



Acquisition Hour: Preparing for One-on-One Buyer Meetings

November 8 | Noon - 1:00 pm

Presented by:
Kim Garber, WPI



Webinar Etiquette

PLEASE

§ Log into the GoToWebinar session with the name that you registered with online

§ Place your phone or computer on MUTE

§ Use the QUESTIONS option to ask your question(s).

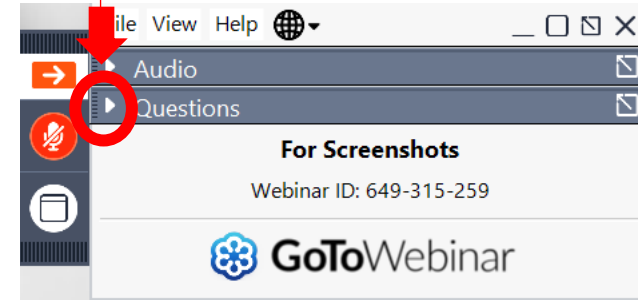
§ We will share the questions with our guest speaker who will respond to the group

THANK YOU!



OPENING THE QUESTIONS BOX

Click here to access
within the Control Panel



USING THE QUESTIONS BOX

Type questions
here at any time
during a
presentation



Click Send when ready to submit a question



Assisting Wisconsin businesses compete in the government marketplace.

WPI is Wisconsin's APEX ACCLERATOR

The APEX Accelerators program, under management of the Department of Defense (DOD) Office of Small Business Programs (OSBP), plays a critical role in the Department's efforts to identify and engage with a wide range of businesses entering and participating in the defense supply-chain. The program provides the education and training that all businesses need to participate to become capable of participating in DOD and other government contracts.

WPI provides services to all of Wisconsin's 72 counties

- Individual counseling at our offices, client's facility or virtually
- Small group training – webinars and workshops
- Conferences including one on one buyer meetings – Marketplace, The Contracting Academy, Small Business Academy, Wisconsin Federal Contractor Forum, Acquisition Hour, Cyber Fridays, DOD Roadmap series, Government Opportunities Business Conference, End of Year Federal Contractor Update, Annual DOD Contract Management Update, Evening FAR sessions and more.....

www.wispro.org

WPI OFFICE LOCATIONS

§ MILWAUKEE

§ *Technology Innovation Center*

§ MADISON

§ *FEED Kitchens*

§ *Dane County Latino Chamber of Commerce*

§ *Wisconsin Manufacturing Extension Partnership (WMEP)*

§ *Madison Area Technical College (MATC)*

§ ASHLAND

§ *Ashland Area Development Corporation*

§ CAMP DOUGLAS

§ *Juneau County Economic Development Corporation (JCEDC)*

§ EAU CLAIRE

§ *Western Dairyland*

§ FOND DU LAC

§ *Envision Greater Fond du Lac*

§ GREEN BAY

§ *NWTC Startup Hub*

§ LACROSSE

§ *Veterans in Professions*

§ MANITOWOC

§ *Progress Lakeshore*

§ OSHKOSH

§ *Greater Oshkosh
Economic Development Corporation*

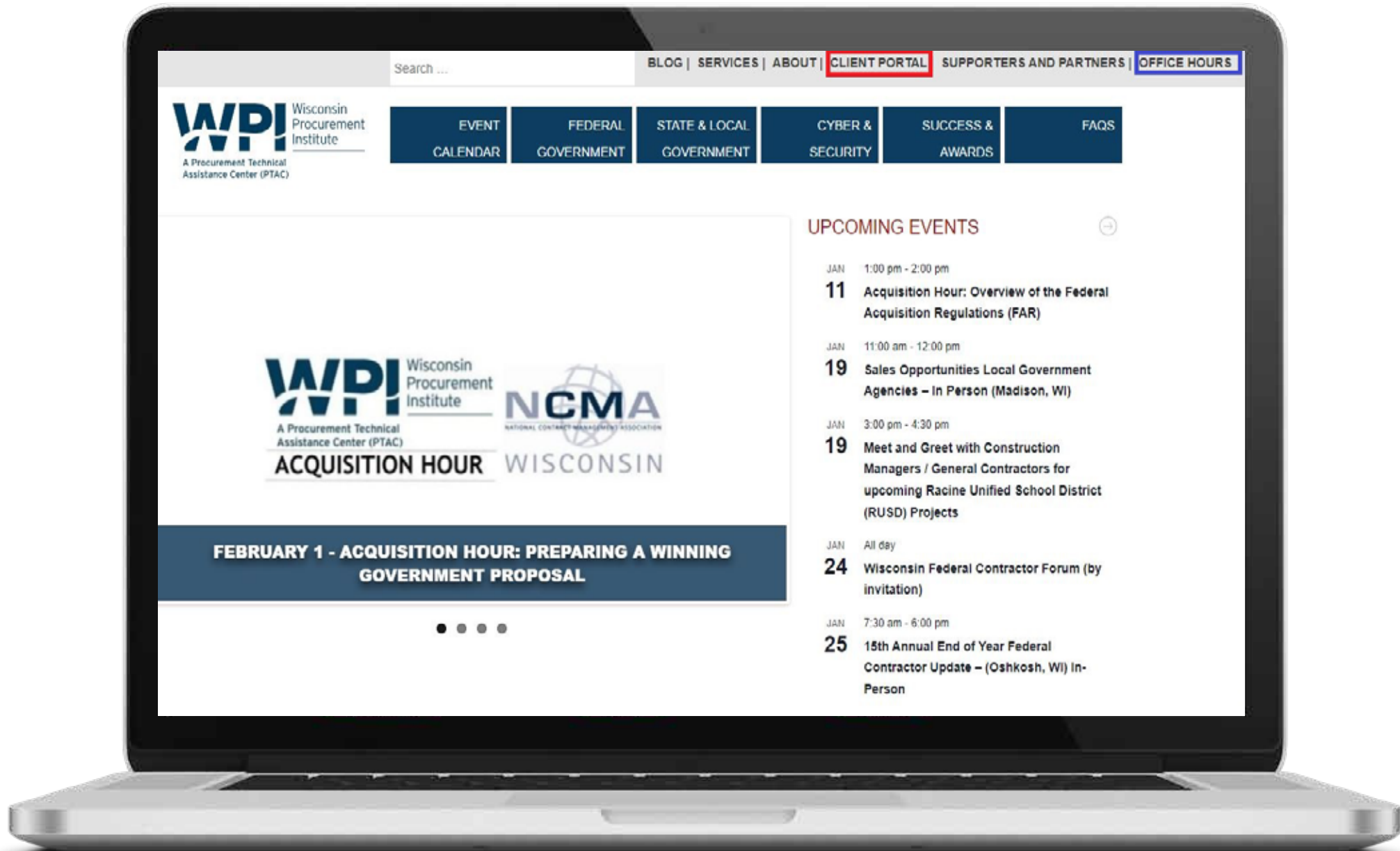
§ RHINELANDER

§ *Nicolet Area Technical College*

§ SUPERIOR

§ *Small Business Dev Center;
UW Superior*





Search ...

BLOG | SERVICES | ABOUT | **CLIENT PORTAL** | SUPPORTERS AND PARTNERS | OFFICE HOURS



- EVENT CALENDAR
- FEDERAL GOVERNMENT
- STATE & LOCAL GOVERNMENT
- CYBER & SECURITY
- SUCCESS & AWARDS
- FAQS



FEBRUARY 1 - ACQUISITION HOUR: PREPARING A WINNING GOVERNMENT PROPOSAL



UPCOMING EVENTS

- JAN 1:00 pm - 2:00 pm
11 Acquisition Hour: Overview of the Federal Acquisition Regulations (FAR)
- JAN 11:00 am - 12:00 pm
19 Sales Opportunities Local Government Agencies – In Person (Madison, WI)
- JAN 3:00 pm - 4:30 pm
19 Meet and Greet with Construction Managers / General Contractors for upcoming Racine Unified School District (RUSD) Projects
- JAN All day
24 Wisconsin Federal Contractor Forum (by invitation)
- JAN 7:30 am - 6:00 pm
25 15th Annual End of Year Federal Contractor Update – (Oshkosh, WI) In-Person

HOMework FIRST

HOMEWORK

- Who are the buyers:
 - <https://www.marketplacewisconsin.com/event-details/buyers/>
 - <https://sam.gov/>
 - Locating opportunities
 - <https://www.usaspending.gov/search>
 - Past spend and large prime contractors
 - <https://www.census.gov/naics/>
 - Am I covering all the codes

WHAT SHOULD I KNOW BEFORE I START MY SEARCH

<https://www.census.gov/cgi-bin/sssd/naics/naicsrch>

United States Census Bureau

You are here: [Census.gov](#) > [Business & Industry](#) > [NAICS](#) > [NAICS Search/Tools](#)

North American Industry Classification System

[Main](#) [History](#) [Development Partners](#) [Federal Register Notices](#) [NAPCS](#) [FAQs](#)

NAICS Search:

Enter keyword or 2-6 digit code

2017 NAICS Search

Enter keyword or 2-6 digit code

2012 NAICS Search

Enter keyword or 2-6 digit code

2007 NAICS Search

2017 NAICS Key Word Search

Search results for: janitorial
Number of records found: 7

- [423850](#) **Janitorial** equipment and supplies merchant wholesalers
- [424990](#) **Janitorial** chemicals merchant wholesalers
- [453998](#) **Janitorial** equipment and supplies stores
- [561720](#) Aircraft **janitorial** services
- [561720](#) Building cleaning services, **janitorial**
- [561720](#) **Janitorial** services
- [561720](#) **Janitorial** services, aircraft

Reference Files

- 2017 NAICS
- 2012 NAICS
- 2007 NAICS
- 2002 NAICS
- 1997 NAICS
- Concordances
- Downloadable Files
- NAICS Update Process Fact Sheet [PDF, 146KB]

Contact Us
[Email Us](#)

<https://www.acquisition.gov/psc-manual>

ACQUISITION.GOV

[Covid 19](#) [Section 889](#) [Regulations](#) [Archives](#) [Policy Network](#)

Home > [Far Resources](#) > [Product and Service Code Manual](#)

Product and Service Code Manual

Welcome to the Product and Service Code (PSC) manual page, where you can find the current version in multiple formats along with supporting documentation.

[Current](#) [Archives](#) [All](#)

Name	Size	Last Update
PSC_Data_October_2020.xlsx	433.21 KB	Wed, 11/04/2020
PSC_Manual_October_2020.docx	943.38 KB	Wed, 11/04/2020
PSC_Manual_October_2020.pdf	4.85 MB	Wed, 11/04/2020
PSC_Category_Alignment_April_2020.xlsx	718.34 KB	Mon, 05/04/2020
SQP_PSC_Updated_Process_Final_March_19_2020.docx	972.96 KB	Mon, 05/04/2020
Appendix B_PSC_Changes_Business_Case_Template_April_2020.docx	15.00 KB	Tue, 01/07/2020

SAM.GOV AS A RESEARCH TOOL - LARGE AND SMALL BUSINESS YOU MUST LOG IN TO VIEW ENTITIES

Search e.g. 1606N020Q02

Search Results | Saved Searches | Actions

Select Domain
All Domains

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

Filter By

Keyword Search
For more information on how to use our keyword search, visit our help guide

Any Words All Words Exact Phrase

Entity

Product or Service Information

Registration with Debt Subject to Offset

Location

Zip Code

State / Province

City

Unique Entity ID	CAGE Code	Physical Address	Expiration Date	Purpose of Registration
N5QRGDXFIMGK9	47UP2	2222 PARVIEW RD, MIDDLETON, WI 53562 USA	Jan 23, 2024	All Awards
FOULKE RUBBER PRODUCTS INC ● Active Registration				
Unique Entity ID	CAGE Code	Physical Address	Expiration Date	Purpose of Registration
MXPMLT2KHEK9	3LNT2	600 LINNERUD DR, SUN PRAIRIE, WI 53590 USA	Nov 28, 2023	All Awards
D & D Products Incorporated ● Active Registration				
Unique Entity ID	CAGE Code	Physical Address	Expiration Date	Purpose of Registration
V7Y6S.JAC8QN7	081E4	200 N Harrison St, North Prairie, WI 53153 USA	Jan 4, 2024	All Awards
BURSE SURVEYING & ENGINEERING INC ● Active Registration				
Unique Entity ID	CAGE Code	Physical Address	Expiration Date	Purpose of Registration
NXAFZPN65HU3	57HD5	2801 INTERNATIONAL LN, STE 101, MADISON, WI 53704 USA	Aug 29, 2023	All Awards
Erffmeyer & Son Co. Inc. ● Active Registration				
Unique Entity ID	CAGE Code	Physical Address	Expiration Date	Purpose of Registration
KEL4ABH9K7M1	0XYM1	5300 W Clinton Ave, Milwaukee, WI 53223 USA	Feb 2, 2024	All Awards
POPE SCIENTIFIC, INC. ● Active Registration				
Unique Entity ID	CAGE Code	Physical Address	Expiration Date	Purpose of Registration
RG14FQWW11K6	58653	351 N DEKORA WOODS BLVD, SAUKVILLE, WI 53080 USA	Feb 6, 2024	All Awards
MOTOR SPECIALTY INC ● Active Registration				
Unique Entity ID	CAGE Code	Physical Address	Expiration Date	Purpose of Registration
EQJ4VJK8NW51	3RYR6	2801 LATHROP AVE, STE 17, RACINE, WI 53405 USA	Dec 1, 2023	All Awards
A. J. WHOLESALE PRODUCE INC. ● Active Registration				
Unique Entity ID	CAGE Code	Physical Address	Expiration Date	Purpose of Registration
				All Awards

SAM.GOV AS A RESEARCH TOOL - LARGE AND SMALL BUSINESS

If they are large – can I be a sub?

Review FAR 52-219.1

Entity Registration
Core Data
Business Information
Entity Types
Financial Information
Points of Contact
Assertions
Reps and Certs (FAR/DFARS)
Reps and Certs (Financial Assistance)
Exclusions
Responsibility / Qualification

LUNDA CONSTRUCTION COMPANY

Unique Entity ID FG24VLD5KHY4	Registration Status Active Registration	Expiration Date Nov 17, 2023
CAGE/NCAGE 0PZ76	Purpose of Registration All Awards	
Physical Address 620 Gebhardt Road Black River Falls, Wisconsin 54615-9152, United States	Mailing Address 620 Gebhardt RD Blk River Fls, Wisconsin 54615-0669, United States	

Version **Current Record**

BUSINESS INFORMATION

Doing Business As
(blank)

URL
<http://www.lundaconstruction.com>

State / Country of Incorporation
Wisconsin, United States

Registration Dates

Activation Date
Nov 18, 2022

Submission Date
Nov 17, 2022

Entity Dates

FAR 52.214-14	Place of Performance-Sealed Bidding	Apr 1985
FAR 52.215-6	Place of Performance	Oct 1997
FAR 52.219-1	Small Business Program Representations	Nov 2020
<p>The NAICS Codes you selected on the Goods and Services page of this registration are listed in the table under 52.219-1(c). Those NAICS Codes for which you are identified as small serve to complete the small business concern representation in 52.219-1(c)(1). You are certifying to your size status for all the NAICS codes in the table. Please review it carefully. The Y/N answers are located in the "Small Business?" column. A "Y" indicates "Small" and "N" indicates "Other than Small." This status is derived from the SBA's size standards based on the size metrics you entered.</p>		
FAR 52.219-2	Equal Low Bids	Oct 1995
FAR 52.222-18	Certification Regarding Knowledge of Child Labor for Listed End Products	Feb 2001
FAR 52.222-22	Previous Contracts and Compliance Reports	Feb 1999
		Apr 1984
		May 2014

(e) Representations.

NAICS Code	Name	NAICS Exception	Size Standard	Small Business?
236210	Industrial Building Construction		\$39,500,000.00	N
236220	Commercial and Institutional Building Construction		\$39,500,000.00	N

[VIEW MORE](#)

- (1)** The offeror represents as part of its offer that it is, is not a small business concern.
- (2) [Complete only if the offeror represented itself as a small business concern in paragraph (c)(1) of this provision.] The offeror represents, that it is is not, a small disadvantaged business concern as defined in 13 CFR 124.1002.
- (3)**[Complete only if the offeror represented itself as a small business concern in paragraph (c)(1) of this provision.] The offeror represents as part of its offer that it is is not, a women-owned small business concern. (See Below)

ENTITY SEARCHES IN SAM.GOV – NAIC'S – SOCIO-ECONOMIC STATUS

The screenshot displays the SAM.gov search interface. On the left, the 'Keyword Search' sidebar is visible, with the 'Filter By' section highlighted. The 'Socio-Economic Status' filter is selected, and 'Service Disabled Veteran Owned Business' is chosen from the dropdown menu. The search results list includes several entities, each with DUNS and SAM Unique Entity IDs, CAGE Codes, and physical addresses. A red circle highlights the 'Socio-Economic Status' filter and the 'Service Disabled Veteran Owned Business' selection. Another red circle highlights the 'Search Results' and 'Actions' tabs in the top right corner of the results table.

Entity Name	DUNS Unique Entity ID	CAGE Code	Physical Address	Registration Status
Algarra International, LLC	042429551	7GKN2	2281 E Sun Mountain Ave Ste B, Wasilla, AK 99654 USA	Active Registration
All Ocean Services, LLC	090974036	85X64	2100 Beacon Manor Dr, Fort Myers, FL 33907 USA	Active Registration
AMERICAN AIRBOAT CORPORATION	614829187	48YN4	1205 CRAFTSMAN WAY STE 100, EVERETT, WA 98201 USA	Active Registration
American Warrior Enterprises, Inc.	188645477	0USH5	108 E LUTCHER DR, ORANGE, TX 77632 USA	Active Registration
Anchor Innovation, Inc.	080820292	7XMY3	27135 Parklane Dr Bldg A, Sioux Falls, SD 57106 USA	Active Registration
Anthony's Aluminum Boats LLC	117078167	3DCG2	532 Central Dr, Virginia Beach, VA 23454 USA	Active Registration
Aviate Enterprises, Inc.	117330202	8GAA6	506 1st St Ste 104, Morgan City, LA 70380 USA	Active Registration

INTERESTED VENDOR LIST VS FOLLOW

The screenshot shows the SAM.GOV website interface. At the top, there is a navigation bar with 'Home', 'Search', 'Data Bank', 'Data Services', and 'Help'. The main content area displays a contract opportunity for 'LAWN CARE SERVICE' under the 'United States Coast Guard' logo. A sidebar on the left lists various options, with 'Interested Vendors List' circled in red. An overlay titled 'Interested Vendors List' is positioned on the right, featuring a search input field with the placeholder 'e.g. 123456789', an 'Add to List' button, and a dropdown menu showing 'THE WISCONSIN PROCUREMENT INSTITUTE EDUCATION AND TRAINING SERVICES, INCORPORATED' with CAGE: 1GFN0 and UEI: NHF1TL24EM25. Below the dropdown, a table lists vendor details for 'MELLS LOGISTICS LLC'.

Contact	Unique Entity ID	CAGE Code
Bruce Mells ✉ BRUCE88@MELLSLOGISTICS.COM 77449526	THHAG8V483R3	965P3
Address	302 S Collins ST STE 558 Plant City Florida 33563 United States	

INTERESTED VENDOR LIST VS FOLLOW

The screenshot displays the SAM.gov interface. At the top, the SAM.gov logo and navigation links (Home, Search, Data Bank, Data Services, Help) are visible. The main content area features a 'LAWN CARE SERVICE' contract opportunity card with a 'Follow' button circled in red. Below this, a user profile for 'Kim Garber' is shown, with 'Following' and 'Follow' buttons also circled in red. To the right, the 'Followed Records' section lists 'LAWN CARE SERVICE' and 'THE WISCONSIN PROCUREMENT INSTITUTE EDUCATION AND TRAINING SERVICES, INCORPORATED'. The 'LAWN CARE SERVICE' entry is circled in red, and its 'Email Frequency' and 'Actions' dropdown menus are also circled in red. The 'Workspace' section on the left shows various registration status indicators and a 'Register Your Entity' button.

WHO ARE MY SMALL BUSINESS COMPETITORS?



DSBS

Skip Navigation > Accessibility Options >
[Mobile View](#) [Print](#) [Exit](#) [Help](#)
[DSBS](#) [Quick Market Search](#) [TM OnLine](#)

Welcome to the C

All search form hotlis

<http://dsbs.sba.gov>

This is generally a self-certifying database. The SBA does not award contracts to Development, HUBZone or Small Disadvantaged Business sta

the firm is at least one of: service-disabled veteran owned;
 the profile location is in: Wisconsin;
 the profile's status is Active;
 and randomized by original start time of search: 2019-04-20 12:56

Data validation took 0.02 seconds. The count and search queries took 2.66 seconds and 3.02 seconds, respectively.

Displaying profiles 1 - 25 (of 177 profiles matching criteria):

Location of Profile

States: (any state)
 AL - Alabama
 AK - Alaska
 AA - American Atlantic (APO/FPO)
 AE - American Europe (APO/FPO)
 AP - American Pacific (APO/FPO)

Searching within a State: (Requires exactly one state from the Stat

Congressional District: [Help](#)

Country: [Select 1 State, then press Looku

View	Name and Trade Name of Firm	Contact	Address and City, State Zip	Capa
1	ELE JANITORIAL SERVICES LLC	James Curry	5225 W BELOIT ROAD MILWAUKEE, WI 53214-5335	Provides full cleaning/janitorial services including window cleaning, strippin
2	Buckner, Michael DEAR Management Consulting Company	Michael Buckner	11125 88th St Pleasant Prairie, WI 53158-1328	D.E.A.R. is a SDVOSB, minority owned small business that provides excepti staff development training, employee empowerment strategies.
3	Marc-On Shooting LLC	Daniel R Marcon	4089 124th St Chippewa Falls, WI 54729-2791	
4	414RESTORE LLC	BRIAN FARNAND JR	6426 S 35TH ST APT 6 FRANKLIN, WI 53132-8718	remodeling construction (including additions, alterations, reconstruction, m multifamily. Included in this industry are remodeling general contractors, fc management firms.
5	MISSION FIRST GLOBAL, INC.	JONATHAN F LEHMAN JR	617 N 74TH ST WAUWATOSA, WI 53213-3603	Delivering quality services to U.S. government entities worldwide, through .
6	Heale Manufacturing Co., Inc.	ROD COPES	1231 The Strand Waukesha, WI 53186-3861	MILITARY & COMMERCIAL ELECTRIC WIRE HARNESSES CABLE ASSEMBLIES IGNITION LEADS BATTERY CABLES JUMPER CABLES BUSS BARS SUPPRESS
7	FRANK'S INC	Jenny Levknecht	N2467 KORONKIEWICZ LN PESHTIGO, WI 54157-9649	
8	Menet Aero, Inc.	Peter Menet	517 E Otjen St Milwaukee, WI 53207-1611	Menet Aero provides world class aviation and Unmanned Aircraft System (L military trained aviators that have performed manned and unmanned aviati post processing of the data we collect. The industries we have commercially measurement and site survey), construction (photogrammetric survey & pr

LET'S PUT YOUR WRITTEN IDENTITY TO WORDS

CONSIDER MULTIPLE IDENTITIES



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



YOUR BUSINESS CARD

BUSINESS CARDS

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

LOGO

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

Complete Contact Information

Street Address

Telephone

Email

Website

Quality level, ITAR, other professional/technical certifications

All Small Business Designations (Small, HUBZone, SDVOSB, MBE...)

FRONT

LOGO

UEI **CAGE Code**

Experience you have supplying to government agencies

NAICS codes, NIPG codes

Memberships, Recognition, Awards

BACK

BUSINESS CARDS



Sunrise Marketing Corp.

Brand Marketing & Consulting Services

Maria Smith, CEO

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

GSA Schedule Contract Holder

**Woman Owned
DBE Certified
Small Business**



Green Ideas Landscaping, Inc.

Environmentally sustainable lawn care services

Bob Green, Manager

62 Leaf Street Ste 120
Woodsdale, WI 50000

Office: 262-233-5555
bgreen@greenideas.com
www.greenideas.com

**LEED VOSB
Small Business**



UEI

CAGE Code – 2F6A7

NAICS codes – 541613, 541613, 541870, 541910

NIGP codes – 91500, 91800

**Recognition: 2016 In Business Small Business Awards –
Woman Small Business Award Winner**



UEI

CAGE Code – 2F6A7

NAICS – 561730

Member: Society of American Military Engineers (SAME)

Recognition: 2018 Winner of Sustainable Business Awards



CRAFTING A STRONG CAPABILITIES STATEMENT

CAPABILITIES STATEMENT

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

It should include:

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

A GOOD (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

CAPABILITIES STATEMENT

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
- UEI and CAGE code numbers
- Accept credit cards?
- Long term government agreements – such as GSA (include numbers)

CAPABILITIES STATEMENT

CORE COMPETENCIES

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

Example:

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

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

CAPABILITIES STATEMENT

CONTACT INFORMATION

- Direct contact information – name of individual and title
- Email address – 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

CAPABILITIES STATEMENT

DIFFERENTIATORS

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

CAPABILITIES STATEMENT

PAST PERFORMANCE

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

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

 Custom Fabricating & Supplies 5500 West Oakwood Park Drive Franklin, WI 53132 (P) 414-421-2600 (F) 414-421-2700		 
Capability Statement		www.customfabricate.com
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!		
Industries Served		Company Snapshot
<input type="checkbox"/> Military and Defense <input type="checkbox"/> Aerospace and Automotive <input type="checkbox"/> Medical and Dental <input type="checkbox"/> Electronics and Lighting <input type="checkbox"/> Wholesale and Manufacturing		CAGE: UEI:  Government Business POC: Henry Asik  E-Mail: henry@customfabricate.com  Phone: 414-421-2600
Core Competencies		Primary NAICS Codes
3D Rapid Prototyping Masking Protection <input type="checkbox"/> Caps <input type="checkbox"/> Plugs <input type="checkbox"/> Tapes <input type="checkbox"/> Hooks Custom Rubber Molded Parts, Die Cutting and Extrusions <input type="checkbox"/> Surface Protection <input type="checkbox"/> Mounting & Holding <input type="checkbox"/> Seals <input type="checkbox"/> Gaskets <input type="checkbox"/> Spacers <input type="checkbox"/> Shielding <input type="checkbox"/> Masking <input type="checkbox"/> Insulators <input type="checkbox"/> Bumpers <input type="checkbox"/> Grommets <input type="checkbox"/> O-Rings		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"> • Walter Reed Medical Center • VA Healthcare, VA Cemetery • DHS, St. Elizabeth's • ICC-B • Ft. Belvoir Community Hospital • Pax River 	<ul style="list-style-type: none"> • VA Audie Murphy • POFF Federal Building • Canon House Office Building • Camp Pendleton Naval Hospital • WWII Memorial • National Museum of the Marine Corps
	<ul style="list-style-type: none"> • Baker Daniels • Blank Rome LLP • Epstein Becker Green • Frederick Community College • George Mason University • Raytheon

A FEW MORE THINGS

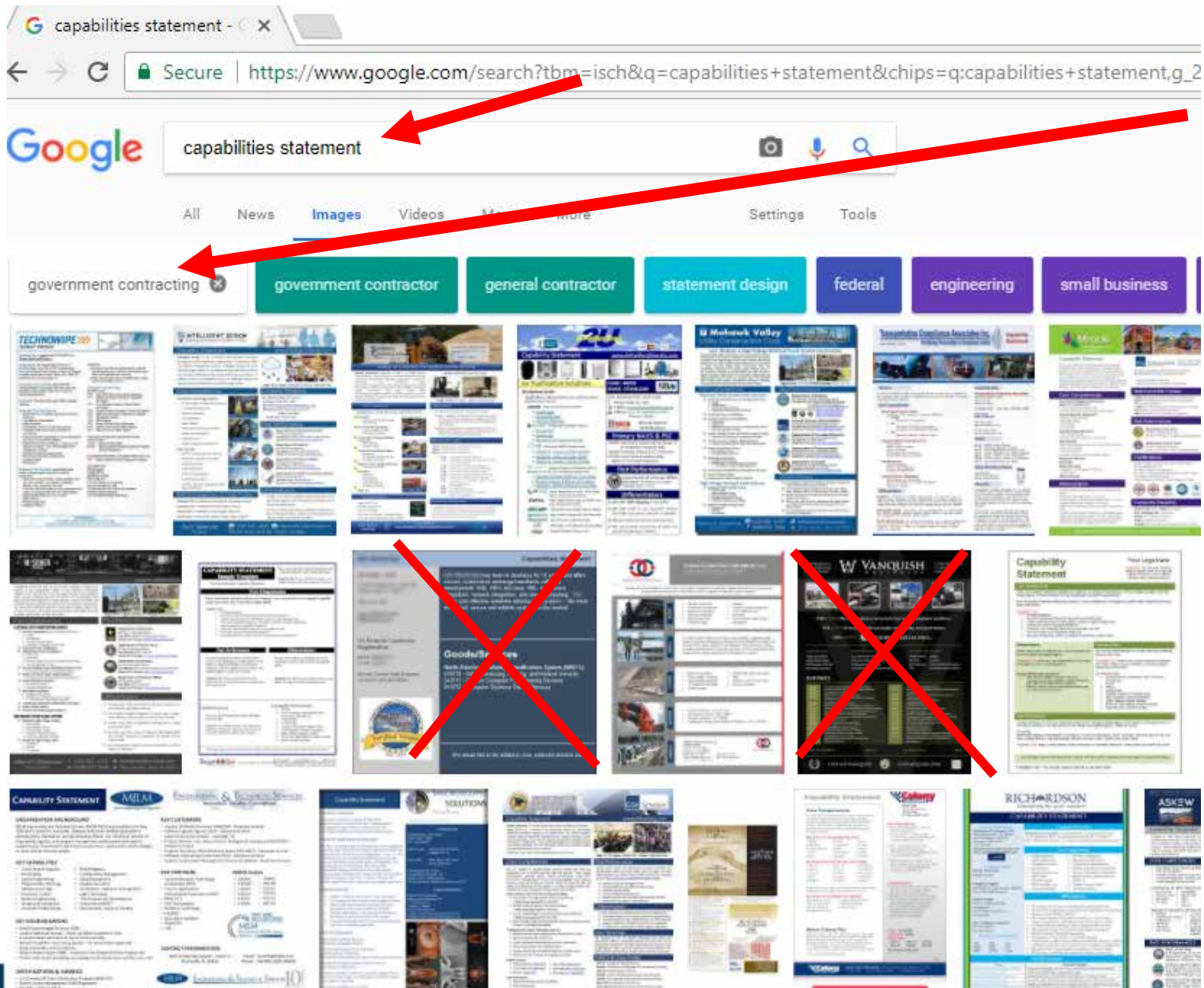
- **HAVE SOMEONE REVIEW BEFORE USING** – check for spelling, grammar, general appearance and overall accuracy
- Include your logo – really need one
- Include some select graphics of product or past work that supports your message
- Keep it business
- **DO NOT INCLUDE ANY** competitive information
- Prepare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

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

CAPABILITIES STATEMENT RUBRIC

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

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



Recommend light color background – allows for note taking and comments

VERBAL INTRODUCTION

PREPARED VERBAL INTRODUCTION OF YOUR BUSINESS

- SHORT and TIGHT introductory statement – maybe 30 seconds or so
 - Who you are
 - What you do
 - KEEP IT BUSINESS
 - Ask for an appointment, referral, or presentation after you have completed your pitch.
 - Try it – refine it – try it – refine it – until you feel it is just right

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

PREPARED VERBAL “ABOUT YOUR BUSINESS”

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

*My name is Red Green, President of the Green Barge Company based in Jacksonville, Florida. Our company specializes in shoreline clean up and reconstruction. We are currently working with the **USACE** on repairing areas on the St. Josephs River damaged after Hurricane Irma. Green Barge is certified as a **HUBZone** with 10 years of experience in shoreline work. We have an experienced crew with a superior safety record.*

PREPARED VERBAL “ABOUT YOUR BUSINESS”

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

What not to do

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

MORE ABOUT THE VERBAL PART

- Remember that when you are speaking to a buyer of government / prime representative – they talk to MANY companies. Respect their time and understand they may not remember you the first couple of times.
RELATIONSHIP BUILDING TAKES TIME.
- Don't have a CHIP on your shoulder – it shows quickly – don't mention your competitor, especially in a negative tone.
- Look and be professional – dress for success
- Be confident not arrogant
- DO YOUR HOMEWORK - it impresses AND is at some level expected
 - Who are the buyers?
 - What do they buy?

SHARE SOMETHING INTERESTING IF IT PERTAINS

Let them learn a little bit about you. Give them a tiny bit of information about your story and background. This can make even the most mundane of products very interesting.

Example: "I was interested in becoming a parts manufacturer because my great-grandmother worked as one of the first female riveters in a factory during World War II."

This allows the listener to place an interesting story with an otherwise fairly mundane business pitch. This small piece of information will make the customer want to find out more about you and your business in less than thirty seconds, making them much more likely to invite you over to the government agency for a proper presentation.

BUILDING THE 5 MINUTE PITCH

- Introduce yourself
- Tell them what your company does

What Do You Offer:

- What problems can your company solve for the agency?
- Give an example of past work
- Let them know about your company's knowledge

What Are The Benefits:

- What very special service, product, or product does your company offer?
- Give them the advantages of working with your company. What do you offer that your competitor doesn't?
- Have a version for every type of business situation.

How Do You Do It:

- Tell them a short story of how your company is unique. Certifications, memberships, etc.

Call For Action:

- Ask for an appointment, referral, or presentation after you have completed your pitch. Give them your card and your capabilities statement!

PRACTICE WITH A FRIEND & FINAL TIPS

- Memorize the outline and be willing and able to adapt to your audience
- Video yourself on your phone
- No gifts – Government employees can not accept
- If you have time during the 5 minute presentation, you might show photos from your phone
- Respect the cone of silence. Most federal, state, and even local government agencies have strict rules about vendor communication after an RFP has been released; some begin in RFP development. Respect this period of silence. I would go so far as to say, "Don't even schedule meetings to talk about other RFPs, if you can avoid it, during this time."



ELEVATOR PITCH COMPETITION RATING

Please rank the Elevator Pitches on the five (5) criteria with a rating from 5 to 1 as described below in the Rating Definitions. The numbered criteria corresponds to the number on the Judging Form.

Company Information

Company name, location, speaker's name, title, business size and certifications

What they Do

Clearly identify what the business does/sells

Value they Offer

Describe the value of their product or service

Closing Statement

Summary statement on the business

Overall Presentation

The speaker was relaxed and conversational, not a forced canned speech

Rating Definitions

5	Exceptional - Outstanding
4	Very Good – Above Average
3	Satisfactory
2	Marginal
1	Unsatisfactory – Ineffective

WHO ARE THE CURRENT BUYERS FOR MARKETPLACE

Confirmed Buyers Attending Event

Colleges/Universities

- [Marquette University](#)
- [Medical College of Wisconsin](#)
- [Milwaukee Area Technical College](#)
- [University of Wisconsin – Madison](#)
- [University of Wisconsin – Milwaukee](#)
- [University of Wisconsin – System Administration](#)

Corporate/Government Prime Contractors

- [Advocate Health \(formerly Advocate Aurora Health\)](#)
- [American Family Insurance Group](#)
- [HGA Architects and Engineers](#)
- [Leonardo DRS – NPS](#)
- [Michels Corporation](#)
- [Snap-on Incorporated](#)
- [U.S. Bank](#)
- [Versiti](#)
- [WPS Health Solutions](#)

Local Government Agencies

- [City of Milwaukee](#)
- [City of Wauwatosa](#)
- [Milwaukee Metropolitan Sewerage District \(MMSD\)](#)
- [Milwaukee Public Schools](#)

State Government Agencies

- [Wisconsin Department of Children and Families](#)
- [Wisconsin Department of Employee Trust Funds](#)
- [Wisconsin Department of Health Services](#)
- [Wisconsin Department of Health Services – Lead Safe Homes Program](#)
- [Wisconsin Department of Justice](#)
- [Wisconsin Department of Transportation](#)

Federal Government Agencies

- [General Services Administration, Office of Small and Disadvantaged Business Utilization](#)

CONTACT INFORMATION

Wisconsin Procurement Institute (WPI)

www.wispro.org

Kim Garber – 608-444-0047

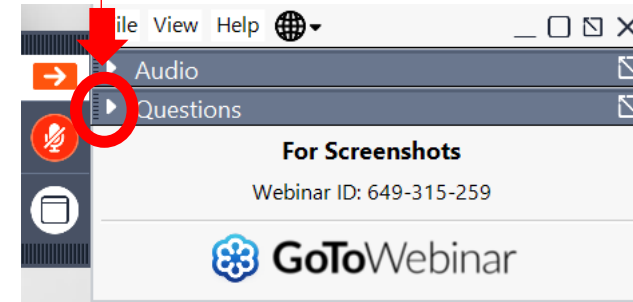
10437 Innovation Drive, Suite 320
Milwaukee, WI 53226
414-270-3600

QUESTIONS?



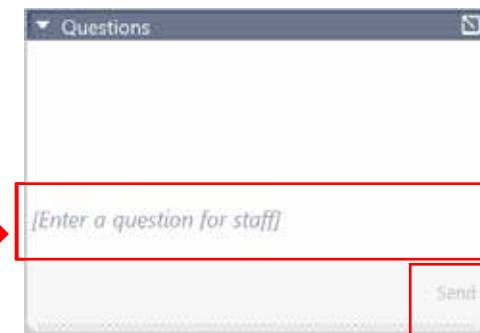
OPENING THE QUESTIONS BOX

Click here to access
within the Control Panel



USING THE QUESTIONS BOX

Type questions
here at any time
during a
presentation



Click Send when ready to submit a question

UPCOMING TRAINING - EVENTS

ACQUISITION HOUR LIVE WEBINAR SERIES

- November 8
Preparing for One-on-One Buyer Meetings
- November 15
Preparing a Winning Government Proposal
- November 29
Service Contracts with Federal Agencies
- December 12
The HUBZone Program – Certification Benefits and Regulations

...More information and registrations at wispro.org/events

GOVERNMENT CERTIFICATION WORKSHOPS

- ~~October 12~~
~~Federal Certifications~~
- ~~October 26~~
~~Local Certifications~~
- November 30
State Certifications



MATC Goodman-South Campus
2429 Perry Street, Madison, WI 53713

...More information and registrations at wispro.org/events

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SURVEY



CONTINUING PROFESSIONAL EDUCATION



This webinar is eligible for 1 CPE credit.
For a certificate of this credit please contact:

Jack Laufenberg

jackl@wispro.org

PRESENTED BY

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