



ADI Energy - A Path to Success in Government Contracting

ADI Energy, founded in 2002 by John Rizzo, PE, is a Rhode Island specialty design-build energy-engineering firm with in-house project execution capabilities. The company is listed as one of Fortune's fastest growing businesses and is rapidly becoming a global energy services company (ESCO) providing comprehensive energy efficiency solutions to governmental, industrial, commercial and institutional clients. Their clients include the US Army Corps of Engineers, Department of Energy, numerous states, municipalities, universities, housing authorities and more.

ADI Energy embraces the fact that they are a small company and utilizes their flexibility to assess and pursue bidding on contracts that optimize their expertise and allows them to focus on delivering specific solutions either as a prime or a subcontractor. ADI Energy's early days involved helping large businesses develop proposals in the energy sector, which gave them the experience to become experts in their niche and eventually begin bidding on their own. Jeanette Coleman-Hall, who is responsible for business development, has worked with RI PTAC to develop their bid match search profile. She states that working with PTAC and setting up a search profile that correctly seeks out both broad and specific bidding opportunities has led them to finding many local, state, and federal opportunities. Both Jeanette and John agree that the free bid match service provided by PTAC is equivalent, if not better, than most for fee services.

And what has led to ADI's amazing growth? "It's important not to give up when starting out in the government arena", states John. "And it's also important to attend industry days, invest time in maximizing social media connections, like LinkedIn, submit responsive bids that answer the government's questions and ask for debriefs when your business loses a bid". Having been active in the government space for years, ADI is now participating in multi-million dollar contracts spanning several years, their latest is a multi-year \$1 billion MATOC where they were the only small business chosen. Both John and Jeanette's advice for other businesses is to really do one's homework by conducting market research, watching competitors, maintaining strong social media and personal connections, and watching and reading open bids received on bid match. "Being responsive to bids by carefully reading them and answering the questions the government asks really is what makes any governmental agency have confidence in choosing us and allowing us to have strong past performance" says John. Adds Jeannette, "and especially to those just starting out in the government space, be patient because doing business with the government can take time, but don't see this as a waste of time or resources but instead as a learning opportunity that may eventually lead to greater success."

Read their latest press release [here](#) or to learn more, visit their website: <http://www.adienergy.com/>

RIPTAC Goes to Washington

RI PTAC traveled to Washington, D.C. this past month to attend the Association of Procurement Technical Assistance Centers (APTAC) training conference. We joined other PTACs from across the country (as well as those from U.S territories) for a 4-day long training on current topics in federal procurement. This conference is held twice a year and serves as a valuable wealth of knowledge for PTAC counselors. This conference gives counselors the opportunity to hear firsthand from experts in the government procurement field how new policies will affect clients. It also serves as an opportunity to discuss client concerns and questions with not only other PTACS but also with agency experts and decision makers to work on improving programs and finding new solutions to existing problems.

Speakers included personnel from the SBA, the Office of Small Business, the U.S House Armed Services Committee, and many others. Topics ranged from SBA Updates including the HUBzone program and the Mentor Protégé program, to Innovation in Procurement, to the increasing need for a solid cybersecurity plan. These topics are relevant to what we do with our clients everyday here at PTAC and by attending training events like these we can become more valuable assets to you and your business. If any of these topics are things you would like to learn about do not hesitate to contact us!

RIPTAC Semi-Annual Survey

We would like to thank everyone who completed our survey and provided updated information about your companies. We are now in the process of reviewing responses and counselors will be reaching out to you soon.

Preparing for a Matchmaker

It is not too early to begin preparing for our New England Regional Matchmaker in March! Topics to get started on include creating or perfecting your capabilities statement and developing an elevator pitch. A good capabilities statement should highlight what sets your business apart from the competition and should focus on quality not quantity! Try to keep it to one page with a short description of your core capabilities, expertise, relevant past performance, and any associations you may belong to.

When creating an elevator pitch, imagine yourself in an elevator with a representative from a company you are interested in selling to. You only have the amount of time it takes to get to your floor to sell yourself to this person so you want to make sure that your "pitch" has been carefully crafted and rehearsed. RIPTAC will hold Preparing for a Matchmaker workshops as we move closer to March but in the meantime, begin working on these things with your counselor!

The Veteran Business Outreach Center

The Veteran Business Outreach Center (VBOC) of New England is operated by the Center for Women and Enterprise, in partnership with the U.S. Small Business Administration. VBOC equips veterans, service members and dependents with the resources to help them start and run their businesses. The VBOC is committed to providing free business counseling and training workshops, supplying entrepreneurs with the tools and resources needed to run a business.

- Understanding funding options
- Preparing loan packages and lender presentations
- Managing business profitability
- Creating business plans and financial projections
- Expanding business operations

Brian LaFauci is the director of the Veteran Business Outreach Center of New England and can be reached at the below contact.

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Naval Underwater Warfare Center

Check out the newly updated Long Range Acquisition Forecast (LRAF) on The Naval Underwater Warfare Center-Division Newport (NUWC DIVNPT)'s Business Partnerships website at <http://www.navsea.navy.mil/Home/WarfareCenters/NUWCNewport/Partnerships/BusinessPartnerships.aspx>

Upcoming Events and Workshops

Rhode Island National Guard Vendor Outreach Event - December 8th

Advanced Proposal Preparation - January 19th

Register at our website : <http://riptac.ecenterdirect.com/events>

Contact Us