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# **Acquisition Hour:**

## **Responding to Sources Sought Notices and Preparing a Capabilities Statement**

**November 13 | Noon – 1:00 pm**

**Presented by:**

**Carol Murphy, Wisconsin Procurement Institute**

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# Webinar Etiquette

## PLEASE

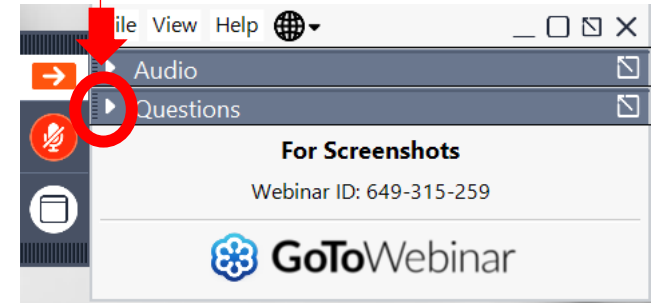
- Log into the GoToWebinar session with the name that you registered with online
- Place your phone or computer on MUTE
- Use the QUESTIONS option to ask your question(s).
  - We will share the questions with our guest speaker who will respond to the group

## THANK YOU!



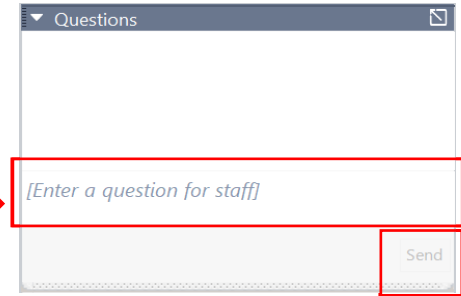
## OPENING THE QUESTIONS BOX

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](http://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

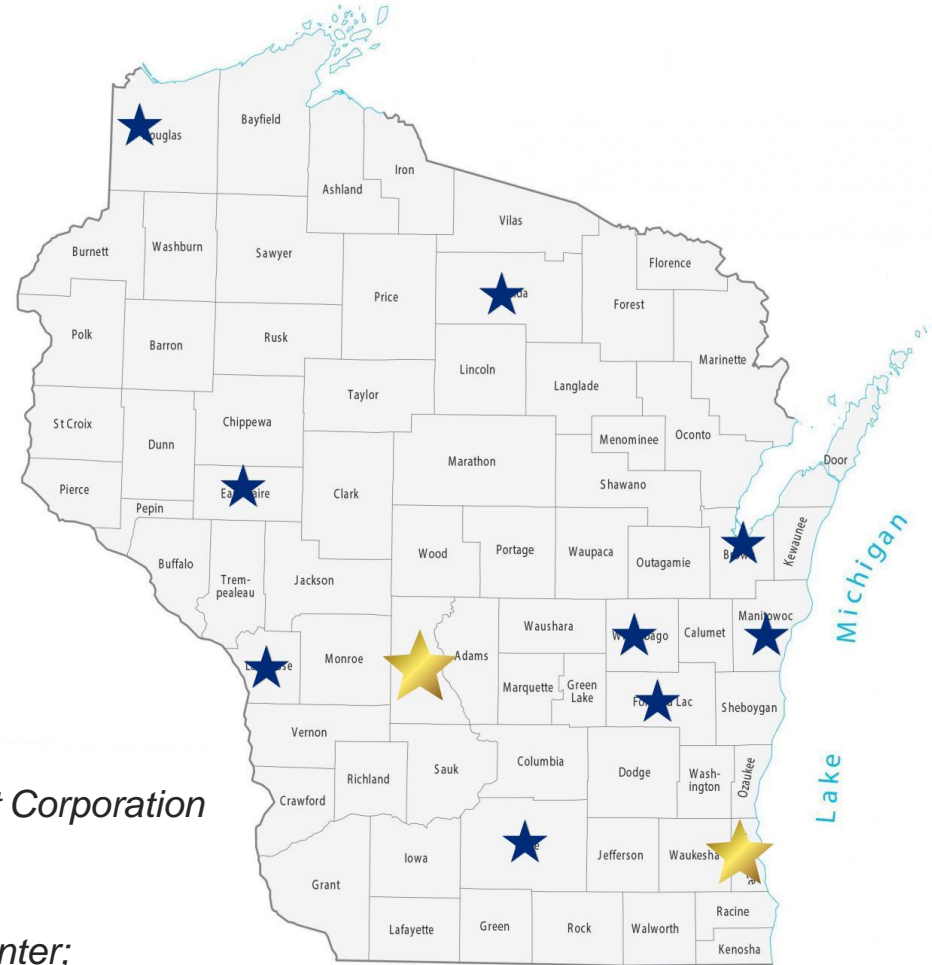
- *Progress Lakeshore*

## ■ 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

# WHAT WE WILL COVER TODAY

- What are Sources Sought Notices (SSN) and Request for Information (RFI)
- Where to locate SSNs and RFIs
- How to respond to SSNs and RFIs
- Developing an effective Capabilities Statement



# SOURCES SOUGHT NOTICE VS REQUEST FOR INFORMATION

- Sources Sought Notice (SSN) – seeking possible sources for a requirement
- Request for Information (RFI) – government's technique of conducting market research.
- These can sometimes be used interchangeably

# SSNs and RFIs

- Are not solicitations
- Issued for planning purposes and market research
- Used to identify sources and solicit interest
- Typically followed by a solicitation

# SSNs AND RFIs MAY BE USED TO:

- Find sources
- Increase Competition
- Identify interested small businesses (facilitate set-asides to help government attain small business goals)
- Obtain capability information from potential contractors
- Locate solutions to unique problems

# SSNs AND RFIs MAY BE USED TO:

- Inform the Market of a future need - possibly encourages additional development of capability (for both prime contractors and subcontractors)
- Help contracting officer determine procurement method, contract type, and acquisition strategy and set-asides
- Support contracting officer's decisions and market research requirement



# LOCATING THESE ANNOUNCEMENTS

The System for Award Management (SAM)

SAM.Gov: <https://sam.gov/>

- Sources Sought
- Special Notice
- Presolicitation Notices
- Requests for Information



Official U.S. Government Website  
100% Free

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

**Contract Opportunities**

**Contract Data**

(Reports ONLY from fpds.gov)

**Wage Determinations**

**Federal Hierarchy**

Departments and Subtiers

**Assistance Listings**

**Entity Information**

Entities, Disaster Response Registry,  
Exclusions, and Responsibility/  
Qualification (was fapiis.gov)

**Entity Reporting**

SCR and Bio-Preferred Reporting

Are you searching for Federal Acquisition Supply  
Chain Security Act (FASCSA) orders?

[View FASCSA Orders](#)

### Register Your Entity or Get a Unique Entity ID

Register your entity or get a Unique Entity ID to get  
started doing business with the federal government.

[Get Started](#)

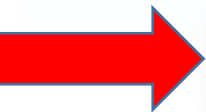
[Renew Entity](#)

[Check Entity Status](#)

### Already know what you want to find?

Select Domain...

e.g. 1606N020Q02



## Contract Opportunities

Contract opportunities are procurement notices from federal contracting offices. Anyone interested in doing business with the government can use this system to search opportunities. Opportunities include pre-solicitation notices, solicitation notices, award notices, and sole source notices.

If you are looking for grant opportunities, visit our partner site at [grants.gov](#).

### Federal Users

Manage contract opportunities as a contracting officer, contracting specialist, or administrator.

[Sign in to get started](#)

[Go to Contract Opportunities Federal home](#)

### Search Contract Opportunities

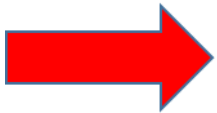
[Advanced Search](#)



Show active only

+ Get started searching contract opportunities

+ Use contract opportunities advanced search



Select Domain  
Contract Opportunities

Filter By

Keyword Search

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

Simple Search Search Editor

Any Words  
All Words  
Exact Phrase

e.g. W91QVN-17-R-008

Federal Organizations

Dates

Response/Date Offers Due

Anytime

Updated Date

Anytime

Notice Type

Notice Type

Sources Sought

Product or Service Information

Set Aside

Place of Performance

Zip Code

e.g. 20001

State / Territory

WI - Wisconsin

Select Country



Showing 1 - 10 of 10 results			Sort by: Updated Date
<b>H141--NEGATIVE AIR UNIT FILTER SERVICE BASE + 4OYS</b> Notice ID: 36C25225Q0043 The Great Lakes Acquisition Center (GLAC) in Milwaukee, WI is searching for vendors with the capability to provide Negative Air Unit Filter Service a... Department/Ind.Agency: VETERANS AFFAIRS, DEPARTMENT OF Subtier: VETERANS AFFAIRS, DEPARTMENT OF Office: 252-NETWORK CONTRACT OFFICE 12 (36C252)			Contract Opportunities Current Response Date: October 22, 2024 at 10:00 AM CDT Notice Type: Original Sources Sought Updated Date: Oct 18, 2024 Published Date: Oct 18, 2024
<b>J041--TEST &amp; BALANCE CRITICAL CARE AREAS BASE + 4 OYS</b> Notice ID: 36C25225Q0042 The Great Lakes Acquisition Center (GLAC) in Milwaukee, WI is searching for vendors with the capability to provide Air Change and Room Pressure Testin... Department/Ind.Agency: VETERANS AFFAIRS, DEPARTMENT OF Subtier: VETERANS AFFAIRS, DEPARTMENT OF Office: 252-NETWORK CONTRACT OFFICE 12 (36C252)			Contract Opportunities Current Response Date: October 22, 2024 at 10:00 AM CDT Notice Type: Original Sources Sought Updated Date: Oct 18, 2024 Published Date: Oct 18, 2024
<b>Milwaukee County OASIS Radio Network Access</b> Notice ID: W50S9G25Q0002 NOTICE: Sources Sought SOLICITATION #: W50S9G-25-Q-0002 POSTING DATE: 1 ... Department/Ind.Agency: DEPT OF DEFENSE Subtier: DEPT OF THE ARMY Office: W7N8 USPFO ACTIVITY WIANG 128			Contract Opportunities Current Response Date: November 01, 2024 at 03:00 PM CDT Notice Type: Original Sources Sought Updated Date: Oct 15, 2024 Published Date: Oct 15, 2024
<b>CAT bulldozer Model D7 Rebuild</b> Notice ID: W912E5235Q0001 THIS IS A SOURCES SOUGHT ANNOUNCEMENT ONLY. This notice does not constitute a commitment by the Government. All information submitted i... Department/Ind.Agency: DEPT OF DEFENSE Subtier: DEPT OF THE ARMY Office: W07V ENDIST ST PAUL			Contract Opportunities Current Response Date: October 17, 2024 at 03:00 PM CDT Notice Type: Original Sources Sought Updated Date: Oct 10, 2024 Published Date: Oct 10, 2024
<b>Mess Attendant / Kitchen Personnel Services</b> Notice ID: W50S9G-25-Q-0001 NOTICE: Sources Sought SOLICITATION #: W50S9G-25-Q-0001 POSTING DATE: 9 ...			Contract Opportunities Current Response Date: October 23, 2024 at 02:00 PM CDT Notice Type: Original Sources Sought Updated Date: Oct 9, 2024

November 13, 2024



# HOW TO RESPOND

- Read the announcement carefully
- Follow instructions
- Respond to all elements of the document
- Provide all information requested
- Do not respond to anything outside your firm's capabilities
- Return all information and associated documents on time, in the correct format, to the correct location
- Include Notice Number in subject line of email, unless instructed otherwise

# WHAT TO INCLUDE

- Company name, address, and phone number
- Contact name, phone number, and email address
- SAM Unique Entity ID (UEI) number
- CAGE Code
- Business size and socio-economic status (WOSB, HUBZone, VOSB, SDVOSB, etc.)
- Capability Statement
- Brief overview of your company indicating why you are qualified

# SAMPLE SSN



Home Search Data Bank Data Services Help



Follow

## Medical Training Mannequins

### Contract Opportunity

- General Information
- Classification
- Description
- Attachments/Links
- Contact Information
- History

ACTIVE

Contract Opportunity

Notice ID  
W50S9F-21-Q-0022

### Related Notice

Department/Ind. Agency  
DEPT OF DEFENSE  
Sub-tier  
DEPT OF THE ARMY  
Major Command  
NGB  
Office  
W7N8 USPFO ACTIVITY WIANG 115

November 13, 2024

## General Information



**Contract Opportunity Type:** Sources Sought (Original)

**All Dates/Times are:** (UTC-05:00) CENTRAL STANDARD TIME, CHICAGO, USA

**Original Published Date:** Sep 08, 2021 12:29 pm CDT



**Original Response Date:** Sep 15, 2021 10:00 am CDT

**Inactive Policy:** 15 days after response date

**Original Inactive Date:** Sep 30, 2021

**Initiative:**

- None

## Classification

**Original Set Aside:**

**Product Service Code:** 6910 - TRAINING AIDS



**NAICS Code:** 339112 - Surgical and Medical Instrument Manufacturing

**Place of Performance:**

Madison , WI 53704

USA

## Description

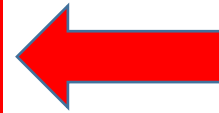
The purpose of this Sources Sought is to gain knowledge of potential sources for this requirement, to include those who can provide alternative products as well as small business sources in all socioeconomic categories. This notice is for planning purposes only. No reimbursement will be made for any costs associated with providing information in response to this notice or any follow up information requests. All interested parties should respond.

The 115th Fighter Wing, Wisconsin Air National Guard, has a requirement for medical training mannequins in order to maintain appropriate level of medical skills needed by clinical providers in Air Force medicine to satisfy Comprehensive Medical Readiness Program requirements.

The requirement is for the following training mannequins and accessories manufactured by Tactical Medical Solutions / Trauma F/X:

1. Two EACH CRU-R Clinical Response Upper Resuscitate, part #TFX-CRU-R-1.
2. One EACH Clinical Response Lower (CRL), part #TFX-CRL-1.
3. One EACH TraumaFX Emergency Medical Trauma Trainer - Active Shooter Lower, part #TFX-EMITT-ASL-1.
4. One EACH Vital Signs Monitor, part #TFX-VSM-1.
5. Training course for above items.

Detailed specifications can be found on the attached Purchase Description.

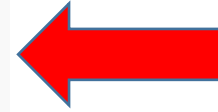


What they  
are looking  
for

All interested concerns will provide the requested information below via email. Include the following in the subject line: RFI W50S9F-21-Q-0022. Information requested in response to this notice includes:

1. Sources capable of fulfilling this requirement:
2. Equivalent or alternative solutions or products.
3. Name of the firm, point of contact, phone number, email address, DUNS number, CAGE code, and small business status, including small business type(s)/certifications(s) such as SDB, 8(a), HUBZone, SDVOSB, WOSB, etc.

This notice is issued solely for information and planning purposes - it does not constitute a Request for Quote (RFQ)/Invitation for Bid (IFB)/Request for Proposal (RFP) or a promise to issue an RFQ, IFB or RFP in the future. This notice does not commit the U.S. Government to contract for any supply or service. Further, the U.S. Government is not seeking quotes, bids or proposals at this time and will not accept unsolicited proposals in response to this sources sought notice. The U.S. Government will not pay for any information or administrative costs incurred in response to this notice. Submittals will not be returned to the responder. Not responding to this notice does not preclude participation in any future RFQ or IFB or RFP, if any is issued.





How to  
respond

# Attachments/Links

 **Download All Attachments/Links**

## Attachments

Document	File Size	Access	Updated Date
 <a href="#">Purchase Description - Training Ma nnequins.docx</a>	29 KB	 <b>Public</b>	Sep 08, 2021

Attachments may include SOW, PWS, or SOO

# Contact Information

## Contracting Office Address

KO FOR WIANG DO NOT DELETE 3110 MITCHELL ST BLDG 500  
MADISON , WI 53704-2591  
USA

## Primary Point of Contact

Scott Homner

✉ [scott.homner@us.af.mil](mailto:scott.homner@us.af.mil)

☎ 6082454757

## Secondary Point of Contact

# PERFORMANCE WORK STATEMENT (PWS)

- Some SSNs and RFI's will have an attachment that is a Performance Work Statement (PWS) or Statement of Work (SOW)
- Read and review the document
- Determine if and how you can meet the requirements in the PWS
- Provide comments as requested – this allows contractors to impact the statement of work and the actual requirement

# ATTACHMENT PURCHASE DESCRIPTION

## Purchase Description¶

### 115MDG Training Mannequins¶

1. → All requirement descriptions below state desired functionality. The dealer will be responsible to determine what additional components, hardware, etc. will be necessary to deliver a fully functional system. This includes mounting hardware, racks, cables, and any other item that may be necessary but is not specifically mentioned. Offers will be evaluated for completeness and quality. ¶

¶

2. → Minimum Requirement are listed below:¶

• → 2 EA Clinical Response Upper – Resuscitate or equal Product # KGS-TFX-CRU-R-1¶

– → Able to be used in clinical, rugged or outdoor setting¶

– → Water resistant¶

– → Provides life-like breathing with breath sounds in 4 quadrants¶

– → Has unequal chest rise to simulate a Tension Pneumothorax¶

– → Realistic Airway for Endo-tracheal intubation, with teeth sensors¶

– → Nasal passageways sensor for nasopharyngeal intubation¶

– → Selectable airway obstruction at nose or throat to cue for surgical Cricothyroidotomy¶

– → Gastric distention from improper intubation¶

– → Physiologic Response to BVM Bag Ventilations¶

– → Able to complete Cricothyroidotomy on¶

– → Able to complete Needle Decompression with air release¶

– → Central Line (subclavian) insertion point with flash cue, ultrasound compatibility and sensors to monitor placement¶

– → CPR sensors to measure compression depth and rate¶

– → Bilateral infusible Intraosseous Humeral Head sites¶

– → Infusible Manubrium Interosseous site¶

– → Able to do Bilateral Chest Tubes¶

# CONTRACTOR DON'TS

- Do not respond just for the sake of responding
- Do not submit only a standard line card or generic capability statement
- Do not respond if you are not likely to bid on the solicitation

# CONTRACTOR DOS

- Respond specifically to the requirement at hand
- Respond exactly as required
- Make your response a best effort
- Demonstrate professional quality and capability of your firm
- Ask for a specific set-aside if appropriate



# WHAT THE GOVERNMENT AND PRIME CONTRACTORS LOOK FOR

- Established business, has other customers, sales history
- Good past performance and relevant past experience
- A business who knows that they CANNOT DO EVERYTHING – understanding of capabilities and limitations
- Adequate resources – Financial – Facilities – Equipment - Capacity

# WHAT THE GOVERNMENT AND PRIME CONTRACTORS LOOK FOR

- Record of personal and business integrity and ethics
- Possesses needed technical credentials
- Small business certifications (if appropriate)
- Internet capable and comfortable
- Researchable - verifiable



# WHAT PREPARED MARKETING MATERIALS DO YOU NEED

- Business card
- **Capabilities Statement**
- Website
- Prepared verbal introduction of your business
- Prepared verbal “about your business”
- And if Federal Government or Federal Prime Contractor are your target – register in [www.SAM.gov](http://www.SAM.gov) and SBA Dynamic Small Business Search <http://dsbs.sba.gov>

# CONSIDER MULTIPLE IDENTITIES



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





# TARGETED CAPABILITIES STATEMENT

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

## A 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

# TARGETED CAPABILITIES STATEMENT

## Should include:

1. Company Data
2. Core Competencies
3. Contact Information
4. Differentiators
5. Past Performance

***This is a Data Sheet, not a Marketing Brochure***

# TARGETED CAPABILITIES STATEMENT

## Should NOT include:

- Huge, “empty” graphics. Giant swaths of color only. (A few thumbnail photos of your products are OK.)
- Photo of your building? (unless signage, logo, branding is there)
- Marketing “fluff” and business jargon, buzz-words and phrases
- Irrelevant products / services to the customer’s needs at hand
- Criticism, even mention, of your competition
- Outdated information, products you no longer carry

# CAPABILITIES STATEMENT

## 1. 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
- SAM Unique Entity ID (UEI) number and CAGE code number
- Accept credit cards?
- Long term government agreements – such as GSA (include numbers)

Company Snapshot	
CAGE CODE: 4L1K1	
SAM UEI: HMEZE7YKBMB5	
Primary NAICS Codes	
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.

# TARGETED CAPABILITIES STATEMENT

## 2. CORE COMPETENCIES

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

*Wisconsin Construction Company is a leader in mobile, temporary medical outbuildings.*

- One-day installations and removal, and on-call technicians for immediate maintenance
- Weather –resistant with portable, filtered HVAC
- Variably sized units for intake, patient care, family waiting areas, staff breakroom areas, secured storage rooms and administration offices
- Materials ranging from plastic and canvas tents and pagodas, to foam core walls, even customized storage containers

# CAPABILITIES STATEMENT

## 3. 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

Government Business POC: Henry Asik

 E-Mail: [henry@customfabricate.com](mailto:henry@customfabricate.com)

 Phone: 414-421-2600

[www.customfabricate.com](http://www.customfabricate.com)

**Custom Fabricating & Supplies**

5500 West Oakwood Park Drive

Franklin, WI 53132

(P) 414-421-2600 (F) 414-421-2700

# CAPABILITIES STATEMENT

## 4. 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]



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.

# CAPABILITIES STATEMENT

## 5. 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 past customer contact detail – you can provide that later if requested
- Mention customers by name only with their permission
- Include recognition for recent, related past work

## CORPORATE EXPERTISE

Following is a list highlighting some of our accomplishments to date:

### PROJECTS

#### FEDERAL CLIENTS

- Walter Reed Medical Center
- VA Healthcare, VA Cemetery
- DHS, St. Elizabeth's
- ICC-B
- Ft. Belvoir Community Hospital
- Pax River

- VA Audie Murphy
- POFB Federal Building
- Canon House Office Building
- Camp Pendleton Naval Hospital
- WWII Memorial
- National Museum of the Marine Corps

#### PRIVATE CLIENTS

- Baker Daniels
- Blank Rome LLP
- Epstein Becker Green
- Frederick Community College
- George Mason University
- Raytheon

- **EVERY CAPABILITIES STATEMENT WILL BE UNIQUE IN APPEARANCE AND CONTENT – it should reflect your company, brand 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](http://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!



**Company Snapshot**

**Industries Served**

- Military and Defense
- Aerospace and Automotive
- Medical and Dental
- Electronics and Lighting
- Wholesale and Manufacturing



CAGE CODE: 4L1K1  
SAM UEI: HMEZE7YKBMBS

Government Business POC: Henry Asik  
✉ E-Mail: [henry@customfabricate.com](mailto:henry@customfabricate.com)  
☎ Phone: 414-421-2600



**Core Competencies**

**3D Rapid Prototyping**

**Masking Protection**

- Caps
- Plugs
- Tapes
- Hooks

**Custom Rubber Molded Parts, Die Cutting and Extrusions**

- Surface Protection
- Mounting & Holding
- Seals
- Gaskets
- Spacers
- Shielding
- Masking
- Insulators
- Bumpers
- Grommets
- O-Rings



**Primary NAICS Codes**

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




**WPI** Wisconsin Procurement Institute  
*An APEX Accelerator*

November 13, 2024

**NCMA**  
NATIONAL CONTRACT MANAGEMENT ASSOCIATION  
WISCONSIN



# CAPABILITIES STATEMENT

SAM UEI: UGNCDH1LW6P3  
CAGE CODE: 4TZWS

## CERTIFICATIONS

SDVOSB (CVE Verified)  
WDB  
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 Frook, 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, WDB, 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

- Walter Reed Medical Center
- VA Healthcare, VA Cemetery
- DHS, St. Elizabeth's
- ICC-B
- Ft. Belvoir Community Hospital
- Pax River

- VA Audie Murphy
- POFF Federal Building
- Canon House Office Building
- Camp Pendleton Naval Hospital
- WWII Memorial
- National Museum of the Marine Corps

#### PRIVATE CLIENTS

- 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-like
- **DO NOT INCLUDE ANY** competitor 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

# BRANDING:

- Be consistent across all platforms: Logo, color, font, style, in telephone messaging, advertising, the sign on your building.
- Capabilities Statement, Logo, Business Cards, Website, stationery, even the embroidery on your polo shirts should MATCH.
- Reduce logo size to allow more critical DATA. A logo that takes a third of a page is pretentious and empty.
- A good brand speaks for itself, without mentioning itself much.
- Brand loyalty takes YEARS, even decades, and must be earned.
- Do not change brands often if you can absolutely avoid it.



# RESOURCES

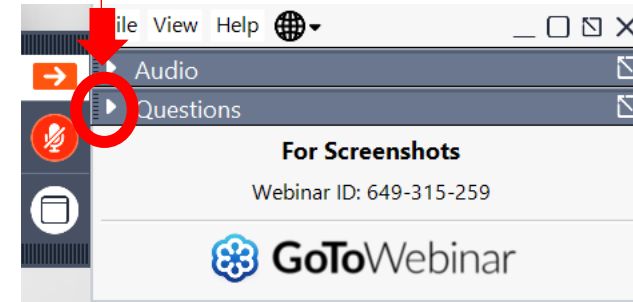
- Federal Acquisition Regulation (FAR) - Acquisition.gov: <https://www.acquisition.gov>
- System for Award Management (SAM): <https://sam.gov/>
- Wisconsin Procurement Institute (WPI)  
Phone: 414-270-3600 [www.wispro.org](http://www.wispro.org)

# QUESTIONS?



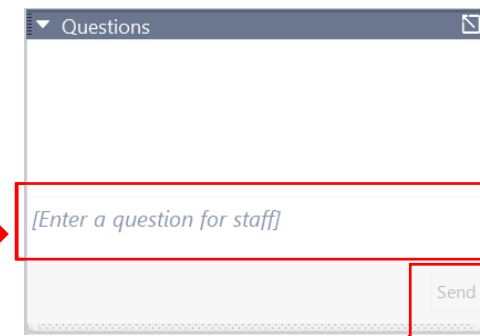
## OPENING THE QUESTIONS BOX

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

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.

- **November 13** – Responding to Sources Sought Notices and Preparing a Capabilities Statement
- **November 19** – Understanding SBA and DOD Mentor Protégé Programs (MPP)
- **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](http://wispro.org/events)**



**- Save the Date -**



**The  
Contracting  
Academy**

*Developing and Growing  
Government Contractors*

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**Dec 10**

*Virtual | 9:00 am - 4:00 pm*

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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](https://wispro.org/events)**



# Dec 11-12

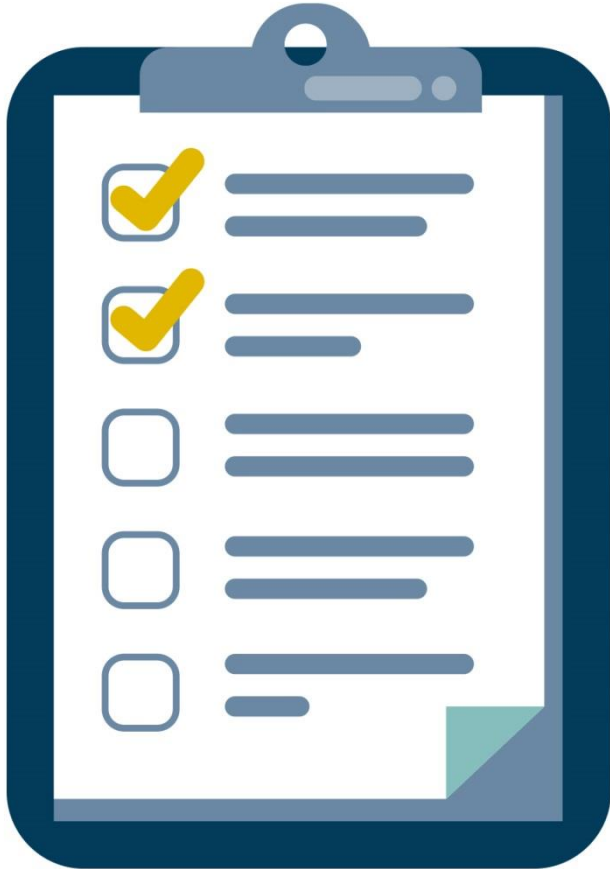
*The Baird Center*

*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](http://MarketplaceWisconsin.com)***

# SURVEY



November 13, 2024

# CONTINUING PROFESSIONAL EDUCATION



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

**Neelu Patil**

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

# PRESENTED BY

Wisconsin Procurement Institute (WPI)

[www.wispro.org](http://www.wispro.org)

# Carol Murphy

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