



Sales Opportunities with Local Government Agencies

Milwaukee, WI

October 16 | 1:00 – 3:00 pm

Presented by:

Regina Flores, Milwaukee County Department of Administrative Services

Rhonda Kelsey, City of Milwaukee

Michael Steger, Small Business Advisor, Wisconsin Procurement Institute

Webinar Etiquette

PLEASE

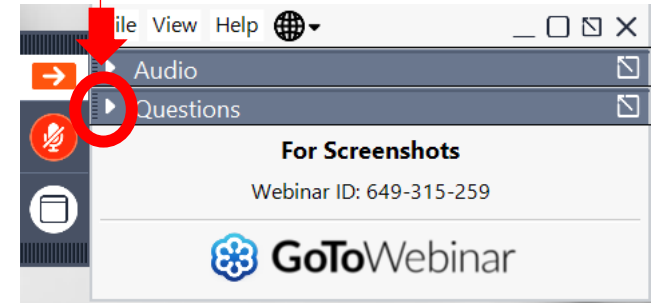
- Log into the GoToWebinar session with the name that you registered with online
- Place your phone or computer on MUTE
- Use the QUESTIONS option to ask your question(s).
 - We will share the questions with our guest speaker who will respond to the group

THANK YOU!



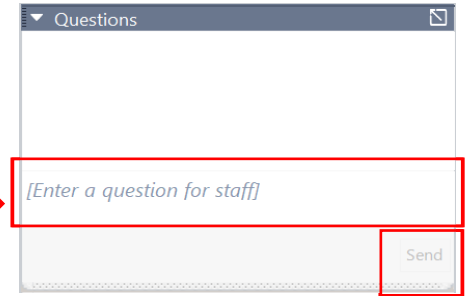
OPENING THE QUESTIONS BOX

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

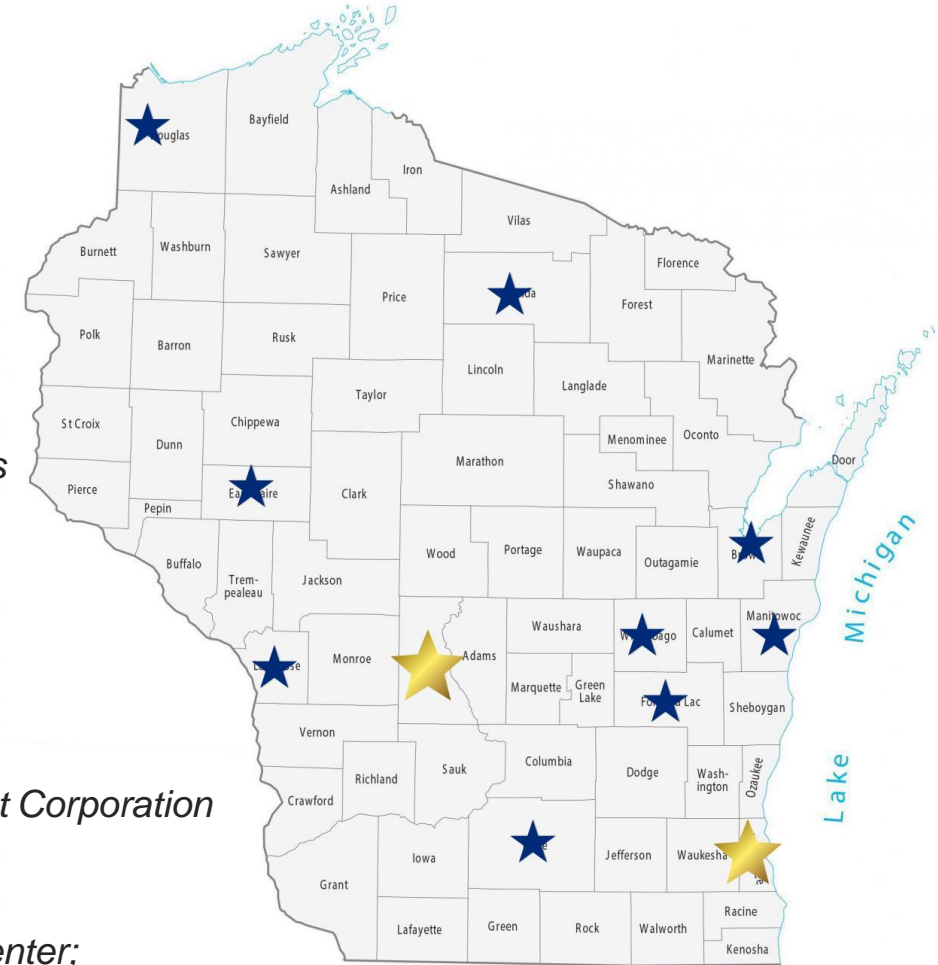
- *Progress Lakeshore*

■ 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

Significant opportunities exist for small businesses to sell to local government agencies in and around Southeastern Wisconsin. Presentations will be followed by a limited opportunity for one-on-one meetings with Buyers. Meetings between Buyers and Registrants will be coordinated by WPI. Please indicate interest in meetings when registering for this event.

WPI strongly recommends you have a current capabilities statement ready prior to your meetings. Attendees should be ready with a capabilities statement and prepared pitch to take advantage of the meeting time. Assistance to prepare is available with WPI.

Speakers will discuss:

- What & how they buy
- How they announce opportunities
- First Steps – registrations, certifications, other requirements
- Provisions for non-performance /Force Majeure

Rhonda Kelsey
Purchasing Director
City of Milwaukee



Regina Flores
Director of Procurement
Milwaukee County



UPCOMING TRAINING - EVENTS



Sales Opportunities with Local Government Agencies Madison, WI

Nov 13

Virtual | 10:00 am - Noon

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

ACQUISITION HOUR LIVE WEBINAR SERIES

The Acquisition Hour webinar series covers a range of topics from market entry, sales growth, small business certifications, compliance, and more. Attendees receive 1 CPE credit for attending.

- **October 25** – CMMC Update – October 2024
- **November 12** – Preparing for One-on-One Buyer Meetings
- **November 13** – Responding to Sources Sought Notices and Preparing a Capabilities Statement
- **November 22** – CMMC Update – November 2024
- **December 20** - CMMC Update – December 2024

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.

- **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.

- **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

Expanding Business Opportunities in Rural Wisconsin

The government can be a great customer for your business – especially if you are a small business. The challenge is to know WHAT they buy, HOW they buy it, and WHEN they buy it – AND THEN – how your business can take those first steps to SUCCESSFULLY SELL to the FEDERAL GOVERNMENT. Wisconsin is home to many Federal opportunities from Ft. McCoy, US Army Corps of Engineers, National Park Service, US Forest Service and VA Hospitals and Clinics. It is also home to a number of large prime contractors including Oshkosh Defense, Wisconsin Physician Services and Michels.



November 13

Juneau County
Elroy Theatre

122 S Main St., Elroy, WI 5392



November 14

Black River Falls

Ho-Chunk Gaming (Bingo Hall)

W9010 Hwy 54E, Black River Falls, WI 54615

...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



Dec 11-12

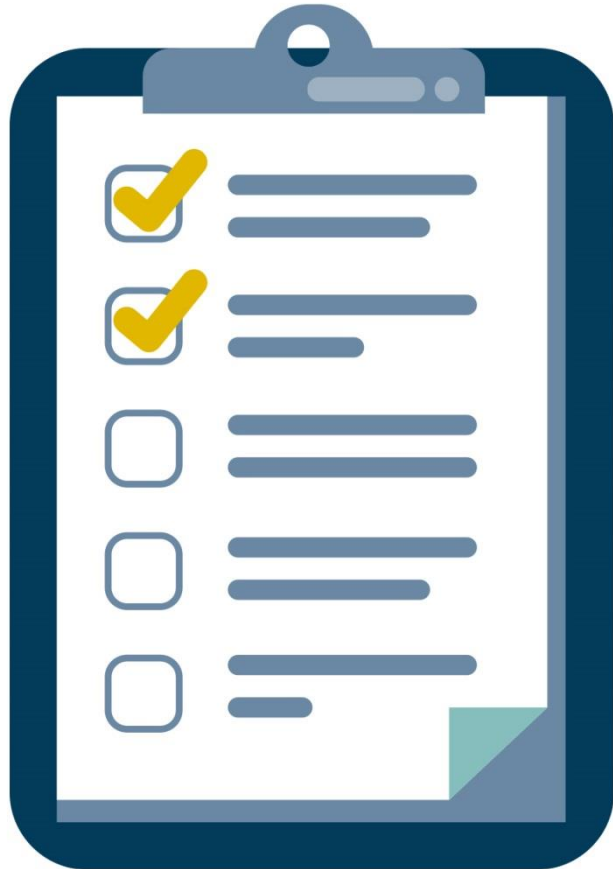
The Baird Center

400 W Wisconsin Ave. Milwaukee WI 53203

Presented by the Wisconsin Economic Development Corporation, MARKETPLACE is the Governor's Annual Conference on Diverse Business Development. This event connects business owners from across Wisconsin seeking to do business with state, federal and local governments as well as the private sector. The conference provides the opportunity for established minority-, woman-, veteran- and LGBTQ+-owned businesses and small businesses to learn from and connect with resource providers, government representatives, corporate buyers and business professionals to lay a foundation for new partnerships and business opportunities.

MarketplaceWisconsin.com

SURVEY



PRESENTED BY

Wisconsin Procurement Institute (WPI)

www.wispro.org

Michael Steger

Wisconsin Procurement Institute

MichaelS@wispro.org | 414-270-3600

10437 Innovation Drive Suite 320
Milwaukee WI 53226