

# MAComb-OU **INC**ubator

Incubate. Innovate. Accelerate.

## ON-SITE COMPANY SPOTLIGHT

### JETCO AND LSI ON-SITE AT THE MACOMB-OU INCUBATOR: PROVIDING BID-WRITING SERVICES VIA MICHIGAN DEFENSE CENTER

The Macomb-OU INCubator is pleased to welcome JetCo as the newest collaborative partner! The opening of their Southeast Michigan office co-locates them with another contracting industry leader, Logistics Specialties, Inc (LSI). The presence of both of these companies at the Velocity Center, home to the Macomb-OU INCubator, will provide important contracting support services to high-tech small businesses.

Both JetCo and LSI are pre-qualified experts for the Michigan Defense Center's (MDC) Bid Writing Assistance Grant which assists Michigan companies in writing a bid response to Department of Defense (DoD) or Department of Homeland Security (DHS) bid opportunities.

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BusinessDevelopment, Inc.

## MAC-OU INC HAPPENINGS

### OFFICE SPACE AT MAC-OU INC!

Lease office space at Mac-OU INC while launching your company! As we celebrate our clients graduating from the incubator into the community, we also are seeking entrepreneurs to take over their offices. Our positive, collaborative energy at Mac-OU INC is undeniable, and our offices offer a great solution for high-tech entrepreneurs with needs for our full suite of services.

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### LEAN GREEN BELT COURSE OFFERINGS FOR SPRING 2016

As part of Oakland University's Lean Diversification Program and endorsed by the Michigan Lean Consortium, the Macomb-OU INCubator is offering two Green Belt Certificate Programs for business managers looking to develop excellence, nurture innovation, efficiently allocate resources, and eliminate waste.

In light of the Michigan Lean Consortium's endorsement, participants can be assured they are receiving the highest quality of Lean training. In addition, this course was chosen by the State of Michigan to be the official Lean training through the Good Government Initiative for two consecutive years.

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FEBRUARY 2016

## UPCOMING EVENTS

**Capital Raise Meetup**  
Mike Brennan, Mac-OU INC's Capital Strategist  
March 1, 9:30 - 11 a.m.

**Export Controls & Encryption**  
Jeffrey Richardson, Miller Canfield  
March 10, 9 - 11 a.m.

**Lean Green Belt Certificate Cohort #1**  
March 22 - May 24

**Lean Green Belt Certificate Cohort #2**  
April 12 - June 14

## EVENTS OF INTEREST

**Federal Subcontracting Overview**  
Macomb Regional PTAC  
Feb 25, 9 - 12 p.m.

**Cybersecurity: Defense Sector Summit**  
National Defense Industrial Association - Michigan Chapter  
March 1 - 2

**Government Contracting 101**  
Macomb Regional PTAC  
March 10, 9 - 12 p.m.

**Government Contracting 301: How to Market Your Business to the Government**

## Q&A WITH MAC-OU INC STAFF

### LYNDSEY HURFORD, CYBER SECURITY INTERN



We are pleased to welcome the newest member to the Mac-OU INC team, Lyndsey Hurford! Lyndsey is Mac-OU INC's Cyber Security Intern for winter semester 2016. She is working on a major in criminal justice with a minor in management information systems and, upon graduation, plans to pursue further education options in computer science and network security. Her responsibilities include running the secure sandbox of the Velocity Hub of the Michigan Cyber Range and building and completing penetration testing on Virtual Machines.

"I am really enjoying my time with this internship. It is teaching me many different aspects of how the world of cyber security works, and I am excited to get involved with network and cyber security," Lyndsey said.

**Favorite Pastimes:** reading, knitting, running

**Favorite musical artist:** Elton John

**Last book read:** Game of Thrones

**Proudest Accomplishment:** Maintaining a 3.5 GPA throughout her college career

## EXECUTIVE-IN-RESIDENCE NEWS

### BUTZEL LONG: "RESPONDING TO THE GOVERNMENT'S INCREASED EMPHASIS ON COMPLIANCE"

The federal government has made clear that its expectations for effective business ethics and compliance programs have changed. A 2014 speech by a senior Justice Department official (Antitrust Division Deputy Attorney General Brent Snyder), "Compliance is a Culture, Not Just a Policy," emphasized compliance programs must be proactive. "Proactive" means regular monitoring and auditing for at-risk activities. Assistant Attorney General Leslie Caldwell's November 2015 remarks to the SIFMA Compliance and Legal Society reinforced the high priority the Justice Department places on compliance, including the decision to implement this policy change via the recent appointment of a full time "compliance counsel expert" that reports to the head of the Fraud Section.

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### ACCUTRAK CONSULTING & ACCOUNTING: "A SIMPLE STEP TOWARDS BEOMING DCAA COMPLIANT"

Let's face it, DCAA compliance can be an overwhelming task for some small contractors. Some may feel the cost to maintain a compliant accounting system outweigh the benefits. However when a contract award is up for grabs, having an existing DCAA compliant system is like having an insurance policy when you need it most.

Where do you start? DCAA compliance is an ongoing task and it is loaded with a list of requirements. One requirement is a written accounting policy. Below is a recommendation for drafting an accounting policy.

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# OAKLAND UNIVERSITY™

**Macomb-OU INCubator at Velocity Collaboration Center**  
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If you wish to subscribe or unsubscribe to this mailing list, please click [here](#).

## **Friday, February 19, 2016 - February 2016 Newsletter: On-Site Company Spotlight: "JetCo and LSI On-Site at the Macomb-OU INCubator: Providing Bid-Writing Services via Michigan Defense Center"**

The Macomb-OU INCubator is pleased to welcome JetCo as the newest collaborative partner! The opening of their Southeast Michigan office co-locates them with another contracting industry leader, Logistics Specialties, Inc (LSI). The presence of both of these companies at the Velocity Center, home to the Macomb-OU INCubator, will provide important contracting support services to high-tech small businesses.

Both JetCo and LSI are pre-qualified experts for the Michigan Defense Center's (MDC) Bid Writing Assistance Grant which assists Michigan companies in writing a bid response to Department of Defense (DoD) or Department of Homeland Security (DHS) bid opportunities. The MDC, an operation of the Michigan Economic Development Corporation (MEDC), is also located on-site at Velocity Center.

Grant awards will subsidize services provided by LSI or JetCo to provide expert advice in navigating the federal contracting process and building a submission template that Michigan companies can use for future bids. Based on the information provided by the applicant, the MDC will determine the amount of funding offered, not to exceed 50 percent or \$10,000.

The application process is available through the regional **Procurement Technical Assistance Centers** (PTAC). Applicants must be Michigan-based businesses or non-profit 501(c)(3) organizations; must provide information detailing how the grant award and subsequent contract award will induce job creation, retention or expansion within Michigan; and must submit solicitations in response to a published DoD or DHS contract opportunity, including RFPs, IDIQs, and GSA schedules.

LSI is a global consulting firm with expertise in government-contract consulting, positioning companies to win new business at the federal, state and local level. As an extension of their clients' marketing and business-development organizations, LSI provides every element of the business-development lifecycle, including strategy and market intelligence, capture management, proposal development and program support. With representation at more than 35 government procurement centers nationwide, and deep subject-matter expertise, LSI offers a true competitive advantage. Last year, LSI assisted clients in winning more than \$300 billion in new business with an estimated 1.5 million new jobs created in the United States. Additional information is available at [Isiwins.com](http://Isiwins.com).

"Promoting economic growth through innovative business solutions is at the heart of LSI's overall strategy. We're honored to be partnered with the Macomb-Oakland University INCubator to support area businesses and help foster greater economic growth in the region," said Sean Slatter, LSI president and CEO.

JetCo Solutions specializes in providing government sales solutions for small businesses, covering the entire government-sales life cycle. Headquartered in Michigan, the JetCo team ensures Michigan small businesses have access to top-notch services which help them achieve government sales goals. Clients receive a laser focus on the services required to win government contracts, including effective research and capture activities upstream, bid/no-bid evaluation guidance, proposal management and RFP response writing. They measure everything, with client sales goals guiding decisions. While JetCo clients represent the rich industry diversity of Michigan – from manufacturing to robotics and professional services, they share common attributes – they have rich capabilities, strong solutions and hutzpah. Jon and Sue Tellier, who own JetCo, share their enthusiasm for moving into the Velocity Center. More information is available at [jetcosolutions.com](http://jetcosolutions.com).

"As a Michigan small business, JetCo is passionate about helping other Michigan small businesses succeed in government contracting. We are proud to partner with the MDC to bring tools and resources which help Michigan companies grow through DoD, DHS and GSA contract wins. The Velocity Center offers us a unique opportunity to interact with other small businesses and co-locate with the MDC," Sue said.

The Michigan Defense Center was created in 2006 by the Michigan Legislature and shares Michigan Economic Development Corporation funding and objectives to provide resources and guidance to Michigan-based businesses seeking to secure defense contracting opportunities to create jobs and increase Michigan's share of defense business. Additional information is available at [michigandefensecenter.com](http://michigandefensecenter.com).

**Friday, February 19, 2016 - February 2016 Newsletter: Mac-OU INC Happenings: "Office Space at Mac-OU INC!"**

Lease office space at Mac-OU INC while launching your company! As we celebrate our clients graduating from the incubator into the community, we also are seeking entrepreneurs to take over their offices. Our positive, collaborative energy at Mac-OU INC is undeniable, and our offices offer a great solution for high-tech entrepreneurs with needs for our full suite of services.

Office space not only includes the attractive office itself, with windows and private, small kitchen areas, but are fully furnished and include internet services, ample parking, copy and fax services, plenty of conference rooms, and mail services. In addition, our entrepreneurs enjoy the benefits of the Mac-OU INC custom service packages, including capital-raise assistance, Executive-in-Residence services, Business Advisory Services expertise, business development programs and seminars, Pitch Prep, numerous networking opportunities, and more.

The incubator is located in the Velocity building at 6633 Eighteen Mile Road in Sterling Heights. Those interested in office space are asked to direct inquiries to (586) 884-9320 or [macINC@oakland.edu](mailto:macINC@oakland.edu).

## **Friday, February 19, 2016 - February 2016 Newsletter: Mac-OU INC Happenings: "Lean Green Belt Course Offerings for Spring 2016"**

As part of Oakland University's Lean Diversification Program and endorsed by the Michigan Lean Consortium, the Macomb-OU INCubator is offering two Green Belt Certificate Programs for business managers looking to develop excellence, nurture innovation, efficiently allocate resources, and eliminate waste.

Participants will come to understand and apply Lean principles that enable product and service diversification. Topics covered include streamlining processes, maximizing success, developing employees, impacting financial measures, and improving customer satisfaction and value. In light of the Michigan Lean Consortium's endorsement, participants can be assured they are receiving the highest quality of Lean training. In addition, this course was chosen by the State of Michigan to be the official Lean training through the Good Government Initiative for two consecutive years.

Cohort One will run on March 22, 25, 29, April 1, 5, and May 24. Cohort two will run on April 12, 15, 19, 22, 26, and June 14. These regularly scheduled sessions will run 9 a.m. to 5 p.m.

The 53 hours of classroom instruction includes an average of two days per week in the classroom, a one-day benchmarking visit for a Lean assessment, and seven weeks allotted for independent completion of individualized projects. Students will earn 5.3 continuing education units and an Oakland University Professional and Continuing Education completion certificate.

Tuition for the upcoming Green Belt Certificate Programs is \$1,800. For more information, and to register, visit [oakland.edu/macombouinc/lean-diversification](http://oakland.edu/macombouinc/lean-diversification) or contact Joan Carleton at (586) 884-9324 or [macINC@oakland.edu](mailto:macINC@oakland.edu).



# JAN 29, 2016: RESPONDING TO THE GOVERNMENT'S INCREASED EMPHASIS ON COMPLIANCE



A Changing Landscape: The federal government has made clear that its expectations for effective business ethics and compliance programs have changed. A 2014 speech by a senior Justice Department official (Antitrust Division Deputy Attorney General Brent Snyder), "Compliance is a Culture, Not Just a Policy," emphasized compliance programs must be proactive. "Proactive" means regular monitoring and auditing for at-risk activities. Assistant Attorney General Leslie Caldwell's November 2015 remarks to the SIFMA Compliance and Legal Society reinforced the high priority the Justice Department places on compliance, including the decision to implement this policy change via the recent appointment of a full time "compliance counsel expert" that reports to the head of the Fraud Section. This consulting expert, Hui Chen, previously served as Global Head for Anti-Bribery and Corruption at Standard Chartered Bank. The Justice Department is reportedly adding several prosecutors to the unit dedicated to FCPA investigations. Further, the U.S. Attorney Manual provisions regarding corporate liability specify consideration of corporate compliance programs in all potential corporate prosecutions. USAM 9-28.800 (Corporate Compliance Programs).

How Do We Respond? For companies, this raises important questions: Are our current policies and practices doing the job? How can we evaluate that? If we need to make changes, what do we need to do, and how should we do it? Ultimately, every company should position itself to show that its compliance program works, with documentation of how the company accomplished that.

Companies that do not ask or answer these questions will be subject to increasing risk. In the compliance area, particularly antitrust and foreign corrupt practices, the failure to implement and maintain an effective compliance program can mean millions of dollars in fines and a host of negative collateral consequences that may be highly disruptive to the company. Collateral consequences may include civil claims, debarment from government-related work, and outside compliance monitoring, among other things. Conversely, as the United States Sentencing Guidelines expressly provide, a healthy and current compliance program can significantly limit the impact of an investigation. USSG 8B2.1 (b)(5) and 8C2.5(f) ("effective compliance and ethics program" that includes "monitoring and auditing to detect criminal conduct" can support a significant reduction in fines).

Maintaining an effective and current compliance program can avoid investigations or significantly limit their impact. Our goal is to provide companies with a risk assessment tailored to the company's business; deliver policies and procedures designed to address the company's risk profile; and develop a management strategy to help companies implement the compliance program in a meaningful way.

Compliance Audits: One of the key features of an effective compliance program is periodic reassessment of the company's risk profile and program. Butzel Long can provide an independent and objective view of a company's risks and advise companies on how to limit those risks. We conduct compliance audits by finding a mutually agreeable fixed fee that includes review of written materials, limited interviews, and recommendations for improving the compliance program.

Our compliance counseling includes:

- A risk assessment that targets the areas of greatest risk for a company's business, whether that means geographical areas that have historical challenges, particular lines of business, accounting practices, and business relationships that may create regulatory risk;
- An evaluation of upper and middle management's role in administering and supporting business ethics and compliance – evaluating the 'tone from the top' regarding attitudes and resources dedicated to compliance;
- A review of the company's policies and practices, such as:
  - written policies, procedures, and training materials;
  - reporting avenues for compliance challenges such as anonymous hotlines or published whistleblower policies;
  - internal handling of compliance challenges, including stated disciplinary consequences for compliance program violations;
  - how the company addresses relationships with business partners, affiliates, and subsidiaries who may be beyond the company's full control regarding compliance;
  - contacts with competitors that can lead to antitrust compliance issues; and,

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## TEAM CONTACTS

- [Andrew Friedman](#)
- [Debra Geroux](#)

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- recommendations for improvements to the program.

Related Services: Our strong government investigations background makes Butzel Long well-suited to conduct internal investigations of any compliance challenge. In addition, our expertise in particular industries and areas of the law allows us to put together a team particularly well-suited to your company's needs.

For example, any company with government contracts also routinely faces regulatory requirements from the Federal Acquisition Regulations (FAR). Butzel Long has the skill and expertise to advise you on FAR compliance.

Health care regulations often require annual audits and training. If your company must comply with HIPAA, the Telephone Consumer Protection Act (TCPA), and/or Affordable Health Care (ACA)-related mandates, Butzel Long has extensive expertise in these compliance areas.

We also offer a wide range of counseling related to construction, telecommunications, cybersecurity employment, and immigration law (I-9 compliance). We can provide both "independent" investigations and advice on compliance.

Standard Approach, Standard Pricing: We offer compliance counseling as a fixed fee service based on the size and complexity of your company's issues. Please reach out to your attorney at Butzel Long for more information, or any of the attorneys listed below.

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# A Simple Step Toward Becoming DCAA Compliant

02/12/2016 03:41 pm ET | Updated Feb 12, 2016

Like 20



Shaniece Bennett

CPA and Founder, Accutrak Consulting and Accounting Services, PLLC

Let's face it, DCAA compliance can be an overwhelming task for some small contractors. Some may feel the cost to maintain a compliant accounting system outweigh the benefits. However when a contract award is up for grabs, having an existing DCAA compliant system is like having an insurance policy when you need it most.

Where do you start? DCAA compliance is an ongoing task and it is loaded with a list of requirements. One requirement is a written accounting policy. Below is a recommendation for drafting an accounting policy:

## Document your existing accounting procedures

It sounds like a tedious task. The thought of drafting accounting procedures reminds me of a Ph.D. candidate writing a dissertation. The end result is a thick stack of papers. Documenting accounting procedures does not need to be complicated nor does it have to be a minimum number of pages.

1. One of the easiest methods for drafting accounting procedures involves documenting current procedures. This is best done by the person performing your accounting tasks. For example, one month, request your accounts payables person to document every step taken to record and pay bills while he or she is actually recording the transaction. Those steps become the outline of the accounting procedures.
2. The next step is to have another person test the procedures on a few payables. During this process some changes may be made to reflect the actual steps. The key is making sure there is consistency in the process.
3. The last step is to ensure the existing accounting procedures above are DCAA compliant. The requirements of a contractor's accounting system are defined in DFARS 252.242- 7006 (a) (2). Additional details can be found on the [DCAA Small Business portal](#). After identifying potential discrepancies, modify the draft of the accounting procedures.

Repeat this step for every task currently being performed by the accounting staff. It will provide a documented outline of your company's accounting procedures. Modify the existing procedures to conform to DCAA accounting system requirements. Starting with one accounting task keeps it simple. Repeating these simple steps will yield a draft of a written accounting policy required by DCAA.

Follow Shaniece Bennett on Twitter: [www.twitter.com/AccutrakService](https://www.twitter.com/AccutrakService)