WISCONSIN
TRIBAL TRANSPORTATION CONFERENCE

November 2018– Milwaukee, WI
Celebrating 31 years of serving Wisconsin businesses! Assist businesses in creating, developing and growing their sales, revenue and jobs through Federal, state and local government contracts.
**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
- **CAMP DOUGLAS** – Juneau County Economic Development Corporation (JCEDC)
- **STEVENS POINT** – IDEA Center
- **APPLETON** – Fox Valley Technical College
- **OSHKOSH** –
  - Fox Valley Technical College
  - Greater Oshkosh Economic Development Corporation
- **EAU CLAIRE** – Western Dairyland
- **MENOMONIE** – Dunn County Economic Development Corporation
- **LADYSMITH** – Indianhead Community Action Agency
- **RHINELANDER** – Nicolet Area Technical College
SO WHAT DO WE REALLY DO.....

PROVIDE TECHNICAL ASSISTANCE
to CURRENT AND POTENTIAL GOVERNMENT CONTRACTORS AND SUBCONTRACTORS

• INDIVIDUAL COUNSELING – at our offices, at clients facility or via telephone / GoToMeeting
• SMALL GROUP TRAINING – workshops and webinars
• CONFERENCES to include one on one or Roundtable sessions

• LAST YEAR WPI provided training at over 100 events, provided services to over 1,400 companies.
Let’s talk ABOUT the MARKET
THREE MOST IMPORTANT THINGS

- **Technical Knowledge**
  - The process - how it works - regulations

- **The Market**
  - Needs, priorities, problems - where do you fit

- **Access**
  - Entry points, relationships, “who you know”
Spending by State (Company Headquarters)

Fiscal year – 2017

WI
$3.95 billion – YTD FY2018
$3.6 billion – FY2017
$3.7 billion – FY 2016

NOTE: 90 day lag in DOD reporting
IN FY 2017 - THE FEDERAL GOVERNMENT PURCHASED

• $500 billion in good and services

<table>
<thead>
<tr>
<th>Total Prime Contracts</th>
<th>Total Small Business (SB)</th>
<th>Total Veteran SB</th>
<th>Total Service-Disabled Veteran-Owned SB</th>
</tr>
</thead>
<tbody>
<tr>
<td>2100 - ARMY</td>
<td>$66.51B</td>
<td>$16.76B</td>
<td>$3.24B</td>
</tr>
<tr>
<td>1700 - NAVY, DEPARTMENT OF</td>
<td>$95.09B</td>
<td>$13.79B</td>
<td>$3.07B</td>
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<tr>
<td>5700 - AIR FORCE</td>
<td>$59.22B</td>
<td>$12.35B</td>
<td>$2.76B</td>
</tr>
<tr>
<td>97AS - DEFENSE LOGISTICS AGENCY (DLA)</td>
<td>$29.67B</td>
<td>$10.29B</td>
<td>$1.27B</td>
</tr>
<tr>
<td>3600 - VETERANS AFFAIRS</td>
<td>$26.15B</td>
<td>$7.68B</td>
<td>$5.39B</td>
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<tr>
<td>GRAND TOTAL</td>
<td>$452.55B</td>
<td>$106.03B</td>
<td>$23.42B</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Small Disadvantaged Business (SDB)</th>
<th>Total SDB (excludes 8(a))</th>
<th>Total 8(a)</th>
<th>Total Woman-Owned SB</th>
<th>Total HUBZone SB</th>
</tr>
</thead>
<tbody>
<tr>
<td>2100 - ARMY</td>
<td>$7.68B</td>
<td>$4.12B</td>
<td>$3.59B</td>
<td>$1.03B</td>
</tr>
<tr>
<td>1700 - NAVY, DEPARTMENT OF</td>
<td>$4.95B</td>
<td>$2.90B</td>
<td>$2.18B</td>
<td>$898.00M</td>
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<tr>
<td>5700 - AIR FORCE</td>
<td>$4.96B</td>
<td>$2.91B</td>
<td>$2.08B</td>
<td>$834.86M</td>
</tr>
<tr>
<td>97AS - DEFENSE LOGISTICS AGENCY (DLA)</td>
<td>$1.67B</td>
<td>$1.42B</td>
<td>$260.95M</td>
<td>$653.67M</td>
</tr>
<tr>
<td>3600 - VETERANS AFFAIRS</td>
<td>$1.87B</td>
<td>$1.83B</td>
<td>$31.99M</td>
<td>$559.13M</td>
</tr>
<tr>
<td>GRAND TOTAL</td>
<td>$40.47B</td>
<td>$24.24B</td>
<td>$16.76B</td>
<td>$7.33B</td>
</tr>
</tbody>
</table>
IN FY 2017 - THE FEDERAL GOVERNMENT PURCHASED FROM WISCONSIN BUSINESSES

• $3.58 billion from Wisconsin businesses
• $608 million from Wisconsin Small Businesses
  • $37 million from Woman Owned Businesses
  • $2.5 million from Small Disadvantaged Businesses
• $17.5 million from HUBZone Certified Businesses
• $93 million from Service Disabled Veteran Owned Businesses
IN FY 2017 – THE FEDERAL GOVERNMENT PURCHASED FROM NATIVE – TRIBAL BUSINESSES - $899 MILLION
IN FY 2017 / 18 – THE FEDERAL GOVERNMENT PURCHASED FROM NATIVE – TRIBAL BUSINESSES - WI

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Quantity</th>
<th>Total Amount</th>
<th>NAICS Code</th>
<th>Contract Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>ONEIDA TOTAL INTEGRATED ENTERPRISES, LLC</td>
<td>238</td>
<td>$20,721,450.52</td>
<td>562910, F110,</td>
<td></td>
</tr>
<tr>
<td>SUSTAINMENT &amp; RESTORATION SERVICES, LLC</td>
<td>2</td>
<td>$3,422,416.05</td>
<td>541620, R499,</td>
<td></td>
</tr>
<tr>
<td>1PROSPECT TECHNOLOGIES, LLC</td>
<td>48</td>
<td>$2,442,147.25</td>
<td>561492, R606,</td>
<td></td>
</tr>
<tr>
<td>MS2-BELONGER LLC</td>
<td>1</td>
<td>$845,564.00</td>
<td>236220, Z2JZ,</td>
<td></td>
</tr>
<tr>
<td>MISSION SUPPORT SERVICES, LLC</td>
<td>4</td>
<td>$543,445.84</td>
<td>236220, J049,</td>
<td></td>
</tr>
<tr>
<td>MS2-MEC JV, LLC</td>
<td>74</td>
<td>$370,709.13</td>
<td>238910, Y1JZ,</td>
<td></td>
</tr>
<tr>
<td>SIMPSON ELECTRIC COMPANY</td>
<td>70</td>
<td>$1,151.25</td>
<td>334416, 5905,</td>
<td></td>
</tr>
</tbody>
</table>

Preliminary FY18 – missing 55 days of end of year DOD dollars

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Quantity</th>
<th>Total Amount</th>
<th>NAICS Code</th>
<th>Contract Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>ONEIDA TOTAL INTEGRATED ENTERPRISES, LLC</td>
<td>238</td>
<td>$7,826,959.44</td>
<td>562910, F108,</td>
<td></td>
</tr>
<tr>
<td>SUSTAINMENT &amp; RESTORATION SERVICES, LLC</td>
<td>2</td>
<td>$6,343,205.30</td>
<td>541620, R499,</td>
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<tr>
<td>MISSION SUPPORT SERVICES, LLC</td>
<td>4</td>
<td>$4,819,014.48</td>
<td>541690, R499,</td>
<td></td>
</tr>
<tr>
<td>1PROSPECT TECHNOLOGIES, LLC</td>
<td>48</td>
<td>$2,705,331.42</td>
<td>561492, R606,</td>
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</tr>
<tr>
<td>MS2-MEC JV, LLC</td>
<td>74</td>
<td>$204,593.15</td>
<td>238910, Y1JZ,</td>
<td></td>
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<tr>
<td>LDF CONSTRUCTION COMPANY, LLC</td>
<td>0</td>
<td>$160,047.00</td>
<td>238290, 5650,</td>
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<tr>
<td>MS2-BELONGER LLC</td>
<td>1</td>
<td>$11,815.00</td>
<td>236220, Z2JZ,</td>
<td></td>
</tr>
</tbody>
</table>
Federal Goals [applied to Federal agencies AND their large prime contractors:

- 23 percent of prime contracts and subcontracts for small businesses table of size standards;
- 5 percent of prime and subcontracts for women-owned small businesses; NOT MEETING THEIR GOALS
- 5 percent of prime contracts and subcontracts for Small Disadvantaged Businesses (including minority);
- 3 percent of prime contracts and subcontracts for HUBZone small businesses; NOT MEETING THEIR GOALS
- 3 percent of prime and subcontracts for service-disabled veteran-owned small businesses [VA also has both a veteran and service disabled veteran business preference with a higher goal].
MENTOR PROTÉGÉ - JOINT VENTURES

• Protégés can get valuable business development help from their mentors in several areas, including:
  • Guidance on internal business management systems, accounting, marketing, manufacturing, and strategic planning
  • Financial assistance in the form of equity investments, loans, and bonding
  • Assistance navigating federal contract bidding, acquisition, and performance process
  • Education about international trade, strategic planning, and finding markets
  • Business development, including strategy and identifying contracting and partnership opportunities
  • General and administrative assistance, like human resource sharing or security clearance support
  • Mentors and protégés in the All Small program can form joint ventures. These joint ventures would qualify for set-aside contracts that the small business is eligible for, including contracts set aside for veteran-owned, women-owned, and HUBZone businesses.
THE DEPARTMENT OF DEFENSE (DOD) INDIAN INCENTIVE PROGRAM (IIP)

- DOD IIP is designed to encourage the use of Indian Organizations, Indian-Owned Economic Enterprises, Alaska Native Corporations and Native Hawaiian Small Business Concerns by providing an incentive to prime and sub-tier contractors who subcontract with Indian Organizations, Indian-Owned Economic Enterprises, Alaska Native Corporations and Native Hawaiian Small Business Concerns.

The Indian Incentive Program allows prime and sub-tier contractors to receive a rebate of 5% of the total amount subcontracted to Indian Organizations, Indian-Owned Economic Enterprise and Native Hawaiian Small Business Concerns. Prime and sub-tier contractors must formally request the rebate by submitting a letter to the contracting officer along with the supporting documentation proving the amount paid to Indian Organizations/Enterprises or Native Hawaiian Small Business Concern.


Additional information: http://business.defense.gov/Portals/57/Documents/IIP.pdf
BUY INDIAN ACT

- **The Buy Indian Act** (25 USC 47) provides the Bureau of Indian Affairs (BIA) with the authority to set-aside procurement contracts for Indian-owned and controlled businesses. The Buy Indian Act describes uniform administrative procedures that BIA will use in all of its locations to encourage procurement relationships with eligible Indian Economic Enterprises (IEEs). The Buy Indian Act regulations are located at the Department of the Interior Acquisition Regulation (DIAR) part 1480, Acquisitions under the Buy Indian Act. To increase the economic impact of **The Buy Indian Act**, rules authorize that the agency delegate the mandate to other bureaus in the department such as the National Park Service and the Bureau of Land Management. Additional information at https://www.doi.gov/pmb/osdbu/upload/Buy-Indian-Act-Overview-2.doc

- **The Buy Indian Act** (48 CFR Chapter 3 subpart 370) regulates the HHS Indian Health Services. This subpart sets forth the policy on preferential acquisition from Indians under the negotiation authority of the Buy Indian Act. This subpart applies only to acquisitions made by or on behalf of IHS.
REGISTER IN www.sam.gov
**COMPLETE THE DYNAMIC SMALL BUSINESS SEARCH INFORMATION - HTTP://DSBS.SBA.GOV/**

Data validation took 0.01 seconds. The count and search queries took 2.19 and 2.42 seconds, respectively.

Displaying profiles 1 - 10 (of 10 profiles matching criteria):

<table>
<thead>
<tr>
<th>View</th>
<th>Name and Trade Name of Firm</th>
<th>Contact</th>
<th>Address and City, State Zip</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>MID STATE STAINLESS, INC.</td>
<td>NURRY RYAN</td>
<td>330 W BENSON AVE GRANTSBURG, WI 54440-7004</td>
<td>Aqua Phase brings you the highest quality, automatic, and efficient line of medical delivery and installation services.</td>
</tr>
<tr>
<td>2</td>
<td>HARVEY ALLEN OUTDOORS, INC.</td>
<td>Charlie Siter</td>
<td>14332 STATE ROAD 73 GRANTSBURG, WI 54440-0704</td>
<td>Established 6 year family owned small business that manufactures high quality hunting gear and hunting accessories.</td>
</tr>
<tr>
<td>3</td>
<td>McNally Industries, LLC</td>
<td>DEBBIE THORESON</td>
<td>340 W Benson Ave Grantsburg, WI 54840-7004</td>
<td>Founded in 1943, McNally Industries, LLC proudly serves the United States Department of Defense systems, as well as complex, precision machined components for critical defense assembly, and system/subsystem integration, assembly, and test. McNally industries is capable of providing you with the best in steel fabrication, sheet metal fabrication, fabrication repair, welding services, robotics services, design and engineering services.</td>
</tr>
<tr>
<td>4</td>
<td>Hoebing Sand &amp; Gravel, Inc.</td>
<td>Julie Heinz</td>
<td>27760 State Rd 35 Webster, WI 54893-7914</td>
<td>Site preparation; rock crushing, custom crushing; sells rock, sand, gravel, p rock, p gravel, p stone, cem. stone, and more.</td>
</tr>
<tr>
<td>5</td>
<td>NORTH COUNTRY SURVEYING INC</td>
<td>DIANE CRANE</td>
<td>7875 BIG DOCTOR LAKE RD Siren, WI 54872-8403</td>
<td>North Country Surveying, Inc. is a full service surveying and mapping company. We provide real estate boundary surveys, topographic surveys, and engineering surveys.</td>
</tr>
<tr>
<td>6</td>
<td>Northwestern Wisconsin Electric Company</td>
<td>Beverly Dahlberg</td>
<td>104 S Pine Grantsburg, WI 54840-7926</td>
<td>Providing electrical services to the Wisconsin region.</td>
</tr>
<tr>
<td>7</td>
<td>Paz Threeds, Inc.</td>
<td>Glen M Baker</td>
<td>4439 51 Rd 70 Webster, WI 54893-5250</td>
<td>Providing electrical services to the Wisconsin region.</td>
</tr>
<tr>
<td>8</td>
<td>FULL AVIATION PRODUCTS, LLC</td>
<td>Timothy A McDonald</td>
<td>9366 County Road F Bonduel, WI 54923-9122</td>
<td>Full Service Custom Aircraft, Aircraft Avionics, Aircraft Paint, and Aircraft Maintenance Services.</td>
</tr>
<tr>
<td>9</td>
<td>McNALLY INDUSTRIES, LLC</td>
<td>NE NORDRUM</td>
<td>340 WEST BENSON AVE GRANTSBURG, WI 54440-7004</td>
<td>Service Disabled Veteran Owned Small Business specializing in the manufacturing of precision machined components for critical defense assembly, and system/subsystem integration, assembly, and test. McNally industries is capable of providing you with the best in steel fabrication, sheet metal fabrication, fabrication repair, welding services, robotics services, design and engineering services.</td>
</tr>
<tr>
<td>10</td>
<td>Anderson, Lesa</td>
<td>Tessa A Anderson</td>
<td>7495 Woodland Estates Dr Siren, WI 54872-5209</td>
<td>Providing electrical services to the Wisconsin region.</td>
</tr>
</tbody>
</table>

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**Wisconsin Procurement Institute**

A Procurement Technical Assistance Center
LOCATING OPPORTUNITIES

www.fbo.gov

BID MATCHING FROM WPI – CALL OUR OFFICES TO DISCUSS
LOCATING AWARD HISTORY

https://www.usaspending.gov/

https://www.fpds.gov
MARKETING

• YOU WILL NEED A
  • Business Card
  • Capabilities Statement
  • Website
  • Pitch
U.S. Department of Agriculture – Colleen M. Rettinger, Supervisory Contract Specialist
Forest Products Laboratory & Northern Research Station
One Gifford Pinchot Drive
Madison, WI 53726-2398
608-231-9285 creittinger@fs.fed.us

U.S. Forest Service – Shawn Lacina, Contracting Officer
Lake States Acquisition Team (LSAT)
500 Hansen Lake Road
Rhineland, WI 54501
(715) 362-1347 slacina@fs.fed.us

128th Air Refueling Wing (WIANG) – Dionne Holloway, Contract Specialist
1919 E. Grange Avenue
Milwaukee, WI 53207
(414) 944-8517 dionne.f.holloway.mil@mail.mil

U.S. Veterans Affairs – Steve Maier, Small Business Liaison
Great Lakes Acquisition Center (GLAC)
112th South 84th St. Suite 101
Milwaukee, WI 53214
(414) 844-4824 steven.maier2@va.gov

Environmental Protection Agency - Adrianne Callahan
Small and Disadvantaged Business Utilization Coordinator
USEPA, Region 5
77 West Jackson Blvd. (MC-10J)
Chicago, IL 60604
(312) 353-5556 Callahan.adrianne@epa.gov

VA locations and contacts Nationally http://www.va.gov/directory/guide/
WISCONSIN AND AREA FEDERAL AGENCIES

Oxford Prison – Bob Pahmeier, Contract Specialist
Federal Correctional Institution
P.O. Box 500
Oxford, WI 53952
(608) 584-5511 rpahmeier@bop.gov

115th Fighter Wing - SMSgt Katherine Pinnow
Wisconsin Air National Guard
3110 Mitchell Street
Madison, WI 53704
(608) 245-4528 Katherine.pinnow@ang.af.mil

Volk Field Combat Training Readiness Training Center - TSgt Seth Swieter
100 Independence Drive
Camp Douglas, WI 54618-5001
(608) 427-1235 seth.swieter@ang.af.mil

Fort McCoy Contracting Division - Tony Steinhoff, Small Business Specialist
Mission & Installation Contracting Command
60 South O Street
Fort McCoy, WI 54656
(608) 388-7351 phone tony.r.steinhoff.civ@mail.mil

Contact WPI for contacts with other agencies at specific locations such as:
• US Army Corps of Engineer
• National Park Service
• General Services Administration
• Others…….
FEDERAL GOVERNMENT - PRIMES (EXAMPLE)

https://osn.oshkoshcorp.com/
Supplier Diversity

Michels self-performs most construction activities on projects, but hires local, specialized contractors when efficiencies can be gained. Whenever possible, we seek the services of qualified small disadvantaged, veteran, women and/or minority owned (D/V/WMBE) businesses.

In keeping with Michels’ core values and our commitment to social responsibility it is Michels’ policy to provide D/V/WMBE firms the maximum practicable opportunities to participate in the projects we undertake and to help our customers achieve their goals for D/V/WMBE participation.

Michels’ established Supplier Diversity Manager and Procurement Team are continuously looking to expand and improve our supplier base with the addition of small and diverse businesses. We work directly with these types of firms to help them build a resume that will aid them in securing work from coast to coast while still supporting Michels.

Fill Out Application
LAST WORDS OF ADVICE

• WILLINGNESS TO DO YOUR HOMEWORK – UNDERSTAND YOUR CUSTOMER AND THEIR NEEDS
• YOU NEED TO GET OUT THERE AND SHMOOZE
• PATIENCE
• TENACITY
• WILLINGNESS TO SHARE
• WILLINGNESS TO PARTNER
UPCOMING EVENTS
http://MARKETplacewisconsin.com
Registration
While there is no cost to attend these events, registration is required. For additional information, contact Cassie Hutzler at (414) 270-3600 or cassielh@wispro.org.
CLICK HERE for Individual Event Registration and Information

Location
These sessions will take place at multiple locations around the State of Wisconsin. For a complete schedule of locations and dates, please CLICK HERE

ABOUT THE WORKSHOP – OFFERED STATEWIDE
Maximizing Your Conference Return on Investment (ROI) 101
Learn how to maximize the time, money and talent that you and your organization invest in attending and participating in a conference! Exhibiting, general networking and meeting with potential customers requires significant preparation and planning. This workshop will discuss the steps you will need to take before, during and after a government or corporate business conference/tradeshow to take advantage of all possible opportunities.

Topics include:
• Doing your homework– how to develop your focus, goals and plan of attack
• Creating targeted marketing materials including business cards, capabilities statements, websites and elevator pitches
• Basics of time management and networking
• Attracting people to your exhibit
• Post event strategies

Who should attend the workshop?
• Businesses preparing their pre and post event marketing strategies
• Businesses preparing to exhibit at a conference or similar event
• Businesses preparing to meet with current or potential corporate or government customers
• Businesses looking for practical advice on growing their corporate or government networks and opportunities

A free ticket to the Marketplace 2018 Conference will be raffled off at each workshop!

What is the Annual Governor’s Marketplace Conference?
Each year, the MARKETPLACE Conference helps small, minority, women and veteran-owned company representatives learn about doing business with corporations, state, federal and local agencies. These markets represent billions of dollars of annual purchasing with special programs to include minority, women, veteran and disadvantaged business owners. You do not need a certification to attend this event!

https://premarketplacewi.org/
Contact information

Aina Vilumsons, CFCM | Chief Executive Officer
Wisconsin Procurement Institute (WPI)
A Procurement Technical Assistance Center (PTAC)
10437 Innovation Drive | Suite 320 | Wauwatosa, WI 53226
Email: ainav@wispro.org

Benjamin Blanc CFCM, CPPS | Government Contract Specialist | Wisconsin Procurement Institute (WPI)
A Procurement Technical Assistance Center (PTAC)
10437 Innovation Drive | Wauwatosa, WI 53226
benjaminb@wispro.org  www.wispro.org