The Communicator

Business Procurement Assistance Center

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Assisting WI Businesses with Government Contracts Since 1988

Summer 2009

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Being Prepared to Compete

Fall is in the air. In fact, "Fall has been in the air" all summer it seems. The cooler weather reminds me that from this time until October 1st federal contracting officers will be issuing more contracts than any other time during the year. In order to be ready to compete for those sales opportunities, there are several steps that will help you be prepared.

First be sure that your registrations are current, accurate and complete. This includes the Central Contractor Registration (CCR) and the Online Representation and Certification (ORCA).

Secondly, be sure that you become aware of bidding opportunities. The mandatory posting site for federal contracts valued over $25,000 is **https://www.fbo.gov**. This is also the site for contracts funded with Recovery & Reinvestment dollars.

Finally, develop techniques to be able to respond. The government is looking for responsive and responsible contractors. To be responsive means that you have submitted a quote, bid or proposal that has met the government's requirements stated in the solicitation. Sounds simple, right? Well, some solicitations are over 100 pages and in it lists all of the contract clauses that apply. Here are eight basic steps to responding to a solicitation:

1. Read the entire solicitation
2. Understand the Federal Acquisition Regulations that are specified.
3. Complete or review Representations and Certifications.
4. Complete the Technical and Management portions if required
5. Estimate your costs, both labor and material.
6. Determine your price
7. Put your response together and submit within the deadline.
8. Keep a copy for your records.

Become familiar with the Federal Acquisition Regulations and typical contract terms before you begin to submit a response.

To be successful, it is also important to not only be responsive but also be compelling. What quality does your firm have above your competition? Be sure to showcase your organization's strengths when you are responding to a federal solicitation.

If you want to learn more about responding to a government solicitation or have a specific solicitation that you are interested in, please contact our office to work with one of BPAC Government Contract Specialists or come to one of our training events.

In the next couple of weeks, you will be receiving our new FY2010 Schedule of Government Contract Training events held in Wisconsin. We are proud to offer many new training events. With the economic recovery efforts, we are hosting new training geared to the construction industry as well as new events in computer labs to help Wisconsin businesses with hands-on learning. We hope you are able to take advantage of these training events.

Finally, I would like to thank the following for donating support and space for our recent training events:

- Chippewa Valley Technical College
- Lakeshore Technical College
- Madison Area Technical College
- Mid-State Technical College
- Moraine Park Technical College
- Nicolet Area Technical College
- Northeast Wisconsin Technical College
- Southwest Wisconsin Technical College
- Western Technical College
- Wisconsin Indianhead Technical College

Gratefully,
Denise

Counselor's Corner

The VA's Federal Contractor Certification (FCC) Program

The **U.S. Department of Veteran Affairs' Center for Veterans Enterprise** (CVE) has teamed with the Association of Procurement Technical Assistance Center (APTAC) to create the **Federal Contractor Certification** (FCC) Program for small businesses. The FCC is an in-depth training program designed to assist business owners to better understand government contracting rules and regulations, to respond successfully to solicitations/proposals; and to perform more successfully on awarded contracts.

The VA will issue certificates and pins to the Veteran Owned Small Businesses that successfully complete each level of the FCC Program. There is also good news for non-veteran owned businesses; APTAC has opened the FCC Program to *all* small business owners that want to expand their knowledge base. APTAC will provide certifications to *all* small businesses that complete each of the FCC training levels.

There will be four levels of FCC certification
Level 1 Basic Understanding of Federal Contracting
Level 2 Teaming, Joint Ventures and Legal Issues
Level 3 Issues, Regulations and Policies Unique to Specific Industries
Level 4 Special Certifications, Large Contract Vehicles and Advanced Issues

Once registered, the business owner (or their appointed employee) will take the required course modules at their own speed. When all of the training modules in each level are completed, the participant will be eligible to take the exam. After passing the exam, the business owner may promote their company as a Federal Contractor Certified business.

For additional information, go to www.va.gov/vetbiz/outreach/FCC.htm. Or contact the Wisconsin based FCC Counselor, Ann Johns, at **608-243-4483** or ajohns@matcmadison.edu

E-Verify for Federal Contractors

Effective September 8, 2009, under Executive Order 12989, some Federal contractors and subcontractors need to begin using the US Citizenship and Immigration Services' E-Verify system to verify their employees' eligibility to legally work in the US.

The rule will only affect federal contractors who are awarded a new contract that includes the Federal Acquisition Regulation (FAR) E-Verify clause 52.222-54 Employment Eligibility Verification. Some exemptions to E-Verify include:

- Contracts of less than the simplified acquisition threshold ($100K)
- Contracts where the work is performed outside the US
- Federal contracts with performance periods of less than 120 days
- Contracts for commercially available off-the-shelf items and services

Companies will be required to enroll in E-Verify within 30 days of being awarded a new contract. Companies will also need to begin using E-Verify for all new hires and employees that directly work on federal contracts. Learn more at:

https://e-verify.uscis.gov/enroll/

Upcoming BPAC Events

Wide Area Workflow (WAWF)
September 10, 2009 ~ Janesville
1:00pm-3:30pm
Fee: Free
You will learn how to effectively use the WAWF system, how to develop Invoices, Receiving Reports and other billing documents; and how to correct and resubmit rejected documents. This seminar will cover the current DoD supplier requirements/ mandates for Wide Area Workflow.

NEW ***Custom Manufacturing for the Military***
September 15, 2009 ~ Wausau
1:00pm-4:30pm
Fee: $30.00 per person
This seminar is suited for the machining/fabrication company that is new to government contracting. The class will focus on methods you need to use for success and identify areas of opportunity.

GSA-Introduction to Multiple Award Schedules
September 17, 2009 ~ Kenosha
9:00am-11:30am
Fee: $40.00 per person
GSA's Multiple Award Schedules (MAS) cover a number of commodities and services needed by Federal agencies. This course will address many of the challenges you will face when deciding whether pursuing a GSA contract is right for your business.

GSA MAS – Responding to Requirements
September 17, 2009 ~ Kenosha
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

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Attention Large Businesses

Subcontracting plan (FAR 19.7/52.219-9) is required for:

- any contract over $550,000, or
- any construction contract $1 million or more, and
- contracts where subcontracting opportunities exist

Mandatory Elements Included in Subcontracting Plan (FAR 19.7/52.219-9)

1. Percentage Goals for Each Small Business Category
2. Total Dollars to be Subcontracted (overall & by category)
3. Description of Principle Supplies/Services and Types of Businesses Supplying Them
4. Method Used To Develop Goals
5. Method Used To Identify Potential Subcontracting Sources
6. Indirect Costs (included or not included)
7. Administration of Subcontracting Plan
8. Equitable Opportunity To Compete
9. Inclusion of FAR Clause 52.219-8, "Utilization Of Small Business Concerns." In Subcontracts
10. Requirement to Cooperate in Studies and Submission of Reports
11. Description of Types of Records to be Maintained

Categories Included in Goals of a Subcontracting Plan

(as defined in FAR 19/26 and DFARS 252.219-7003)

1. **Small Business (SB)** – located in U.S. & organized for profit. Size Standard is based on NAICS Code. *Self-certify*
2. **Women-owned Small Business (WOSB)** -51% owned & controlled by a woman or women. *Self-certify*
3. **Historically Underutilized Business Zone (HUBZone)** – 51% owned & controlled by U.S. citizen; the firm and 35% employees live in HUBZone and *SBA certified*
4. **Veteran-owned Small Business (VOSB)** - 51% owned & controlled by veteran(s). *Self-certify.*
5. **Service-Disabled Veteran-owned Small Business (SDVOSB)** - 51% owned & controlled by service disabled veteran(s). *Self-certify*
6. **Small Disadvantaged Business (SDB)** – unconditionally owned and controlled by socially and economically disadvantaged individuals of a good character and U.S. citizens. *Self- certify.*

According to FAR 52.219.9(d)(5)

"A firm may rely on the information contained in CCR as an accurate representation of a concern's size and ownership characteristics for the purposes of maintaining a small, veteran-owned small, service-disabled veteran-owned small, HUBZone small, small disadvantaged, and women-owned small business source list."

"Change is hard because people overestimate the value of what they have—and underestimate the value of what they may gain by giving that up."

~James Belasco and Ralph Stayer
Flight of the Buffalo (1994)

Attention Small Businesses

Is your business:

- Women Owned
- Service Disabled Veteran Owned
- Minority Owned
- Other designated business type

If so, please contact our office for advise about proper certification.

As we see more large contracts, many of these contracts will have small business subcontracting goals. Being properly certified is a benefit for your business.

Upcoming BPAC Events

Selling to the State of Wisconsin

September 23, 2009 ~ Cleveland
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.

Getting Started in Federal Contracting

October 14, 2009 ~ Beaver Dam
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 Finding Federal and Subcontracting Opportunities

October 16, 2009 ~ Madison
9:00am-12:00pm
Fee: $30.00 per person
This is a hands-on interactive workshop that will be held in a computer lab. The first half of the seminar will be devoted to providing attendees with a research template along with tips and techniques on how to search the internet and government websites. During the second half of the seminar, attendees will go on-line to locate government contracting opportunities targeted to their business.

Getting Started in Federal Contracting

October 21, 2009 ~ Rhinelander
9:00am-11:30am
Fee: $30.00 per person
The United States government is the largest purchaser of goods and services in the world. This entry level seminar provides a solid orientation to the federal contracting environment for those new to this market.

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

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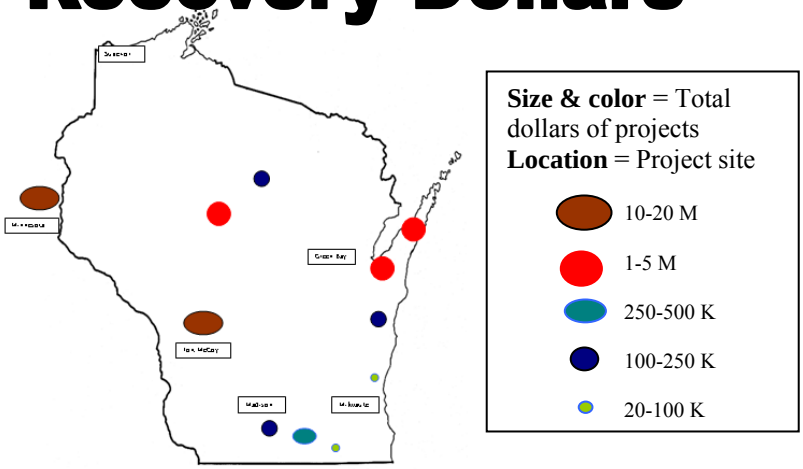
Recovery Dollars



Vendor:	Amount:
Fort McCoy, WI	
Alliance Steel Construction Inc	$9,384,343
Far East Construction Corp	$4,342,423
Arteaga Construction Inc	$2,679,966
Alacran Contracting, LLC	$476,881
Fowler & Hammer, Inc	$421,301
Albany, WI	
MSA Professional Services, Inc.	$116,090
Janesville, WI	
S & P Real Estate Investments, LLC	$406,084
Darien, WI	
Short-Elliott-Hendrickson Inc	$83,429
Cedarburg, WI	
Patterson Medical Supply, Inc.	$22,688

Vendor:	Amount:
Sheboygan, WI	
Kohler Rental Power, Inc.	$183,296
Kewaunee, WI	
Roen Salvage Co.	$2,693,900
Ah West Group, LLC	$906,275
Sturgeon Bay, WI	
Edward E. Gillen Company	$2,941,260
Rhinelander, WI	
Mcneil West Construction, Inc.	$198,384
Marathon, WI	
Lemke Industrial Machine, Inc.	$4,838,763
WI businesses working in MN	
J. F. Brennan Company	$3,980,000
Lakeside Foods, Inc	$16,784,273

Grand total for recovery dollars in Wisconsin:
$50,459,356

For updates and more information, please visit:
http://www.recovery.gov/?q=content/investment-award

Mark Your Calendars!

MARKETPLACE 2009
Governor's Conference on
Minority Business Development
Sept 16, 2009 - Pewaukee, WI
http://commerce.wi.gov/BD/BD-MBD-Index.html

Save the Date

Friday, October 9th

Improve your leadership skills with a new webinar.

Upcoming BPAC Events

Next Steps for Federal Contracting

October 21, 2009 ~ Rhinelander
1:00pm-3:30pm
Fee: $30.00 per person
This seminar focuses on how to complete the solicitation paperwork for a federal contract. In this session you will learn: how to identify types of contracts and solicitations, develop a systematic approach to reading a solicitation, understand the requirements of a contract, and respond to a commercial acquisition and comply with FAR part 12.

One-on-One Meetings

October 29, 2009 ~ Kenosha
1 hour time slot throughout the day
Fee: Free, registration is required
Want to learn more about government contracting? Get specific questions answered, obtain assistance on specific or general contracting topics relative to your business, market research on specific products or services, and learn how to expand your government contracting efforts.

Selling to the State of Wisconsin

November 5, 2009 ~ Fond du Lac
9:00am-11:30am
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.

Competitive Strategies for Government Contracts

November 11, 2009 ~ Appleton
9:00am-11:30am
Fee: $40.00 per person
Although the course content is oriented toward federal government solicitations, techniques offered through this training will benefit in other markets such as subcontracting, state and local municipalities.

Create an Offer to a Federal Government Solicitation

November 11, 2009 ~ Appleton
1:00pm-3:30pm
Fee: $40.00 per person
Create a winning offer to real government solicitations in this interactive workshop. Choose from product, service, or construction solicitations issued from the federal government and try to win that contract.