

THE HUBZONE PROGRAM – CERTIFICATION BENEFITS AND REGULATIONS

Acquisition Hour Webinar

July 22, 2020



ABOUT WPI SUPPORTING THE MISSION

**Celebrating 32 Years of
serving Wisconsin Business!**

Assist businesses in creating, developing and growing their sales, revenue and jobs through Federal, State and Local Government contracts.

- **INDIVIDUAL COUNSELING** – At our offices, at clients facility or via telephone/GoToWebinar
- **SMALL GROUP TRAINING** – Workshops and webinars
- **CONFERENCES** to include one on one or roundtable sessions

Last year WPI provided training at over 100 events and provided service to over 1,200 companies

WPI OFFICE LOCATIONS

▪ MILWAUKEE

- *Technology Innovation Center*

▪ MADISON

- *FEED Kitchens*
- *Dane County Latino Chamber of Commerce*
- *Wisconsin Manufacturing Extension Partnership (WMEP)*
- *Madison Area Technical College (MATC)*

▪ CAMP DOUGLAS

- *Juneau County Economic Development Corporation (JCEDC)*

▪ STEVENS POINT

- *IDEA Center*

▪ APPLETON

- *Fox Valley Technical College*

▪ OSHKOSH

- *Fox Valley Technical College*
- *Greater Oshkosh Economic Development Corporation*

▪ EAU CLAIRE

- *Western Dairyland*

▪ MENOMONIE

- *Dunn County Economic Development Corporation*

▪ LADYSMITH

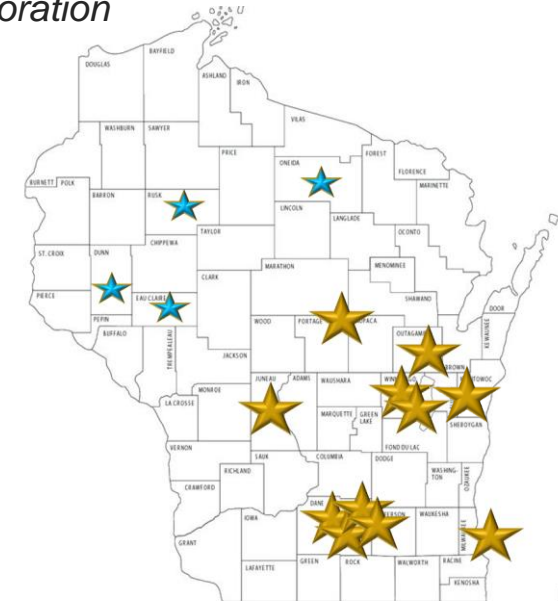
- *Indianhead Community Action Agency*

▪ RHINELANDER

- *Nicolet Area Technical College*

▪ GREEN BAY


- *Advance Business & Manufacturing Center*





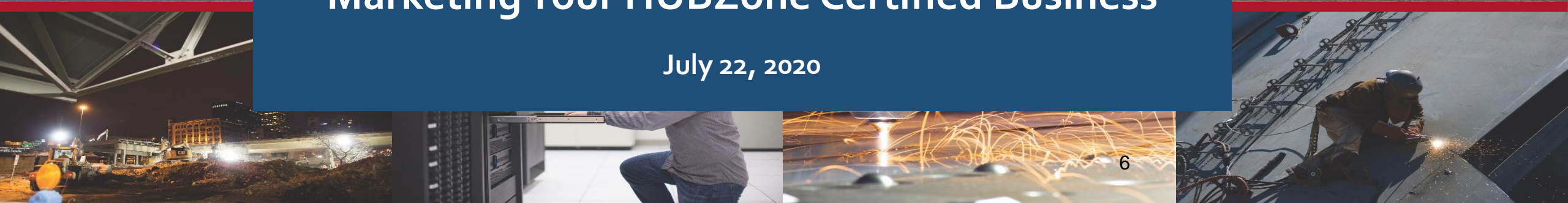


A Procurement Technical
Assistance Center (PTAC)

The background of the slide is a photograph of the Wisconsin State Capitol building at dusk. The building is a large, white, neoclassical structure with a prominent green copper dome. It is illuminated by warm interior and exterior lights, contrasting with the cool blue of the twilight sky. Trees with autumn foliage are visible in the foreground and to the sides of the building.

Federal HUBZone Program: Obtaining Certification & Maximizing Opportunities Marketing Your HUBZone Certified Business

July 22, 2020



WHAT WE WILL BE DISCUSSING TODAY

- What the government looks for in a contractor
- What materials do you need when marketing to the government
- Crafting a strong capabilities statement

WHAT THE GOVERNMENT AND PRIME CONTRACTORS LOOK FOR

WHAT THE GOVERNMENT AND PRIME CONTRACTORS LOOK FOR

- Established business
- Good past performance and relevant past experience
- Knows that they cannot do everything – understands their capabilities
- Adequate resources:
 - Financial
 - Facilities
 - Equipment
 - Capacity

WHAT THE GOVERNMENT AND PRIME CONTRACTORS LOOK FOR

- Record of personal and business integrity and ethics
- Possesses needed technical credentials
- Small business certifications (if appropriate)
- Internet capable and comfortable
- Researchable - verifiable

WHAT MATERIALS DO YOU NEED WHEN MARKETING TO THE GOVERNMENT

WHAT PREPARED MARKETING MATERIALS DO YOU NEED

- Capabilities statement
- Website
- Prepared verbal introduction of your business
- Prepared verbal intro “about your business”
- Business card
- And if Federal / Federal prime market is target – register in www.SAM.gov and inside SAM <http://dsbs.sba.gov>

CONSIDER MULTIPLE IDENTITIES



**ONE FOR GOVERNMENT AND ONE
FOR COMMERCIAL SALES –
DIFFERENT CUSTOMERS –
DIFFERENT MARKETING CRITERIA
AND FOCUS**



CRAFTING A STRONG CAPABILITIES STATEMENT

CAPABILITIES STATEMENT

A concise one-page document that clearly and effectively communicates your capabilities to potential government customers.

It should include:

- Company Data
- Core Competencies
- Contact Information
- Differentiators
- Past Performance

A GOOD (GREAT) CAPABILITIES STATEMENT IS CRITICAL

- Provides a concise summary for review and initial decision
- Identifies key points of interest and focus – examples of past experience, certifications
- Highlights your strengths and successes
- Reflects your “preparedness” and business maturity
- Provides an outline for you during initial discussions

A BAD CAPABILITIES STATEMENT CAN QUICKLY CLOSE DOORS

CAPABILITIES STATEMENT

COMPANY DATA

- Small business program designations – Federal, State, Local and Corporate
- NAICS, NIGP, PSC, FSC codes – limit to no more than twelve, and do not include descriptions if space is limited
- DUNS and CAGE code numbers
- Accept credit cards?
- Long term government agreements – such as GSA (include numbers)

CAPABILITIES STATEMENT

CORE COMPETENCIES

- Start with a short introductory statement
- Use bullet points to highlight the **CORE COMPETENCIES** that fit the **CUSTOMER**

“Since 1962, the Really Great Construction Company has been a national leader in providing renovations that maximize energy savings and space utilization. RGCC prides itself on having a highly skilled and experienced staff, excellent safety record and has the reputation of completing projects on time and on budget. RGCC is a small business with experience in teaming on Federal and State projects. RGCC has unique capabilities in:

- Solar panel installation
- Boilers and sheet metal upgrades
- Energy Analysis

CAPABILITIES STATEMENT

CONTACT INFORMATION

- Direct contact information – name of individual and title
- Email address – for the individual – recommended NOT .gmail or .yahoo – get a business email address, ideally from your website domain
- Address – physical street address – NOT only a PO BOX
- Telephone – office AND cell
- Website and social media links

CAPABILITIES STATEMENT

DIFFERENTIATORS

- WHY SHOULD THEY PICK YOU!
- AND IT IS NOT because of your certifications
- What sets you apart from your competitors [this is where the “homework” comes in]
 - Expertise and experience of your staff
 - Past performance
 - Technology – process that provides cost savings
 - You have contacts and relationships that support your success in bringing partners and team members to projects
 - Your product is the BEST because.....
 - You are able, and have the reputation, to work with the customer to solve problems [not create them]

CAPABILITIES STATEMENT

PAST PERFORMANCE

- Target your past performance to the customer
- Include the most current work with the government
- If you have not had work with the government – focus on work you have done with prime contractors
- If you are **new** to the market – include work that is most similar to what the government is buying [this is where your “homework comes in”]
- DO NOT include any customers’ contact detail – you can provide that later if requested
- Do not mention customers by name without their permission
- Include recognition for recent, related past work

- **EVERY CAPABILITIES STATEMENT WILL BE UNIQUE IN APPEARANCE AND CONTENT – it should reflect your company and your work**
- **IT IS IMPORTANT THOUGH TO INCLUDE ALL THE ELEMENTS WE DISCUSSED**
- **IT SHOULD REFLECT YOUR COMPANY'S IDENTITY AND BRAND**
- **IT CAN BE SIMPLE – MUST BE INFORMATIVE**
- **And SHOULD LOOK GOOD**



Custom Fabricating & Supplies
 5500 West Oakwood Park Drive
 Franklin, WI 53132
 (P) 414-421-2600 (F) 414-421-2700



Capability Statement	www.customfabricate.com	
<p>Founded in 2001, Custom Fabricating & Supplies (CFS) is a privately held, certified Women Owned Small Business located in Franklin, Wisconsin. Our 30+ years of expertise along with our Custom Rubber Molded Parts and Die Cuts, Extrusions, 3D Rapid Prototyping and same day shipping on stock items have made us an industry leader in Masking Protection and Plastic Finishing. Providing Great Customer Service is top priority and our goal has been the same since day one – to make sure YOU are completely satisfied!</p>		
Industries Served	Company Snapshot	
<input type="checkbox"/> Military and Defense <input type="checkbox"/> Aerospace and Automotive <input type="checkbox"/> Medical and Dental <input type="checkbox"/> Electronics and Lighting <input type="checkbox"/> Wholesale and Manufacturing	<p>CAGE Code: 4L1K1 DUNS Number: 058065520</p> <p>Government Business POC: Henry Asik E-Mail: henry@customfabricate.com Phone: 414-421-2600</p>	
Core Competencies	Primary NAICS Codes	
<p>3D Rapid Prototyping</p> <p>Masking Protection</p> <input type="checkbox"/> Caps <input type="checkbox"/> Plugs <input type="checkbox"/> Tapes <input type="checkbox"/> Hooks	<p>322220 Paper Bag and Coated and Treated Paper Mfg.</p> <p>326112 Plastic Packaging Film and Sheet (Including Laminated) Mfg.</p> <p>326199 All Other Plastics Product Mfg.</p> <p>326291 Rubber Product Manufacturing For Mechanical Use</p> <p>326299 All other Rubber Product Mfg.</p> <p>333999 All Other Miscellaneous Purpose Machinery Mfg.</p> <p>339991 Gasket Packaging And Sealing Device Mfg.</p>	
<p>Custom Rubber Molded Parts, Die Cutting and Extrusions</p> <input type="checkbox"/> Surface Protection <input type="checkbox"/> Mounting & Holding <input type="checkbox"/> Seals <input type="checkbox"/> Gaskets <input type="checkbox"/> Spacers <input type="checkbox"/> Shielding <input type="checkbox"/> Masking <input type="checkbox"/> Insulators <input type="checkbox"/> Bumpers <input type="checkbox"/> Grommets <input type="checkbox"/> O-Rings	  	
<div>  <div> Quality Policy To Exceed our customers expectations in quality, delivery and cost through continuous improvement and customer interaction </div>  </div>		



CAPABILITIES STATEMENT

DUNSE# 143133754
CAGE# 4TZWS

CERTIFICATIONS
SDVOSB (CVE Verified)
WOB
HUBZone (SBA)
DBE: Virginia, Texas, Louisiana, Maryland

NAICS CODES
PRIMARY
236220 Commercial Construction
238390 Rough Carpentry
238390 Doors, Frames, Hardware
238390 Furniture
238310 Drywall
238330 Flooring

BONDING
\$20m per/\$40m aggregate

OFFICE LOCATIONS
Dumfries, Virginia
New Orleans, Louisiana
San Antonio, Texas

KEY PERSONNEL
Amber Peebles, President
Melissa Schneider, VP
Clay Frook, COO
Sheila Henderson, CAO

CONTACT INFO
Athena Construction Group, Inc.
18031 Dumfries Shopping Plaza
Dumfries, Virginia 22026

703.221.7131 office
703.221.7929 fax

www.athenacconstructiongroup.com
info@athenacconstructiongroup.com

COMPANY SUMMARY

Athena Construction Group is the oldest, largest and most respected SDVOSB, WOB, HUBZone construction company in America. We specialize in General Contracting and self-performing the installation of Doors, Frames and Hardware and Drywall. Widely acknowledged for our integrity and ability to complete complex difficult projects, Athena is the company of choice for federal agencies, large General Contractors and private clients.

With significant federal experience our staff has in excess of 100 years of construction expertise. Combined, our professionals speak six different languages, have multiple degrees in engineering, and have OSHA 30, USACE CQM, ASHE, ICRA and LEED certifications.

We are proud to have Hensel Phelps as our Mentor in the DoD Mentor Protégé program.

CORE COMPETENCIES

Rough Carpentry
Interior Build-out
Furniture Supply & Installation
Painting
Doors, Frames, Hardware & Installation
Light Commercial Construction
Highway Work

CORPORATE EXPERTISE

Following is a list highlighting some of our accomplishments to date:

PROJECTS	
FEDERAL CLIENTS	PRIVATE CLIENTS
<ul style="list-style-type: none"> Walter Reed Medical Center VA Healthcare, VA Cemetery DHS, St. Elizabeth's ICC-B Ft. Belvoir Community Hospital Pax River 	<ul style="list-style-type: none"> VA Audie Murphy POFF Federal Building Canon House Office Building Camp Pendleton Naval Hospital WWII Memorial National Museum of the Marine Corps
<ul style="list-style-type: none"> Baker Daniels Blank Rome LLP Epstein Becker Green Frederick Community College George Mason University Raytheon 	

A FEW MORE THINGS

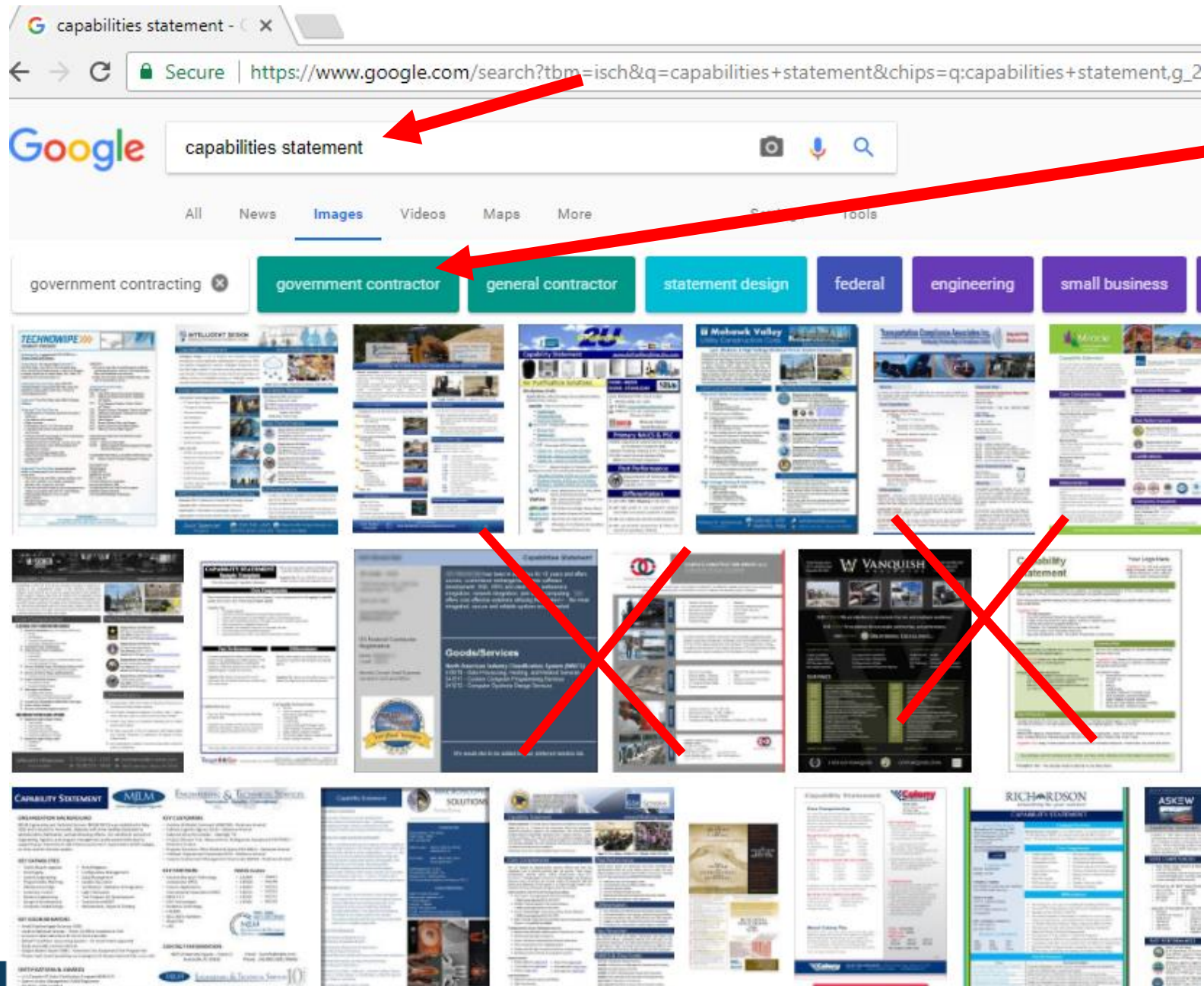
- **HAVE SOMEONE REVIEW BEFORE USING** – check for spelling, grammar, general appearance and overall accuracy
- Include your logo – really need one
- Include some select graphics of product or past work that supports your message
- Keep it business-like
- **DO NOT INCLUDE ANY** competitor's information
- Prepare in WORD or other program that will allow you to easily modify and update – **THIS SHOULD BE A LIVING DOCUMENT**

CLARITY – MESSAGE – APPEARANCE – FOCUS
and is consistent with your website, business card and verbal message

CAPABILITIES STATEMENT RUBRIC

Content	Standard Statement	IT Statement	Manufacturing	Construction
Logo	X	X	X	X
Company Name	X	X	X	X
Company Tagline	X	X	X	X
Contact Info- name and title	X	X	X	X
Email address – with business email	X	X	X	X
Street Address – Not PO Box <ul style="list-style-type: none"> Other facilities? 	X	X	X	X
Website and social media	X	X	X	x
Company Data <ul style="list-style-type: none"> Size of firm, Revenue Available Resources Insurance and Bonding 	X	<ul style="list-style-type: none"> Cyber security insurance NIST 	X	<ul style="list-style-type: none"> Insurance Bonding
Certifications <ul style="list-style-type: none"> Small business program designations (fed, state, local, corporate) Security Clearances 	X	X	<ul style="list-style-type: none"> ISO Welding AS9100 	x

Content	Standard Statement	IT Statement	Manufacturing	Construction
Relevant codes - NAICS, NIGP, PSC-FSC, DUNS, CAGE	X	X	X	X
Systems used to run business <ul style="list-style-type: none"> ERP MRP 	X	X	X	X
Past Performance <ul style="list-style-type: none"> Target to customer Most current govt. work Or primes if no prior govt. work 	X	X	X	X
Memberships in professional organizations	X	X	X	X



Recommend
light color
background –
allows for
note taking
and
comments

YOUR WEBSITE

WEBSITE

- **YOU MUST HAVE ONE - WHY ??** – you need to be found, and found out about – there are some “free” starter options
- Your website should highlight what a potential customer would want to know about you – remember when we started this session, we discussed what a buyer looks for
- Consider separating the GOVERNMENT piece in a separate tab or section
- It can be simple and easy
- CAUTION – you may be doing work that is sensitive to an agency or prime – careful about bragging on your website. Consider using general descriptive words such as “defense contractor” or “worked on the I-94 project”

WEBSITE

- Include information on your certifications
- Include information on any long term contracting vehicles that you may have – example GSA
- Graphics showing product or service
- KEEP CURRENT
- If appropriate include recognitions, press releases / news stories, current community work (support), positive leadership activity (ex. welcoming new VP)
- ALL TIES BACK TO what information would be of value to someone looking at your website



Search By Product Name, Item Number, Etc.

Web Code: CGC944-11717
877-412-9871

LIFETIME
GUARANTEE

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HOME > MARKETS > GOVERNMENT

SHARE



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Furniture Solutions for Government Buyers

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1-800-236-0112

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Resources

Request More Information

Call 1-800-236-0112
(8am-5pm CST)

Federal Contracts

We have a variety of contract agreements available to the

Military Signs

TAPCO is amongst the nation's largest sign manufacturers and we specialize in customized military signing. All signs are TAPCO Made® in Milwaukee, WI according to Federal Specifications.

Learn More

We want to be your primary supplier of traffic and parking control items while making it as easy and economical as possible. GSA Advantage has been the most reliable and proven source for thousands of Federal purchasers the most comprehensive selection of approved products and services from GSA AIA Schedule as well as all



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West Bend, WI 53095
800-766-9918
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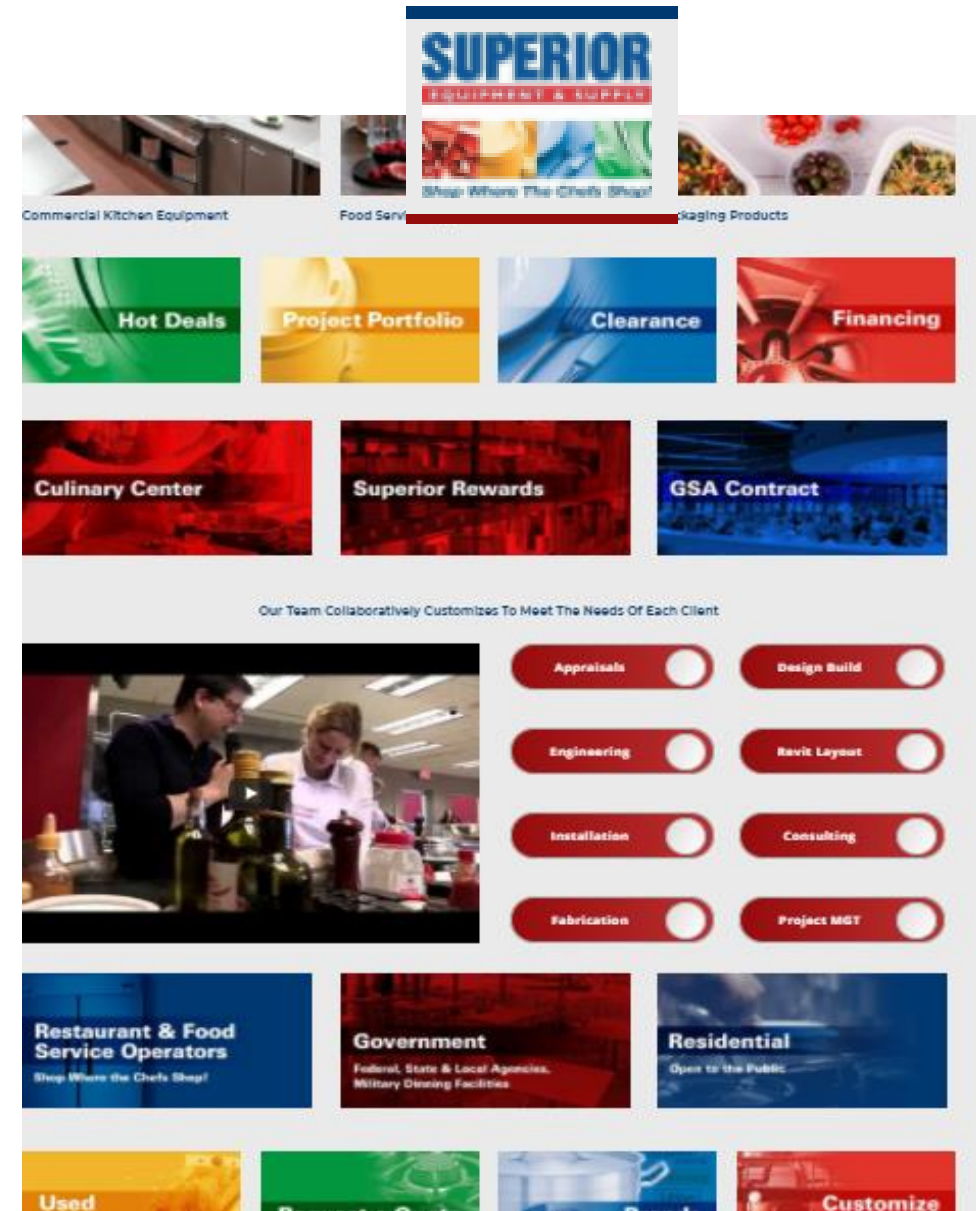
Belonger Corporation Inc. is an S-Corporation with the State of Wisconsin. Belonger is women, and minority owned and operated, and is also a small business concern. Belonger Corporation is a complete mechanical contractor in the specialty trades industry, providing H.V.A.C./R. commercial and industrial applications. We offer complete installation and service of boilers, furnaces, air handling equipment, rooftops, pneumatics and electronic controls, air conditioning, refrigeration, chillers, and process equipment. Sheet Metal and Steamfitting capabilities as well as subcontractor relationships with asbestos removal and certified pressure vessel welding.

Belonger's business ideologies are logical with innovative management and execution. "TQM" (Total Quality Management) compliments Belonger's key service issues - quality, cost-efficient service, enhanced with added value customer service! Belonger Corporation will exemplify the best specialty-trades contractor in years to come!

- Sheet Metal Fabricating • Steam Fitting • Refrigeration Piping • Pneumatics / Temperature Controls •
- Boilers / Burners / Furnaces • Process Piping • Welding • Air Conditioning • Design Build • Preventative Maintenance Programs • Performance Based Energy Analysis •
- Construction Management & Consulting •
- Boiler & Chiller Plant Retrofits • Diversified Services • Plumbing Commercial/Industrial • • Plumbing Site Utilities • 24 Hour Emergency H.V.A.C./R. Service •



Licensed • Bonded • Insured • Unionized • Certified • Safety Program
Confined Space Entry Program • EPA Reclamation Program
Quality Control Program • "TQM" Total Quality Management
Army Corps of Engineers Quality in Construction Management



YOUR BUSINESS CARD

BUSINESS CARDS

- **CLEARLY** states what your business DOES – use a tag line if necessary
- **COMPLETE** contact information including street address, telephone and email
- [NAICS](#) codes – [NIPG](#) codes – DUNS – CAGE CODE
- Website
- Small business designations – small, HUBZone, SDVOSB, MBE.....
- Quality level, ITAR, other technical and professional certifications of value to market
- ALSO
 - Professional in appearance – include logo
 - Light colored background - non glossy paper
 - If recent “award recipient” – would need to be recognizable

	Business Name	
	<i>Tagline/Clear statement of what business does</i>	
First and last name, Job title		
<hr/>		
<i>Complete Contact Information</i>		<i>Quality level, ITAR, other professional/technical certifications</i>
Street Address		
Telephone		
<u>Email</u>		<i>All Small Business Designations (Small, HUBZone, SDVOSB, MBE...)</i>
<u>Website</u>		
FRONT		
	DUNS Number	CAGE Code
	Experience you have supplying to government agencies	
NAICS codes, NIPG codes		
<i>Memberships, Recognition, Awards</i>		
BACK		

BUSINESS CARDS



Sunrise Marketing Corp.

Brand Marketing & Consulting Services

Maria Smith, CEO

15 West Horizon Blvd
Suite 100
East Brighton, WI 53000
414-598-5555
maria@sunrisemarketing.com
www.sunrisemarketing.com

GSA Schedule Contract Holder

**Woman Owned
DBE Certified
Small Business**



Green Ideas Landscaping, Inc.

Environmentally sustainable lawn care services

Bob Green, Manager

62 Leaf Street Ste 120
Woodsdale, WI 50000

Office: 262-233-5555
bgreen@greenideas.com
www.greenideas.com

**LEED VOSB
Small Business**



DUNS - 1234567890 CAGE Code – 2F6A7
NAICS codes – 541613, 541613, 541870, 541910
NIGP codes – 91500, 91800

**Recognition: 2016 In Business Small Business Awards –
Woman Small Business Award Winner**



DUNS – 0987654321
CAGE Code – 2F6A7
NAICS – 561730

Member: Society of American Military Engineers (SAME)

Recognition: 2018 Winner of Sustainable Business Awards



VERBAL INTRODUCTION

PREPARED VERBAL INTRODUCTION OF YOUR BUSINESS

- SHORT and TIGHT introductory statement – maybe 30 seconds or so
 - Who you are
 - What you do
 - KEEP IT BUSINESS
 - Try it – refine it – try it – refine it – until you feel it is just right

Good afternoon. Example - My name is Red Green, President of the Green Barge Company based in Jacksonville, Florida. Our company specializes in shoreline clean up and reconstruction.

PREPARED VERBAL “ABOUT YOUR BUSINESS”

You would use this in a situation where a longer opening is available and appropriate...

*My name is Red Green, President of the Green Barge Company based in Jacksonville, Florida. Our company specializes in shoreline clean up and reconstruction. We are currently working with the **U.S. Army Corps of Engineers** on repairing areas on the St. Joseph’s River that were damaged after **Hurricane Dorian**. Green Barge is **certified as a HUBZone company**, with **10 years of experience** in shoreline work. We have a well-trained crew with a **superior safety record**.*

PREPARED VERBAL “ABOUT YOUR BUSINESS”

- You should **NOT** add “negative” qualifiers at this point such as
 - “This is my first government work” – rather, talk about your commercial success
 - You have internal issues of any kind – you may disclose that information when it becomes relevant, but not in the initial conversation

What NOT to do...

“My name is Jack Smith, President of the Smith Manufacturing Corp. We are based in Milwaukee, WI. We have a floor full of equipment that can be used to fabricate parts up that are up to 3 feet long. We are not ISO but we do check every part. We tried government work a few years ago, but it did not get us any work. So I am looking for some long term contracts.”

MORE ABOUT THE VERBAL PART

- Do your homework - it impresses, and is expected at some level.
- Remember that when you are speaking to a buyer of government / prime representative – they talk to many companies. Respect their time and understand they may not remember you the first couple of times. Relationship building takes time.
- Don't have a "chip on your shoulder"
- Dress for business - don't look like you just got out of bed
- Be confident, rather than arrogant

CLOSING COMMENTS

NETWORK – NETWORK - NETWORK





U.S. Small Business
Administration

HUBZone Certification

Shane Mahaffy

Lead Business Opportunity Specialist

HUBZone Program Purpose



Set-Aside for Certification Programs and Socio-Economic Categories

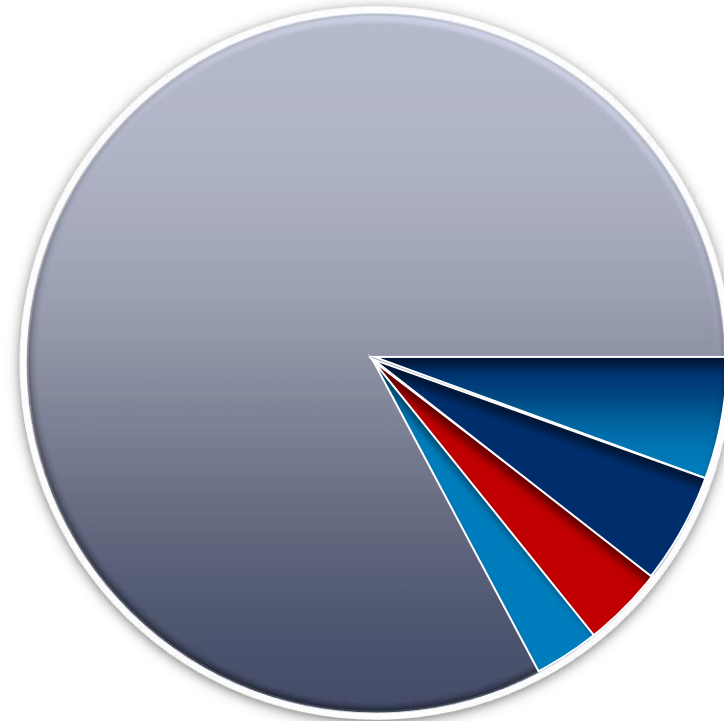
Targeted set-asides and acquisition goals:

**Women-Owned Small Businesses
(5%)**

**Small Disadvantaged Businesses
(including 8(a) certified) (5%)**

HUBZone Businesses (3%)

**Service-Disabled Veteran-Owned
Small Businesses (3%)**



Set-asides are reserved for small business between \$3,500 (Micro-purchase Threshold) to \$250,000 (Simplified Acquisition Threshold)

FY19 Current Total of Wisconsin HubZone Firms

Total WI certified HubZone Firms: 65 companies

Federal Contracts Actions Awarded to 20 companies

Contract Actions: 290

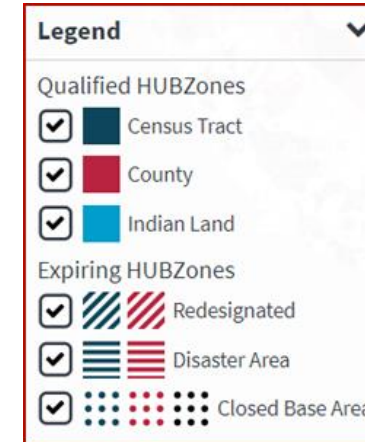
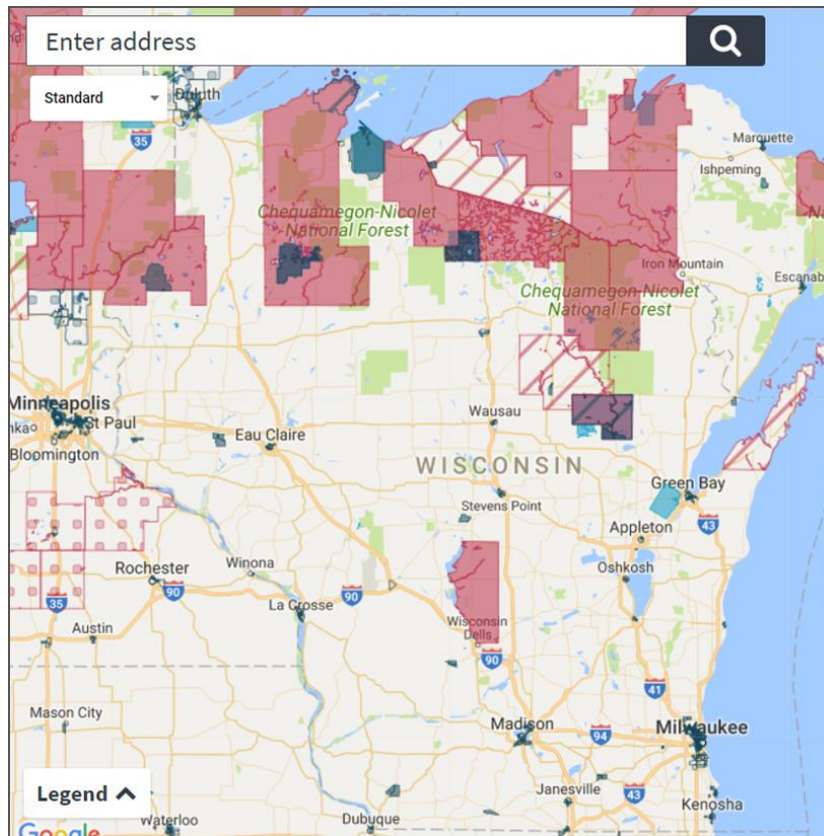
Amount: \$38.37 million

HUBZone Federal Contracting Mechanism

Contracts for goods and services are targeted by Agencies to HUBZone CERTIFIED small businesses via:

- Set-asides (including Multiple Award Contracts—MACs)
- Sole-source awards
- Price Evaluation Preference: Application of a 10% price evaluation preference applied in full and open competition (only applies if initial low offer is from a large business, not if low bidder is a small business)

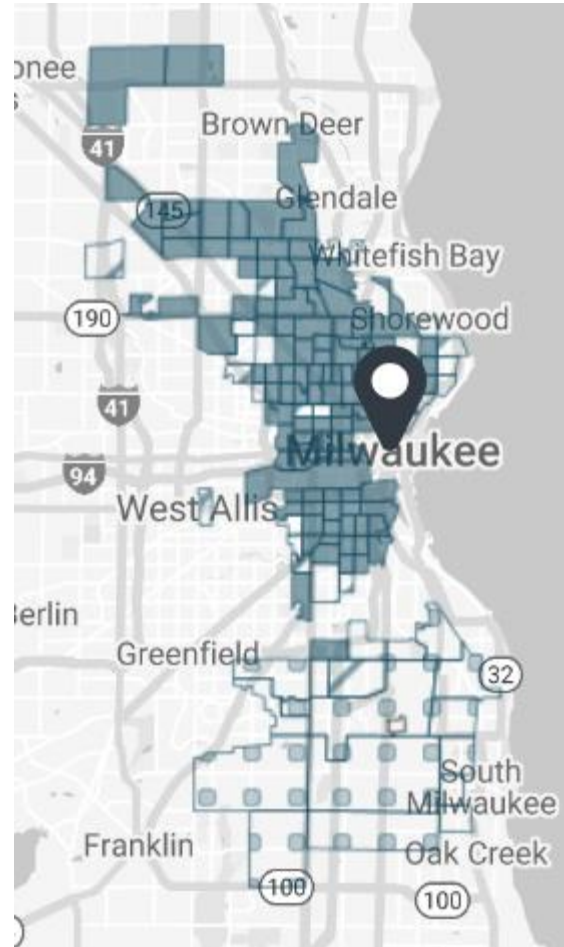
Wisconsin HUBZones



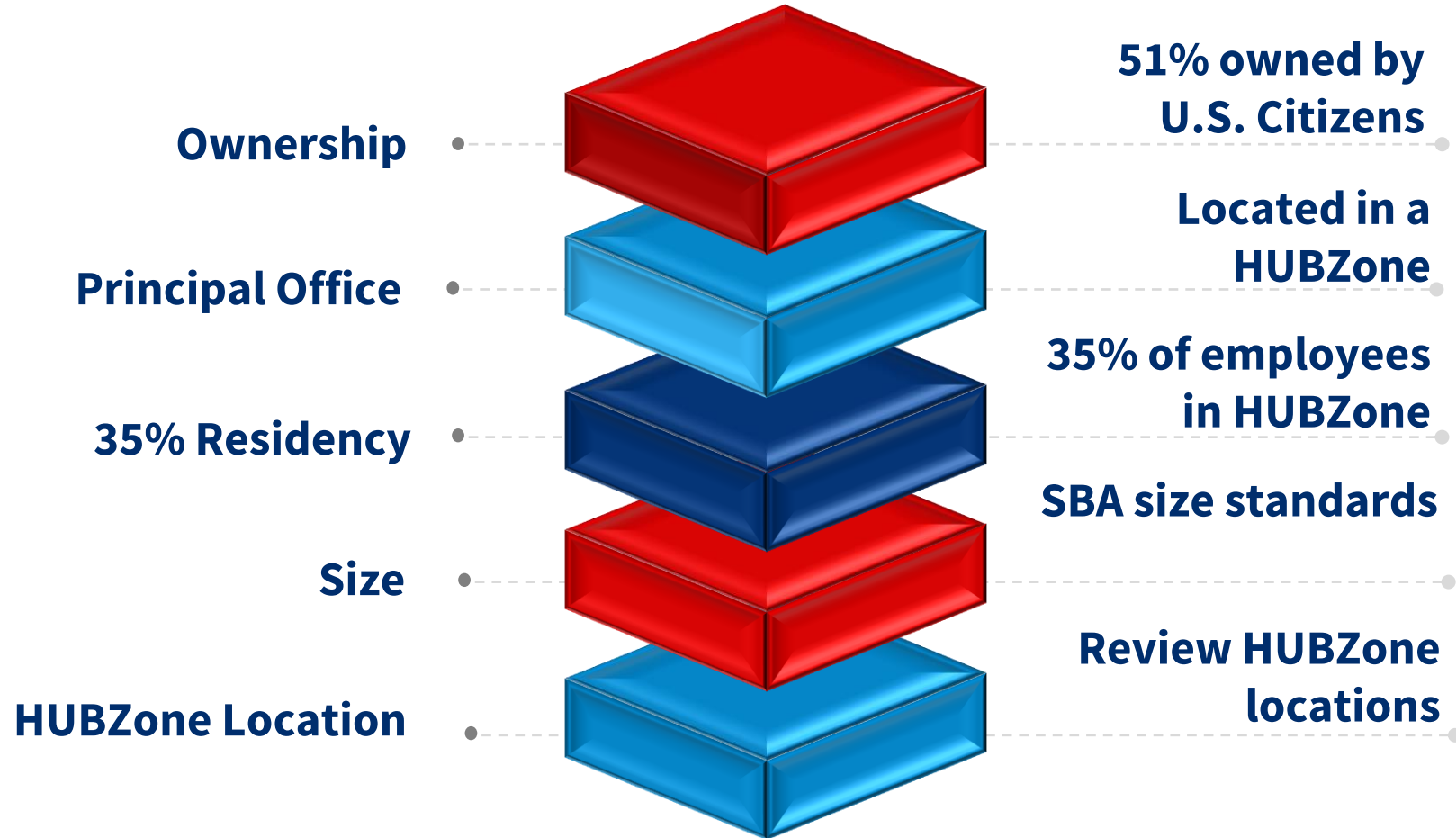
Indian/tribal lands; parts of Milwaukee, Waukesha, Kenosha, Racine, Madison, Green Bay, Stevens Point, other communities throughout the state

[HUBZone Map](#)

Wisconsin HUBZones



HUBZone Eligibility and Requirements

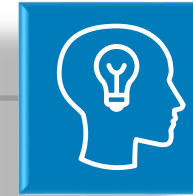


SBA HUBZone Responsibilities

**Implements and
Regulates Program**



**Streamlines
Certification
Process**



**Determines and
Adjudicates
Eligibility**



**Maintains
Certification
Listing**

HUBZone Application Process



BEFORE APPLICATION

- View the HUBZone Primer
- Register for a DUNS number
- Identify NAICS code(s)
- Register with SAM



APPLY FOR CERTIFICATION

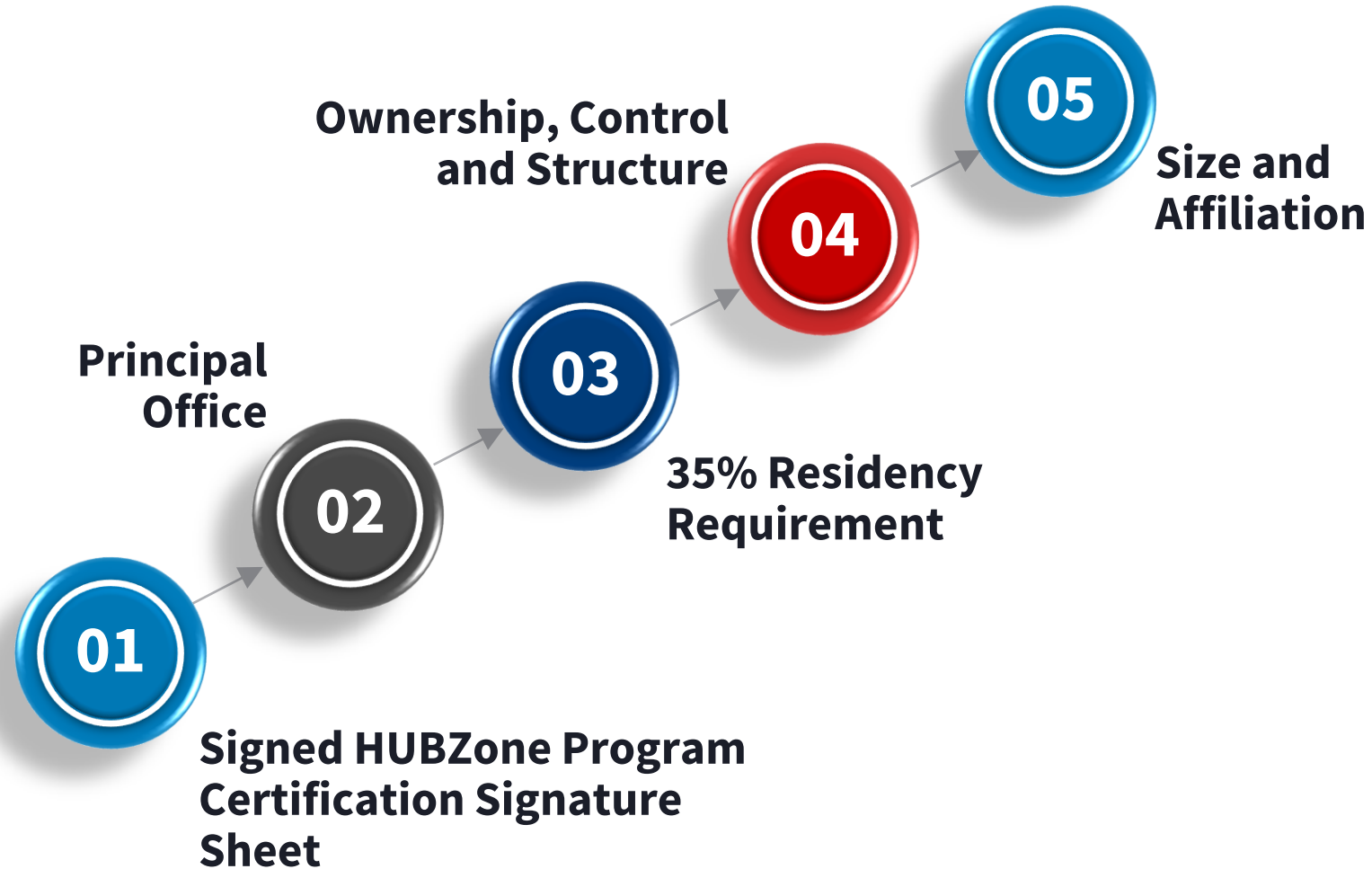
- Review application guide
- Gather supporting documentation
- Apply using the General System



DOCUMENTATION

- Verify requested information
- Submit supporting documentation
- Update SAM profile once approved

Supporting Documentation Requirements



HUBZone Site Visits and Re-certification



- Participate in site visits
- Meet HUBZone criteria
- Maintain SBA standards
- Recertify every 3 years

Getting the Most Out of Your HUBZone Certification



Qualify for set-aside or sole source contract awards – increasing prime and subcontracting opportunities



Opportunity to build capacity and grow by establishing Joint Ventures and participating in the All Small Mentor-Protégé Program



Access to training, management and technical assistance programs, guaranteed loans and bonding assistance

Recent SBA and FAR Regulatory Action

Final Rule: HUBZone Comprehensive Review

84 FR 65222

- HUBZone maps, currently frozen through 2021, will be updated every five years
- Moves to annual recertification (from three-year), effective for all HUBZone contracts for the one-year period
- Requires HUBZone status in DSBS at time of *offer* (not time of award)
- For non-HUBZone multiple-award contract (other than FSS contract), firm must be certified as a HUBZone at time of offer on a HUBZone set-aside order

Final Rule: HUBZone Comprehensive Review (cont.)

84 FR 65222

- Requires 35% employee HUBZone residency at time of certification and recertification; “attempt to maintain” during contract performance
- Defines “attempt to maintain” HUBZone status during HUBZone contract performance as having at least 20% HUBZone employees (must be 35% at application and recertification) and recruiting HUBZone employees
- An employee who resides in a HUBZone for at least 6 months before and after time of certification continues to count as HUBZone employee as long as an employee of the firm—even if employee moves or residence no longer qualifies
- Employees temporarily living overseas in connection with performance of a contract will be considered to reside at their U.S. residence

Final Rule: HUBZone Comprehensive Review (cont.)

84 FR 65222

- Firms that invest in HUBZones by purchasing building or entering into long-term lease are deemed to meet principal office requirement for 10 years—even if office location no longer qualifies as a HUBZone
- Includes affiliate employees in 35% and principal office calculations if no clear line of fracture between firms
- Starting January 1, applications for HUBZone certification will be processed within 60 days of a complete submission

Direct Final Rule: HUBZone Program Provisions for Governor-Designated Covered Areas

84 FR 62447

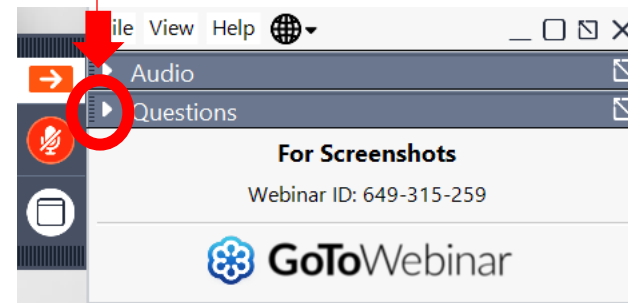
- Starting 2020, Governors may petition SBA to designate covered areas as HUBZones.
- “Covered area” means—
 - located outside of an urbanized area;
 - population of 50,000 or less; and
 - average unemployment rate is at least 120% of the average unemployment rate for US/state.
- The Governor shall, at least annually, submit data to the Administrator certifying that each Governor-designated covered area continues to meet the definition of a covered area.

QUESTIONS?



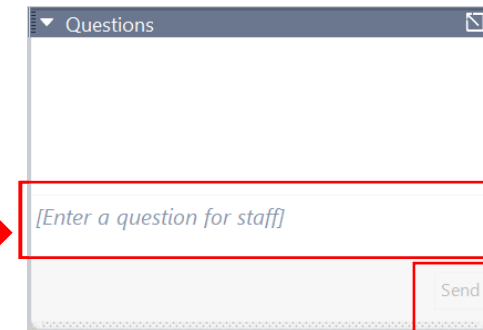
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<https://www.wispro.org/event/14th-annual-wisconsin-government-business-opportunities-conference-gobc-2/>



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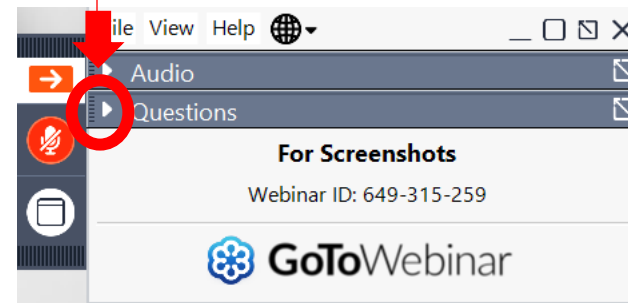


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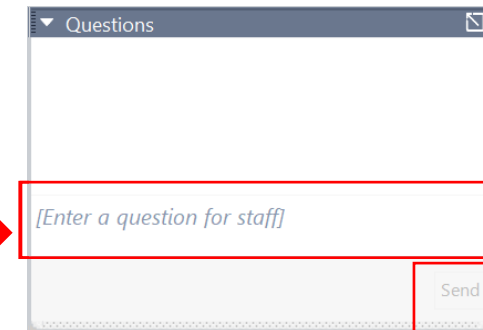
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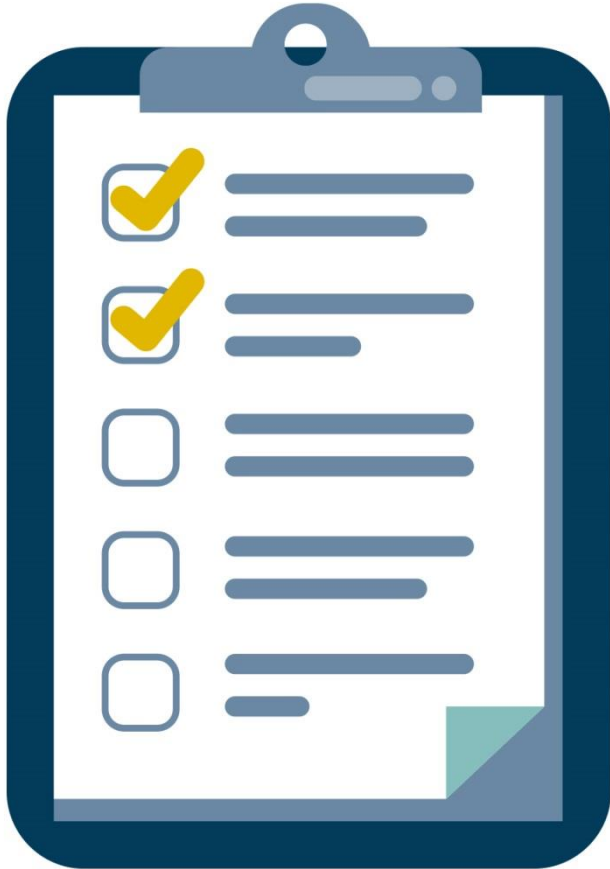


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A CRITICAL NOTICE FROM WPI

- If you are a current **FEDERAL / DOD CONTRACTOR** or **SUBCONTRACTOR** – you may have **CYBER – DATA SECURITY REQUIREMENTS** in your contract.
- If you are responding to any **CURRENT FEDERAL SOLICITATIONS** - be aware of your obligations:
 - Key clauses are 52.204-21, 252.204-7008 and 252.204-7012
 - Review for other possible requirements
- If you are a **DOD CONTRACTOR** or **SUBCONTRACTOR** – you will have new **CYBER COMPLIANCE – CERTIFICATION REQUIREMENTS** that may impact your business as early as the end of this calendar year.
 - See: <https://www.acq.osd.mil/cmmc> and <https://www.cmmcab.org> for more up to date information.
 - *Contact Marc Violante at WPI - marcv@wispro.org or 920-456-9990*

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CPE Certificate available, please contact:

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