

*Welcome to:*

# MEET *the* AGENCIES Kitsap 2024

Presented by:



# AGENDA:

## 2:00 Welcome & Event Overview

Joe Morrison, KEDA Executive Director, James Davis KEDA Apex Program Manager

## 2:15 Introduction to the APEX Accelerator Program

Terry Homburg, KEDA APEX Business Advisor

## 2:30 Panel - Meet the Agencies

**Tim Maule**, Central Kitsap Fire District • **Melinda Monroe**, City of Bremerton

**Denis Ryan**, City of Port Orchard • **Kimberly Funk**, Kitsap Public Utilities District

**Loretta Swanson**, Mason County

## 3:30 Q&A

## 3:45 Closing Remarks



## KEDA 2024 EVENTS

**MARK YOUR CALENDARS!**MAY  
15**BIPOC Business Forum -**

Overcoming systemic barriers to government contracting  
2-5p Kitsap Conference Center, Bremerton

AUG  
22**Kitsap Industrial Readiness Summit**

12-3p Kitsap Conference Center, Bremerton

JUN  
22**WAV-C Connect -  
Autonomous Technology Expo**

10a-4p Silverdale Waterfront Park

OCT  
24**KEDA Fall Forum**

3-6p Kitsap Conference Center, Bremerton



WASHINGTON  
**APEX**  
ACCELERATOR  
FORMERLY WASHINGTON PTAC

# Services to Help Your Business Grow

Presented by Terry Homburg  
KEDA, WA Apex Accelerator, Region 1

MEET KEDA'S  
GOVERNMENT  
CONTRACTING EXPERTS



**TERRY HOMBURG**



**MARY JO JUAREZ**

# Agenda

- About Apex Accelerator
- Services
- Where to Find Us



# About Apex Accelerator

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- Congress established the Procurement Technical Assistance Cooperative Agreement Program in 1985 as part of the Department of Defense (DoD) Authorization Act
- PTAC was designed to assist businesses (focusing on small businesses) with **federal, state and local government contracting**
- The program is funded by the federal government through the United States Department of Defense (DoD) and locally by Thurston EDC and Kitsap Economic Development Alliance
- In 2023 the name changed from PTAC to APEX Accelerator
- We help businesses of all sizes, small and large



# Services for Small & Large Business Clients

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# One to One Counseling

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- ✓ Register as a WA APEX Accelerator client
  - At [washingtonapex.org](http://washingtonapex.org)
  - If not in WA, visit [aptac-us.org](http://aptac-us.org) to find your local APEX Accelerator Advisor
- ✓ Recommend finding the office nearest you
- ✓ Know you Advisor





# Profile and Marketing Reviews

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- Who are you selling to?
- What are they buying?
- How are they buying?



# Profile and Marketing Reviews

## DSBS, Dynamic Small Business Search

- Linked from SAM or SBA account

	Company	Contact	Address	Capabilities Narrative	e-mail address
8	<a href="#">Custard Consulting LLC</a>	Susan P Custard	<a href="#">4205 SE 177th Ln Vancouver, WA 98683-2902</a>	Our Best Federal HR Solutions group can assist your organization in creating answers aligned with your organization's business strategies and workforce plan.	<a href="mailto:susancustard@comcast.net">susancustard@comcast.net</a>
9	<a href="#">ELITE PERFORMANCE &amp; LEARNING CENTER PS</a>	JOSEPH TRACHTMAN	<a href="#">5008 PULLMAN AVE NE SEATTLE, WA 98105-2138</a>	We manufacture and distribute the Zone-Trac? AR (augmented reality) device. The device trains enhanced vision, concentration and relaxation and is based on NASA research.	<a href="mailto:tracht@accommotrac.com">tracht@accommotrac.com</a>
10	<a href="#">TAMAZARI INC</a>	LEIGH STYLOS	<a href="#">487C HOTCHKISS RD COLVILLE, WA 99114-8740</a>		<a href="mailto:leigh.stylos@tamazari.com">leigh.stylos@tamazari.com</a>
11	<a href="#">LOVOLT COMMUNICATIONS, INC.</a>	DOLANNA BURNETT	<a href="#">4816 244TH ST CT E GRAHAM, WA 98338-8371</a>		<a href="mailto:lovoltcomm@yahoo.com">lovoltcomm@yahoo.com</a>

# Profile and Marketing Reviews

## Capability Statement

- 1 page
- Front and back
- Photos
- Color
- Succinct

CAGE CODE: UEL:	<h1>LOGO</h1>
SMALL BUSINESS CERTIFICATIONS:	<i>Capability Statement</i>
NAICS: Accept Government-wide Purchase Card	<h2>CORE COMPETENCIES</h2>
 	<ul style="list-style-type: none"> <li>✓ Bulleted list of services that your company offers</li> <li>✓ List in priority order - significance</li> <li>✓ No narrative descriptions</li> <li>✓ Customize to focus on what the potential client needs</li> <li>✓ If using details . . . quantify and qualify whenever possible</li> <li>✓</li> </ul>
COMPANY NAME ADDRESS WEBSITE POC: Title Phone Number Email:	<h2>EXPERIENCE</h2>
	<ul style="list-style-type: none"> <li>✓ Bulleted list of previous clients that represent experience</li> <li>✓ List experience in order similar to the targeted audience (Federal, State, Local, public, etc.)</li> <li>✓ No logos or references</li> <li>✓ Customize to focus on who the potential client is</li> </ul>

  	<ul style="list-style-type: none"> <li>✓ Detailed example of projects or services provided.</li> <li>✓ Include dollar value, performance period, or other aspects that provide examples of successful experience.</li> <li>✓ The goal is to reflect depth – lowering the potential client's risk.</li> <li>✓ Stay away from testimonials and references (they change often, and clients like to draw their own conclusions)</li> </ul>
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	Other pertinent data: <ul style="list-style-type: none"> <li>✓ Union affiliations</li> <li>✓ safety data.</li> <li>✓ number of projects completed last year</li> <li>✓ etc.</li> </ul>

# Profile and Marketing Reviews

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## Elevator Pitch

- Introduction, NOT a sales pitch
  - ✓ Company name
  - ✓ Certifications
  - ✓ What you sell
  - ✓ Capability statement



# SAM Registration and Updates

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- What role does State & IRS play?
- UEI?
- CAGE Code?
- DSBS?



# Certification Assistance

## Federal

- HUBZone
- 8 (a)
- SDVOSB
- WOSB

## WA State

- WBE
- MBE
- MWBE
- CBE
- SEDBE
- ACDBE
- SBE
- DBE
- PWSBE (as of 4/2024)

[certify.SBA.gov](https://certify.sba.gov)



# Bid Match

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# Subcontracting with Large Primes

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- ✓ Events
- ✓ Networking
- ✓ Agency Lists of Contractors
- ✓ Introductions





# Classes & Workshops

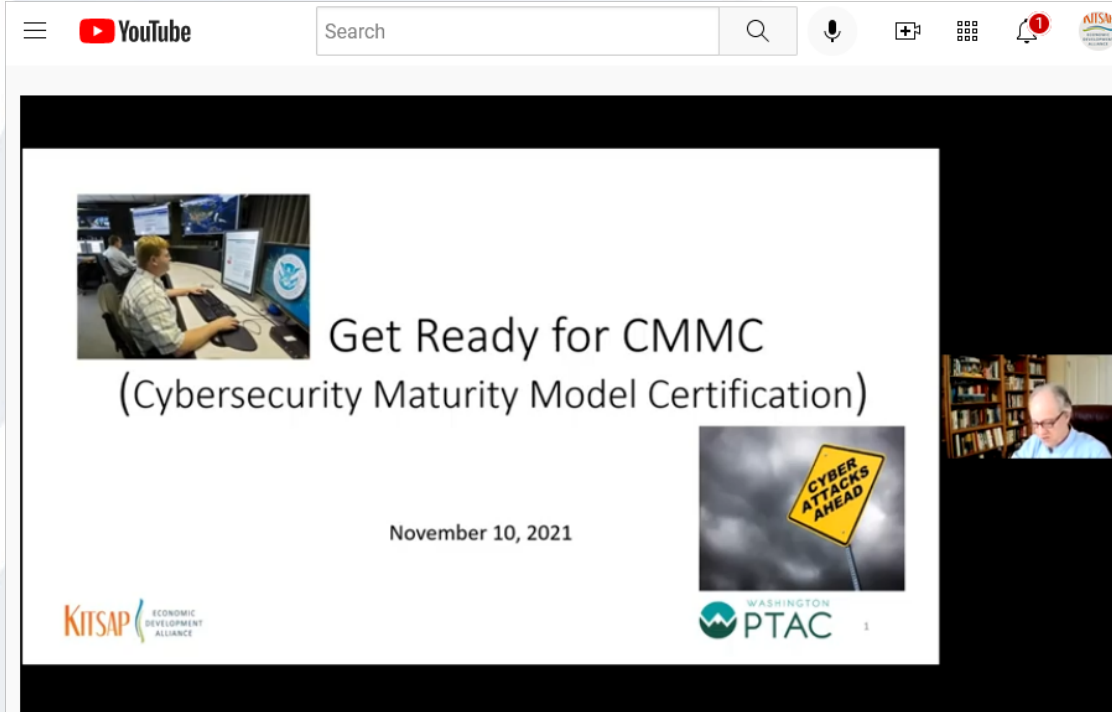
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- Government Contracting 101
- Federal Contracting Lexicon
- Steps Leading to a Government Contract
- DoD Cybersecurity Requirements
- Marketing
- Socio-economic Certifications
- Solicitation Review, the Go – No Go Decision
- Cost & Price Proposal Preparation



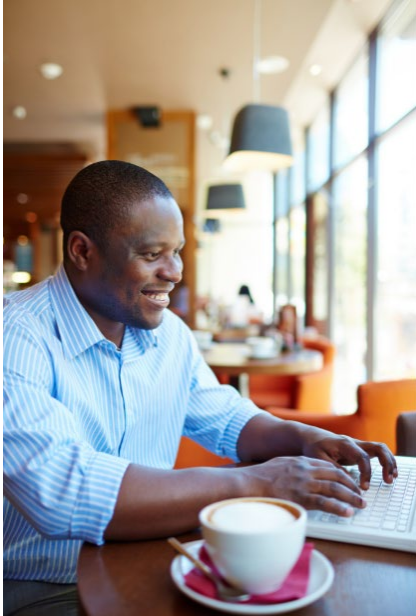
# Free Access to Live and Recorded Webinars

- WA APEX Accelerator online
- KEDA APEX Accelerator page online
- Govology



The screenshot shows a YouTube video player interface. At the top, there is a search bar with the text "Search" and a microphone icon. To the right of the search bar are icons for a plus sign, a grid, a bell with a notification, and a logo for "AJSW". The video content area displays a slide with the following text: "Get Ready for CMMC (Cybersecurity Maturity Model Certification)" and "November 10, 2021". The slide also features a small image of a person at a computer, a yellow sign that says "CYBER ATTACKS AHEAD", and logos for "KITSAP ECONOMIC DEVELOPMENT ALLIANCE" and "WASHINGTON PTAC".

# Partnering & Networking Opportunities



Get help with your government contracting questions

## CONTRACTING COFFEE HOUR

1st Weds of the Month  
8-10 am - online

Monthly, 1<sup>st</sup> Wednesday 8-10 am

KITSAP ECONOMIC DEVELOPMENT ALLIANCE

WASHINGTON APEX ACCELERATOR FORMERLY WASHINGTON PTAC

# PRIME CONNECT

2nd Wednesday | 8-9:00 am (digital)

Monthly, 2<sup>nd</sup> Wednesday 8-9 am

# ALLIANCE NORTHWEST

The premier business to government event in the Pacific Northwest

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Save the Date: March 20, 2025

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*Where Government and Business Connect*

Annual, March – Greater Tacoma Convention Center

Plus: Outreach Events & Workshops  
Tuesdays with the Deputies for Small Business  
(Last Tuesday each month, 10-11 am)

# Articles and Resources

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- **WA APEX online**
- **KEDA APEX page online**
- **Newsletter**



# We can't (in case you were wondering)

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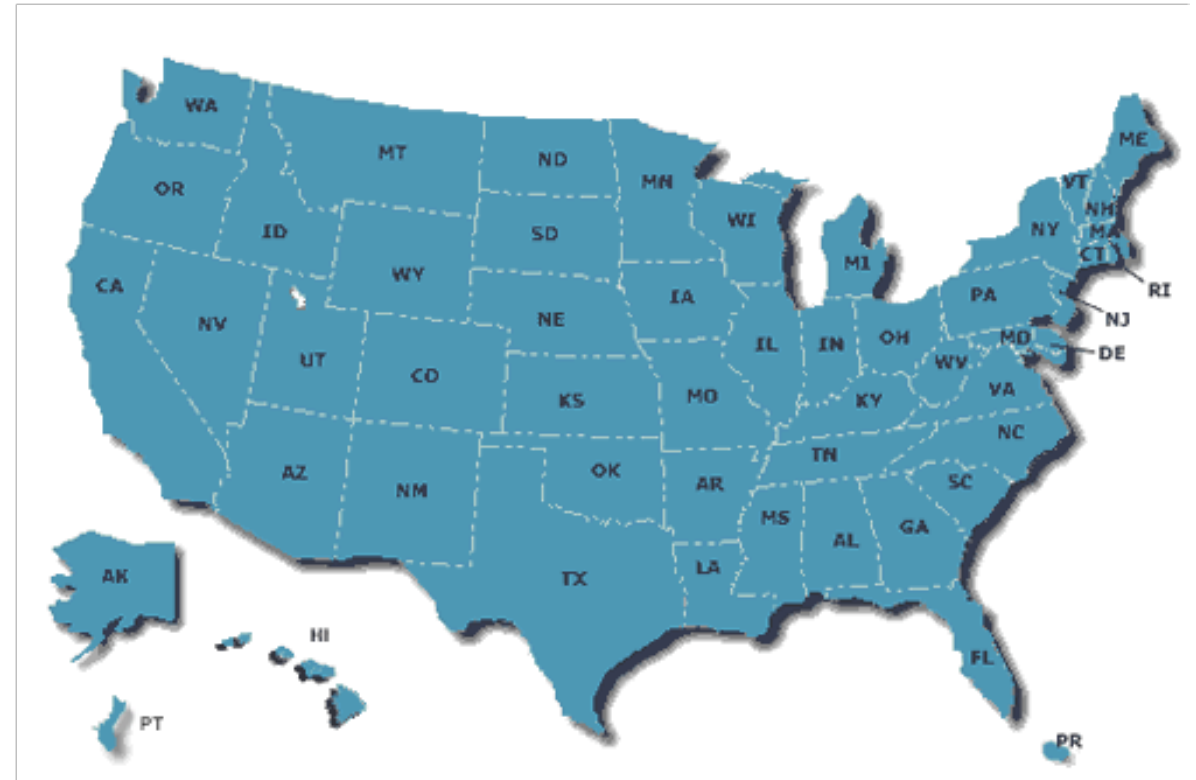
- Provide general business planning or advising services ... but we can provide warm referrals to our partners
- Advocate or lobby for specific socio-economic groups or clients
- Represent the firms we work with in the marketplace
- Prepare your proposal



# Where to find your Apex Accelerator?



Washingtonapex.org



Aptac-us.org



# Thank You!



**Mary Jo Juarez**  
APEX Counselor  
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**Terry Homburg**  
APEX Counselor  
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**James Davis**  
APEX Program Manager  
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*PANEL:*

# MEET *the* AGENCIES

**Tim Maule**

Chief Business Officer  
Central Kitsap Fire District

**Melinda Monroe**

Contracts Administrator  
City of Bremerton

**Denis Ryan**

Public Works Director  
City of Port Orchard

**Peter Dressel**

Contracts & Compliance Manager  
Kitsap Public Utilities District

**Loretta Swanson**

Public Works Director  
Mason County



# Resource providers:

APEX Accelerator

Central Kitsap Fire District

City of Bremerton

City of Port Orchard

Kitsap Public Utilities District

Kitsap Small Business Development  
Center

Mason County

MRSC – Municipal Research & Services Center

NAVFAC NW – Naval Facilities Northwest

NAVSEA – Naval Undersea Warfare Center

OMWBE – Office of Minority & Women  
Business Enterprise

WSDOT – WA Dept of Transportation



**UP NEXT:**

All are welcome!

Free to attend –  
registration required

[kitsapeda.me/BIPOC](https://kitsapeda.me/BIPOC)

# 2024 BIPOC Business Forum

**MAY  
15**

**FREE!** Registration required

## **GROW WITH GOVERNMENT CONTRACTING**

May 15th • 1:00-4:30 pm

Kitsap Conference Center, Bremerton Harborside

**SIGN UP NOW!**



# GET IN TOUCH



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