

COMPASS Consultants Corporation

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Statement of Qualifications



Ronald A McKenzie, NCARB, is president of COMPASS Consultants Corporation, a national strategic planning and marketing company helping architects, design/builders, contractors, subcontractors, construction managers and engineers develop a competitive positioning advantage.

As a strategic planner in the construction industry, and as someone who has spent a great deal of time as a business developer seeking new markets, it is clear that federal government contracts for construction offer some of the most financially rewarding opportunities available.

Architect. Author. Advisor.



CORE COMPETENCIES

Your success in the federal market depends upon two independent factors, both of which are part of my consulting core competencies and experience.

One

When responding to FEDBIZOPS for USACE, MCAS, AFCEE, USCG, USAF, NAVFAC and other federal entities, the federal contract administrator reviewing your Federal-Military Business Development & Marketing plans, or your SOQ, or your response to an RFP, RFI or RFQ and/or business positioning papers, must be able to immediately determine that you understand the Federal Process.

As a licensed architect since 1976, I understand the big picture on how projects develop. Over the last 20 plus years I have prepared strategic, business and marketing plans for architectural, engineering, contracting, sub-contracting, design-build and construction management companies. I have also prepared responses to public RFP, RFI or RFQ's for federally funded K-12 projects, as well as organizing and leading face-to-face presentations, and coordinating all follow-up communications.

I assist in creating these federal plans that are required from scratch, or I can re-write your existing plans so that your company reflects an understanding of the Federal Process. Please understand this one point – you can become successful in this market. It is desire, combined with a positive attitude, and the willingness to work with experienced federal consultants that will get you there. My skill sets as a business planner can help get you there.

Some of the probable planning documents are as follows:

- Federal-Military Business Development & Marketing plan that will cover both the US, and international markets
- Capabilities Statement
- Communication Materials
- Technical Assistance Plans
- Subcontractor Plans
- Prime Contractor Plans
- Responses to RFP, RFI or RFQ's

My experience as a business planner allows me to identify the core competencies of your company that the federal government considers essential to successfully compete and perform. If this is not communicated right at the top, your company will be eliminated from consideration. Firms that are WBE-WOSB, MBE, HUBZone, and SDVOSB-VOSB qualified enjoy increased contracting possibilities. These eligibilities must be communicated in the firms communication materials. The correct federal position documents combined with my association with Marc Pacino of Ambiente Federal Services, LLC combines to help your company develop a strong "footprint" in the federal market.



Two

To be successful in the federal market requires more than attending a seminar. The federal market is not a business developer filling out an online form, and then tapping into a web site and starting to hunt for projects. To be honest, to the outsider, the process will appear to be overwhelming in its complexity.

The KEY to SUCCESS is to understand the process, and to use proven, qualified resources that provide a road map to win your first federal project. If your company is planning on doing federal projects, be sure to work with someone who completely understands the federal market, how it works, and how to win projects.

This RESOURCE is someone who is actually going to become a team member with you to help your company compete and win your first contracts. They can help you set into motion a series of steps for entering the federal market and winning your first projects.

An individual's qualifications also includes what strategic relationships exist; and to that regard I work in the federal market with **Marc Pacino of Ambiente Federal Services, LLC as a Team Member** focusing on helping construction companies and service providers win federal contracts. I assist in preparing the required submittals, such as business plans, technical assistance plans and other documents to become successful in the Federal Market.

Marc Pacino:

Marc Pacino is a 100% SDVOSB (Service Disabled Veteran Owned Small Business) is an experienced federal consultant who guides companies through the process and actually becomes a team member with you. He participates in the Team Partnering Alliances and actually schedules Joint Capabilities Presentations with Federal Contracting Officers with your teaming partners to develop “Face Time” with these senior directorates, which is a “MUST” to develop your Federal presence. This is the KEY to winning federal projects.

Marc Pacino Federal Experience:



I utilize my 37 plus years of experience as a former Senior Contracting Officer for USARSUPTHAI (US Army Support Thailand) and a Senior Construction & Engineering Contracts Acquisitions Director for Navy Docks & Piers-PACDIV at Subic Bay, Philippines (PACDIV) in assisting our NAVFAC-USACE contractors strategize and pursue their business development objectives. In the past, I have focused on assisting new 8(a), WBE-WOSB, NHO, ANC, MBE, HUBZONE, and SDVOSB-VOSB firms, as well as large Federal prime contractors, in developing a strong federal “footprint” by Team-Partnering with Small Business Set-Aside eligible contractors who have the ability to “self-perform” many of the core competencies and capabilities the Source Selection Committees are seeking.

Closing Thought:

One important point to consider is there are many construction companies or service providers that could become very successful in the federal market if they had someone to train them in the process. This means these companies would have a new market to explore where they have an opportunity to add to their bottom line. Remember, a roof is a roof no matter if it's on a new school or on a federal building. Talk to us and we can help you enter this market safely.



Summary of Core Competencies:

- Ability to reflect understanding the federal process in a variety of planning/proposal documents.
- Team Member with Marc Pacino of Ambiente Federal Services, LLC providing business planning for companies entering the federal market.
- Experience in developing competitive advantage strategies for federal market companies
- Author of over one-hundred business plans addressing developing new markets
- Author of over two-hundred articles on business planning, marketing and strategic planning
- Responsible for responding to RFP, RFI or RFQ's and leading the subsequent presentations
- Authored several books on business planning and marketing
- Experienced with public projects
- Licensed Architect in California since 1976
- Experience peer group leader
- Experience in start-up business plans seeking funding

Ronald A. McKenzie is a licensed architect in the State of California since 1976, and holds a full up-to-date NCARB Record File of his experience. He is a business planning and marketing consultant that helps companies grow. His skill as a business planner allows him to identify the core competencies of a company that the federal government considers essential for them to successfully compete and perform a federal contract. His architectural knowledge gives him a unique perspective on the business of architecture, construction, engineering and how construction services are delivered, allowing him to quickly identify with a client's marketing and growth problem(s) without any time spent "coming up to speed issues" that most planning consultants experience in the AEC environment.

Abbreviated Curriculum Vitae:

Background

- Registered architect in California with full NCARB registration since 1976 - ([See Note](#))
- Graduate of California Polytechnic State University (Cal Poly, 5 year Bachelor of Architecture 1972)
- Team Member with Marc Pacino of Ambiente Federal Services providing business planning for companies entering the federal market
- Various positions with NCR Corporation, and AM International and
- President and CEO of COMPASS Consultant Corporation
- Member and past member of numerous association boards and charity organizations

Author

- Author of upcoming book titled *"101 Things You Need To Know About Strategic Planning, Business Planning, Construction Marketing, and Business Development for Architects, Design/Builders, Contractor.*
- Author of *"The King and The Moat Contractor"* available in paper and Kindle formats
- Author of the PDCA's *"What Every Painting Contractor Needs to Know Series"* on Marketing, Sales, Business Planning, Direct Mail, Negotiation, Advertising, Customer Service and Public Relations
- Author of *"Successful Business Plans for Architects"*, McGraw-Hill, 1991 with Bruce H. Schoumacher
- Author of the *"Scotty, Everyone's Business Development Hero"* marketing series – 45 plus columns
- Contributor of over 250 columns in industry publications as author and ghost writer

Speaker

- Guest Speaker, Nationwide Contractor Marketing Seminar Series providing marketing and business development seminars for the construction industry
- Guest Speaker, Design-Build Institute of America marketing seminars
- Guest Speaker, Lorman Educational Services and Ecobuild America
- Guest Speaker, University of Illinois Graduate School of Architecture
- Guest Speaker at AM International's Bruning's Dealer Conference, Paris, and Hong Kong
- Guest Speaker, PDCA EXPO 2005, 2006, 2008, and 2012
- Guest Speaker, PDCA North Division Advisory Council, Chicago, 2011
- Guest Speaker, Illinois Association School Business Officials (IASBO), Facilities and Planning Committee
- Guest Speaker, Wisconsin Association School Business Officials, Midwest Facilities Masters Conference

"Business planning, and other supporting documents, is often an overlooked management tool when entering federal markets. Two issues develop; a) is that these planning documents as well as responses to federal RFP, RFI or RFQ's must reflect your understanding of the federal process, and that you know and understand exactly the federal marketplace, and b) developing a business planning mindset to manage people and to tackle challenges is often the only difference between successful companies and ones that struggle with the same issues year-after-year." Ronald McKenzie

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