

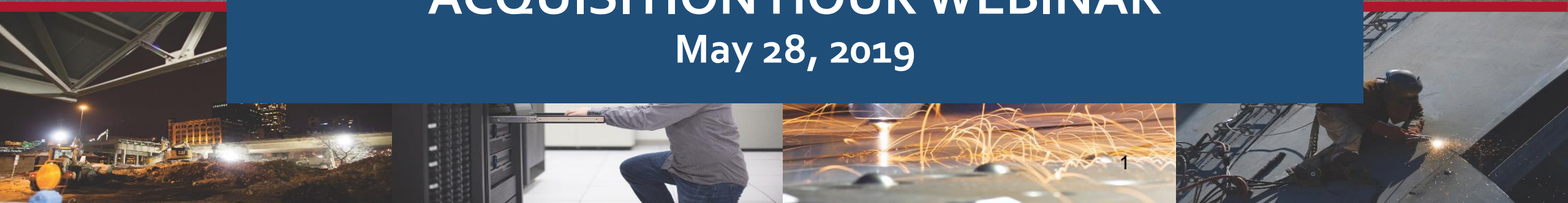


A Procurement Technical Assistance Center (PTAC)

The background of the slide is a photograph of the Wisconsin State Capitol building in Madison, Wisconsin, taken at dusk. The building's white facade is illuminated by warm interior and exterior lights, contrasting with the deep blue twilight sky. The central dome is a prominent feature, topped with a golden statue. The building is flanked by large trees with some autumn-colored leaves. In the foreground, there are concrete planters and a fence.

# INTRODUCTION TO CERTIFICATIONS AVAILABLE TO WOMAN OWNED BUSINESSES ACQUISITION HOUR WEBINAR

May 28, 2019



# WEBINAR ETIQUETTE

## PLEASE

- Log into the GoToMeeting session with the name that you registered with online
- Place your phone or computer on MUTE
- Use the CHAT option to ask your question(s). We will share the questions with our guest speaker who will respond to the group

## THANK YOU!

# ABOUT WPI SUPPORTING THE MISSION

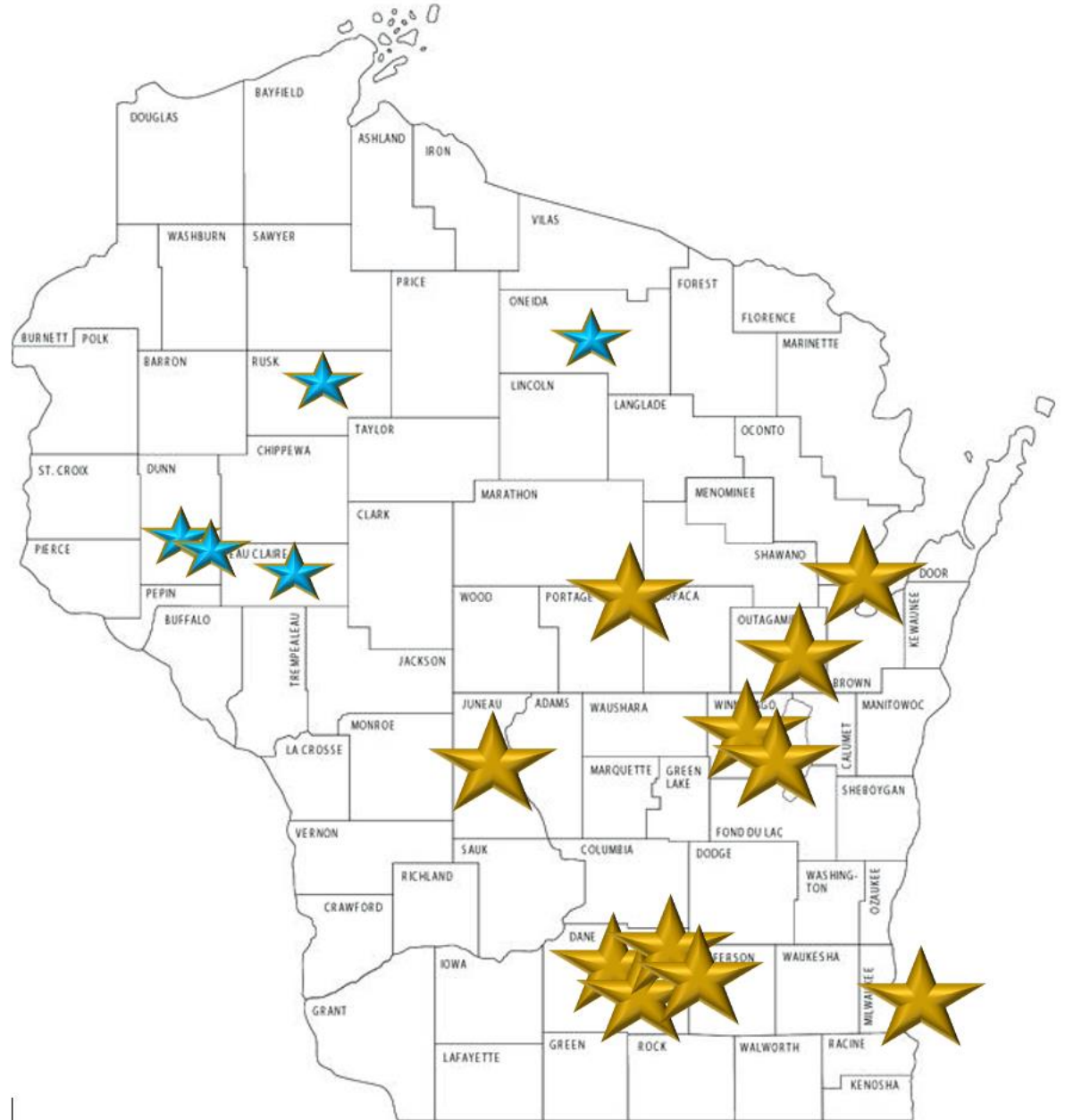
SERVING WISCONSIN  
COMPANIES FOR 30 YEARS!

Assist businesses in creating,  
development and growing their  
sales, revenue and jobs through  
Federal, state and local government  
contracts.

*WPI is a Procurement Technical Assistance Center (PTAC) funded in part by  
the Defense Logistics Agency (DLA), WEDC and other funding sources.*

## 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*
- CAMP DOUGLAS– *Juneau County Economic Development Corporation (JCEDC)*
- STEVENS POINT – *IDEA Center*
- GREEN BAY - *Advance Business & Manufacturing 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*
  - *UW Stout - Manufacturing Outreach Center*
- LADYSMITH – *Indianhead Community Action Agency*
- RHINELANDER – *Nicolet Area Technical College*



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**CURRENT EDITION OF THE WPI NEWSLETTER**

**www.wispro.org**



## UPCOMING EVENTS

TUE  
28

**Acquisition Hour: Introduction to Certifications Available to Woman Owned Businesses**

May 28 @ 1:00 pm - 2:00 pm

WED  
29

**Acquisition Hour: Innovation in the Federal Marketplace**

May 29 @ 12:00 pm - 1:00 pm

JUN  
11

**Acquisition Hour: GSA Schedule Contract Management and Administration**

June 11 @ 1:00 pm - 2:00 pm

JUN  
12

**Oneida County: Workforce Solutions Summit – Rhinelander, WI**

June 12 @ 8:00 am - 2:00 pm

Rhinelander WI

[View More...](#)

## CURRENT OPPORTUNITIES (2)

## SERVICES OFFERED BY WPI

- FREE Bid Matching Services
- Individual Counseling and Assistance
- Locating Local, State and Federal Opportunities
- Government Market Strategy Development
- Training in use of Government websites and tools
- Assistance with System for Award Management (SAM) Registration
- Assisting in Market Research Process
- Development of Market Profile
- Small Business Subcontracting Plans Development, Outreach and Reporting
- Small Group Training
- Outreach and training with Local, State and Federal agencies
- Assist with Pre and Post Award Functions
- Assistance with Agency Specific Contracting Requirements
- Assistance with Contracting Regulations and Requirements, including FAR, DFAR, CFR
- Assistance with GSA Schedule Preparation and Administration
- Assistance with Local, State and Federal Certifications, including:
  - Service Disabled & Veteran Owned Small Business, HUBZone, Woman Owned Small Business, 8(a) Business Development Program
  - State
  - Local
  - DBE
- Bid review and Submission Assistance
- Proposal review and Submission Assistance
- Capabilities Statement and Related Government Marketing Material Development
- Assistance in Locating and Developing Teaming Partners and Subcontractors
- Updated Government Market Information



U.S. Small Business  
Administration

# **Woman-Owned Small Business (WOSB) Certification**

*Shane Mahaffy*

*Lead Business Opportunity Specialist*

# Set-Aside for Certification Programs and Socio-Economic Categories

Targeted set-asides and acquisition goals:

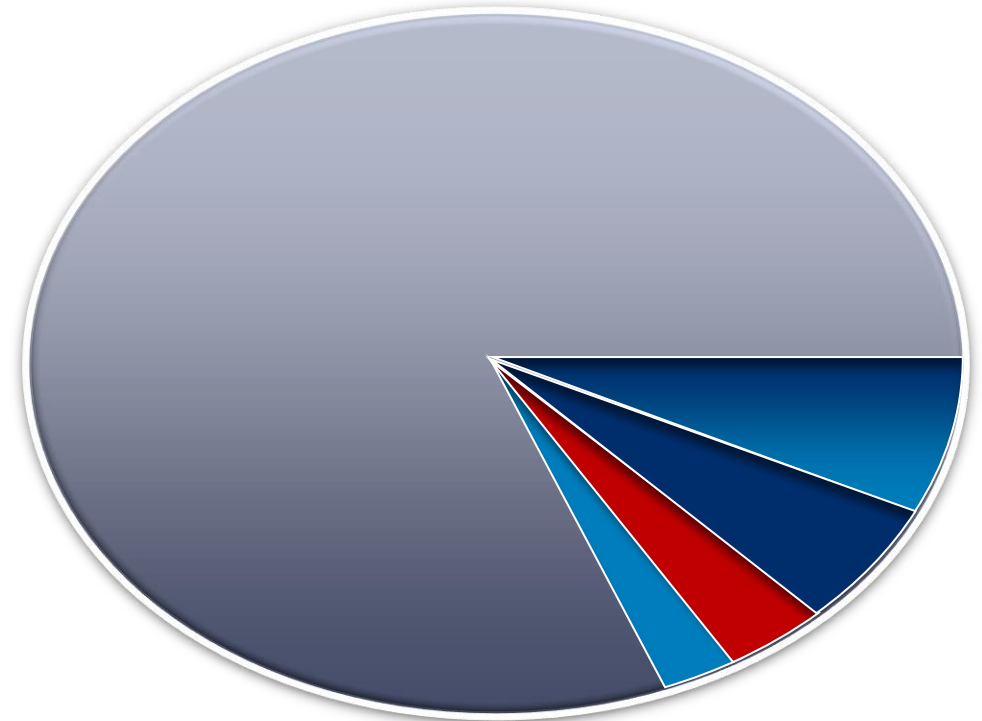
**Women-Owned Small Businesses (5%)**

**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)



# Women-Owned Small Business (WOSB) Program

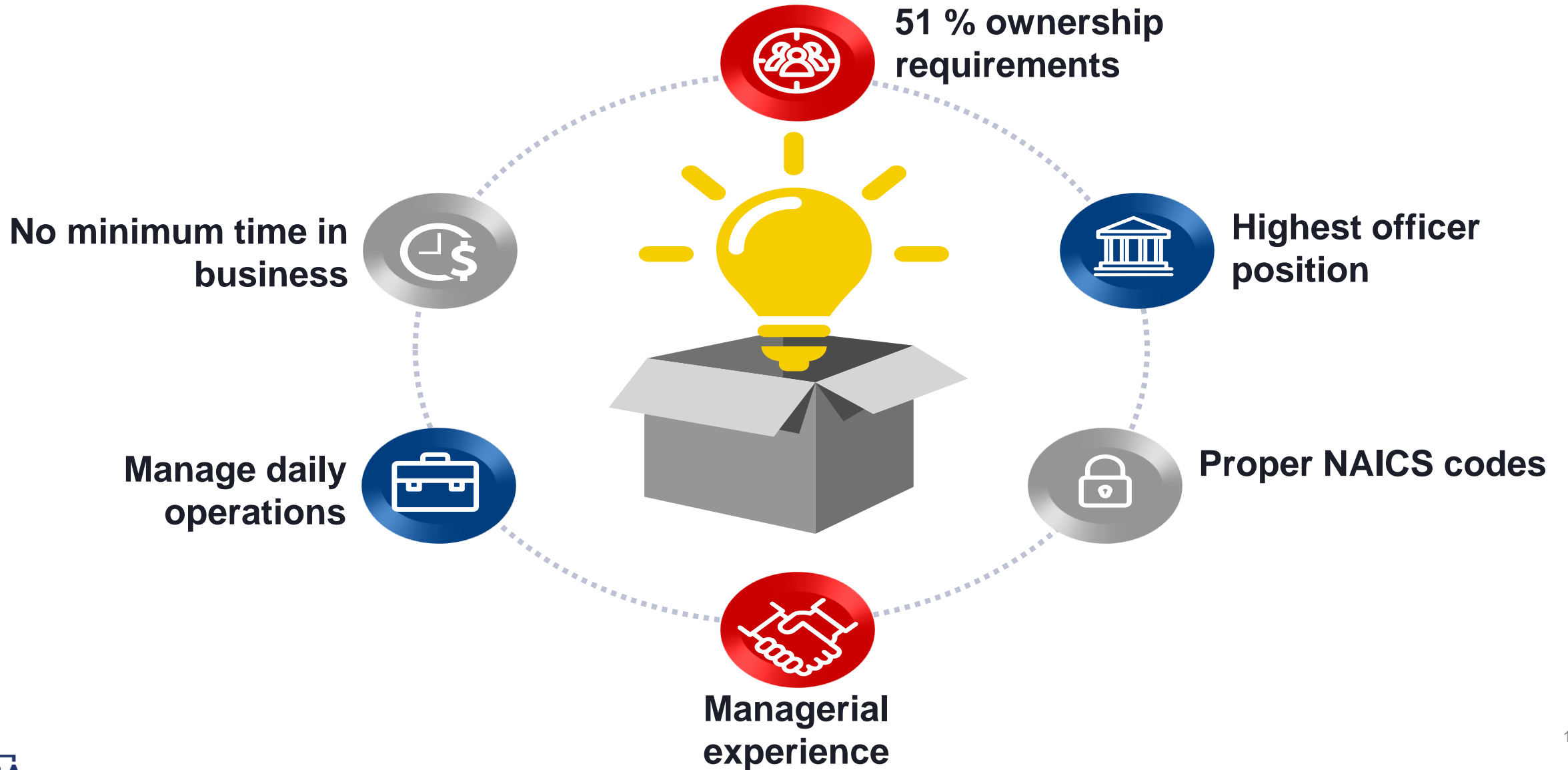


**Take advantage of annual prime contracting goals**

**Build capacity and grow**

**Access set-asides for WOSB and EDWOSB**

# Is the WOSB Certification Appropriate for You?



# Economically Disadvantaged Requirements to Qualify



**Personal net worth (assets minus liabilities) less than \$750,000**

---



**Three year average income is \$350,000 or less**

---



**Fair market value of all assets is \$6 million or less**

# WOSB Eligibility Process



- Register in SAM
- Update [certify.SBA.gov](https://certify.sba.gov)
- Represent status
- Provide documentation

# certify.SBA.gov

## SBA Certification Portal

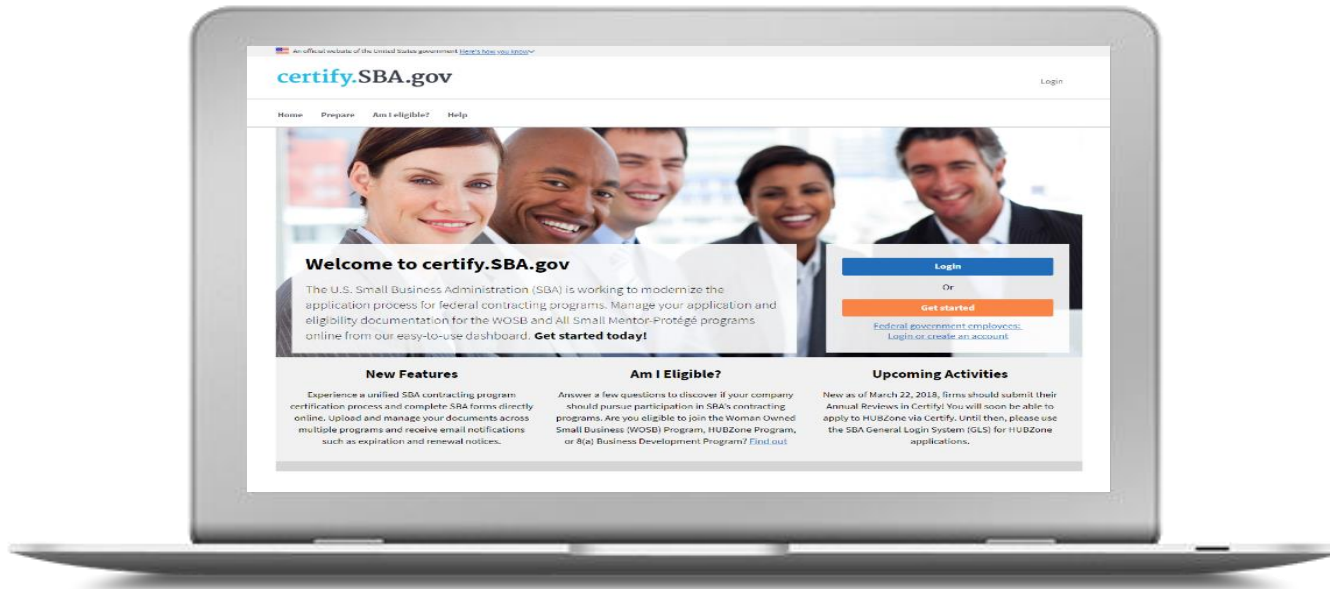
SBA's certification portal where businesses can submit documents to seek SBA certifications

## Automatic Migration

Pulls business information from SAM.gov

## Online Forms

Forms are completed online.  
No longer required to upload certain SBA forms



# Getting the Most Out of the WOSB Program



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

---



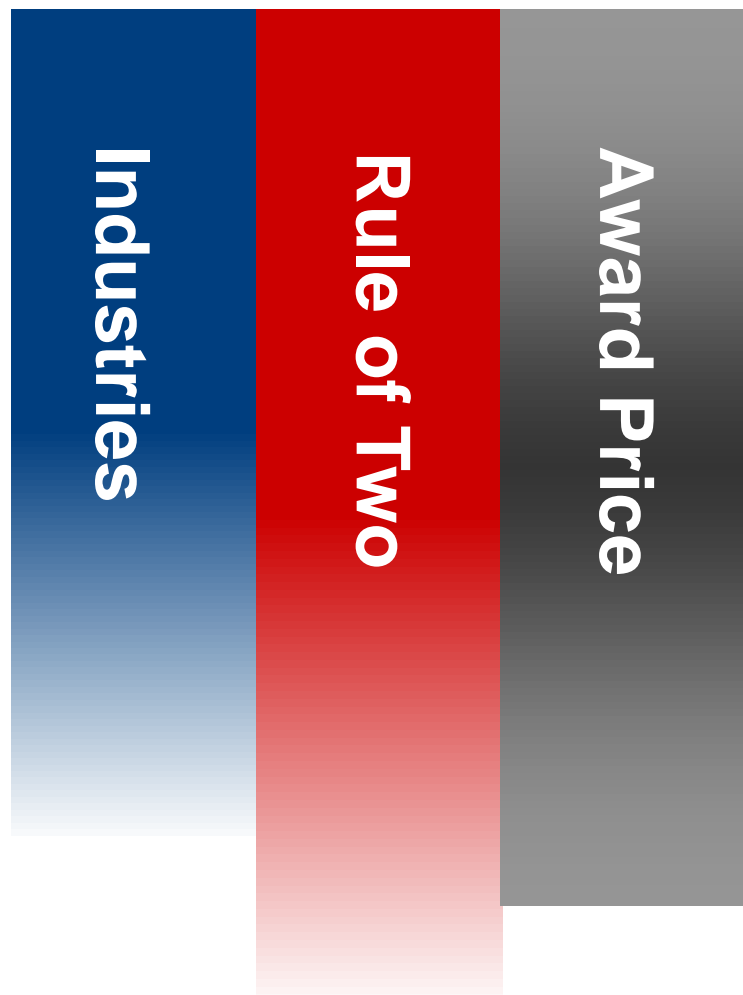
**Opportunity to build capacity and grow by establishing Joint Ventures and participating in the All Small Mentor-Protégé Program**

---



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

# WOSB and EDWOSB Set-Aside Contracts



## Industry

### WOSB

NAICS code assigned to contract is in an industry where WOSBs are **substantially underrepresented**

### EDWOSB

NAICS code assigned to contract is in an industry where WOSBs are **underrepresented**

## Rule of Two

Contracting officer has reasonable expectation that 2 or more WOSBs will submit an offer

## Award Price

Contract must be awarded at fair market price

# WOSB and EDWOSB Sole-Source Contracts

1



## Eligible NAICS Code

WOSB and EDWOSB eligible  
NAICS code

2



## Fair and Reasonable Price

Awarded at a fair and reasonable  
price

3



## Contract Value

\$6.5M for manufacturing or  
\$4M for all others

4



## Sole Source

Only (1) WOSB/EDWOSB that  
can perform

# SBA - Wisconsin Offices

## Wisconsin District Office

310 West Wisconsin Ave.

Suite 580W

Milwaukee, WI

Phone: 414-297-3941

## Wisconsin District Office

740 Regent Street

Suite 100

Madison, WI

Phone: 608-441-5261

@SBA\_Wisconsin

# CERTIFICATION BASICS

# 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)
- **Corporate**
  - WBENC
  - Other (if 3<sup>rd</sup> party certifiers do corporate too)

# THE LIST

- Local
  - Milwaukee County – Disadvantaged Business Enterprise (DBE - UCP)
  - Milwaukee Metropolitan Sewerage District (MMSD) – SWMBE (Small, Veteran, Women, and Minority)
  - 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)

# LAST YEAR...

The Federal government purchased

- **\$500 billion in good and services**
- **\$3.58 billion from Wisconsin businesses**
- **\$608 million from Wisconsin Small Businesses**
  - \$37 million from Woman Owned Businesses
  - \$2.5 million from Small Disadvantaged Businesses
  - \$17.5 million from HUBZone Certified Businesses
  - \$93 million from Service Disabled Veteran Owned Businesses

# STATE OF WISCONSIN

# 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 – 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 and purchasing agents throughout the state.
  - 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.
  - Being certified as an MBE/WBE with the State of Wisconsin makes the business eligible in Milwaukee County for locally funded projects.

# STATE OF WISCONSIN



## DIVISION OF ENTERPRISE OPERATIONS WISCONSIN SUPPLIER DIVERSITY PROGRAM BUSINESS CERTIFICATION PROGRAM

For Recertification/Annual Updates: [[Log In](#)]  
[Instructions for New Application](#)  
[Instructions for Recertification](#)  
[Instructions for Annual Update](#)

[Home](#) [Search for a business](#) [Apply for Certification](#) [Information](#)

<https://wisdp.wi.gov/>



### WELCOME TO THE WISCONSIN SUPPLIER DIVERSITY PROGRAM - BUSINESS CERTIFICATIONS

CLICK HERE TO VIEW THE WISCONSIN SUPPLIER DIVERSITY PROGRAM'S MBE & DVB ANNUAL REPORT [2018 SUPPLIER DIVERSITY ANNUAL REPORT](#)

ALL QUESTIONS APPLICABLE TO THE TYPE OF BUSINESS MUST BE ANSWERED ON THE ONLINE APPLICATION FORM

WE ENCOURAGE ALL INTERESTED BIDDERS TO REGISTER AND SEARCH FOR NEW OPPORTUNITIES IN THE NEW [eSUPPLIER PORTAL](#) IF YOU WOULD LIKE TO RECEIVE BID NOTICES FROM THE STATE OF WISCONSIN.

- [Search Certified Suppliers Database](#)
- [Apply for Certification](#)
- [Login](#)
- [Register for eSupplier](#)
- [Current Goods/Services Bids](#)

#### Certification Types

Minority Business Enterprise - MBE  
[More Info](#)

Woman-Owned Business Enterprise - WBE  
[More Info](#)

Disabled Veteran Business - DVB  
[More Info](#)

# STATE OF WISCONSIN CHECKLIST

## Woman, Minority, Disabled Veteran-Owned Business Enterprise (WBE/MBE/DVB) Document Checklist

The following documents are required to complete the application. Unless otherwise indicated, copies of documents are sufficient. *Applicants are strongly encouraged to electronically submit or upload all supporting documentation to the secure application website.*

### A. ALL BUSINESSES

- Proof of ethnicity, permanent residency or citizenship for the **majority** owner, such as Birth Certificates, Green Cards, Passports, Tribal Memberships, etc.
- Current bank signature cards for business account(s) including Depository and Borrowing Resolutions.
- Business Tax Returns for the past three years.
- List of major capital assets, such as property, office/facilities, equipment, vehicles, etc.
- Current business financial statements (profit and loss statement and balance sheet).
- Leases and other Third-Party Agreement(s), such as working arrangements with other firms, supplier/distributorship agreements, rental leases, etc.
- Three samples of evidence of revenue for firm, such as completed-signed contracts, receipts, invoices, etc.
- Evidence of Certification with a MBE, WBE or DVB certifying entity (if applicable).
- Relevant license and permits.
- Resumes/biographies outlining business experience.
- Assumed name documents (d/b/a or a/k/a).
- **(DVB only)** U.S. Department of Defense Form DD 214 (Certificate of Release or Discharge from Active Duty) to prove service in the Armed Forces.
- **(DVB only)** 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%.

### B. PARTNERSHIPS ONLY

- Partnership Agreement, including any amendments, buy-out rights as well as any profit sharing arrangements.

### C. CORPORATIONS AND LIMITED LIABILITY CORPORATIONS ONLY

- Articles of Incorporation with all Amendments.
- Minutes of the first corporate organizational meeting and a copy of the most recent meeting minutes.
- By-laws for corporation and LLC Operating Agreement for LLC's.
- Annual reports (filed with WI Dept. of Financial Institutions) for the past three years.
- Copies of Stock Certificates (both front and back) and Stock Transfer Record.
- Stock options and other outstanding ownership options.

# STATE OF WISCONSIN ESUPPLIER – VENDORNET REPLACEMENT

Don't forget to register in eSupplier. Your certification process does not automatically list you in Wisconsin's procurement database!

The screenshot shows the Wisconsin eSupplier portal homepage. At the top left is the Department of Administration logo and the text 'eSupplier'. At the top right is the Wisconsin State Government logo. The page is divided into two main columns. The left column is titled 'eSUPPLIER LOGIN' and contains a login form with fields for 'WAMS Username:' and 'Password:', a 'Sign In' button, and links for 'Need help registering as a bidder?', 'Log in Assistance:', 'What is WAMS?', 'Create your WAMS ID', 'Forgot your WAMS ID and/or password?', 'System Requirements:', and 'Minimum System Requirements'. The right column is titled 'WELCOME SUPPLIERS' and contains a 'Welcome to the State of Wisconsin eSupplier Portal' message, a paragraph describing the portal's purpose, and a 'WELCOME BIDDERS' section with a message and a large blue button labeled 'Enter Bidder Site' with a right-pointing arrow.

**DISCLAIMER:** You are accessing the State of Wisconsin's eSupplier Portal. The Portal is for those currently doing business with the State of Wisconsin as a supplier and/or those interested in bidding on State of Wisconsin contracts only. All use of the Portal is intended only for the official business use of the State of Wisconsin. The State of Wisconsin reserves the right to audit, inspect and disclose all transactions and data sent over this Portal in a manner consistent with State and Federal laws.

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# UNIFIED CERTIFICATION PROGRAM (UCP)

# 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. **The UCP Certification Program does not have the one year In Business requirement.**
  - **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 \$19M in the previous 3 years or \$40M for airport concessionaires. Personal net worth less than \$1.32M excluding home & ownership in business.
  - No cost
  - Re-evaluated every 3 years

# UNIFIED CERTIFICATION PROGRAM (UCP)

- **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>
      - The federal DBE program requires all DBE firms to submit an annual affidavit and business taxes annually.
    - **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>  
Checklist:  
[http://county.milwaukee.gov/ImageLibrary/User/maverkamp/CBDP/Supporting\\_Docs\\_Checklist\\_NEW\\_APP.pdf](http://county.milwaukee.gov/ImageLibrary/User/maverkamp/CBDP/Supporting_Docs_Checklist_NEW_APP.pdf)

# 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](mailto: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/civil-rights/contract-compliance>

# UNIFIED CERTIFICATION PROGRAM (UCP)

- **Benefits – WisDOT**

- Database of all certified companies with NAIC's codes for Buyers to easily find you:  
<http://wisconsindot.gov/Pages/doing-bus/civil-rights/dbe/certified-firms.aspx>
- Support Services are available to certified firms free of charge including technical, marketing and financial assistance. Matrix: <http://wisconsindot.gov/Documents/doing-bus/civil-rights/dbe/business-cntrctng-matrix.pdf>
- 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)

- (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.



## Wisconsin Department of Transportation (WisDOT) Business Contracting Matrix

HOW TO DO BUSINESS WITH ....		DOT-CONSTRUCTION	DOT-CONSULTING	DOT-PROCUREMENT	
<b>FIT</b>	1	What type of goods & service do you solicit?	Road building & related construction	Engineering, Related Services (design, geotechnical, environmental, DBE support services, etc.)	Products & services to support DOT facility operations & maintenance not directly related to highway construction.
	2	What certification is accepted to compete for subcontracts?	DBE	DBE	MBE / DVB
	3	Are any preferences given to small businesses?	DBE goals are Project-specific	DBE goals are Solicitation-specific	5% bid preference on contracts
	4	What documentation substantiates basis of competing for WisDOT contracts?	Statement of financial ability, equipment & prior experience. Primes provide to WisDOT; Subcontractors submit to Primes	Submit qualifications in NOI and/or RFP	Documentation is outlined in RFP or RFB
	5	How do you advertise contact opportunities?	Monthly bids lettings	Bi-monthly solicitations	Vendor Net posts or Email
<b>ACCESS</b>	6	Where can I find your contracting opportunities?	<a href="http://roadwaystandards.dot.wi.gov/hcci/">http://roadwaystandards.dot.wi.gov/hcci/</a>	<a href="http://www.dot.wisconsin.gov/business/engrserv/engserv.htm">http://www.dot.wisconsin.gov/business/engrserv/engserv.htm</a>	<a href="http://vendornet.state.wi.us/vendornet/">http://vendornet.state.wi.us/vendornet/</a>
	7	Where does WisDOT advertise contract opportunities?	WisDOT website (above), Daily Reporter	WisDOT website ( above)	Post on Vendor.Net
	8	How are winning contracts selected (Who determines the winner?)	Lowest responsible bidder's sealed bid; Bid reviewed by WisDOT Bureau of Project Development	Qualification Based Selection based on e-submitted NOIs; reviewed and approved by central office administrators	RFP - Evaluation committee; RFB - Awarded on low bid
	9	Do I have to register to compete with WisDOT?	No, but if awarded a contract, you must register on CRCS	Yes. Engineering firms must registered on WisDOT Roster of firms; No registration requirement for open solicitations	Yes. VendorNet Help desk: 1-800-482-7813 or vendrhlp@doa.state.wi.us
	10	What amount/percentage of your contracts are for small business?	DBE goals averages 10% or about \$10 million	DBE goal averages 15% or about \$5million	Overall Annual State goal of 5% to MBE
	11	How do you track small business participation/goals?	Tracked monthly using web-based system, Civil Rights & Compliance System (CRCS)	DBE goals tracked by solicitation	Annual spending review
	12	What are your terms of payments?	Net 30 days to primes + 10 day prompt payment to subs per tier	Net 30 days to primes + subs per the subcontract agreement	Net 30 days after invoice
<b>SUPPORT</b>	13	What support/assistance do you provide small businesses?	DBE Workshops/Trainings, Financial Management, Technical Assistance, Legal Services, Small Business Network accounts	DBE Workshops/Training, Financial Management, Legal Services, Mentoring Connections services	VendorNet orientation
	14	Does WisDOT provide loans?	Yes. Only firms with WisDOT contract may apply for a WisDOT mobilization loan; We refer to applicable USDOT & federal resources	Yes. Only firms with WisDOT contracts may apply for a WisDOT mobilization loan. Firms with USDOT contracts are referred	No
	15	Does WisDOT provide financial grants?	No	No	No
<b>MARKETING</b>	16	Who/How do I market my small business?	Solicit Prime contractors on plan holders list; Use Small Business Network (SBN)	Present qualifications at Annual Events: Design Opportunity Day and Construction Administration Fair	MBE/DVB Contractors register with VendorNet; contact specific buyers (on website)
	17	Who do I talk to for advice on the competitive process?	Project Managers, Prime Contractors, DBE Office	Regional Consultant Unit Supervisors and aforementioned events	The bid contract manager or MBE Program Coordinator
	18	Who monitors WisDOT to ensure compliance?	USDOT: Highways-FHWA , Airports-FAA, Transit-FTA	USDOT: Highways-FHWA , Airports-FAA, Transit-FTA	DOA-State Bureau of Procurement

# LOCAL GOVERNMENTS

# 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/civil-rights/documents/AAPInstructions.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
- **Cost for Certification** – There is no cost for certification.

# LOCAL GOVERNMENTS – CITY OF MADISON

<p>Contact</p> <p>Report Civil Rights Discrimination and Employment Issues</p> <p>A to Z Services</p> <p>Awards</p> <p>Contract Compliance</p> <p>Decision Digest</p> <p>How to File a Complaint</p> <p>Hate Crimes</p> <p>Job Skills Bank</p> <p>Title VI Plan</p> <p><b>Norman D. Davis,</b> Director</p> <p><b>City of Madison</b> <b>Department of Civil Rights</b></p> <p>210 ML King, Jr. Blvd. Room 523 Madison, WI 53703</p> <p><b>Email:</b> <a href="mailto:dcr@cityofmadison.com">dcr@cityofmadison.com</a></p> <p><b>Voice:</b> (608) 266-4910</p> <p><b>Fax:</b> (608) 266-6514 <a href="#">WI Relay Service</a></p>	<h2>TARGETED BUSINESS ENTERPRISE PROGRAM</h2> <ul style="list-style-type: none"> <li>• <a href="#">Small Business Enterprise Directory</a> <span style="float: right;"><a href="#">MS Excel</a></span> This directory contains all businesses certified as a Small Business Enterprise by the City. The directory is searchable by type of work for public works projects, non-public works construction projects and other vendors providing non-construction-related services. The Directory contains a drop down box which can be used to find businesses certified to provide services in specific areas of work, e.g., trucking, demolition, concrete finishing, HVAC, etc.).</li> <li>• <a href="#">Minority &amp; Women Business Enterprise Directory</a> <span style="float: right;"><a href="#">PDF</a> <a href="#">MS Excel</a></span></li> <li>• <a href="#">Disadvantaged Business Enterprise Directory</a></li> <li>• <a href="#">DBE Guidance, U.S. DOT</a></li> <li>• <a href="#">DBE Certification Application Packet, U.S. DOT</a> <span style="float: right;"><a href="#">PDF</a></span></li> <li>• <a href="#">Targeted Business Recertification Application</a> <span style="float: right;"><a href="#">PDF</a> <a href="#">MS Word</a></span></li> <li>• <a href="#">Targeted Business Certification Application</a> <span style="float: right;"><a href="#">PDF</a> <a href="#">MS Word</a></span></li> <li>• <a href="#">Annual No Change Affidavit</a> <span style="float: right;"><a href="#">PDF</a></span></li> <li>• <a href="#">Section 3: An Economic Opportunity &amp; Jobs Initiative</a> <ul style="list-style-type: none"> <li>◦ <a href="#">Section 3 Business Enterprise Directory</a> <span style="float: right;"><a href="#">PDF</a> <a href="#">MS Excel</a></span></li> <li>◦ <a href="#">Section 3 Guidebook</a> <span style="float: right;"><a href="#">PDF</a></span> <ul style="list-style-type: none"> <li>▪ <a href="#">Section 3 Resident Application (App. C.)</a> <span style="float: right;"><a href="#">MS Word</a></span></li> <li>▪ <a href="#">Section 3 Project Implementation Plan (App. D)</a> <span style="float: right;"><a href="#">MS Word</a></span></li> </ul> </li> <li>◦ <a href="#">Section 3 City/County Overview</a> <span style="float: right;"><a href="#">PDF</a></span></li> <li>◦ <a href="#">Section 3 City/County Detailed Summary</a> <span style="float: right;"><a href="#">PDF</a></span></li> <li>◦ <a href="#">Section 3 Federal Brochure</a> <span style="float: right;"><a href="#">PDF</a></span></li> </ul> </li> <li>• <a href="#">Personal Financial Statement, U.S. DOT</a> <span style="float: right;"><a href="#">PDF</a></span></li> <li>• <a href="#">Brochures</a></li> <li>• <a href="#">Targeted Business Assistance Programs</a> <span style="float: right;"><a href="#">PDF</a></span></li> </ul> <h2>INTRODUCTION</h2> <p>The City of Madison has adopted an affirmative action plan and requires similar efforts from vendors, contractors and other firms with which it does business. The City has determined that it is not in the public interest to purchase goods and services from vendors and contractors unless they demonstrate that they have taken affirmative action to ensure equal employment and subcontracting opportunities.</p> <p>It is the official policy of the City of Madison that as an overall goal, ten percent (10%) of the City's public works funds be expended with certified small business enterprises (SBE). This policy is designed to stimulate economic growth, promote the establishment of new businesses and provide employment opportunities. In addition, when the City expends funds provided to it by federal agencies, the City requires that contractors comply with applicable federal regulations governing the participation of minority business enterprises (MBE), women business enterprises (WBE) and disadvantaged business enterprises (DBE). Furthermore, it is the City's policy that all businesses, including those owned by minorities and women, be</p>
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# LOCAL GOVERNMENTS – MILWAUKEE COUNTY

- **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>

## Wisconsin UCP, DBE, and ACDBE Certifying Agencies contacts

Civil rights and compliance

DBE Program

Plan and goals

Eligibility requirements and application

Certified firms

Contracting with a DBE

Support services

Newsletter

Calendar

Contacts

### Contact information, Certification type

#### WisDOT

Office of Business Opportunity & Equity Compliance

P.O. Box 7965

4802 Sheboygan Ave., Room 451

Madison, WI 53707-7965

(608) 266-8216 Phone

(608) 267-3641 fax

DBE Certifications (In-State & Out-Of-State)

#### City of Madison

Civil Rights Affirmative Action Division

Dane County City-County Building, Room 523

210 Martin Luther King Jr. Blvd.

Madison, WI 53703

(608) 266-4910 Phone

(608) 266-6514 fax

(609) 266-4083 TTY

[cityofmadison.com/dcr](http://cityofmadison.com/dcr)

DBE Certifications

#### Dane County

Office of Equity and Inclusion

Dane County City-County Building, Room 356

210 Martin Luther King Jr. Blvd.

Madison, WI 53703

(608) 283-1391 Phone

(608) 266-2138 fax

[oei-exec.countyofdane.com](http://oei-exec.countyofdane.com)

DBE and ACDBE Certifications

#### Milwaukee County

Community Business Development Partners

Milwaukee County

Fill out and submit application online **\*Online application only**

DBE Program Administrators

(414) 278-4747 Phone

(414) 223-1958 fax

[cbdp@milwaukeecountywi.gov](mailto:cbdp@milwaukeecountywi.gov)

DBE and ACDBE Certifications

# LOCAL GOVERNMENTS

- **Milwaukee Metropolitan Sewerage District (MMSD) – Small, Veteran, Women, Minority (SWMBE) Businesses**

- To apply for MMSD SBE certification, businesses must complete the [Small Business Certification application](#).

MMSD SBE Certification is valid for three years. Firms wishing to renew their certification must submit a new application and business tax returns for the past three years.

- **\*NEW\*** Effective December 5, 2017, the Milwaukee Metropolitan Sewerage District (MMSD) modified its Small Business Enterprise (SBE) certification program to align with the U.S. Small Business Administration (SBA) in its definition of a small business. Previously, MMSD defined a small business as a business not exceeding 2.5 million in gross sales during the most recent calendar or fiscal year. **Moving forward, a small business is defined as a business not exceeding the SBA size standard for its industry.** A size standard represents the largest size that a business (including its subsidiaries and affiliates) may be to remain classified as a small business. SBA size standards vary by industry classification and can be defined by average annual receipts for the past three years or average number of employees over the past twelve months. Businesses can use the [SBA size standards tool](#) to determine if their business can be classified as a small business.
- **NOTE:** MMSD does recognize other certifications: Visit <https://www.mmsd.com/procurement/swmbe-diversity> for additional information.

# LOCAL GOVERNMENTS

- **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:** 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 Contact Contract Compliance Services - <http://mps.milwaukee.k12.wi.us/en/District/About-MPS/School-Board/Contract-Compliance-Services.htm>
- **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 CERTIFICATIONS

# CORPORATE – OR 3<sup>RD</sup> 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)
  - **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 – Min - \$350
  - **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/basicinfo.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.

# 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

# 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):  
<https://doa.wi.gov/Pages/StateEmployees/ProgramDescription.aspx>
- Small Business Enterprise (SBE) (City of Milwaukee):  
[http://city.milwaukee.gov/Directory/OSBD/Certifications.htm#.V\\_vLNSSo6io](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>
- Housing Authority's Emerging Business Enterprise (EBE) Program  
– City of Milwaukee: <http://www.hacm.org/business/ebe-program>

# LAST WORD ON CERTIFICATIONS

- Certifications do not define your company
- Never imply the Government must purchase from you since you have a certification
- Certifications can provide a competitive edge through
  - Set asides
  - Equally submitted proposals
- Sell your company then advise of your certifications
- Changes to the FAR regarding the Federal Certification:  
<https://www.federalregister.gov/documents/2019/05/14/2019-09684/women-owned-small-business-and-economically-disadvantaged-women-owned-small-business-certification>
- Contact WPI for free assistance in registrations and certification applications

# UPCOMING TRAINING - EVENTS

# ACQUISITION HOUR LIVE WEBINAR SERIES

- May 29, 2019 – **Innovation in the Federal Marketplace** – [CLICK HERE](#) for additional information – presented by Marc Violante, Wisconsin Procurement Institute (WPI)
- June 11, 2019 – **GSA Schedule Contract Management and Administration** – [CLICK HERE](#) for additional information – presented by Steve Makovec, Wisconsin Procurement Institute (WPI)
- June 12, 2019 - **State and Federal Certifications for Veteran and Service Disabled Veteran Owned Businesses** – [CLICK HERE](#) for additional information - presented by Shane Mahaffy, Lead Business Opportunity Specialist, U.S. Small Business Administration (SBA) and Benjamin Blanc, Wisconsin Procurement Institute (WPI)
- June 19 , 2019 – **6 Tips for Successful Joint Venture Agreements** – [CLICK HERE](#) for additional information – presented by Steven A. Neeley, Husch Blackwell LLP
- June 25, 2019 – **Integrating DFARS Requirements Into Your Day-to-Day Cyber Practices** – [CLICK HERE](#) for additional information – presented by Marc Violante, Wisconsin Procurement Institute (WPI)
- June 26, 2019 - **Current Trends in Federal Acquisition** – [CLICK HERE](#) for additional information – presented by James Hasik, Senior Fellow, George Mason University School of Business

Search ...

REGISTRATION

LOCATION



AGENDA

EVENT  
HOSTS

SPEAKERS

SPONSORS

EVENT  
COMPETITIONS

BUYER  
MEETINGS

EVENT  
PARTNERS

## Registration

For additional information regarding this event, contact Dave Olson at (608) 338-8018.

## Location

The 13th Annual Wisconsin Government Opportunities Business Conference (GOBC) will take place at the

**Volk Field Air National Guard Base, Building 475 –  
100 Independence Drive – Camp Douglas, WI 54618**

# 13TH ANNUAL WISCONSIN GOVERNMENT OPPORTUNITIES BUSINESS CONFERENCE (GOBC)

*In Partnership with Volk Field ANG and Fort McCoy*

**JULY 30-31, 2019**

The 13th Annual Wisconsin Government Opportunities Business Conference (GOBC) is scheduled for July 30th and 31st at Volk Field in Camp Douglas, Wisconsin. Businesses from the Midwest will have the opportunity to participate in two days of technical training with a focus on Infrastructure Opportunities, Federal, State and Local Government Opportunities, Information Security, Manufacturing and Teaming.

Attendees will have the opportunity to hear from and meet with regional experts, leaders of the community, potential customers, potential partners and will also have the opportunity to meet one on one with various government and corporate buyers. All businesses including Small, Large, Disadvantaged, HUBZone, Minority-Owned, Native / Tribal Owned, Woman-Owned, Veteran-Owned and Service-Disabled Veteran-Owned firms will benefit from this event.

**EARLY REGISTRATION ENDS June 14, 2019 – (Discounted registration may be available)**

**EVENT REGISTRATION ENDS July 18, 2019**

<https://volkfieldsbconference.org/>

# MARKETPLACE 2019 – Milwaukee, WI October 23-24, 2019





# QUESTIONS?

# SURVEY



# CONTINUING PROFESSIONAL EDUCATION

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CPE Certificate available, please contact:

**Benjamin Blanc**

[benjaminb@wispro.org](mailto:benjaminb@wispro.org)

# PRESENTED BY

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