



**---FOR MEDIA RELEASE---**

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## **Wisconsin in Washington (WIW) 2011**

**June 15 – 16, 2011 - Washington, D.C.**

### **Selling to the Federal Government – Overcoming Obstacles and Insights into the Culture of DC – The Life Blood of All Acquisitions**

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The annual **Wisconsin in Washington** conference, open to any Wisconsin business, is set for June 15 - 16 in Washington, DC. WIW is organized by the Wisconsin Procurement Institute in support of their mission of bringing more Federal dollars to Wisconsin.

This unique event brings current and prospective federal contractors, both large and small, from Wisconsin to meet with the technical and political experts who direct and manage the federal procurement process and dollars. This year's agenda includes briefings from agencies, federal primes, legislators and procurement experts on topics including budgets, process and priorities, business opportunities and challenges as well as procurement related legislation and policy.

There have been a lot of changes in Washington," said John Rogers, Chair of the WPI and President of Capstone National Partners. "These changes will have an impact on businesses that receive federal funding. Those businesses need to develop and foster relationships with the federal community – both with the funding sources and the decision makers. **Wisconsin in Washington** is not only a great way to market your business, but also—a way to develop and grow key relationships."

He continued, "**Wisconsin in Washington** is a significant event that brings together the entire Wisconsin Congressional delegation with Wisconsin businesses. It's a once-a-year opportunity to network with experts on the issue of federal procurement and members of Wisconsin's Congressional delegation and their key staff."

The Wisconsin in Washington 2011 event is hosted by Wisconsin's Federal delegation, the Governor of the State of Wisconsin, and the Wisconsin Institute Executive Board of Directors – Capstone National Partners, Metropolitan Milwaukee Association of Commerce (MMAC), Oshkosh Corporation, Bank Mutual, Whyte Hirschboeck Dudek SC, and the Wisconsin Procurement Institute.

Event information is available at [wiw.wispro.org](http://wiw.wispro.org).

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**Wisconsin Procurement Institute** (a non-profit organization) was created by Les Aspin in 1987 to assist Wisconsin businesses with their government contracting needs. WPI's strategy focuses on integrating strong technical capability with broad political support – a winning combination for Wisconsin businesses.