



October 2008

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The Communicator

Business Procurement Assistance Center

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<http://matcmadison.edu/bpac>

Assisting WI Businesses with Government Contracts Since 1988

Surviving tough economic times

Denise Reimer-Program Manager

Director's Note

I am very pleased to announce that our Center has received continued funding from the Department of Defense. Our continuing mission is to provide free technical and marketing assistance to Wisconsin businesses in the area of government contracting including being part of the supply chain. We received a 72% increase in our level of federal assistance and with that increase we are expanding staff, locations and services. We are adding some outstanding staff to our BPAC team. Refer to page four to meet our new team members, Claudette, Jim and Dave and please welcome back Ralph Steckman and Beth Eggemeier. In addition to adding staff, we are also expanding locations. The regional office in West Bend will continue. Plus, new offices will be opening soon in Chippewa Falls, Reedsburg and within the Minority Business Resource Center in Madison. Finally, based on our current Client Survey Results, we learned that our clients are interested in having on-line learning as an option to the traditional classroom training offerings. Based on this information, we are in the infancy stages in developing our online training modules to "provide the right information, to the right people, at the right time." Our goal is to have our first training module up in early 2009. Our goal is to continually meet the needs of our Wisconsin businesses.



I want to take a moment to thank all of our clients for your support. Lately, we have been receiving many phone calls and emails from businesses who are interested in selling to the federal government. These new businesses are a result of our clients and partners referring and recommending us to help. We appreciate all of those referrals because helping Wisconsin businesses compete in the government marketplace is important for improving the overall economic vitality of our State.

Are we as a State making progress in the federal marketplace? Yes, according to the Consolidated Federal Funds Report for Fiscal Year 2007. Typically, Wisconsin wins about 0.06% of the total procurement spend; however in FY2007, Wisconsin businesses won 0.10% of the federal procurement pie. This represents an additional \$176 million into our economy than expected for FY2007. We now ranked in the 34th spot for federal procurement spending. For all of you that have successfully competed for federal contracts, congratulations!

I am hoping that you have recently received our BPAC Training booklet which highlights our upcoming training program for October 1, 2008 through September 30, 2009. If you have not received one, please call our office at 608-243-4490 and request your copy.

If you have any questions, please feel free to contact our office. In the meantime, let's hope for a milder winter than last year.

Have a Great Day!



Counselor's Corner

Disaster Assistance

When disaster strikes, often times the federal government is called in to help. Can your business help in the recovery efforts? Working for FEMA and other government agencies on short notice requires pre-planning. If you want to do disaster work, register *before* the next event.

FEMA – Federal Emergency Management Agency

Information for contractors interesting in doing business with FEMA can visit <http://www.fema.gov/business/contractor.shtm>

Call (202) 646-1895 or email: FEMA-Industry@dhs.gov

GSA – General Services Administration

If you supply a product or service that may be needed in disaster recovery efforts, please complete the form located at:

www.gsa.gov/disastersupportform

*You do not need to be an existing GSA schedule holder to complete the form listed above.

If you already have a GSA schedule federal, state and local agencies can purchase supplies and equipment from GSA's online shopping and ordering system, under the GSA Disaster Recovery Purchasing Program (DRPP). Contractors participating in DRPP are identified in eLibrary with the Disaster Recovery Purchasing icon. Schedule holders who previously declined to participate in DRPP, but now wish to

do so, should contact their GSA Administrative Contracting Officers (ACOs) for instructions on modifying their contracts to allow participation in this program.

CCR - Central Contractor Registration

Update your CCR record by completing the "Disaster Response Contractor Data Elements" section. This step will identify your firm to federal agencies during times of disasters.

USACE – US Army Corps of Engineers

Contractors interested in doing work related to hurricanes are advised to register their company at: <http://www.swf.usace.army.mil/pubdata/hurricane/register.aspx>

**There is no elevator to success.
You have to take the stairs. ~
Author unknown**



Business Opportunities in the Government Sector

Mark your calendar for

April 21, 2009

Monona Terrace Convention Center

Don't miss this premier State-wide event designed to promote small business opportunities with the State of Wisconsin and federal agencies

<http://matcmadison.edu/bpac/bogs>
(608) 267-7806

Upcoming BPAC Events

Wide Area Work Flow (WAWF)

**November 6, 2008 ~ West Bend
1:00pm-3:30pm**

Fee: Free

Learn how to navigate the government's Wide Area Work Flow (WAWF) system. A recent Department of Defense initiative mandates "paperless contracting". More and more DoD contracts require vendors to invoice the government electronically using WAWF.

Getting Started in Federal Contracting

**November 12, 2008 ~ Appleton
9:00am-11:30am**

Fee: \$30.00 per person

The United States government is the largest purchaser of goods and services in the world. Knowing how to sell in this vast federal market may be critical and perhaps necessary for an organization to survive potential uncertain economic times ahead.

NEW Next Steps for Federal Contracting

**November 12, 2008 ~ Appleton
1:00pm-3:30pm**

Fee: \$30.00 per person

This seminar will focus on how to complete the solicitation paperwork for a federal contract. Learn how to create a current, accurate and complete response to the federal government. A hands-on demonstration of an actual solicitation and its requirements will be offered.

Selling to the State of Wisconsin

**November 18, 2008 ~ Fort Atkinson
1:00pm-3:30pm**

Fee: \$30.00 per person

Learn how the State procures the products and services it needs, which agencies buy what items/services and how to use VendorNet, the State of Wisconsin's electronic purchasing information system.

To register visit our website at:
matcmadison.edu/bpac/seminars

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Tips for Federal Contracting

Increase in Small Business Size Standards



According to the Central Contractor Registration (CCR) the U. S. Small Business Administration (SBA) increased all revenue based small business size standards on August 18, 2008.



These size standards were adjusted 8.7% for inflation and are incorporated into CCR. The size standards were not automatically incorporated into Online Representations & Certification Application (ORCA) profiles. A registrant must update their ORCA profile in order for the adjusted size standards to appear in their ORCA profile. For more information on the increased size standards, please go to: <http://www.sba.gov/size> and click on "What's New".

Is your firm subject to a subcontracting plan?

In October 2008, the Department of Defense will begin utilizing the Electronic Subcontracting Reporting System (eSRS).

What does this mean for you?

If you have an unclassified contract that includes a subcontracting plan, you will need to file your report using the eSRS system instead of using the Standard Form 294 or 295

BPAC recommends contacting your government contracting official or the DoD eSRS help desk if you have questions. Email them at dodershelpdesk@bta.mil

Upcoming BPAC Events

NEW Competitive Strategies for Government Contracts

November 20, 2008 ~ Pewaukee
9:00am-11:30am

Fee: \$40.00 per person

Learn how to "sharpen those pencils" and enhance your company's competitive position. Topics include cost estimating, price analysis techniques, profit determination, fact finding and negotiations, and compliance mandates.

NEW Create an Offer to a federal Government Solicitation

November 20, 2008 ~ Pewaukee
1:00pm-3:30pm

Fee: \$40.00 per person

Create a winning offer to real government solicitations in this interactive workshop. Hands on ~ choose a solicitation issued from the federal government and try to win that contract!

NEW GSA Intro to Multiple Award Schedules

December 10, 2008 ~ Madison
9:00am-11:30am

Fee: \$40.00 per person

Each year more Federal buyers use GSA Schedules as their preferred method of purchasing. This course will address many of the challenges you will face when deciding whether pursuing a GSA contract is right for your business.

NEW GSA MAS – Responding to Requirements

December 10, 2008 ~ Madison
1:00pm-3:30pm

Fee: \$40.00 per person

This seminar focuses on how to complete the GSA solicitation paperwork. You will receive specialized guidance organizing and positioning your company for a GSA contract award

To register visit our website at: matcmadison.edu/bpac/seminars

Tips for Federal Contracting

Changes to SBA's Small Disadvantaged Business Program

Effective October 3 2008, the Small Business Administration (SBA) is no longer taking applications for the Small Disadvantaged Business (SDB) program. An interim final rule published in the Federal Register on Oct. 3, 2008, states companies seeking to obtain federal prime or subcontracts can now self-certify their status as small disadvantaged businesses. SBA will accept comments on the change through Nov. 3, 2008 and consider them in any potential revisions to the rule.

There will continue to be a SDB federal contracting goal. The federal government has either met or exceeded the five percent goal for the past seven years.

Suspension of the SDB applications will have no effect on SBA's 8(a) Business Development program. Businesses interested in applying for 8(a) Business Development program will still need to apply to the SBA to become certified.

<http://www.sba.gov/aboutsba/sbaprograms/8abd/index.html>

Government-wide, agencies awarded nearly \$23 billion, or 6.7 percent, of prime contracts to small disadvantaged businesses.

If you have any questions, please feel free to contact Chris Gruneberg 608-243-4482 or cgruneberg@matcmadison.edu

Need help cutting through the red tape? Consider attending the "Getting Started in Federal Contracting" seminar.



BPAC offers a variety of training seminars to assist Wisconsin businesses successfully pursue government contracting. Our mission is to provide the necessary tools for your business to be competitive in the contracting arena.

Looking for free one-on-one business consulting in the area of government contracting? Call our office and talk with a government contract specialist.

(608) 243-4490

BPAC
Staff

Updates



Government Contract Specialists



Please join us in welcoming **Jim Ensign** to the staff at BPAC! Jim is a member of the US Air Force. He has a 12 year history in the manufacturing industry and possesses over 23 years of experience with the Air National Guard as a Supervisory Contract Specialist. We are honored to have Jim join our team!



We are excited to welcome **Dave Olson** to BPAC! Dave has over 30 years of federal contracting experience, spending 26 years with the US Air Force and over 4 years with the US Army Reserve at Fort McCoy. Dave will be working part time as a BPAC Government Contract Specialist. Welcome aboard, Dave!

We are pleased to announce **Ralph Steckman's** return to



BPAC after his brief venture into retirement! Businesses in northern Wisconsin will benefit from Ralph's 17 years of extensive PTAC knowledge. To balance retirement and his passion for the PTAC, Ralph will be working part time as a BPAC Government Contract Specialist.

Program Administration

Welcome back, **Beth Eggemeier**. After a brief absence, Beth has returned to BPAC! "PTAC work is very rewarding and I missed it tremendously. It's great to be back!" As a seasoned PTAC veteran of nine years, Beth will resume her duties as Administrative Coordinator managing Center marketing and communications, and serving as Center webmaster.

Our part time Administrative Coordinator position has been filled by **Claudette Zweifel** ~ welcome aboard! Claudette is a graduate of MATC and brings experience from her 5 years with Wisconsin DOT and 11 years providing public service in an educational setting. Claudette will manage Center performance goals and support grant compliance requirements.