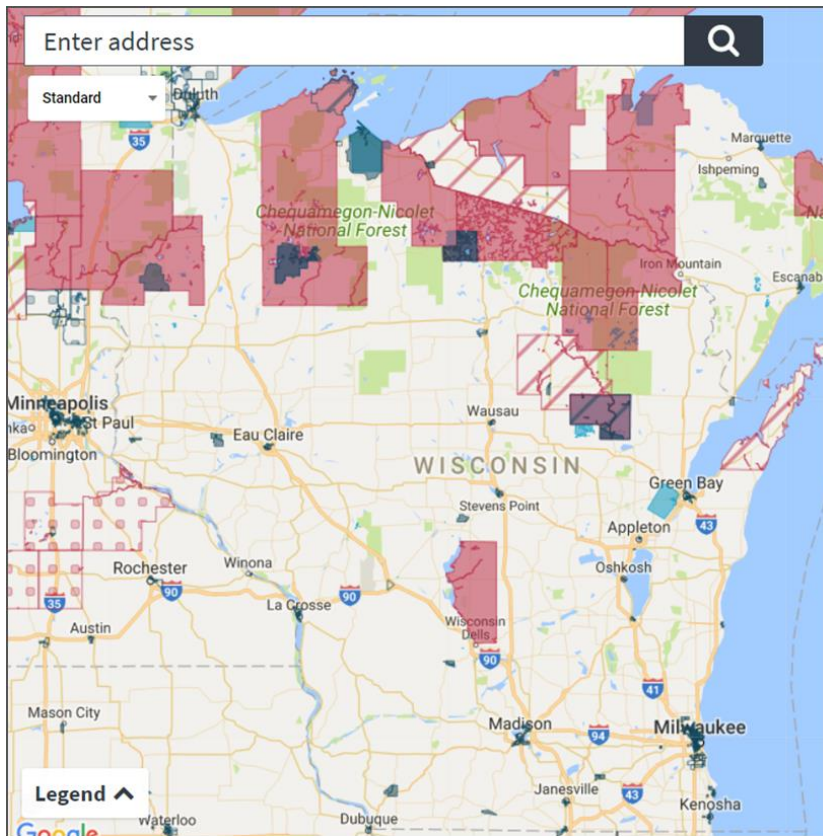


HUBZone Federal Contracting Mechanism

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)

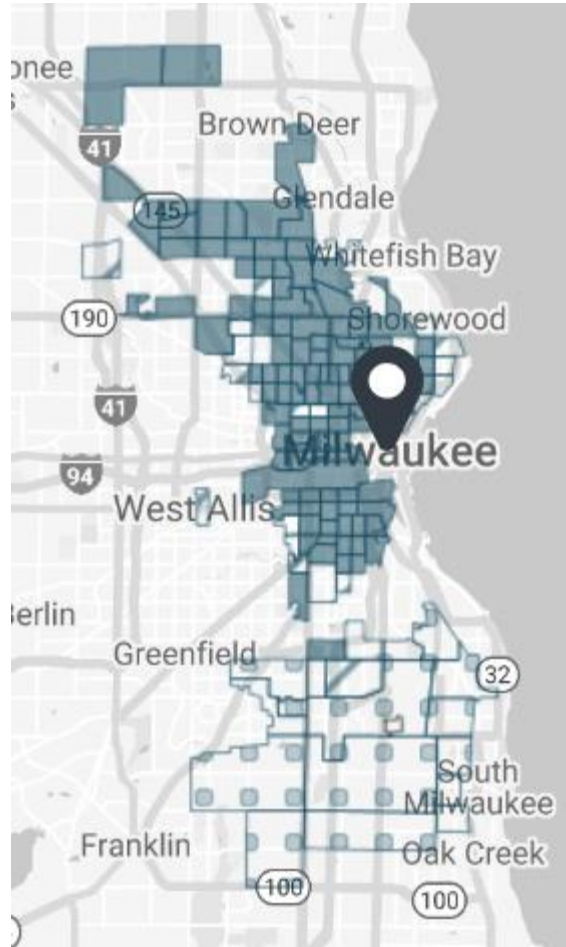
Wisconsin HUBZones



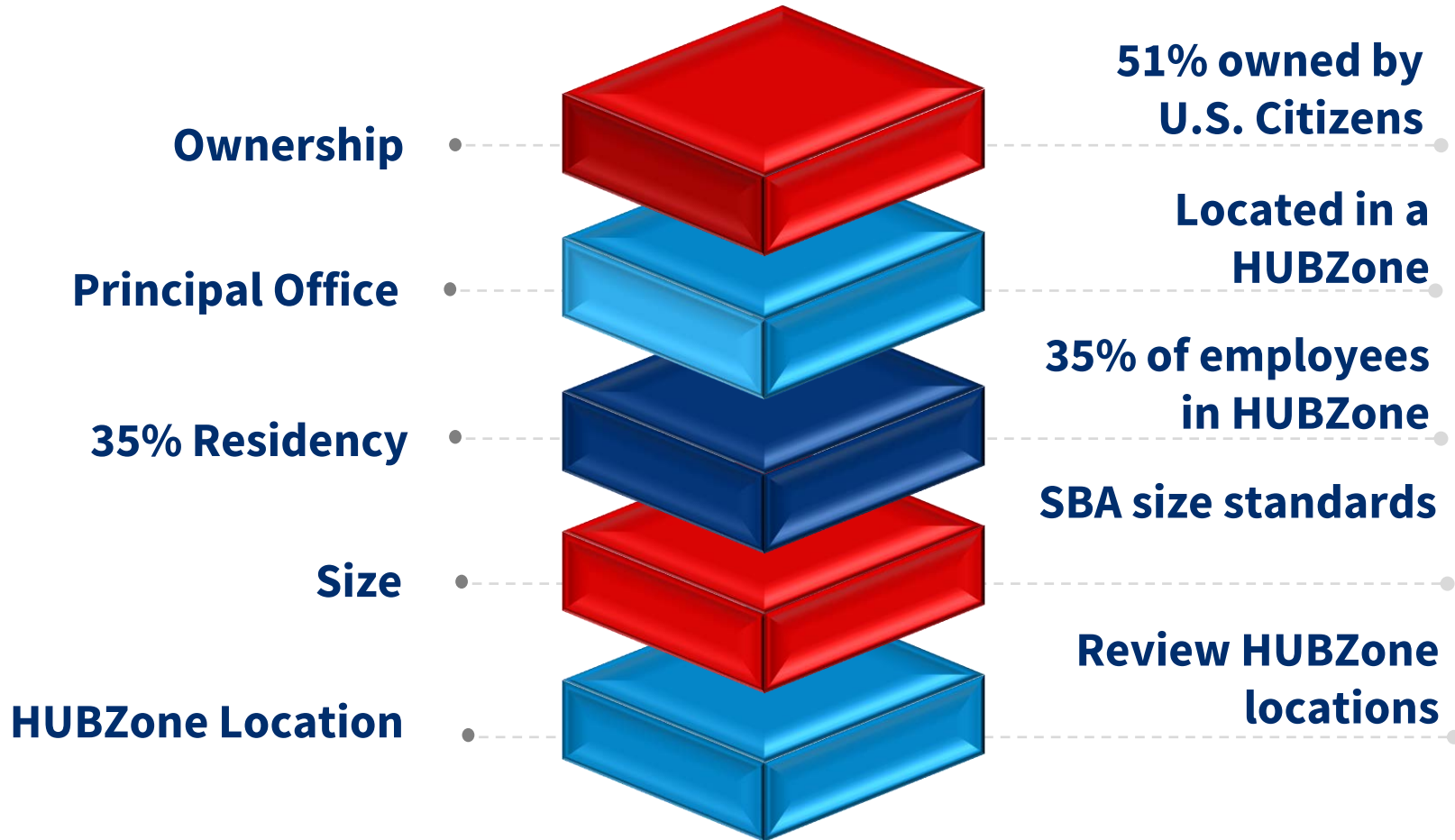
Indian/tribal lands; parts of Milwaukee, Waukesha, Kenosha, Racine, Madison, Green Bay, Stevens Point, other communities throughout the state

[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

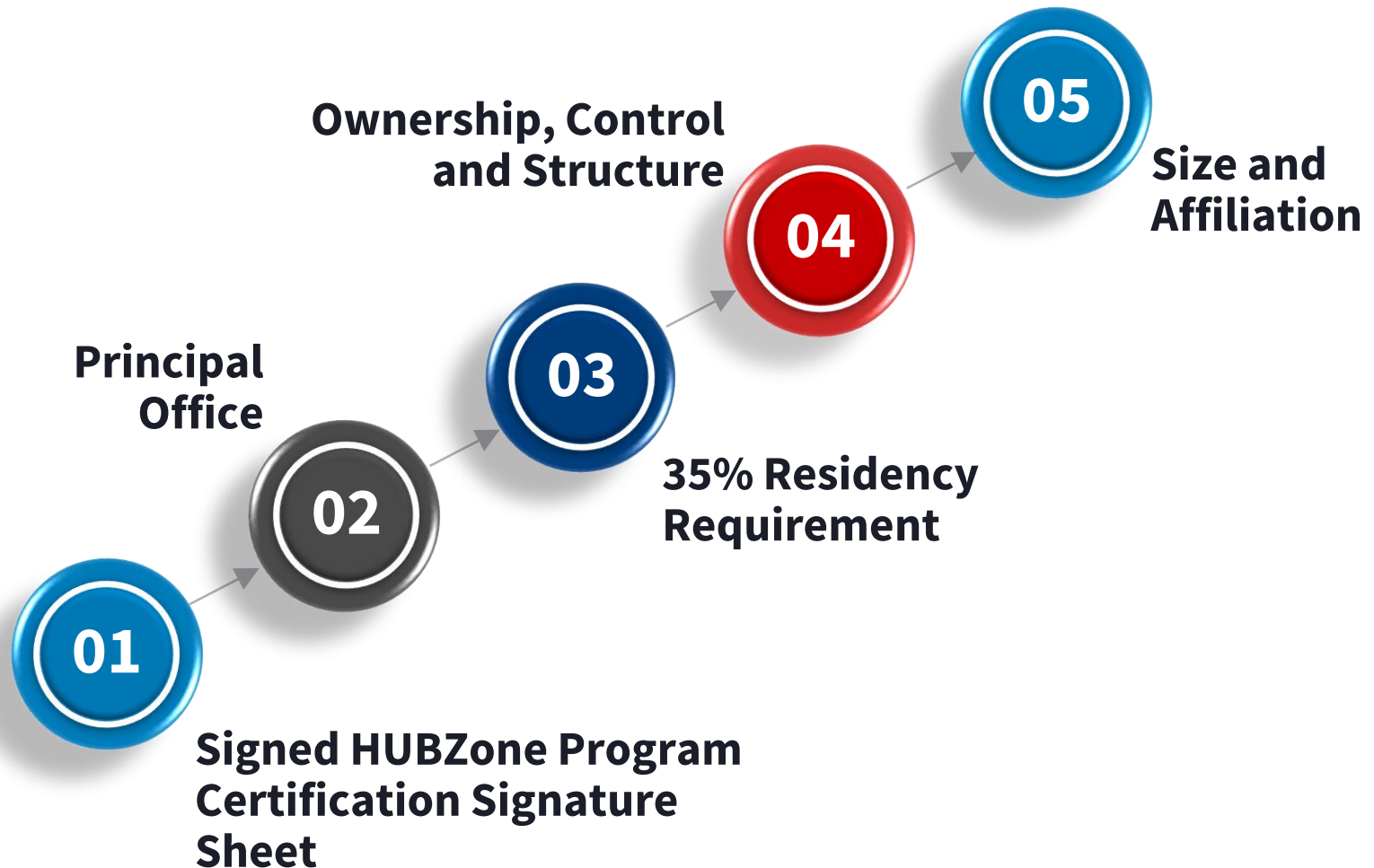
- Review application guide
- Gather supporting documentation
- Apply using the General System



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 year
- A program examination will be required every three 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 June 30, 2023, 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

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/>

...More at wispro.org/events

- SAVE THE DATE -



**The
Contracting
Academy**

*Developing and Growing
Government Contractors*

December 7-9, 2021

Registration now open at
www.marketplacewisconsin.com/

ACQUISITION HOUR LIVE WEBINAR SERIES

■ 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 or 920-456-9990

CONTINUING PROFESSIONAL EDUCATION



CPE Certificate available, please contact:

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