




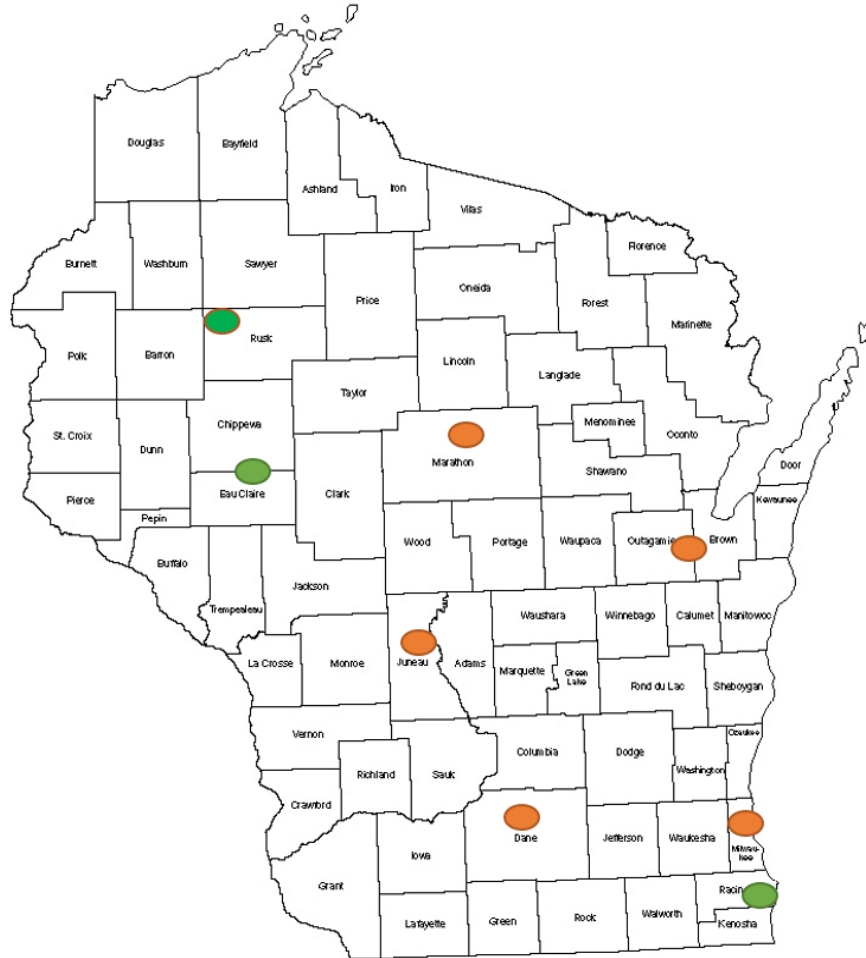
A Procurement Technical
Assistance Center (PTAC)

A photograph of the Wisconsin State Capitol building at dusk. The building is illuminated with warm lights, and its green dome is a prominent feature. The sky is a deep blue, and trees with autumn foliage are visible in the foreground.

GROWING NEW CUSTOMERS WITH GOVERNMENT CONTRACTING WOSB PROGRAMS

A collage of four images: a large industrial structure at night, a person in a server room, a close-up of a mechanical part, and a welder working on a metal structure.

Presented by the US SBA ,WPI and WBDC
April 20, 2017



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



www.wispro.org

UPCOMING EVENTS

APRIL 19 2017
ACQUISITION HOUR: THE NEW SMALL MENTOR PROTÉGÉ PROGRAM - THE SBA PERSPECTIVE

APRIL 20 2017
GROWING NEW CUSTOMERS WITH GOVERNMENT CONTRACTING - WOMAN OWNED BUSINESS PROGRAMS - MILWAUKEE MILWAUKEE, WI »

APRIL 25 2017
GROWING NEW CUSTOMERS WITH GOVERNMENT CONTRACTING - WOMAN OWNED BUSINESS PROGRAMS - MADISON MADISON, WI »

APRIL 25 2017
WISCONSIN FEDERAL CONTRACTING FORUM WASHINGTON, D.C »

APRIL 27 2017

FROM OUR EXECUTIVE DIRECTOR

EVENT PRESENTATIONS

NEWSLETTER ARCHIVE

CURRENT OPPORTUNITIES

MY ACCOUNT

Hello benjaminb (not benjaminb? [Sign out](#)).

Current Opportunities [View All](#)

1. **Olbrich Botanical Gardens Education Center and Production Greenhouse Construction - September 21, 2016** Architectural Consulting Services for Olbrich Botanical Gardens Education Center and Production Greenhouse
2. **Milwaukee County Zoo planning \$44.6 million in exhibit upgrades - September 1, 2016** The Milwaukee County Zoo plans to spend about \$44.6 million on exhibit upgrades and construction projects over the next five years, according to an economic impact study completed this summer by a University of Wisconsin-Milwaukee economics professor. The study does not say how the projects will be paid for.

The study, which was commissioned by the zoo to measure its annual economic impact on the four-county Milwaukee metropolitan area, includes a rough outline of planned construction projects through 2021.

3. **Milwaukee County - Acquisition and Development of a Commercial/Building - August 15, 2016**
Milwaukee County
Request for Proposals
Acquisition and Development of a Commercial/Industrial Building at 9150 Watertown Plank Road, Wauwatosa, WI 53226
(Taxkey # 3729999017)
RFP # 7131
Issue Date: August 4, 2016
-

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WPI Acquisition Alert
September 6th 2016

Latest Presentations [View All](#)

**A Winning Approach to Contract Award:
Preparation, Lead Generation, Follow-Up and
Closing The Deal**

THE LIST

- **Federal**
 - Woman Owned Small Business (WOSB)
 - Economically Disadvantaged Woman 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)

Certifications - Do you have a goal in mind?

Certification can be a way to distinguish yourself from your competitor.

- Is the process worth it?
 - Can be time consuming!
 - Certification can provide access to more opportunities, i.e. set-asides!
 - It can help create a competitive advantage!
- Do you meet the criteria?
- Do you have all your documents?
- Submit the application!



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>

- Certification is online through the State's Supplier Diversity website – MUST submit certification application and required documentation online

- **Instructions for new certifications:**

- <https://wisdp.wi.gov/Images/Instructions%20for%20Completing%20New%20App.pdf>

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

- **Cost for Certification** - there is a \$150.00 application fee

- **Simplified purchase level** - \$5,000 to \$50,000 does not have to go to contract

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.
- **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>
 - **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>

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**

- 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>
- 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
- 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> and must be submitted to City of Madison, Affirmative Action Division, 210 Martin Luther King, Jr. Blvd., Rm. 523 , Madison, WI 53703.
- **Certification length** – Recertification annually:
<http://www.cityofmadison.com/dcr/documents/TargetedBusReCertApp.pdf>
- **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.
 - <https://mke.diversitycompliance.com/Default.asp>
 - <https://mke.diversitycompliance.com/FrontEnd/StartCertification.asp?TN=mke&XID=9416>

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.
 - Visit <http://www.mmsd.com/procurement/SWMBE> for additional information.
- **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> 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>
- **Where and How do I get certified?** Submit recognized certification to Contract Compliance Services - <http://mps.milwaukee.k12.wi.us/en/District/About-MPS/School-Board/Contract-Compliance-Services.htm>
- **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

- **WBENC Certification** (Also Certifies Federal WOSB – NOT EDWOSB)
 - **Where and How do I get certified?** Must register, access the application process here:
<http://www.wbenc.org/certification-process/>
 - **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>

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)**
 - **Where and How do I get certified?** Must register, access the application process here: <http://www.ephcc.org/index.php/blog/certifications/corporate-america>
 - **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/>
 - **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>
- Service Disabled Veteran Owned Businesses (Federal): <https://www.sba.gov/contracting/government-contracting-programs/service-disabled-veteran-owned-businesses>
- Disabled Veteran-Owned Business Enterprise (State of Wisconsin): <http://doa.wi.gov/Divisions/Enterprise-Operations/Supplier-Diversity-Program/Program-Descriptions#disabled>
- Small Business Enterprise (SBE) (City of Milwaukee): http://city.milwaukee.gov/Directory/OSBD/Certifications.htm#.V_vLNSSo6io

Gender/Race Neutral Certifications

- Small Business Enterprise (SBE) (City of Madison):
<http://www.cityofmadison.com/dcr/aatbdir.cfm>
- Emerging Small Business Enterprise (ESBE) (Dane County):
<https://danepurchasing.com/>
- Section 3 (Housing Authority of the City of Milwaukee, various municipalities):
<http://www.hacm.org/business/section-3-business>

Corporate – WBDC

Women's Business Development Center

Cynthia Johnson - Director, Established Business Program

Other Upcoming WPI Events

- [5th ANNUAL U.S. DEPARTMENT OF VETERANS AFFAIRS BUSINESS CONFERENCE](#) – May 10, 2017 – Brown Deer – Wi
- [DOD CONTRACTOR BUSINESS SYSTEM REQUIREMENTS CRITICAL TO CONTRACTOR SUCCESS](#) – May 17, 2017 – Wauwatosa, WI
- [DOING BUSINESS WITH THE NATIONAL PARK SERVICE](#) – June 14, 2017 – Ashland, WI
- [11TH ANNUAL VOLK FIELD SMALL BUSINESS CONFERENCE](#) – June 27 – 28, 2017 – Camp Douglas, WI



QUESTIONS?

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