

AN OVERVIEW OF GOVERNMENT CERTIFICATIONS

February 3, 2015

- **Wisconsin Procurement Institute (WPI)**, a non-profit organization established in 1987, is an outgrowth of then Congressman Les Aspin's efforts to help Wisconsin businesses win federal contracts, especially defense contracts.
- WPI's mission is to assist Wisconsin businesses in creating, developing and growing their Federal, State and Local Government sales, revenues, profits and jobs.
- Not only does WPI provide technical and professional expertise and experience to Wisconsin's business community, we have successfully engaged our State's most successful government contractors to mentor and teach developing small business suppliers. In addition, WPI actively engages our Congressional delegation and staff in the process.
- Some of the free services that WPI offers include:
 - Bid Matching
 - Individual Counseling
 - Locating Local, State and Federal Opportunities
 - Government Market Strategy Development
 - Registration Assistance
 - Capabilities Statement Development
 - Assistance with GSA Schedule Preparation and Administration

WPI provides the help that is necessary for businesses to succeed in winning Government awards and contracts.

What you will Learn Today

- What are Certifications
- Available Federal Certifications
- Available State Certifications
- Other Certifications Available

What are Certifications?

- Federal, state, and local governments purchase billions of dollars worth of products and services. Many government agencies require a percentage of the procurements to be set aside for small businesses and small business subsets.
- Certification process allows potential contractors to be identified as small businesses and/or part of the small business subsets

Why Do I Need a Certification?

- Government realizes small businesses cannot always compete head to head with large businesses.
- The number of potential competitors goes down when the government sets a requirement aside for small businesses or a small business subset. This increases your chances to obtain the contract award.



Small Business Certification & Government Contracting Programs

Cheryl Jordan
Business Opportunity Specialist
U.S. Small Business Administration
February 3, 2015



SMALL BUSINESS CERTIFICATION PROGRAMS



8(a) Business Development Program

- **Nine-year program**
- **Socially and Economically disadvantaged**
- **Must be small**
- **U.S. citizens of good character**
- **Control, manage, and operate**
- **Potential for success**

www.sba.gov/8abd

NAICS Codes & Size Standards

• NAICS	Description	Revenue (M)	# employees
• 236210	Industrial Building Construction	\$36.5	
• 236220	Commercial and Institutional Building Construction	\$36.5	
• 237310	Highway, Street, and Bridge Construction	\$36.5	
• 315232	Women's and Girls' Cut and Sew Blouse and Shirt Mfg		500
• 323114	Quick Printing		500
• 336212	Truck Trailer Manufacturing		500
• 337211	Wood Office Furniture Manufacturing		500
• 484110	General Freight Trucking, Local	\$27.5	
• 492110	Couriers and Express Delivery Services		1500
• 493110	General Warehousing and Storage	\$27.5	
• 531110	Lessors of Residential Buildings and Dwellings	\$27.5	
• 541511	Custom Computer Programming Services	\$25.0	
• 541519	Other Computer Related Services	\$25.0	
□	Information Technology Value Added Resellers		150
• 541611	Admin Management and General MGMT Consulting Svcs	\$15.0	
• 541620	Environmental Consulting Services	\$15.0	





8(A) Business Development Program

HUBZone

(Historically Underutilized Business Zones)



DEFINITIONS

- **Socially Disadvantaged** are individuals who have been subjected to racial or ethnic prejudice or cultural bias because of their identities as members of groups, without regard to individual qualities. Designated groups that are presumed to be socially disadvantaged are: Black Americans, Hispanic Americans, Native Americans (American Indians, Eskimos, Aleuts, or Native Hawaiians), Asian Pacific Americans, and Subcontinent Asian Americans. Individuals not member of these designate groups who can demonstrate that they are socially disadvantaged based on a preponderance of the evidence may also be eligible to participate. An individual may show social disadvantage due to race, ethnic origin, gender, physical handicap, long-term residence in an environment isolated from the mainstream of American society, or other similar causes.
-
- **Economically Disadvantaged** are socially disadvantaged individuals whose ability to compete in the free enterprise system has been impaired due to diminished capital and credit opportunities. Factors that will be considered are income for the past three years, personal net worth, and the fair market value of all assets. An individual who exceeds any one of the established dollar threshold will generally be deemed not economically disadvantaged. For initial eligibility, the net worth of an individual claiming disadvantage status must be less than \$250,000 after exclusion of equity in the firm and equity in the primary residence. Also, an individual's adjusted gross income averaged over the three years preceding submission of the 8(a) application cannot exceed \$250,000 and the fair market value of all assets cannot exceed \$4 million. For continued 8(a) BD eligibility after admission to the Program, adjusted net worth must be less than \$750,000; adjusted gross income averaged over the three preceding years cannot exceed \$350,000; and the fair market value of all assets cannot exceed \$6 million.



HUBZone Program

- **Small Business**
- **Owned and Controlled 51%**
- **Principal office location**
- **35% of Employees live in HUBZone**

Concerns owned by Indian Tribal Governments, and Alaska Native Corporations (ANCs) also qualifies

- **www.sba.gov/hubzone**



Self-Certification Programs



Service-Disabled Veteran-Owned Small Business
(SDVOSB)

Women-Owned Small Business (WOSB)

Small Disadvantaged Business (SDB)



Service-Disabled Veteran- Owned Small Business

- Service-Connected Disability
- Must be small
- Own 51%
- Control and Management
- Highest Officer position
- Verification process by VA

- www.sba.gov/vets



Women-Owned Small Business

- 83 industries
- Women-owned
- No sole source/Mentor Protégée
- Set-aside
- Self-certified or Third-Party Certified



Women-Owned Small Business

Economically-Disadvantage

- Prior to the new law, the anticipated award price of a contract for women-owned (WOSB) and economically disadvantaged women-owned small businesses (EDWOSB) could not exceed \$6.5 million for manufacturing contracts and \$4 million for all other contracts. The new law removes these thresholds for WOSBs and EDWOSBs allowing them greater access to federal contracting opportunities without limitations or restrictions to the value of a contract.
- The law also requires the SBA to conduct another study to identify and report industries underrepresented by women-owned small businesses. As a result, more eligible women-owned businesses may be able to participate in SBA's Women's Federal Contract Program and compete for and win federal contracts.
- www.sba.gov/wosb



Small Disadvantaged Business (SDB)

Definition:

A small business that is at least 51 percent owned and controlled by one or more individuals who are socially and economically disadvantaged.

- No application is need must self-certify in the System for Award Management (SAM)
- Firms approved by the agency for the 8(a)BD Program are automatically certified as an SDB



U.S. Small Business Administration

Training

Over 100 free online courses at SBA.gov

- Business planning
- Finance
- Marketing
- **Government contracting-14 courses with multiple sessions**

Free webinars and call in sessions

Entrepreneurial education classes (targeted audiences)

- V-Wise (women veterans)
- Boots to Business: Reboot—includes all veterans; locations TBD for 2015
- Emerging Leaders (Urban CEOs)-in progress now



Wisconsin Offices

MILWAUKEE

310 W. Wisconsin Avenue, Suite 400
Milwaukee, WI 53203
Phone: 414-297-3941
Email: wisconsin@sba.gov

MADISON

740 Regent Street, Suite 100
Madison WI 53715
Phone: 608-441-5261
Email: wisconsin@sba.gov

Veterans First Contracting Program

Public Law (P.L.) 109-461, Veterans Benefits, Health Care, and Information Technology Act of 2006 provides VA with unique authority for contracting with Service-Disabled Veteran-Owned Small Business (SDVOSB) and Veteran-Owned Small Business (VOSB). In order to qualify for participation in the VA Veterans First Contracting Program, eligible business owners must first be verified through the Center for Verification and Evaluation (CVE). Firms are eligible for two years from their last verified date.

Veterans First Contracting Program

- The Department of Veterans Affairs as well as the FAA require SDVOSBS and VOSBS to go through the VA Formal CVE verification process in order to participate in the Veterans First Contracting Program with the VA or to participate in SDVOSB set asides with the FAA
- All other Federal agencies accept **Self Representation** in the System for Award Management (SAM)
- **NOTE:** There is no set aside program for VOSBS Government-wide - ONLY with the VA
 - **3% Goal** for SDVOSBS government-wide
 - **12% Goal** for VOSBS with the VA
 - **10% Goal** for SDVOSBS with the VA

Eligibility

- Business owned by a Veteran or Service-Disabled Veteran
 - **51% direct and unconditional ownership** by one or more Veteran(s)
- Control of the business
 - **Long-term decisions, daily business operations, management** controlled by Veteran(s)
 - **Ultimate control of the business entity** (partnership, LLC, corporation) by Veteran(s)
 - Veteran must have:
 - **Management experience** to run the concern
 - **Ultimate managerial, supervisory control** of technical experts, license holders
 - Veteran need NOT have technical expertise or license

Verification Benefits

- Opportunities for **eligible firms to participate in Veteran-Owned Service-Disabled (VOSB) and SDVOSB set-asides.**
- **Subcontracts** with VA's large prime contractors in acquisitions
- Participate in VA's **SDVOSB Mentor-Protégé Program.**
- **VA is one of the largest Federal Government procurement organizations** – over \$3 Billion to Veteran-Owned Small Businesses
- The “recognized” logo (symbols) for **Vet “owned and controlled”**

Application Process

Meet with a VA Verified Counselor. WPI has trained VA Verified Counselors on staff to help with:

- Obtaining a DUNS number and registering in SAM
- Reviewing the required documentation with you
- Reviewing a sample application with you
- **Assisting businesses in registering in the Vendor Information Pages (VIP) on the CVE website and uploading the documentation**

OVERVIEW STATE, LOCAL AND PRIVATE CERTIFICATIONS

February 3, 2015

Kate Hill



Experienced
Responsive
Effective

Heartland Information Research, Inc
6434 W. North Avenue
Wauwatosa, Wisconsin 53213
www.hirservices.com
P 414.727.2095 F 866.612.5083

CERTIFICATION SUMMARY

Organization Type	Certification	Agency	Website
Federal Government	<ul style="list-style-type: none"> • 8(a) • HUBZone • WOSB/EDWOSB • VOSB/SDVOSB 	<p>Small Business Administration Small Business Administration Small Business Administration</p> <p>Department of Veterans Affairs</p>	<p>www.sba.gov/content/8a-business-development www.sba.gov/hubzone www.sba.gov/content/contracting-opportunities-women-owned-small-businesses www.va.gov/osdbu/veteran/verification.asp</p>
State Government	<ul style="list-style-type: none"> • DBE (UCP) • MBE • WBE • DVB 	<p>WI Department of Transportation, Milwaukee County, Dane County and City of Madison</p> <p>WI Department of Administration</p>	<p>dot.wi.gov/business/engrserv/dbe-main.htm county.milwaukee.gov/cbdp/CertificationServices.htm www.danepurchasing.com/contract_compliance.aspx www.cityofmadison.com/dcr/</p> <p>www.doa.state.wi.us/Divisions/Enterprise-Operations/Supplier-Diversity-Program</p>
County/Municipal Government, School District, College/University System	<ul style="list-style-type: none"> • Target Business Program • SBE • ESB, MBE, WBE, DBE, Target Business • ACDBE 	<ul style="list-style-type: none"> • City of Madison • City of Milwaukee • Dane County • Milwaukee County 	<p>www.cityofmadison.com/dcr/</p> <p>city.milwaukee.gov/OSBD#.U0rvglko9jr www.danepurchasing.com/contract_compliance.aspx</p> <p>County.milwaukee.gov/cbdp/certificationservices.htm</p>
Large Corporations	Company Internal Supplier Diversity Initiative	<ul style="list-style-type: none"> • North Central Minority Supplier Development Council • Women’s Business Enterprise National Council (WBENC) 	<p>http://www.northcentralmsdc.net/MbeCertification/Certification</p> <p>www.wbenc.org/certification/</p>

STATE CERTIFICATIONS

CERTIFICATION SNAPSHOT

Disadvantaged Business Enterprise (DBE) aka Unified Certification Program (UCP)

CERTIFICATION BENEFITS:

- Support Services are available to certified firms free of charge including technical, marketing and financial assistance.
- WisDOT offers two programs designed to assist DBEs making connections with Prime contractors: Mentor Connection (6-month) and Mentor Protégé (3-year).
- Mega project goal setting for DBE participation.
- UCP is a cooperative of 24 different Wisconsin cities, counties and airport authorities that benefit from USDOT funding.

ELIGIBILITY REQUIREMENTS:

- a. Disadvantaged Status - Belong to an ethnic minority group: Native American, Black, Hispanic, Asian Indian, Asian Pacific or women.
- b. Ownership - Be at least 51% owned, controlled, and actively managed by a socially and economically disadvantaged person(s).
- c. Small Business Status – Must be a small business as defined by SBA size standard. It must not have annual average gross receipts over \$19 million in the three previous years or \$40 million for airport concessionaires.
- d. Independence – The business must not link to another firm that compromises the applicant's independence and the disadvantaged owner's equity.
- e. Personal Net Worth – May not exceed \$1.32 million (excluding primary residence and ownership in the business).

APPLICATION PROCESS:

- Contact one of the four certifying members - Wisconsin Department of Transportation, Milwaukee County – Community Business Development Partners, Dane County Purchasing Division- Contract Compliance or City of Madison Department of Civil Rights – Target Business Enterprise Program

CERTIFICATION SNAPSHOT

Minority-Owned Business Enterprise (MBE)

CERTIFICATION BENEFITS:

- 5% bid preference on state purchases.
- All certified firms can receive technical and marketing assistance, including participation in Marketplace, a statewide business marketing conference.
- Certified firms are also eligible to be listed in the State of Wisconsin's Directory of Minority, Woman, and Disabled Veteran-Owned Businesses which is circulated to corporate buyers throughout the state purchasing agents.

ELIGIBILITY REQUIREMENTS:

- a. Belong to an ethnic minority group: Native American, Black, Hispanic, Asian Indian, Asian Pacific, Aleut, Eskimo, or Native Hawaiian. (The Department does not recognize women as minorities or base eligibility on the gender of an applicant.)
- b. Proof of ethnicity and citizenship
- c. Be at least 51% owned, controlled, and actively managed by minority group members.
- d. Serve a "useful business function" and have customers other than the State of Wisconsin.
- e. Must be at least one (1) year old under current ownership.

APPLICATION PROCESS:

- Review the Pre-Certification Self-Assessment to determine eligibility <http://doa.wi.gov/Documents/DEO/Supplier%20Diversity/Pre-Certification%20Assessment.pdf>
- Proceed to <https://wisdp.wi.gov/> for online application
- Upload all supporting documents
- Follow annual update process
- Recertification takes place every three years

CERTIFICATION SNAPSHOT

Woman-Owned Business Enterprise (WBE)

CERTIFICATION BENEFITS:

- All certified firms can receive technical and marketing assistance, including participation in Marketplace, a statewide business marketing conference.
- Certified firms are also eligible to be listed in the State of Wisconsin's Directory of Minority, Woman, and Disabled Veteran-Owned Businesses which is circulated to corporate buyers throughout the state purchasing agents.

ELIGIBILITY REQUIREMENTS:

- a. Be at least 51% owned, controlled, and actively managed by women group members.
- b. Proof of gender and citizenship for each owner
- c. Is currently performing a "useful business function" in the State of Wisconsin.
- d. Must be at least one (1) year old under current ownership.
- e. Provide a \$150.00 application fee made payable to the Department of Administration.

APPLICATION PROCESS:

- Review the Pre-Certification Self-Assessment to determine eligibility <http://doa.wi.gov/Documents/DEO/Supplier%20Diversity/Pre-Certification%20Assessment.pdf>
- Proceed to <https://wisdp.wi.gov/> for online application
- Upload all supporting documents
- Follow annual update process
- Recertification takes place every three years

CERTIFICATION SNAPSHOT

Disabled Veteran-Owned Business Enterprise (DVB)

CERTIFICATION BENEFITS:

- 5% bid preference on state purchases.
- All certified firms can receive technical and marketing assistance, including participation in Marketplace, a statewide business marketing conference.
- Certified firms are also eligible to be listed in the State of Wisconsin's Directory of Minority, Woman, and Disabled Veteran-Owned Businesses which is circulated to corporate buyers throughout the state purchasing agents.

ELIGIBILITY REQUIREMENTS:

- a. Be at least 51% owned, controlled, and actively managed by disabled veteran group members.
- b. At least 51% majority owner(s) possess U.S. Department of Defense Form DD214 (Certificate of Release or Discharge from Active Duty) to prove service in the Armed Forces.
- c. Disabled Veteran document from the Department of Veteran Affairs or discharge paper from the branch of armed service, stating service connected disability rating under 38 USC 1114 or 1134 of at least 20%.
- d. At least 51% majority owner(s) are residents of Wisconsin and the business has its principal place of business in Wisconsin.
- e. Is currently performing a "useful business function" in the State of Wisconsin.
- f. Must be at least one (1) year old under current ownership.
- g. Provide a \$150.00 application fee made payable to the Department of Administration.

APPLICATION PROCESS:

- Review the Pre-Certification Self-Assessment to determine eligibility <http://doa.wi.gov/Documents/DEO/Supplier%20Diversity/Pre-Certification%20Assessment.pdf>
- Proceed to <https://wisdp.wi.gov/> for online application
- Upload all supporting documents
- Follow annual update process
- Recertification takes place every three years

**COUNTY / MUNICIPAL
GOVERNMENT CERTIFICATIONS**

COUNTY / MUNICIPALITY CERTIFICATIONS

Organization Type	Certification	Agency	Website
County	<ul style="list-style-type: none"> • ACDBE • DBE • ESB • MBE • WBE • DBE • Section 3 Target Business 	<p>Milwaukee County</p> <p>Dane County</p>	<p>County.milwaukee.gov/cbdp/certificationservices.htm</p> <p>www.danepurchasing.com/contract_compliance.aspx</p>
Municipality	<ul style="list-style-type: none"> • SBE • Target Business Certification Program 	<p>City of Milwaukee</p> <p>City of Madison</p>	<p>city.milwaukee.gov/OSBD#.U0rvglko9jr</p> <p>https://www.cityofmadison.com/dcr/documents/TargetedBusCertPgm.pdf</p>
Other Entities	<ul style="list-style-type: none"> • HUB • SWMBE • DBE 	<p>Milwaukee Public School</p> <p>Milwaukee Metropolitan Sewage District</p> <p>Milwaukee County Transit System</p>	<p>http://www.milwaukee.k12.wi.us/portal/server.pt/comm/departments/338</p> <p>http://www.mmsd.com/procurement/SWMBE.aspx</p> <p>http://www.ridemcts.com/Doing-Business-With-MCTS/dbe-support</p>

PRIVATE CERTIFICATIONS

PRIVATE CERTIFICATION

Organization Type	Certification	Agency	Website
Large Corporations	Company Internal Supplier Diversity Initiative	<ul style="list-style-type: none"><li data-bbox="1021 404 1554 615">• North Central Minority Supplier Development Council– Fee \$300 - \$750 based on revenue size<li data-bbox="1021 746 1554 1015">• Women’s Business Enterprise National Council (WBENC) – Fee \$350 - \$950 based on revenue size	<p data-bbox="1617 404 2522 482">http://www.northcentralmsdc.net/MbeCertification/Certification</p> <p data-bbox="1617 958 2089 993">www.wbenc.org/certification/</p>

QUESTIONS?

Resources

- Small Business Administration: sba.gov
- VetBiz: <http://www.vetbiz.gov/>
- Wisconsin Procurement Institute: Phone: 414-270-3600
www.wispro.org

For assistance or additional information- contact

Wisconsin Procurement Institute (WPI) – Carol Murphy –
414-270-3600 or carolm@wispro.org

For other upcoming training opportunities visit
www.wispro.org

WPI Website

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Questions & answers on how to get started.

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Stay up-to-date with the latest WPI news.

HAVE A QUESTION? WE'RE HERE TO HELP.

One of our staff of experts is available to answer your questions.

Contact WPI if
you need
assistance

WPI Offices located at:

Milwaukee County Research Park

10437 Innovation Drive, Suite 320
Milwaukee, WI 53226

414-270-3600 FAX: 414-270-3610

Juneau County Economic Development Corp.

122 Main St - Camp Douglas, WI 54618
608-427-2455 FAX: 608-427-2086

Western Dairyland EOC, Inc.

418 Wisconsin St. - Eau Claire WI 54703
608-427-2455 FAX: 608-427-2086

Fox Valley Technical College – DJ Bordini Center

5 Systems Drive – Appleton WI 54912
920-840-3771 FAX: 414-270-3610

**Racine County Economic Development
Corporation – Launch Box**

141 Main Street, Suite 2, Racine, WI 53403
414-270-3600 FAX: 414-270-3610

Food Enterprise & Economic Development (FEED)

1219 N. Sherman Ave., Madison, WI 53704
608-444-0047 FAX: 414-270-3610

Wausau Region Chamber of Commerce

200 Washington Street, Wausau, WI 54403
920-456-9990 FAX: 414-270-3610