ABOUT WPI
Supporting the Mission
Assist businesses in creating, developing and growing their sales, revenue and jobs through Federal, State and Local government contracts.
INTRODUCTIONS

• Your name
• Company name
• City
• Contracting experience?
LOCATIONS:

• **Primary office** – **Milwaukee** - Technology Innovation Center

• **Staffed Satellite offices**
  - Madison (FEED – Food Enterprise & Economic Development / MEC – Madison Enterprise Center)
  - Camp Douglas (Juneau County Economic Development Corporation)
  - Wausau (Wausau Region Chamber of Commerce)
  - Appleton (Fox Valley Technical College)

• **Active Partnerships**
  - Racine – LaunchBox
  - Eau Claire - Western Dairyland
  - Ladysmith – Indianhead Community Action
Certifications Available for Minority Owned Businesses

- **Today’s Agenda** – a broad overview of certifications available to minority owned businesses in Wisconsin
  - Federal Government
    - 8(a) Program
    - Small Disadvantaged Businesses (SDB)
  - State Government
    - Minority Business Enterprises (MBE) Certification
    - Wisconsin Department of Transportation Disadvantaged Business Enterprise (DBE) Certification
  - Local Governments
    - Various Municipalities – DBE under the Unified Certification Program (UCP)
      - Milwaukee County
      - Dane County
      - City of Madison
      - Other Municipalities
    - Milwaukee Metropolitan Sewerage District (MMSD) – Small, Women and Disadvantaged Business Enterprises (SWMBE)
    - Milwaukee Public Schools (MPS) Historically Underutilized Businesses (HUB)
  - Corporate
    - North Central Minority Supplier Development Council – affiliate of National Minority Supplier Development Council (NMSDC) – Minority Business Enterprise (MBE)
Federal Government

• SBA’s 8(a) Business Development Program
• SDB
Federal Government

• 8(a) Business Development Program
  • Who Qualifies?
    • Social Disadvantage
    • Economic Disadvantage
    • Must be majority owned and controlled by socially and economically disadvantaged individual(s)
    • Business must be small, demonstrate potential for success and show good character
  • Certification Length – update yearly
    • Developmental Stage years 1-4
    • Transitional Stage – years 5-9
  • Certification Cost – none
Federal Government

• **8(a) Business Development Program**
  • **Benefits**
    • 5% goal government-wide for SDB firms
    • Participation in subcontract opportunities
    • Participants can receive sole-source contracts, up to a ceiling of $4 million for goods and services and $6.5 million for manufacturing.
    • 8(a) firms are also able to form joint ventures and teams to bid on contracts.
    • Mentor Protégé
Federal Government

• **8(a) Business Development Program – Social Disadvantage**
  - For purposes of the 8(a) Business Development program, the following individuals are presumed socially disadvantaged (called “presumed groups”):
    - Black Americans
    - Hispanic Americans
    - Native Americans
    - Asian Pacific Americans
    - Subcontinent Asian American
  
  • Other individuals may similarly be found socially disadvantaged and eligible for the program on a case-by-case basis
Federal Government

- **8(a) Business Development Program – Economic Disadvantage**
  - To determine if an individual is also economically disadvantaged, each socially disadvantaged individual must provide the following to SBA:
    - Narrative statement of economic disadvantage
    - Personal financial information (including tax returns and certain SBA forms)
    - In every case, when married, the socially disadvantaged individual must submit separate financial information to SBA for his or her spouse (including tax returns and certain SBA forms)

- Assets cannot exceed $4 million
- Personal income cannot exceed $250,000, averaged over 3 years
- Adjusted net worth must be less than $250,000
Federal Government

• Small Disadvantaged Businesses (SDBs)
  • Who qualifies as being “disadvantaged?” – must meet the social and economic disadvantaged standards as set forth in the 8(a) program – Black Americans, Hispanic Americans, Native Americans, Asian Pacific Americans, Subcontinent Asian American
  • Where and How do I get certified? There is no formal certification for federal SDBs. Must meet eligibility requirements set forth by the SBA (https://www.sba.gov/contracting/government-contracting-programs/small-disadvantaged-businesses) and self represent your status as SDB in www.SAM.gov (note there is no cost to register in SAM.gov)
  • Certification length – You must update your SAM.gov registration once a year and verify that you still qualify as SDB
  • Certification Cost – No cost
Federal Government

• Small Disadvantaged Businesses (SDBs)
  • Benefits
    • While there are no set asides for the SDB program, if you self-represent as an SDB you will still count towards the 5% federal contracting programs for SDBs on prime contracts
    • You may also count towards subcontracting goals on small business subcontracting plans from large prime contractors
      • $700,000 or $1.5M for construction
State of Wisconsin

• Minority Business Enterprise (MBE)
  • Definition of Minority
    • 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.)
  • Where and How do I get certified? [https://wisdp.wi.gov/Register.aspx](https://wisdp.wi.gov/Register.aspx)
    • Certification is online through the State’s Supplier Diversity website – MUST submit certification application and required documentation online
  • Certification length – recertification must take place every 3 years
  • Cost for Certification
    • There is no cost for MBE certification through the State of Wisconsin
State of Wisconsin

• **Minority Business Enterprise (MBE) – Continued**

• **Certification Benefits**
  • 5% bid preference on state purchases
  • All certified firms can receive technical and marketing assistance, including eligibility to participate in the Marketplace awards.
  • Certified firms are also eligible to be listed in the State of Wisconsin's Directory of Minority, Women, and Disabled Veteran-Owned Businesses which is circulated to corporate buyers throughout the state purchasing agents.
Unified Certification Program (UCP)

• **Disadvantaged Business Enterprise (DBE) – UCP**
  • **NOTE:** The DBE certification is part of the UCP – there are multiple certifying agencies and multiple agencies accept DBE certification. This will be discussed in more detail later in the presentation
  • **Definition of Minority & Disadvantaged:** Disadvantaged Status - Belong to an ethnic minority group: Native American, Black, Hispanic, Asian Indian, Asian Pacific or women.
  • **Where and How do I get certified?**
    • 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
    • **WisDOT:** [http://wisconsindot.gov/Pages/doing-bus/civil-rights/dbe/eligibility-requirements.aspx](http://wisconsindot.gov/Pages/doing-bus/civil-rights/dbe/eligibility-requirements.aspx)
    • **Milwaukee County Online Certification:** Milwaukee, Waukesha, Ozaukee, Racine, Kenosha and Washington. The County of Milwaukee shall process applications submitted by firms interested in working on projects assisted by the FAA, FHWA, or FTA. The County of Milwaukee shall process applications for airport concessionaires located anywhere in this state.
      • [http://county.milwaukee.gov/cbdp/CertificationServices.htm](http://county.milwaukee.gov/cbdp/CertificationServices.htm)
Unified Certification Program (UCP)

• **Disadvantaged Business Enterprise (DBE) – UCP**
  
  • **Where and How do I get certified?**
    
    • **Dane County:** Only certifies airport concessionaires – contact Wesley Sparkman, Contract Compliance Officer
      608.266-5623 sparkman@countyofdane.com for additional information
    
    • **City of Madison:** The City of Madison shall provide certification-related services to firms located in Dane County, and shall process only applications submitted by firms interested in working on projects assisted by the Federal Transit Administration (FTA)
      
      • Application is available online: [http://www.cityofmadison.com/dcr/aaTBDir.cfm](http://www.cityofmadison.com/dcr/aaTBDir.cfm)
    
  
  • **Certification length** – Certification is ongoing - companies are re-evaluated every three years, and must submit an annual Affidavit of Continuing Eligibility.
  
  • **Cost for Certification** – There is no cost to be certified as DBE
Unified Certification Program (UCP)

- **Benefits – WisDOT**
  - 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); [http://wisconsindot.gov/Documents/doing-bus/civil-rights/dbe/mentor-protege.pdf](http://wisconsindot.gov/Documents/doing-bus/civil-rights/dbe/mentor-protege.pdf)
  - Mega project goal setting for DBE participation
    - National goal of placing at least 10 percent of federal highway and transit funds with persons who qualify as disadvantaged small business operators.
  - UCP is a cooperative of 24 different Wisconsin cities, counties, airport and transit authorities that benefit from USDOT funding – incorporate DBE goals into their federally funded transportation projects:
Unified Certification Program (UCP) List

(a) Austin Straubel Airport, Green Bay, Wisconsin.
(b) Central Wisconsin Airport, Mosinee, Wisconsin.
(c) Chippewa Valley Regional Airport, Eau Claire, Wisconsin.
(d) La Crosse Municipal Airport, La Crosse, Wisconsin.
(e) Outagamie County Regional Airport, Appleton, Wisconsin.
(f) Rhinelander-Oneida County Regional Airport, Rhinelander, Wisconsin.
(g) City of Appleton, Wisconsin.
(h) City of Beloit, Wisconsin.
(i) City of Eau Claire, Wisconsin.
(j) City of Green Bay, Wisconsin.
(k) City of Janesville, Wisconsin.
(l) City of Kenosha, Wisconsin.
(m) City of La Crosse, Wisconsin.
(n) City of Oshkosh, Wisconsin.
(o) City of Racine, Wisconsin.
(p) City of Sheboygan, Wisconsin.
(q) City of Superior, Wisconsin.
(r) City of Waukesha, Wisconsin.
(s) City of Wausau, Wisconsin.
(t) County of Waukesha, Wisconsin.
Local Governments

- **City of Madison** – Targeted Business Certification Program

- **Note:** There is no reciprocity with the State MBE certification. For the purposes of this certification, minority means African American, Asian, Native American and Pacific Islander.

- **Where and How do I get certified?**
  - Certification available online at: [http://www.cityofmadison.com/dcr/documents/targetedbuscertpgm.pdf](http://www.cityofmadison.com/dcr/documents/targetedbuscertpgm.pdf) and must be submitted to City of Madison, Affirmative Action Division, 210 Martin Luther King, Jr. Blvd., Rm. 523, Madison, WI 53703


- **Cost for Certification** – There is no cost for certification
Local Governments

• **City of Madison** – Targeted Business Certification Program

• **Certification Benefits**
  • Participate in federally funded city projects – the bid document will specify MBE participation
  • Participate in Dane County Targeted Business Enterprises Program
Local Governments

• **Dane County** – Targeted Business Enterprise Program and Disadvantaged Business Enterprises
  • See City of Madison and UCP Certification
Local Governments

• **Milwaukee County** – DBE Program
  • See UCP Certification
Local Governments

- **Metropolitan Milwaukee Sewerage District (MMSD) –** Small, Veteran, Women, Minority (SWMBE) Businesses
  - **NOTE:** MMSD does not certify MBE businesses, but does recognize the State of Wisconsin’s MBE certification, WisDOT’s DBE certification as well as the North Central Minority Supplier Development Council’s MBE certification (note this list is not exhaustive. Visit [http://www.mmsd.com/procurement/SWMBE](http://www.mmsd.com/procurement/SWMBE) for additional information)

- **Where and How do I get Certified?**
  - Since MMSD is not certifying you as a MBE or DBE, you must register in MMSD’s Vendor Registration database here: [https://mmsd.diversitycompliance.com/frontend/startvendor.asp](https://mmsd.diversitycompliance.com/frontend/startvendor.asp) and provide proof of certification mentioned above.

- **Benefits**
  - MMSD has a 13% contracting goal for MBE certified firms
  - Participation on MBE subcontracts on larger contracts
Local Governments

• **Milwaukee Public Schools (MPS)** – Historical Underutilized Businesses Program
  
  • **Note:** similar to MMSD, MPS does not certify you as a HUB. However, if you are certified as an MBE by the State of Wisconsin or NMSDC, 8(a) by the US SBA, or DBE by WisDOT or Milwaukee county you may participate in this program.


• **Cost** – There is no cost for this certification
Local Governments

• **Milwaukee Public Schools (Continued)**
  • 35% goal for HUB certified firms
  • Ability to participate in MPS subcontracts that require a HUB utilization plan
  • Joint Venture & Mentor Protégé agreements are encouraged
  • HUB Requirements are for contracts over $50,000
Corporate

• North Central Minority Supplier Development Council (NCMSDC) – MBE Certification
  • Minority defined as: African-American, Hispanic-American, Native American, Asian and Pacific Islander American (Asian-Indian included).
  • Where and How do I get certified? Must register, access the application, upload documentation online here: http://www.northcentralmsdc.net/MbeCertification/HowToGetCertified
  • Certification length – one year – must renew annually
  • Cost for Certification - There is a $300.00 non-refundable processing fee for certification. There is a $250.00 re-certification fee due annually on your certification anniversary date.
Corporate

- **North Central Minority Supplier Development Council (NCMSDC) – MBE Certification**
  - **Benefits**
    - Expanded business opportunities. More than two-thirds of MBEs confirm an increase in revenues as a result of partnership with Corporate Members.
    - Local, regional and national referrals of minority business to member corporations.
    - Exposure to about 3,600 leading national, regional and local companies.
    - Access to corporate buyers.
    - Listing in the National Minority Supplier Development Council MBE computer database (NMSDC Central).
    - Participation in education programs and workshops to assist in personal and professional growth.
    - Opportunities to network with Corporate Members at various NCMSDC events and activities.
    - Second tier and MBE to MBE business opportunities.
THE LIST

• Federal
  • Women Owned Small Business (WOSB)
  • Economically Disadvantaged Women Owned Small Business (EDWOSB)

• State (Wisconsin)
  • Woman Business Enterprise (WBE)
  • WisDOT – Disadvantaged Business Enterprise (DBE)

• Local
  • Milwaukee County – Disadvantaged Business Enterprise (DBE - UCP)
  • Metropolitan Milwaukee Sewerage District (MMSD) – SWMBE
  • Dane County – Disadvantaged Business Enterprise (DBE - UCP)
  • Dane County – Targeted Business Enterprise Program
  • City of Madison – Disadvantaged Business Enterprise (DBE - UCP)
  • City of Madison – Targeted Business Enterprise Program
  • City of Milwaukee – Small Business Enterprise Program (SBE)
  • Various Municipalities throughout WI – Disadvantaged Business Enterprise (DBE - UCP)
  • Milwaukee Public Schools – HUB Certification - DBE, MBE, SBE, WBE, SBA 8(a)

• Corporate
  • WBENC
  • Other (if 3rd party certifiers do corporate too)
Federal Government

- **WOSB and EDWOSB**
  - **Who Qualifies?**
    - 51% owned and unconditionally owned by one or more women who are US citizens
    - Must be small
    - Primarily managed by one or more women
    - For EDWOSB, must meet the above criteria AND have a personal net work of less than $750K, AGI of less than $350K and market value of all assets does not exceed $6 million
  - **How do I get certified?**
    - Self certification through SBA’s [www.certify.sba.gov](http://www.certify.sba.gov) portal
    - Third party certifiers (fees vary)
  - **Certification Length**
    - Renew documents yearly
  - **Certification Cost**
    - Self certification is free, fee varies for 3rd party certifiers
Federal Government

• WOSB and EDWOSB
  • Benefits
    • 5% goal for WOSBs government-wide
    • Sole-Source Awards
    • Set aside requirements are only available for certain NAICS codes: [www.sba.gov/wosb](http://www.sba.gov/wosb) for complete list
State of Wisconsin

- **Woman Business Enterprise (WBE)**
  - Requirements
    - Be at least 51% owned, controlled, and actively managed by women group members.
    - Is currently performing a "useful business function" in the State of Wisconsin.
    - Must be at least one (1) year old under current ownership.

- **Where and How do I get certified:** [https://wisdp.wi.gov/Register.aspx](https://wisdp.wi.gov/Register.aspx)
  - Certification is online through the State’s Supplier Diversity website – MUST submit certification application and required documentation online

- **Instructions for new certifications:**

- **Certification length** – recertification must take place every 3 years – update annually

- **Cost for Certification** - there is a $150.00 application fee
State of Wisconsin

• Benefits

• There is NO bid preference on State purchases.
• All certified firms are eligible to participate in the annual MARKETPLACE awards.
• 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.
• Some corporations and municipalities accept the WBE certification for their supplier diversity programs.
• Some States require home State certification to qualify for their State’s woman own business certification.
Unified Certification Program (UCP)

• **Disadvantaged Business Enterprise (DBE) – UCP**
  
  • **NOTE:** The DBE certification is part of the UCP – there are multiple certifying agencies and multiple agencies accept DBE certification. This will be discussed in more detail later in the presentation.
  
  • **Definition of Minority & Disadvantaged:** Disadvantaged Status - Belong to an ethnic minority group: Native American, Black, Hispanic, Asian Indian, Asian Pacific or women.
  
  • **Eligibility Requirement** – 51% owned and controlled by disadvantaged person(s). Small Business Status – must be a small business as defined by SBA size standards. It must not have annual average gross receipts over $19MM in the previous 3 years or $40MM for airport concessionaires. Personal net work less than $1.32MM excluding home & ownership in business.
  
  • **Where and How do I get certified?**
    
    • Contact one of the four certifying agencies - 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.
      
      • **WisDOT:** [http://wisconsindot.gov/Pages/doing-bus/civil-rights/dbe/eligibility-requirements.aspx](http://wisconsindot.gov/Pages/doing-bus/civil-rights/dbe/eligibility-requirements.aspx)
      
      • **Milwaukee County Online Certification:** processes applications submitted by firms interested in working on projects that are partially funded by the USDOT, FAA, FHWA, or FTA. The County of Milwaukee shall process applications for airport concessionaires located anywhere in this state. [http://county.milwaukee.gov/cbdp/CertificationServices.htm](http://county.milwaukee.gov/cbdp/CertificationServices.htm)
Unified Certification Program (UCP)

• Disadvantaged Business Enterprise (DBE) – UCP

  • Where and How do I get certified?
    
    • **Dane County**: Only certifies airport concessionaires – contact Wesley Sparkman, Contract Compliance Officer 608.266-5623 sparkman@countyofdane.com for additional information.
    
    • **City of Madison**: The City of Madison shall provide certification-related services to firms located in Dane County, and shall process only applications submitted by firms interested in working on projects assisted by the Federal Transit Administration (FTA).
      
      • Application is available online: http://www.cityofmadison.com/dcr/aaTBDir.cfm
    
  • **Certification length** – Certification is ongoing - companies are re-evaluated every three years, and must submit an annual Affidavit of Continuing Eligibility.

  • **Cost for Certification** – There is no cost to be certified as DBE.
Unified Certification Program (UCP)

- **Benefits – WisDOT**
  - WisDOT offers two programs designed to assist DBEs making connections with Prime contractors: Mentor Connection (6-month) and Mentor Protégé (3-year): [http://wisconsindot.gov/Documents/doing-bus/civil-rights/dbe/mentor-protege.pdf](http://wisconsindot.gov/Documents/doing-bus/civil-rights/dbe/mentor-protege.pdf)
  - Mega project goal setting for DBE participation
    - National goal of placing at least 10 percent of federal highway and transit funds with persons who qualify as disadvantaged small business operators.
    - UCP is a cooperative of 24 different Wisconsin cities, counties, airport and transit authorities that benefit from USDOT funding – incorporate DBE goals into their federally funded transportation projects.
### How to Do Business With ...  
#### DOT-Construction
- Road building & related construction

#### DOT-Consulting
- Engineering, Related Services (design, geotechnical, environmental, DBE support services, etc.)

#### DOT-Procurement
- Products & services to support DOT facility operations & maintenance not directly related to highway construction.

<table>
<thead>
<tr>
<th>Fit</th>
<th>How to Do Business With ...</th>
<th>DOT-Construction</th>
<th>DOT-Consulting</th>
<th>DOT-Procurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>What type of goods &amp; service do you select?</td>
<td>Road building &amp; related construction</td>
<td>Engineering, Related Services (design, geotechnical, environmental, DBE support services, etc.)</td>
<td>Products &amp; services to support DOT facility operations &amp; maintenance not directly related to highway construction.</td>
</tr>
<tr>
<td>2</td>
<td>What certification is accepted to compete for subcontracts?</td>
<td>DBE</td>
<td>DBE</td>
<td>MBE /DVB</td>
</tr>
<tr>
<td>3</td>
<td>Are you given any preferences when dealing with small businesses?</td>
<td>DBE / DBE</td>
<td>DBE / DBE</td>
<td>5% bid preference on contracts</td>
</tr>
<tr>
<td>4</td>
<td>What documentation needs to be submitted to win DOT contracts?</td>
<td>Statement of financial ability, equipment &amp; prior experience. Primarily provide to WisDOT. Subcontractors submit to Prime.</td>
<td>Submit qualifications in NME and/or RFP</td>
<td>Documentation is outlined in RFP or RFI</td>
</tr>
<tr>
<td>5</td>
<td>How do you advertise potential opportunities?</td>
<td>Monthly bid meetings</td>
<td>30-monthly solicitations</td>
<td>Vendor Network or Email</td>
</tr>
</tbody>
</table>

### Access
#### Where can I find your contracting opportunities?
- [WisDOT website](http://www.wisconsin.gov/business/engineservice ny.htm)
- [WisDOT website](http://www.dot.wisconsin.gov/business/engineserviceny.htm) - daily reporter

#### WisDOT website (above), Daily Reporter
- WisDOT website above

### Support
#### How are WisDOT contracts selected (Who determines the winner)?
- Lowest responsible bidder's sealed bid; Bid reviewed by WisDOT / Bureau of Project Development.

#### WisDOT website (above), Daily Reporter
- Qualification Based Selection based on submitted 30% reviewed and approved by central office administrators

#### WisDOT website (above), Daily Reporter
- WisDOT website (above)

### Marketing
#### Do you have a business plan? (What is the minimum amount of your contracts are for small businesses?)
- DBE goals average 10% or about $10 million

#### DOT-Consulting
- DBE goal average 15% or about $5 million

#### DOT-Procurement
- Overall Annual State goal of 5% to DBE

### Support
#### Do WisDOT provide loans?
- Yes, only firms with WisDOT contract may apply for a WisDOT mobilization loan. We refer to applicable US DOT & federal resources.

#### DOT-Consulting
- Yes, only firms with WisDOT contracts may apply for a WisDOT mobilization loan. We refer to applicable US DOT & federal resources.

#### DOT-Procurement
- No

### Marketing
#### Do you have small businesses?
- No

#### DOT-Consulting
- No

### DOT-Procurement
- No

### Marketing
#### How do I market my business?
- Solicit Prime contractors on plan holders list; use Small Business Network (SBV)

#### DOT-Consulting
- Present qualifications at Annual Event: Design Opportunity Day and Construction Administration Fair

#### DOT-Procurement
- MBE/DBE Contractors register with VendorNet; contact specific buyers (no website)

### DOT-Procurement
- The bid contract manager or MBE Program Coordinator

### DOT-Procurement
- MBE/State Bureau of Procurement
Unified Certification Program (UCP) List

(a) Austin Straubel Airport, Green Bay, Wisconsin.
(b) Central Wisconsin Airport, Mosinee, Wisconsin.
(c) Chippewa Valley Regional Airport, Eau Claire, Wisconsin.
(d) La Crosse Municipal Airport, La Crosse, Wisconsin.
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(o) City of Racine, Wisconsin.
(p) City of Sheboygan, Wisconsin.
(q) City of Superior, Wisconsin.
(r) City of Waukesha, Wisconsin.
(s) City of Wausau, Wisconsin.
(t) County of Waukesha, Wisconsin.
Local Governments

- **City of Madison** – Targeted Business Certification Program

  - The MADcertification Program is the targeted business certification program of the City of Madison. The program has been designed to perform the function of certifying targeted businesses for participation on City projects with targeted business goals including WBE’s.

- **Where and How do you get certified?**
  - Certification available online at: [http://www.cityofmadison.com/dcr/documents/targetedbuscertpgm.pdf](http://www.cityofmadison.com/dcr/documents/targetedbuscertpgm.pdf) and must be submitted to City of Madison, Affirmative Action Division, 210 Martin Luther King, Jr. Blvd., Rm. 523, Madison, WI 53703.


- **Cost for Certification** – There is no cost for certification.
Local Governments

- **City of Madison** – Targeted Business Certification Program
- **Certification Benefits**
  - Participate in federally funded city projects – the bid document will specify WBE participation
  - Participate in Dane County Targeted Business Enterprises Program
Local Governments

**Milwaukee County** – DBE Program

- See UCP Certification

- Community Business Development Partners (CBDP) administers the Disadvantaged Business Enterprise (DBE), Small Business Enterprise (SBE) and Airport Concession Disadvantaged Business Enterprise (ACDBE) programs. These programs promote economic opportunities for minority, women, and emerging small businesses.
Local Governments

• **Metropolitan Milwaukee Sewerage District (MMSD)** – Small, Veteran, Women, Minority (SWMBE) Businesses
  
  • **NOTE:** MMSD does not certify WBE businesses, but does recognize the State of Wisconsin’s WBE certification, WisDOT’s DBE certification.
  

• **Where and How do you get Certified?**
  
  • Since MMSD is not certifying you as a WBE, you must register in MMSD’s Vendor Registration database here: [https://mmsd.diversitycompliance.com/frontend/startvendor.asp](https://mmsd.diversitycompliance.com/frontend/startvendor.asp) and provide proof of certification mentioned above.

• **Benefits**
  
  • MMSD has a 2% contracting goal for WBE certified firms.
  
  • Participation on WBE subcontracts on larger contracts.
Local Governments

- **Milwaukee Public Schools (MPS) – Historical Underutilized Businesses Program**
  - **Note:** similar to MMSD, MPS does not certify you as a HUB. However, if you are certified as an 8(a) or EDWOSB / WOSB by the SBA, WBE by the state of WI, SBE by the city of Milwaukee, or DBE by WisDOT or Milwaukee county you may participate in this program.
  - List of accepted certification agencies: [http://mps.milwaukee.k12.wi.us/MPS-Shared/Documents1/AcceptedCertificationAgenciesPortalcopy092514.docx](http://mps.milwaukee.k12.wi.us/MPS-Shared/Documents1/AcceptedCertificationAgenciesPortalcopy092514.docx)


- **How long does certification last?** Based on your eligibility under the program you plan to use for meeting this requirement.

- **Cost** – There is no cost for this certification
Local Governments

• **Milwaukee Public Schools (Continued)**
  • 35% goal for HUB certified firms
  • Ability to participate in MPS subcontracts that require a HUB utilization plan
  • Joint Venture & Mentor Protégé agreements are encouraged
  • HUB Requirements are for contracts over $50,000
Corporate – or 3rd party certification

• In SAM.gov – It is mandatory to list the POC contact information performing the small business certification

• **WBENC Certification** (Also Certifies Federal WOSB – NOT EDWOSB)
  
  
  • Certification length – one year – must renew annually
  
  • Cost for Certification – variable, depending on the RPO (Regional Partner Organization) and the company revenue level

• List of RPO: [http://www.wbenc.org/regional-partner-organization-map](http://www.wbenc.org/regional-partner-organization-map)
Corporate — WBENC continued

• Benefits

• Access to a current list of supplier diversity and procurement executives at hundreds of major U.S. corporations and federal, state and local government entities that accept WBENC certification.

• Formal and informal opportunities to pursue business deals with National Corporate Members and/or WBENC-Certified WBEs.

• Technical assistance, mentoring, education, and capacity development.

• Eligible for WBENC sponsored awards.

• More details at: http://www.wbenc.org/certification-benefits/
Corporate

- El Paso Hispanic Chamber of Commerce WBE Certification (Also Certifies Federal WOSB)
  - Cost for Certification – $350-$1,200, depending on region of the country.
  - For more details on their certifications contact the MBDA Business Center-El Paso at 915-351-6232
Corporate

- National Women Business Owner WBE Certification (NWBOC) (Also Certifies Federal WOSB and EDWOSB)

  - Where and How do I get certified? Must register, access the application process here: http://www.nwboc.org/Basic_Info/index.html

  - Certification length – one year – must renew annually

  - Cost for Certification – $400 or $700 if the company wants also the third party SBA WOSB certification
Corporate - NWBOC continued

• Benefits
  • Complimentary Platinum Level Vendor listing in NWBOC's interactive eProcurement MarketPlace (Value $300);
  • Complimentary listing in NWBOC's internal procurement database of WBE-certified companies;
  • Procurement list of over 1,000 private and public sector purchasing contacts;
  • The NWBOC Quarterly Newsletter, in which your "good news" story can be highlighted;
  • The NWBOC logo and WBE Certification designation so that you can add it to your marketing materials and website.
  • More details at: http://www.nwboc.org/Basic_Info/Benefits_of_NWBOC.html
Corporate

• **US Women Chamber of Commerce: National Women's Business Enterprise Certification (USWCC)** (Also Certifies Federal WOSB and EDWOSB)

  • **Where and How do I get certified?** Must register, access the application process here: [http://uswcc.org/certification/nwbe-certification/](http://uswcc.org/certification/nwbe-certification/)

  • **Certification length** – one year – must renew annually

  • **Cost for Certification** – $275.00 U.S. Women's Chamber of Commerce Business and Suppliers Members, $350.00 for non-members
Corporate – USWCC continued

• Benefits
  • Many women-owned firms seek access to opportunities with government, B2B, and supply chain opportunities. The USWCC | NWBE certification provides clear and trusted authentication of your firm's women-owned status
  • Other benefits available with membership to the USWCC:
    • meeting and event discounts, $75 discount on USWCC Certification (WOSB, EDWOSB, NWBE, IWBE),
    • National Directory Listing at WomenOwned.us with enhanced listing,
    • USWCC logo recognition for use on your firm's promotional materials and website, USWCC Advantage services (as noted),
    • reciprocal membership in The American Small Business Chamber of Commerce,
  • More details at: https://uswcc.org/membership/
Gender/Race Neutral Certifications

- HUBZone Certification (Federal): [https://www.sba.gov/contracting/government-contracting-programs/hubzone-program](https://www.sba.gov/contracting/government-contracting-programs/hubzone-program)
Gender/Race Neutral Certifications


• Emerging Small Business Enterprise (ESBE) (Dane County): [https://danepurchasing.com/](https://danepurchasing.com/)

• Section 3 (Housing Authority of the City of Milwaukee, various municipalities): [http://www.hacm.org/business/section-3-business](http://www.hacm.org/business/section-3-business)
Upcoming Events – Doing Business with the VA

https://www.wispro.org/events/5th-annual-u-s-department-of-veterans-affairs-business-conference/

5TH ANNUAL U.S. DEPARTMENT OF VETERANS AFFAIRS BUSINESS CONFERENCE
MAY 10, 2017 BROWN DEER

Start Date: May 10, 2017
End Date: May 10, 2017
Time: 8:00 am – 4:30 pm
Facility: Traffic and Parking Control Company (TAPCO)
Address: 5100 W Brown Deer Rd, Milwaukee, WI 53223
Contact Info: Carol Murphy, carol@wispro.org, 414-270-3603
Details: Read More Information
Agenda: View The Agenda
Register Online: Register for Event

U.S. Department of Veterans Affairs (VA)
Sponsor: Traffic and Parking Control Co. (TAPCO)
Sponsor: Nagel Architects + Engineers
Sponsor: U.S. Small Business Administration (SBA)
National Contract Management Association (NCMA) – VA Chapter
Center for Entrepreneur and Economic Development, Inc. (CEED)
Wisconsin Procurement Institute (WPI)

This conference will focus on procurement procedures and business opportunities with the Department of Veterans Affairs, VISN 12 area consisting of Milwaukee, WI; Madison, WI; Tomah, WI; Chicago, IL; Danville, IL; and Iron Mountain, MI.

Special Guest Speakers:
- Daniel Zimmerman, Secretary Wisconsin Department of Veterans Affairs
- Emily Constantin, Associate, Hach Blackwell
- Suzanne Ferris, Senior Associate, HGA Architects and Engineers
- Eric Bees, Acting Region V Administrator, US Small Business Administration
- Miscie Stephens, VA Federal Supply Schedule Service, VA National Acquisition Center

May 15, 2017
Upcoming Events – 11th Annual Volk Field Small Business Conference

https://www.wispro.org/events/11th-annual-volk-field-small-business-conference/
QUESTIONS?
Today’s Presentation was done by

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