MACOMB PTAC

2017 EVENTS SCHEDULE



Serving Macomb County

Macomb Regional PTAC offers several events throughout the year to assist businesses with government contracting. We provide training in local, state and federal government contracting, sponsor matchmaking events, as well as other special events to serve the business community.

To learn more about the events we offer, visit our website: www.macomb.edu/ptac



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2017 MACOMB REGIONAL PTAC EVENTS SCHEDULE

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Government Contracting 101 — Introduction to Federal Government Contracting	1
Government Contracting 201 — Federal Market Research	2
Government Contracting 301 — How to Find and Identify Federal Opportunities	3
Government Contracting 401 — How to Market Your Business to the Federal Government	4
State Contracting 101	5
DLA Internet Bid Board System (DIBBS) Training	ε
Federal Acquisition Regulations (FAR) Orientation and Overview	7
Federal Acquisition Regulations (FAR) Orientation and Overview	8
SPECIAL EVENTS	
Doing Business with Defense Logistics Agency (DLA) Land—Warren	10
MDEX Government Connect	11
Defense Contract Audit Agency (DCAA) — Audit Guidance for Small Business, a Two-Part Series	12
Dual-Use Technology Briefing (DUTB)	13
Macomb Meet the Buyers Event	14
PTAC/NCMA Fall Training	15



GOVERNMENT CONTRACTING 101 — INTRODUCTION TO FEDERAL GOVERNMENT CONTRACTING



Did you know the federal government purchases more than \$450 billion of goods and services a year? Find out what it takes to successfully sell your goods and services to the federal government.

In addition, learn about the services and continuous support the Procurement Technical Assistance Center (PTAC) has available to help your company with the contracting process.

Topics to be covered:

Classifying your product or service

Small business initiatives.

Finding opportunities

PTAC services

· Getting registered on SAM

Marketing strategies

Laws and regulations

WHO SHOULD ATTEND? Management and key players who will support and facilitate government contracting within your company.

PLEASE NOTE: To register for this training your, company must be located in Macomb County.



NO FEE TO ATTEND		
TIME		
9am–12pm		
DATE	LOCATION	
Jan. 19, 2017	Wayne State University Macomb Education Center Room 122, 16480 Hall Rd. Clinton Township, MI 48038 REGISTER HERE	
March 9, 2017	M-TEC SM 7900 Tank Avenue Warren, MI 48092 REGISTER HERE	
May 4, 2017	M-TEC SM 7900 Tank Avenue Warren, MI 48092 REGISTER HERE	
July 20, 2017	M-TEC SM 7900 Tank Avenue Warren, MI 48092 REGISTER HERE	
Sep. 14, 2017	M-TEC SM 7900 Tank Avenue Warren, MI 48092 REGISTER HERE	
Nov. 9, 2017	M-TEC SM 7900 Tank Avenue Warren, MI 48092 REGISTER HERE	
Register r	now for one of our upcoming	

sessions or email ptac@macomb.edu

GOVERNMENT CONTRACTING 201 — FEDERAL MARKET RESEARCH



If you're interested in selling your goods or services to the federal government, the first thing you should do is research the federal government marketplace to learn more about it. Market research is the continuous process of collecting the data, and analyzing the information so you have a better understanding of the marketplace. This training will help you identify who your customers and competitors are, as well as the current and future outlook for your industry.

This training will be conducted in a computer lab, and will provide you with useful market research tools for:

- Researching the Consumer: Identify federal agencies that are buying what you're selling.
- Researching the Competition: Identify who wants to, or who is already selling your service
 or product to the federal government, and for how much.
- Researching your Industry: Identify what the federal government has purchased in the past, plans on procuring in the future, and industry trends.

To run a successful business, you need to learn about your customers, competition, and industry. Market research will provide you with valuable insight to spot current and upcoming issues in your industry, reduce your business risks, and help you identify opportunities.

WHO SHOULD ATTEND? Management and key players who will support and facilitate government contracting within your company.



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Additionally, the Macomb Regional PTAC is proudly assisted by the Michigan Economic Development Corporation (MEDC).

NO FEE TO ATTEND		
TIME 9am–12pm		
M-TEC SM 7900 Tank Avenue Warren, MI 48092 REGISTER HERE		
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M-TEC SM 7900 Tank Avenue Warren, MI 48092 REGISTER HERE		

GOVERNMENT CONTRACTING 301— HOW TO FIND AND IDENTIFY FEDERAL OPPORTUNITIES



Selling to the federal government can provide significant revenues for small businesses. But it can be very time consuming trying to figure out where to find these opportunities, and how to identify the ones that are a good match for your business.

This training will teach you how to find and identify those opportunities that match your business' capabilities in a resourceful manner. This training will take place in a computer lab and provide you with tools on how to search for and recognize opportunities.

In this training, you will be taught to access various federal government e-procurement websites such as FBO, and experience searching for opportunities, as well as how to utilize FBO's advanced features to your benefit. We will also discuss and view other federal agencies' e-procurement websites as well as PTAC's BidMatch Service and SBA's SUB Net Database.

Furthermore, we will discuss various contracts, methods and competition types. Finally, we will end the training session by reviewing a solicitation and learn how to make a bid or no-bid decision.

PREREQUISITE: Government Contracting 101 and 201.

WHO SHOULD ATTEND? Management and key players who will support and facilitate government contracting within your company.

	NO FEE TO ATTEND		
		TIME	
		9am–12pm	
	DATE	LOCATION	
	March 16, 2017	M-TEC SM 7900 Tank Avenue Warren, MI 48092 REGISTER HERE	
	June 15, 2017	M-TEC SM 7900 Tank Avenue Warren, MI 48092 REGISTER HERE	
	Oct. 5, 2017	M-TEC SM 7900 Tank Avenue Warren, MI 48092 REGISTER HERE	
	Dec. 14, 2017	M-TEC SM 7900 Tank Avenue Warren, MI 48092 REGISTER HERE	
	Danista, a		



GOVERNMENT CONTRACTING 401 — HOW TO MARKET YOUR BUSINESS TO THE FEDERAL GOVERNMENT

The U.S. government is the nation's largest buyer of goods and services. Selling to government agencies can be a rewarding experience. But how do you market your goods and services to the government?

Government Contracting 401 educates you on how to market your business to government agencies. Topics to be covered include the following:

- Situation analysis
- · Developing effective marketing materials
- Networking and people to know

We will also discuss the following marketing strategies:

- Capabilities statement
- Flyer content
- · Additional value add
- Graphics
- · A better business card
- Company website/social media platforms
- The elevator speech

WHO SHOULD ATTEND? Management, Marketing/Communications Department staff and key players who will support and facilitate government contracting within your company.



	NO FEE TO ATTEND			
	TIME			
	9am –1 2pm			
	DATE	LOCATION		
\\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	March 23, 2017	M-TEC SM 7900 Tank Avenue Warren, MI 48092 REGISTER HERE		
	June 22, 2017	M-TEC SM 7900 Tank Avenue Warren, MI 48092 REGISTER HERE		
A	Oct. 26, 2017	M-TEC SM 7900 Tank Avenue Warren, MI 48092 REGISTER HERE		

www.macomb.edu/ptac



STATE CONTRACTING 101

The Department of Technology, Management and Budget (DTMB) Procurement Office serves as the state's Central Purchasing Office and has a portfolio of approximately 950 multiple-year contracts worth billions of dollars.

The Department consists of three divisions, plus real estate and construction:

- Information and technology
- · Commodities and infrastructure services
- Services

Topics to be covered include the following:

- · Contracting with the state of Michigan
- Opportunities overview
- Doing business with MDOT

WHO SHOULD ATTEND? Management and key players who will support and facilitate government contracting within your company.







NO FEE TO ATTEND			
TIME			
	9am–12pm		
DATE	LOCATION		
Feb 9, 2017	Wayne State University, Macomb Education Center, Room 122, 16480 Hall Rd. Clinton Township, MI 48038 REGISTER HERE		
Oct. 19, 2017	M-TEC SM 7900 Tank Avenue Warren, MI 48092 REGISTER HERE		





DLA INTERNET BID BOARD SYSTEM (DIBBS) TRAINING



Doing business with the Defense Logistics Agency (DLA) can be a great way to grow your current business.

DLA is the Department of Defense's largest combat support agency, providing worldwide logistics support to America's military services, civilian agencies, and foreign countries in both peacetime and wartime. They are responsible for nearly every consumable item used by our military forces worldwide to include medical supplies, aviation requirements, land and maritime weapon systems spare parts, critical troop-support items involving food, clothing, and textiles, in addition to construction equipment and material, fuel, and depot level reparables.

DLA has a web-based application called DIBBS that provides you with the capability to filter your search, view, and submit secure quotes for Request for Proposals (RFPs), Request for Quotes (RFQs), and Invitations for Bid (IFBs), as well as search for and view Awards and other procurement information related to DLA.

Our comprehensive training is broken out into the following three parts:

- Overview: Basic Prerequisites, Market Research, DLA, DIBBS
- DIBBS Tools: How to search for opportunities and submit a quote in DIBBS, C Folders, Unique Procurement Identifiers update, Past Performance Information Retrieval System (PPIRS), and Frequently Asked Questions
- Packaging and Shipping Information: DLA Packaging and Vendor Shipment Module (VSM)

WHO SHOULD ATTEND?

Management and key players who will support and facilitate government contracting within your company.



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	NO FEE TO ATTEND		
	TIME		
	9am –12 pm		
	DATE	LOCATION	
	Jan. 26, 2017	Wayne State University Advanced Technology Education Center, 14601 E. 12 Mile Rd. Warren, MI 48088	
		REGISTER HERE	
\	May 25, 2017	M-TEC SM 7900 Tank Avenue Warren, MI 48092 REGISTER HERE	
	Aug. 17, 2017	Macomb Community College South Campus C Building, Room 123 REGISTER HERE	
/	Nov. 16, 2017	M-TEC SM 7900 Tank Avenue Warren, MI 48092 REGISTER HERE	

Register now for one of our upcoming sessions or email ptac@macomb.edu

www.macomb.edu/ptac

FEDERAL ACQUISITION REGULATIONS (FAR) ORIENTATION AND OVERVIEW



Is your business selling to the government, or are you thinking of expanding your business into the federal marketplace? If so, it is important you take the time to understand the rules and regulations you must follow to avoid costly pitfalls.

The Federal Acquisition Regulation (FAR) governs all acquisitions and contracting procedures in the federal government. It is a substantial and complex set of rules governing the federal government's purchasing process, and its purpose is to ensure purchasing procedures are standard and conducted in a fair and impartial manner.

If you are interested in obtaining a better understanding of the FAR, the Federal Acquisition Regulations (FAR) Orientation and Overview is designed for you. For each FAR part, this comprehensive training will describe the basic concepts that every federal contractor should be aware of. Additionally, through the course of the training, attendees will learn how to navigate the FAR so they may more easily reference it as the need arises.

This event will cover the following:

- FAR Overview
- FAR Sub-chapters (A through H)
- FAR Clause Flow Downs

PREREQUISITE: Government Contracting 101.

WHO SHOULD ATTEND? Management and key players who will support and facilitate government contracting within your company.

NO FEE TO ATTEND				
TIME				
9am–12pm				
DATE	LOCATION			
Jan. 12, 2017	Wayne State University Advanced Technology Education Center, 14601 E. 12 Mile Rd. Warren, MI 48088 REGISTER HERE			
	DATE Jan. 12,			

Register now for one of our upcoming

sessions or email ptac@macomb.edu



FEDERAL SUBCONTRACTING OVERVIEW



Have you attended Government Contracting 101 and find subcontracting opportunities more practical than prime contracting opportunities? If your answer to this question is "yes" then you may want to register for our Federal Subcontracting Overview.

This in-depth training will describe the process and resources available to firms interested in subcontracting. In addition, this training will describe how to properly position a company for subcontracting success and how to excel at networking events.

Given the \$700,000 threshold for large companies and their requirement to have subcontracting plans, it is increasingly important for small businesses to understand what it takes to capitalize on these opportunities. Scheduled to attend this event is a guest speaker from a prime contractor small business office.

This event will cover the following:

- Advantages of subcontracting
- · Small business and subcontracting
- Finding opportunities and resources

PREREQUISITE: Government Contracting 101.

WHO SHOULD ATTEND?

Management and/or key players who will support and facilitate government contracting within your company.

FEE TO ATTEND		
TIME		
TIME		
9am–12pm		
LOCATION		
M-TEC SM 7900 Tank Avenue Warren, MI 48092 REGISTER HERE		



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DOING BUSINESS WITH DEFENSE LOGISTICS AGENCY (DLA) LAND—WARREN

The Small Business Administration (SBA) and the Macomb Regional PTAC are pleased to present *Doing Business with Defense Logistics Agency (DLA) Land—Warren*. This event is designed to connect small businesses with the federal buying marketplace. Small businesses will have the opportunity to pitch their product or service to decision makers—federal procurement officers and prime contractors who purchase in the industry in which they do business.

How can small businesses benefit by attending? DLA Land—Warren and BAE, GDLS, Navistar and Oshkosh will share their inside tips on how to navigate the world of federal procurement. You'll learn what buyers are looking for and how the purchasing process works inside government agencies.

After lunch (on your own), the business matchmaking session is your opportunity to meet in small groups with federal procurement officers and prime contractors to pitch your business capabilities and identify which buyers are a "fit" for your company. The NAICS codes the Defense Logistics Agency Land—Warren targets are:

-	326211	Tire Manufacturing (Except Retreading)	334511	Search, Detection, Navigation, Guidance, Aeronautical, and Nautical System and Instrument Mfg
	332439	Other Metal Container Manufacturing	335312	Motor and Generator Manufacturing
	332510	Hardware Manufacturing	335931	Current-Carrying Wiring Device Manufacturing
	332994	Small Arms, Ordnance, and Ordnance Accessories Mfg.	335999	All Other Miscellaneous Electrical Equipment and Component Mfg.
ĺ	332999	All Other Miscellaneous Fabricated Metal Product Mfg.	336320	Motor Vehicle Electrical And Electronic Equipment Mfg.
	333314	Optical Instrument and Lens Manufacturing	336350	Motor Vehicle Transmission and Power Train Parts Mfg.
	333618	Other Engine Equipment Manufacturing	336992	Military Armored Vehicle, Tank, and Tank Component Mfg.
	334418	Printed Circuit Assembly (Electronic Assembly) Mfg.	339999	All Other Miscellaneous Manufacturing
	334419	Other Electronic Component Manufacturing		
ı	When remistering places and years NAICC and a in the field that asks you to list the products			

NOTE:

When registering, please add your NAICS codes in the field that asks you to list the products or services you wish to offer to the government. Limit of two persons per company.



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GENERAL DYNAMICS Land Systems





DEFENSE

NO FEE TO ATTEND

TIME

8am-4:30pm

DATE	LOCATION
March 2, 2017	Macomb Community College South Campus 14500 E. Twelve Mile Rd. Warren, MI 48088
	REGISTER HERE

MDEX GOVERNMENT CONNECT



The Macomb Regional PTAC, in collaboration with the NDIA Michigan Chapter, will work with Government Small Business representatives to identify opportunities at the 8th Annual Michigan Defense Exposition (MDEX).

The Macomb Regional PTAC will schedule meetings between qualified suppliers and the government, providing potential solutions to fill requirements, saving time and resources. The Macomb Regional PTAC will manage all MDEX Government Connect planning, including the online application process,

communication with the applicants, and onsite logistics. To apply, click on the 2017 MDEX Government Connect Supplier Application below by **March**, **17**, **2017 close of business.**

* The agencies confirmed for this event are: DLA Land—Warren, Selfridge Air National Guard Base, TACOM SBO and PEO STRI

Save the Date for TARDEC Industry Days (April 25–26, 2017)

Hear TARDEC's technology partnering opportunities and meet one-on-one with TARDEC industry technology leaders. TARDEC Industry Days are being hosted to build awareness about the U.S. Army Tank Automotive Research, Development and Engineering Center's (TARDEC's) 30-Year Strategy Value Stream Analysis document. This document is available on the TARDEC website, https://www.army.mil/TARDEC.



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Selfridge Air National Guard Base





NO FEE TO ATTEND

9am–4pn

April 26–27, 2017

April 26–27,

Registration closes March 17, 2017



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DEFENSE CONTRACT AUDIT AGENCY (DCAA) – AUDIT GUIDANCE FOR SMALL BUSINESS – A TWO-PART SERIES



Part I — May 17, 2017 at Schoolcraft College's VisTa Tech Center
Join PTAC of Schoolcraft and the Macomb Regional PTAC in the first of a
two-part series featuring the Defense Contract Audit Agency (DCAA). In
this first training session, a DCAA representative will present an overview
of DCAA, its mission, organizational structure and types of audits
performed; an overview of regulatory criteria to establish an adequate
accounting system and the importance of reading your contract to
identify, understand and consolidate key contract provisions.

Part II — June 20, 2017 at Macomb Community College's M-TEC Campus

Join the Macomb Regional PTAC and PTAC of Schoolcraft in the second of a two-part series featuring the Defense Contract Audit Agency (DCAA). In the second training session, a DCAA representative will present on real-time labor evaluations, what a real-time labor evaluation is, why it's performed, and what you will need to provide the auditor. Also, an overview of how to prepare adequate price proposals.



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NO FEE TO ATTEND

TIME

9am-12pm

DATE	LOCATION	
PART I May 17, 2017	Schoolcraft College 18600 Haggerty Rd. Livonia MI 48152 VisTaTech Center, Room VT425 REGISTER HERE	
PART II June 20, 2017	M-TEC SM 7900 Tank Avenue Warren, MI 48092 REGISTER HERE	

www.macomb.edu/ptac



DUAL-USE TECHNOLOGY BRIEFING (DUTB)



The military depends on commercial business to develop new goods and technologies for the protection of the war-fighter, and to advance homeland security. This half-day event will deliver information on how companies developing innovative technology can do business with the United States Tank Automotive Research, Development and Engineering Center (TARDEC).

TARDEC's dual-use SBIR Program's goal is to tap into the small business community's innovativeness and creativity to help meet government R&D objectives. At the same time, these small companies develop technologies, products and services they can then commercialize through sales in the

private sector or back to the government.

The event will provide an overview of the following:

- The Cooperative Research & Development Agreements (CRADA) program
- R & D Contracting with the U.S. Army
- The Small Business Innovation Research (SBIR) Program
- Resource Panel
- Industry Perspective

WHO SHOULD ATTEND?

Companies interested in or currently developing innovative technology that fits dual-use needs of the military and private sector.

NOTE:

Registrants must be a U.S. citizen and will be required to present a valid state driver's license with picture when they sign in.



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DEFENSE

A special thank you to Oshkosh for hosting this event and sponsoring lunch.

NO FEE TO ATTEND				
TIME				
9am–2pm				
DATE	LOCATION			
May 18, 2017	Oshkosh 27600 Donald Ct. Warren, MI 48092			

MACOMB MEET THE BUYERS EVENT



SELLERS: Macomb Regional PTAC and their resource partners invite small businesses to meet with buyers one-on-one and learn what it takes to do business with state, local and federal government. This event is an opportunity for participants to meet briefly with government agencies, educational institutions and corporate purchasers, as well as network with each other.

Sellers' benefits include the opportunity to diversify sales, pitch your product and services to decision makers, and help keep business local to the Michigan economy.

BUYERS: This event will help your agency/business uncover many quality suppliers in southeast Michigan. The benefits to Buyers include an efficient and cost-effective way to meet and identify new suppliers and keep business local to the Michigan economy. To participate as a buyer, please contact ptac@macomb.edu.



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NO FEE TO ATTEND

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9am-12pm

DATE	LOCATION
Aug. 24, 2017	Macomb Community College South Campus, K Building 14500 E. Twelve Mile Rd. Warren, MI 48088
	REGISTER HERE





Look for more information to come regarding an exciting collaboration between PTAC, NCMA and a mystery federal agency to be named soon!

Training will be based on small business/client feedback.









To keep updated on Government Contracting news and events, we invite you to follow us today.







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MACOMB PTAC

Our Government Contracting Expertise is Your Competitive Edge.

For more information, please contact us:

Macomb Community College, Macomb Regional PTAC

7900 Tank Ave., Warren, MI 48092-3936

Phone: 586.498.4122

Email: ptac@macomb.edu

We also invite you to visit us at:

www.macomb.edu/ptac www.ptacsofmichigan.org

Facebook: www.facebook.com/macombregionalptac

Twitter: @MacombPTAC



SERVING MACOMB COUNTY



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