



February 2008

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Important Notice

January 2008, GSA has significantly modified their GSA Multiple Award Schedule program. Currently creating an offer to GSA or planning to modify your contract? Be sure that you are current! Contact Ann Johns, BPAC Contract Specialist at 608/243-4483 for assistance.

The Communicator

Business Procurement Assistance Center

3513 Anderson Street, Suite 108 Madison, WI 53704 (608) 243-4490

151 North Main Street West Bend, WI 53090 (262) 335-5893

<http://matcmadison.edu/bpac>

Assisting WI Businesses With Government Contracts Since 1988

BPAC Breaks Another Record

Denise Reimer-Program Manager

I want to take this opportunity to thank all of our clients who took the time to respond to our Client Award survey this past fall. The results are in and based on BPAC's assistance, Wisconsin businesses won over \$522 million of contract awards. The Department of Defense calculated that over 10,400 jobs were created or retained based on BPAC's work. If you are a small business and don't think that this can happen to you, 82% of the businesses that won contracts based on our assistance were small Wisconsin businesses. Our goal is to empower our Wisconsin businesses to compete in the government marketplace. Often the businesses that are successful in government contracting began their work by attending one of our government

procurement training events. To learn more, visit on the web at matcmadison.edu/bpac/seminars

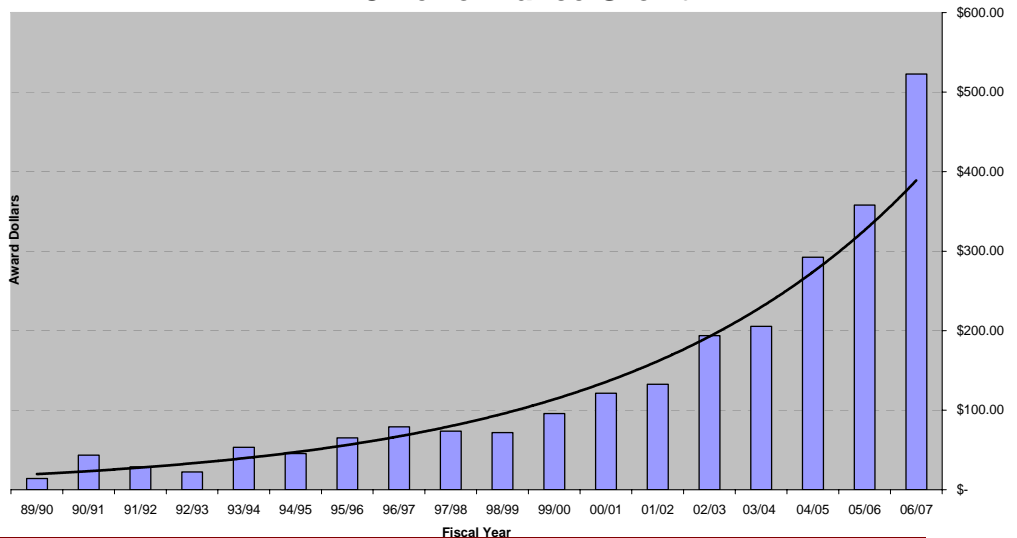
Thanks so much for your continued support of our Center. If you have questions or need assistance about selling to the government (federal, state, local or part of their supply chain as a subcontractor), please do not hesitate to call us. Have a Great Day!

Denise

Beth Eggemeier Leaves BPAC

I want to let you know that Beth Eggemeier, our BPAC Administrative Assistant and Web Developer has taken another position at the College. Effective February 1, Beth will be supporting our MATC Foundation. While it is a wonderful opportunity for Beth and the Foundation, we certainly will miss her contribution to BPAC. It is with Beth's work for the past 8 years that has helped our Center grow. We all wish Beth the very best!

BPAC Performance Growth



Counselor's Corner

Chris Gruneberg-Contract Specialist

What about unpublished small federal purchases between \$2500 - \$25,000? This can be a great market potential for the small business. In general, the purchasing procedure for these small purchases can be three informal quotes by phone, fax, email or regular mail.

When researching a federal agency you are targeting, you need to find out how they currently buy products and/or services. Once you know that, you will know how to effectively market your product/service to them. If they buy off of a list, how is that list generated? If they call three people, how do they find those people? You want to be on that list or one of those three people called. Some buyers have their own "vendor files" that they create based on personal knowledge and research. Some buyers maintain electronic bidder's lists where vendor registration is necessary. Buyers often use the Central Contractor Registration, especially the Small Business Dynamic Search to locate small businesses that provide the product or service they are looking for. Some use industry directories like Thomas Register. Other buyers are mandated to buy off of GSA.

To sell in the under-\$25,000 market, a business must generally be more diligent in becoming known to government buyers. As buyers are relatively free to pick and

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choose a vendor, vendors need to work harder at establishing a relationship with that buyer so when the need arises, the buyer will consider that vendor. You have to let the buyer know who you are and what you have to offer. Additional tips:

- Be proactive and aggressive.
- Don't be adversarial.
- Be persistent and patient.
- Develop a pipeline of sales calls and keep calling, even in the face of initial resistance.
- Ask for referrals to other buyers.

We are continually faced by great opportunities brilliantly disguised as insoluble problems.
Lee Iacocca-former CEO of Chrysler

BPAC'S West Bend Office

Located at **2151 North Main Street in West Bend, WI**, the office is open two days per week for one-on-one counseling sessions and will offer a variety of training sessions.

262/335-5893



April 14, 2008 Moraine Park Technical College- West Bend 1:00-3:30pm

Do you have a GSA contract, Blanket Purchase Agreement or a long term contract with a federal agency? Then you won't want to miss this training opportunity to expand your firm's sales. DoD EMALL is an internet-based marketplace which provides a one-stop shop to acquire goods and services to support our military. Learn how you can be part of the DoD EMALL.

Upcoming Events

March 18, 2008

9:00am-11:30am, LaCrosse
Getting Started in Federal Contracting

This entry-level training event provides a solid orientation to the federal contracting environment for those new to this market.

March 18, 2008

1:00pm-3:30pm, LaCrosse
Machining & Custom Fabrication Opportunities

New training event especially geared for the machining, fabrication, tool & die industries. Learn how to navigate through government websites to find the right contracting opportunities for your organization.

April 14, 2008

1:00pm-3:30pm, West Bend
DoD Email

New training event! The Department of Defense is using a new internet-based one-stop-shop marketplace to support our military. Learn how your products and services can be on the DoD Email.

May 6, 2008

9:00am-11:30am, Green Bay
Machining & Custom Fabrication Opportunities

Especially geared for the machining, fabrication, tool & die industries, learn how to navigate through government websites to find the right contracting opportunities for your organization.

May 6, 2008

1:00pm-3:30pm, Green Bay
WAWF/RFID

Wide Area Work Flow is paper-less system used by the Department of Defense to receive and accept goods. Learn how to be compliant with Radio Frequency Identification, Advanced Shipping Notices and Receiving Reports.

To register visit on the web at:
matcmadison.edu/bpac/seminars