



An APEX Accelerator

Acquisition Hour: Registering in SAM.gov

June 25 | 11:00 am - Noon

Presented by:

Michael Steger, Wisconsin Procurement Institute



Webinar Etiquette

PLEASE

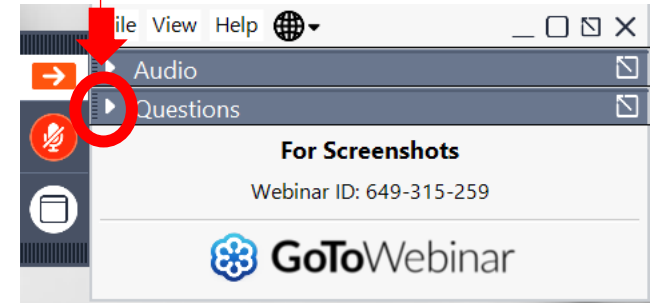
- Log into the GoToWebinar session with the name that you registered with online
- Place your phone or computer on MUTE
- Use the QUESTIONS option to ask your question(s).
 - We will share the questions with our guest speaker who will respond to the group

THANK YOU!



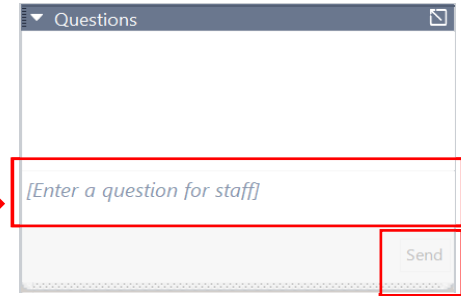
OPENING THE QUESTIONS BOX

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 ACCELERATOR

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)*

■ 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

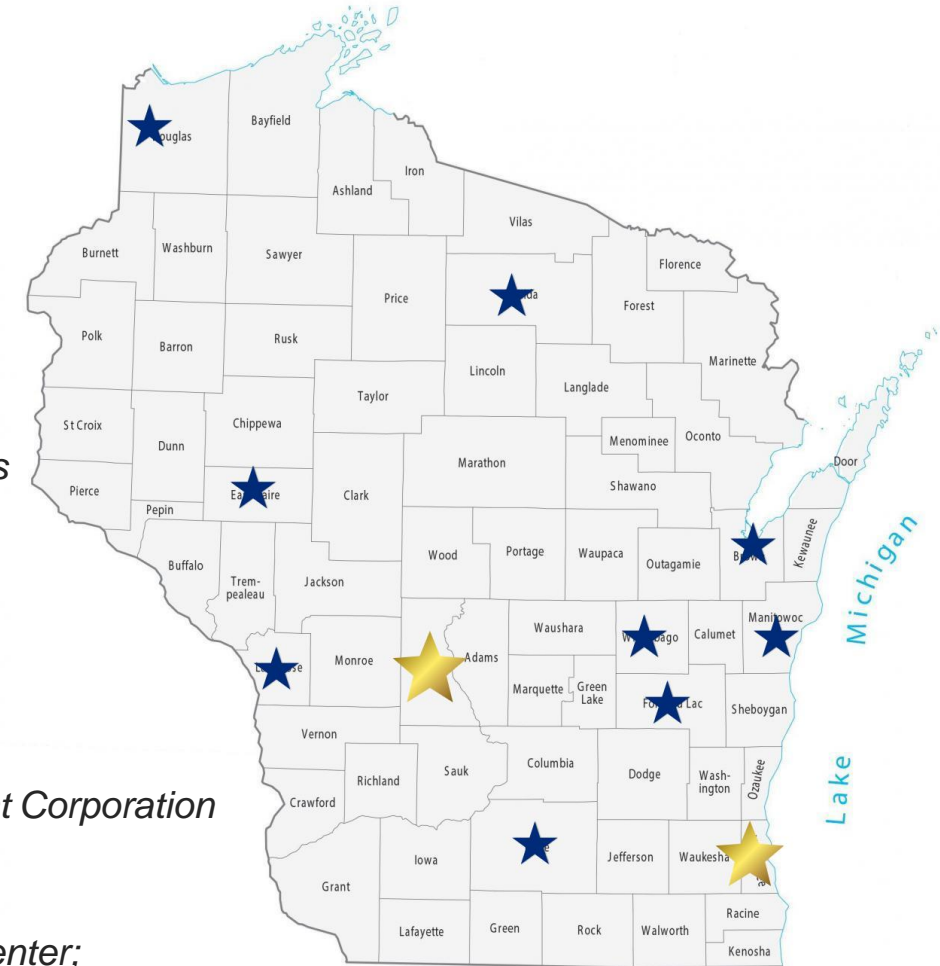
- *Progress Lakeshore*

■ OSHKOSH

- *Greater Oshkosh Economic Development Corporation*

■ SUPERIOR

- *Small Business Dev Center; UW Superior*



APEX ACCELERATORS

WISCONSIN APEX ACCELERATOR

UPCOMING EVENTS

- APR 1:00 pm - 2:00 pm
16 Acquisition Hour: SAM.gov – Tools for Contracting
- APR 9:00 am - 12:00 pm
24 Government Certification Workshop – State Certifications – Madison, WI
- APR 12:00 pm - 1:00 pm
24 Acquisition Hour: Overview of the Contractor Performance Assessment Reporting System (CPARS)
- APR April 30, 2024 - May 3, 2024
30 Lieutenant Governor's Small Business Academy
- MAY 8:00 am - 4:00 pm
16 10th Annual DoD Contract Management Update — Appleton, WI

ACQUISITION HOUR: REGISTERING IN SAM.GOV

Virtual

June 25, 2024 @ 11:00 am - 12:00 pm



Acquisition Hour

What is SAM.gov? Who is it For?

Overview

- SAM stands for System for Award Management
- Any entity (government, business, or non-profit) seeking to do business with or to be funded by the Federal Government must register. Examples include:
 - Prime Contractors
 - Researchers (federal grantees)
 - Municipalities, State Governments
- Federal Contracting officers are required to verify that an offeror, i.e. potential contractor, is registered at the time an offer is submitted, with some exceptions.

https://www.acquisition.gov/far/subpart-4.11#FAR_4_1103_d272e19

What is a SAM.gov Registration?

- SAM.gov Registration involves completing and submitting a SAM.gov registration questionnaire online.
- After activation, an entity is SAM.gov registered for 365 days from the date of submission. This satisfies the requirement that an offeror be registered in SAM.gov.
- The SAM.gov registration entails identifying a business, entering key information, asserting industry and revenue information for small business determination purposes, and representing and certifying to various Federal Acquisition Regulation FAR requirements.

Reasons to Register in SAM.gov

Ability to compete for Federal Prime Contract opportunities.

Small Business exposure to the Government Market.

- Set aside for 100% small business competition, as well as additional set asides for certified businesses.
- Promotion of your business as a potential subcontractor (Dynamic Small Business Search (DSBS) and Interested Vendors List)
- Self-representation (sometimes referred to as self-certification)
 - Small Disadvantaged Business
 - Woman Owned Business
 - Minority Owned Business
 - Veterans (deadline Dec. 22, 2024)

Caveats to this include:

* The difference between representation and certification (8(a), HUBZone, WOSB/EDWOSB, VOSB/SDVOSB)

Additional Reasons to Register in SAM.gov

Compliance with a current customer request for:

- Small Business status (some businesses use SAM.gov registration in tandem with Amazon to document and demonstrate Small Business status)
- [Section 889](#) Certification, banned telecommunications products and services

Ability to sell to government purchase card (GPC) holders when approached regarding providing products/ services

Prerequisite to obtaining Federal Government small business certifications, which can confer additional competitiveness on a business in the government market.

What is the Unique Entity Identifier (UEI)?

The Basics

- The UEI is a 12-character alpha numeric code that is assigned to your entity by the U.S. General Services Administration
- **SAM.gov is the exclusive provider of UEIs**
- Obtaining a UEI requires you to create a SAM.gov user profile and validate your entity.

WISCONSIN PROCUREMENT INSTITUTE

Unique Entity ID NHF1TL24EM25	<i>Registration Status</i> <div style="border: 1px solid black; padding: 2px; display: inline-block;"> ● Active Registration </div>	<i>Expiration Date</i> <div style="border: 1px solid black; padding: 2px; display: inline-block;"> Feb 3, 2023 </div>
CAGE/NCAGE 1GFNO	<i>Purpose of Registration</i> Federal Assistance Awards Only	
Physical Address 10437 W Innovation DR STE 320 Wauwatosa, Wisconsin 53226-4839, United States	Mailing Address 10437 Innovation DR. STE 320 Milwaukee, Wisconsin 53226-4815, United States	

What is the Unique Entity Identifier (UEI)?

Other Entities that May Have to Register

- An entity might be asked to register in SAM.gov and obtain a UEI even if not doing business with the government. Examples include:
 - Working as a sub to a federal prime contractor
 - Working for an institution that receives federal grant funding
 - You are applying for grants, whether to conduct research or to operate another federally funded program
- The application process for these special cases can be shorter than the full All Awards registration, depending on the reason for registration.
- Verify whether a CAGE code is required if unsure which registration type to complete.

What is the CAGE Code?

The Basics

- The CAGE Code is a five-character code, most often assigned to a business upon activation of a first-time SAM.gov registration.
- Obtaining a CAGE code, in most cases, indicates completion of a SAM.gov registration.
- The CAGE code is used to identify business ownership in cases where a business entity is owned by another entity, and in cases where a business is registering more than one location in SAM.gov for performance, bidding, or billing purposes.

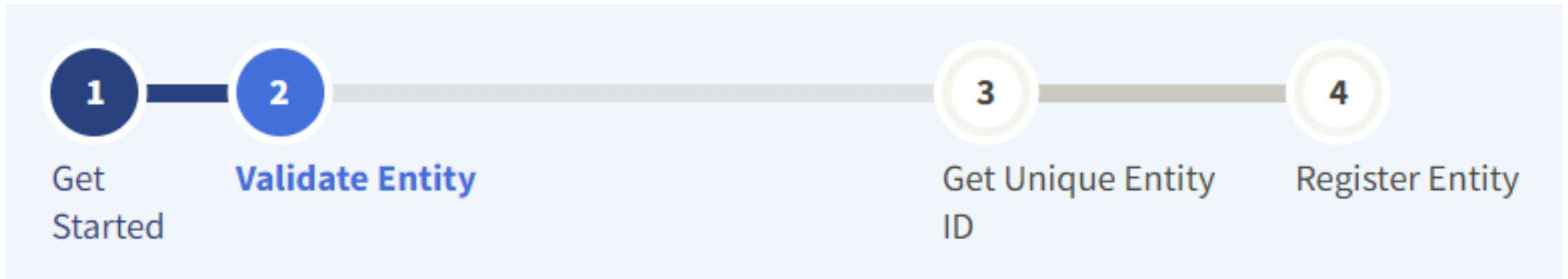
Owner	CAGE	Legal Business Name
Immediate Owner	16331	LOCKHEED MARTIN CORPORATION
Highest Level Owner	(blank)	(blank)

Logging in to Your SAM.gov Profile

SAM.gov and Login.gov

- Creating a SAM.gov profile requires creating a Login.gov account
- A Login.gov account identifies you and you only to the government
- Login.gov accounts are tied to individuals. Associating it with a business comes later in SAM.gov
- **Sharing login credentials is prohibited**
- Whoever will be the entity administrator needs to be the one who creates the Login.gov account and SAM.gov profile
- Multiple individuals can access a SAM.gov profile after it is created. Each new individual will have to create a Login.gov account and be assigned a role by the SAM.gov entity administrator

Validating Your Entity in SAM.gov



Validating Your Entity in SAM.gov

Validation Requirements Overview

- **Validation** Documentation Requirements are the same whether you are:
 - getting started for the first time
 - renewing your entity registration
 - applying just for a validated UEI, or
 - updating your business address or legal business name
- **Validation requirements** are:
 - Legal business name
 - Physical address [~~P.O. Boxes, UPS Suites, other non-location Boxes~~]
 - Note re: additional facilities
 - Start year
 - State of incorporation

Validating Your Entity in SAM.gov

Preparing to Validate Your Entity

Collect the documentation covering ALL **validation requirements**.

- GSA provides a list of common and acceptable documents that may be used to satisfy the **validation requirements** (see GoToWebinar HANDOUTS and below)
- The **GOLD STANDARD** and easiest documents to use are usually:
 - Articles of Incorporation or Organization
 - **Proves:** legal business name; state of incorporation; date of incorporation
 - Utility or Bank bill
 - **Proves:** physical address

Ensure documents are PDFs (not JPEG or other image file types)

Validating Your Entity in SAM.gov

Can Individuals Register in SAM.gov?

- Sole Proprietors can Register in SAM.gov, though it is not recommended in most cases.
- Entity Validation for Sole Proprietorships relies directly on the identity of the individual proprietor.
 - Drivers License or Passport will be required to complete entity validation.

For more information on accepted documentation for entity validation, visit FSD.gov: [GSAFSD kb articles - GSA Federal Service Desk Service Portal](#).

SAM.gov Registration Timeline



1. **Login.gov Account**
- Create a Login.gov account to access SAM.gov.

When creating:

- a SAM.gov user profile
- a stand-alone Login.gov account
- an FSD.gov account
- a user account on any Small Business Administration site for DSBS or business certification



2. Entity Validation
- Obtain a Unique Entity ID number.
- Gather your business information, including Taxpayer Identification Number (TIN), Bank Account, and annual revenue and

Preference for

- official business email address
- full legal name of the individual using the account
- consistency across sites



SAM.gov Registration Timeline

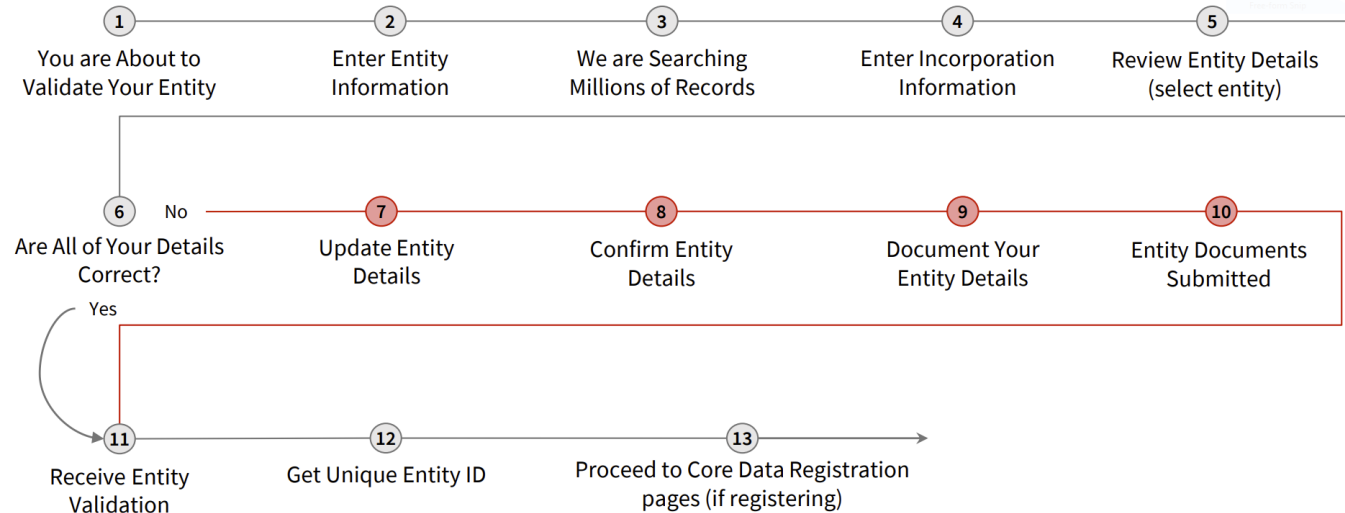
The validation process is a critical piece of the federal awards ecosystem. It prevents improper payments, procurement fraud, and helps ensure the integrity of government contracts and grants processes, representing trillions of dollars in taxpayer funds each year. SAM.gov uses an entity validation service (EVS) to independently verify the existence and uniqueness of an entity.

2. Entity Validation

- Obtain a Unique Entity ID number.
- Gather your business information, including Taxpayer Identification Number (TIN), Bank Account, and annual revenue and payroll information.

Validation is required when you

- Register an entity
- Renew your entity registration each year
- Get a Unique Entity ID, and
- Update or change your entity's name or address



3. **Entity Registration**

- Start a new entity registration within SAM.gov.

SAM.gov Registration Timeline

The screenshot displays a registration timeline with six steps: 1. Get Started, 2. Enter Entity Data (highlighted), 3. Start Validation, 4. Complete Validation, 5. Get Unique Entity ID, and 6. Continue Registration. The main content area is titled 'Enter Entity Information' and includes the following fields and instructions:

- Legal Business Name:** Enter your current, correct legal business name and physical address, then select **Next**. If you are acting on behalf of a limited partnership, LLC, or corporation, your legal business name is the name you registered with your state filing office.
- Doing Business As (Optional):** Doing business as is the commonly used other name, such as a franchise, license name, or acronym. Leave blank if not applicable.
- Physical Address:** Your physical address is the street address of the primary office or other building where your entity is located. A post office box may not be used as your physical address.
- Country:** A dropdown menu.
- Street Address 1:** A text input field.
- Street Address 2 (Optional):** A text input field.
- ZIP Code:** A text input field.
- City:** A text input field.
- State / Territory:** A dropdown menu with an information icon.

Navigation buttons at the bottom include 'CANCEL', 'PREVIOUS', and 'NEXT'.

2. Entity Validation

- Obtain a Unique Entity ID number.
- Gather your business information, including Taxpayer Identification Number (TIN), Bank Account, and annual revenue and payroll information.

3. **Entity Registration**

- Start a new entity registration within SAM.gov.

SAM.gov Registration Timeline

payroll information.

3. **Entity Registration**

- Start a new entity registration within SAM.gov.

4. **Registration Type**

- Select the type of entity registration you represent.

5. **Core Data**

- Complete the core data section with your business and financial information.

6. **Assertions**

Prepare with the Entity Registration Checklist

Avoid a Start-Stop trainwreck



To see comprehensive instructions and checklist for entity registration, download our [Entity Registration Checklist](#)

The screenshot shows the SAM.gov Entity Registration Checklist page. At the top, it says "Entity Registration Checklist" and "Prepare for Entity Registration in SAM.gov". There is an information icon with text: "SAM.gov is an official website of the United States government. SAM.gov is FREE to use. There is no charge to get a Unique Entity ID, register your entity, and maintain your entity registration at SAM.gov." Below this, it asks "What can you do with this guide?" and explains that questionnaires and checklists will help gather information. There are two registration options: "All Awards registration" (with a star icon) and "Financial Assistance Awards Only registration" (with a money bag icon). Each has a link to "Jump to All Awards entity registration questionnaires and checklists" and "Jump to Financial Assistance Awards Only entity registration questionnaires and checklists" respectively. At the bottom, there is a table comparing the sections to prepare for each registration type.

For All Awards registrations , prepare these sections:	For Financial Assistance Awards Only registrations , prepare these sections:
<ul style="list-style-type: none">• Unique Entity ID• Core Data• Assertions• Reps & Certs• Architect and Engineering Responses• Defense FAR Supplement (DFARS) questionnaire (if applicable)• Points of Contact (POCs)• SBA supplemental page (If you are a small business)	<ul style="list-style-type: none">• Unique Entity ID• Core Data• Reps & Certs• Points of Contact (POCs)

GSA U. S. General Services Administration

SAM.gov Registration Timeline

registration within SAM.gov.

4. **Registration Type**

- Select the type of entity registration you represent.

5. **Core Data**

- Complete the core data section with your business and financial information.

6. **Assertions**

- Fill out the assertions section, including business size and type of organization.

What can you do with this guide?

The questionnaires and checklists here will help you gather the information you need and prepare to answer the questions in your entity registration.



All Awards registration allows you to bid on contracts and other procurements, as well as apply for financial assistance. Look for the icon on the left to submit an All Awards registration.

[Jump to All Awards entity registration questionnaires and checklists](#)



Financial Assistance Awards Only registration allows you to apply for financial assistance, or grants and loans, only. Look for the icon on the left to submit a Financial Assistance Only registration.

[Jump to Financial Assistance Awards Only entity registration questionnaires and checklists](#)

For **All Awards registrations**, prepare these sections:

- Unique Entity ID
- Core Data
- Assertions
- Reps & Certs
- Architect and Engineering Responses
- Defense FAR Supplement (DFARS) questionnaire (if applicable)
- Points of Contact (POCs)
- SBA supplemental page (If you are a small business)

For **Financial Assistance Awards Only registrations**, prepare these sections:

- Unique Entity ID
- Core Data
- Reps & Certs
- Points of Contact (POCs)

SAM.gov Registration Timeline

registration you represent.

5. **Core Data**

- Complete the core data section with your business and financial information.

6. **Assertions**

- Fill out the assertions section, including business size and type of organization.

7. **Representations and Certifications**

- Complete the representations and certifications as applicable to

Entity Registration

➤ Core Data

Business Information

Entity Types

Financial Information

Points of Contact

IRS Taxpayer Information

SAM.gov Registration Timeline

and financial information.

6. ****Assertions****

- Fill out the assertions section, including business size and type of organization.

7. ****Representations and Certifications****

- Complete the representations and certifications as applicable to your entity.

8. ****Review****

- Review all the information entered for accuracy

The screenshot shows the SAM.gov interface for selecting NAICS and Product and Service Codes. The NAICS Codes table lists various categories, with 'Aircraft Manufacturing' (336411) selected. The Product and Service Codes table lists specific codes for aircraft and related components. A blue banner at the bottom indicates 'DISASTER RESPONSE' and states that the entity does not appear in the disaster response registry.

Primary	NAICS Codes	NAICS Title
✓	336411	Aircraft Manufacturing
	336414	Guided Missile And Space Vehicle Manufacturing
	336611	Ship Building And Repairing
	488190	Other Support Activities For Air Transportation
	541330	Engineering Services
	541511	Custom Computer Programming Services
	541512	Computer Systems Design Services
	541690	Other Scientific And Technical Consulting Services
	921190	Other General Government Support
	927110	Space Research And Technology
	928110	National Security

PSC	PSC Name
1285	Fire Control Radar Equipment, Except Airborne
1337	Guided Missile And Space Vehicle Explosive Propulsion Units, Solid Fuel; And Components
1510	Aircraft, Fixed Wing
1520	Aircraft, Rotary Wing
1550	Unmanned Aircraft
1560	Airframe Structural Components
1615	Helicopter Rotor Blades, Drive Mechanisms And Components
1630	Aircraft Wheel And Brake Systems

DISASTER RESPONSE

This entity does not appear in the disaster response registry.

Perform NAICS research using the official government source, www.census.gov/naics.

The screenshot shows the 'North American Industry Classification System' search page from the Census Bureau. It features a search bar for NAICS codes, with three search options for the years 2022, 2017, and 2012. Each search bar includes a 'Go' button.

United States Census Bureau

North American Industry Classification System

Menu ▾

NAICS Search

Enter keyword or 2-6 digit code

2022 NAICS Search

Enter keyword or 2-6 digit code

2017 NAICS Search

Enter keyword or 2-6 digit code

2012 NAICS Search

Remember, WPI can assist with identifying appropriate NAICS codes at no cost.

SAM.gov Registration Timeline

size and type of organization.

7. **Representations and Certifications**

- Complete the representations and certifications as applicable to your entity.

8. **Review**

- Review all the information entered for accuracy.

9. **Submit**

- Submit your registration for processing.

■ READ ONLY PROVISIONS

The following FAR and DFARS provisions did not require completion of any data. Select the provision number to expand and review the full text.

- ▼ FAR 52.203-11
Sep 2007 | Certification and Disclosure Regarding Payments to Influence Certain Federal Transactions
- ▼ FAR 52.203-18
JAN 2017 | Prohibition on Contracting with Entities that Require Certain Internal Confidentiality Agreements or Statements-Representation
- ▼ FAR 52.222-38
Feb 2016 | Compliance with Veterans' Employment Reporting Requirements
- ▼ FAR 52.222-56
Oct 2020 | Certification Regarding Trafficking in Persons Compliance Plan
- ▼ FAR 52.223-1
May 2012 | Biobased Product Certification
- ▼ FAR 52.225-20
Aug 2009 | Prohibition on Conducting Restricted Business Operations in Sudan-Certification
- ▼ FAR 52.225-25
Jun 2020 | Prohibition on Contracting with Entities Engaging in Certain Activities or Transactions Relating to Iran - Representation and Certifications

■ PROVISIONS POPULATED BASED ON REGISTRATION DATA

By Maintaining an active entity registration in SAM, the entity complied with requirements to

■ CERTIFICATION

I have read each of the FAR and DFARS provisions presented on this page. By submitting this certification, I, _____, am attesting to the accuracy of the representations and certifications contained herein, including the entire NAICS table. I understand that I may be subject to criminal prosecution under Section 1001, Title 18 of the United States Code or civil liability under the False Claims Act if I misrepresent _____ in any of these representations or certifications to the Government.

SAM.gov Registration Timeline

your entity.

8. ****Review****

- Review all the information entered for accuracy.

9. ****Submit****

- Submit your registration for processing.

10. ****Processing****

- Initial review of Taxpayer Details by IRS.

- Review by Defense Logistics Agency (DLA) Commercial and Government Entity



Common errors include:

- Using incorrect formats for street names
- Spelling individuals' names using the familiar rather than the full spelling
- Misspelled email addresses in the POCs section
- Using web browser auto-fill, filling the right information in on the wrong form box
- Mis-entering bank account information

SAM.gov Registration Timeline

entered for accuracy.

9. ****Submit****

- Submit your registration for processing.

10. ****Processing****

- Initial review of Taxpayer Details by IRS.
- Review by Defense Logistics Agency (DLA) Commercial and Government Entity (CAGE) team.

11. ****Activation****

- Wait for the registration to

Dear First Name Last Name,

You successfully submitted the entity registration for YOUR BUSINESS / UEI in the U.S. federal government's System for Award Management (SAM). This registration record will remain in Submitted status until all external validations are complete.

What happens next?

1. If you provided a Taxpayer Identification Number (TIN), the Internal Revenue Service (IRS) will conduct a validation of your TIN and Taxpayer Name. This step can take two business days. You will get an email from SAM.gov when that review is complete.
2. Your registration will then be sent to the Defense Logistics Agency (DLA) Commercial and Government Entity (CAGE) Code system for assignment or validation of your CAGE Code. This step averages two business days, but the DLA CAGE team can take up to ten business days, or longer, in peak periods. You will get an email from SAM.gov when that review is complete.
3. If the DLA CAGE team has any questions, they will contact the individual you listed as the Government Business Point of Contact (POC) via email. The email will come from a dla.mil address. Please tell your Government Business POC to respond right away to any requests from a dla.mil email. If a timely response is not received, your registration will be returned to SAM and your registration status changed to Work in Progress. You will have to resubmit and provide the requested information to DLA CAGE to continue.
4. You will get an email from SAM.gov when your registration passes these external validations and becomes Active. Until then, use the Check Registration Status link at SAM.gov to see where your registration is in the review process.
5. If you have not previously submitted a notarized letter formally designating the Entity Administrator for your entity, you must do so now. Failure to do so within 60 days of activation may result in the registration no longer being active. NOTE: You are not required to provide a notarized letter for a federal entity registration.

Remember, this process is entirely FREE to you. It is FREE to register and maintain your registration in SAM. It is FREE to get help with your registration from the Federal Service Desk at www.fsd.gov or by telephone at 866-606-8220 (toll free) or 334-206-7828 (internationally).

In addition, if you are a small business located in the U.S. and its outlying areas, you can get FREE support from your local [APEX Accelerator](http://www.apexaccelerators.us) (formerly known as PTAC), an official resource for government contracting assistance. Go to <https://www.apexaccelerators.us> to find your closest office.

Thank you,
The System for Award Management (SAM) Administrator
<https://sam.gov>

SAM.gov Registration Timeline

processing.

10. ****Processing****

- Initial review of Taxpayer Details by IRS.
- Review by Defense Logistics Agency (DLA) Commercial and Government Entity (CAGE) team.

11. ****Activation****

- Wait for the registration to become active. This can take up to 10 business days.
- Once an All Awards registration is active for the first time, you will

Notification of Status after IRS Review can be either:

- FAILED
- SUCCESSFUL

First-Time SAM Registration will almost always be required to provide additional information in response to questions by the DLA CAGE Team. Watch for an e-mail to arrive to the Government Business POC:

- From a “.mil” email address
- With Subject Line starting: “RESPONSE REQUIRED”
- Requesting confirmation of the legal business name, disambiguation from similarly named or potentially collocated business entities, and
- Requesting confirmation of POC details for the Government Business POC.

If the SAM Entity Administrator is different from the Government Business POC, advise them to be watchful for the DLA CAGE Email.

Failure to respond on time will result in rejection of the Registration.

SAM.gov Registration Timeline

- Initial review of Taxpayer Details by IRS.
- Review by Defense Logistics Agency (DLA) Commercial and Government Entity (CAGE) team.

11. **Activation**

- Wait for the registration to become active. This can take up to 10 business days.
- Once an All Awards registration is active for the first time, you will simultaneously be assigned a CAGE code.

DERCO AEROSPACE, INC. ● Active Registration

Unique Entity ID
NE3YWSUB81N5

CAGE Code
8X044

Physical Address
8000 W TOWER AVE,
MILWAUKEE, WI 53223
USA

Entity

Expiration Date
Apr 11, 2025

Purpose of Registration
All Awards

BUSINESS INFORMATION

Doing Business As Derco Aerospace, Inc. A Lockheed Martin Company	URL http://www.dercoaerospace.com
Division Name (blank)	Division Number (blank)
Congressional District Wisconsin 04	State/Country of Incorporation Wisconsin, United States

Registration Dates

Activation Date Apr 15, 2024	Initial Registration Date Oct 1, 2001
Submission Date Apr 11, 2024	

Owner	CAGE	Legal Business Name
Immediate Owner	16331	LOCKHEED MARTIN CORPORATION
Highest Level Owner	(blank)	(blank)

Entity Dates

Entity Start Date Dec 28, 1979	Fiscal Year End Close Date Dec 31
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SAM.gov Registration

Final Thoughts

- Be deliberate about representing your business in SAM.gov.
- If you are unsure, stop and determine the correct answer.
 - Another individual in your organization [are you the correct individual to represent the business to the government?]
 - Unsure of a particular FAR/DFARs Representation?
 - Research the citation.
 - Seek assistance/ individual [no cost] counseling from Wisconsin Procurement Institute or another APEX Accelerator.
- Accurate and complete – be aware that you are representing your business. There are civil and criminal penalties for misrepresentation.

SAM.gov Registration

Final Thoughts

- Do not rely on common knowledge within your organization. Do your research.
- For example, if you are in a sales role and uncertain of your business's ownership, find the answer.
- Public release/ representation. SAM.gov (whether you choose searchable or not) puts your business information (LBN, DBA, Address, UEI, POC name, and Phone Number) into publicly accessible database(s).
- Be aware – you may be approached to purchase services related to government contracting. Wisconsin Procurement Institute and other organizations offer high quality assistance to qualifying businesses at no cost.

Questions?

Michael Steger

Wisconsin Procurement Institute (WPI)

Wisconsin's APEX Accelerator

MichaelS@wispro.org

(414)270-3600

www.wispro.org

WPI Wisconsin
Procurement
Institute

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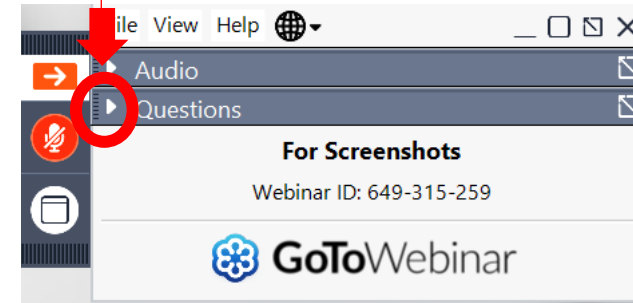
APEX
ACCELERATORS

QUESTIONS?



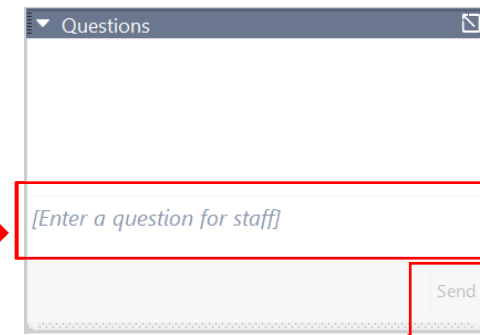
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UPCOMING TRAINING - EVENTS

CYBER FRIDAY LIVE WEBINAR SERIES

Cyber Friday is a series of one-hour webinars focusing on critical topics for DOD contractors and subcontractors in cyber security, data security, and CMMC. Attendees receive 1 CPE credit for attending.

- **July 19**, 3.1.3 Audit and Accountability Policy, Log Review Procedure
- **August 23**, 3.1.4 Configuration Management Policy, Change Request Process, Baseline Configurations
- **September 20**, 3.1.6 Incident Response Policy, Incident Response Plan
- **October 18**, 3.1.7 System Maintenance Policy
- **November 22**, 3.1.8 Media Control Policy, Media Destruction Policy and Personnel Security
- **January 24**, 3.1.11 Risk Assessment Policy, Security Assessment Reports

EMERGING ISSUES WEBINAR SERIES

This series is intended as an information tool and resource for contract managers and those with a compliance function. Attendees receive 1 CPE credit for attending.

- **July 25** – Beyond contracts: Conducting Business with the Federal Government
- **Aug 22** – Regulation Making – The Process and the Important Role Businesses Play
- **Sep 19** – Industry 4.0 – The Next Generation of the DIB
- **Oct 24** – Innovation – What Does Innovation Look Like from DoD’s Perspective?
- **Nov 21** – The Critical Role Your Accounting System Plays in SBIR/STTR Success

18th Annual Wisconsin Government Opportunities Business Conference (GOBC)

In Partnership with Wisconsin's Military Installations

July 10

Truax Field

GOBC will provide you the opportunity to gain insights into:

- *COFFEE with the COMMANDER*
- Current operations and priorities at Wisconsin's Federal and State government agencies and military facilities
- Connecting with agency and installation leadership, operational staff and buyers
- Locating and bidding on current and future procurement opportunities
- Resources available to assist your business in winning government prime and subcontracts

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

- Save the Date -



**The
Contracting
Academy**

*Developing and Growing
Government Contractors*

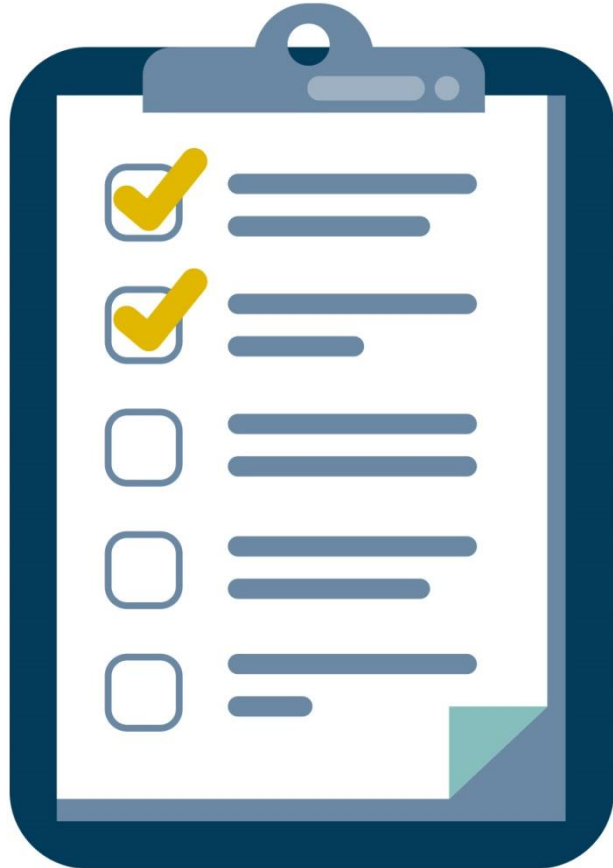
Dec 10

Virtual | 9:00 am - 4:00 pm

The Contracting Academy (TCA) is an opportunity for businesses to grow their technical knowledge of contracting with Federal Government, State/Local Government, and Government Prime Contractors. The series of workshops will benefit established businesses looking to grow and develop their government sales.

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

SURVEY



June 25, 2024

CONTINUING PROFESSIONAL EDUCATION



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

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PRESENTED BY

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