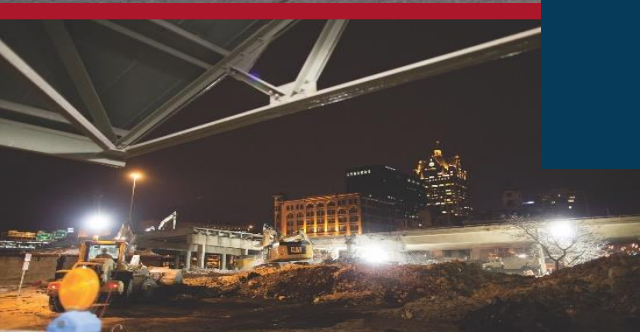




**PATHWAYS TO SUCCESS FOR WOMEN
ENTREPRENEURS**

Certifications for Women, Minority, and
Veteran-Owned Businesses
MILWAUKEE WI - OCTOBER 29, 2019



WHAT DOES WPI DO?

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

WPI provides technical assistance to CURRENT and POTENTIAL contractors and subcontractors

- INDIVIDUAL CONSELING
- SMALL GROUP TRAINING
- CONFERENCES

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

WPI OFFICE LOCATIONS

▪ MILWAUKEE

- *Technology Innovation Center*

▪ MADISON

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

▪ CAMP DOUGLAS

- *Juneau County Economic Development Corporation (JCEDC)*

▪ STEVENS POINT

- *IDEA Center*

▪ APPLETON

- *Fox Valley Technical College*

▪ OSHKOSH

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

▪ EAU CLAIRE

- *Western Dairyland*

▪ MENOMONIE

- *Dunn County Economic Development Corporation*

▪ LADYSMITH

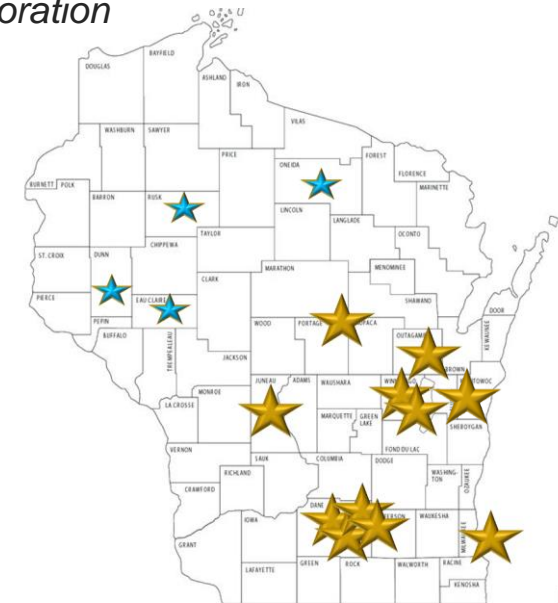
- *Indianhead Community Action Agency*

▪ RHINELANDER

- *Nicolet Area Technical College*

▪ GREEN BAY

- *Advance Business & Manufacturing Center*





Search ...

BLOG SERVICES ABOUT **CLIENT PORTAL** SPONSORSHIP CONTACT



- EVENT CALENDAR
- FEDERAL GOVERNMENT
- STATE & LOCAL GOVERNMENT
- GRANTS
- SUCCESS & AWARDS
- FAQS



www.wispro.org

UPCOMING EVENTS

- WED 21** Acquisition Hour: Government Property Management for Federal Contractors and Subcontractors
August 21 @ 12:00 pm - 1:00 pm
- THU 22** Advancing Cybersecurity in the Industry, Energy, Water Nexus – Oshkosh, WI
August 22 @ 9:00 am - 3:00 pm
Oshkosh WI
- THU 22** NDIA Great Lakes Chapter 10th Anniversary – Milwaukee, WI
August 22 @ 12:30 pm - 7:30 pm
Brookfield Wisconsin
- SEP 11** Acquisition Hour: The End of the Fiscal Year is Here – What is Hot and What is Not
September 11 @ 12:00 pm - 1:00 pm

[View More...](#)

CURRENT OPPORTUNITIES (1)

GET STARTED WITH THE BASICS

Questions & answers on how to get started.

[GET STARTED](#)

SIGN-UP FOR OUR NEWSLETTER

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

[SIGN UP](#)

HAVE A QUESTION? WE'RE HERE TO HELP.

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

[GET HELP](#)

WHAT WE WILL COVER TODAY

- **WHY consider certification of your business**
- **Types of Certifications**
 - Federal Government
 - State Government
 - Local Government
 - Corporate

WHY CONSIDER CERTIFICATION

WHY CONSIDER CERTIFICATION?

- Potential for decreased competition – set asides
- Potential for evaluation preference
- Potential for increased visibility to government agency OR corporation
- Potential to qualify for targeted business assistance
- Potential to qualify for public directories / marketing
- Potential to qualify for various teaming – Mentor Protégé benefits

WHY NOT TO CONSIDER CERTIFICATION

IF IT WILL NOT BE OF VALUE TO YOUR BUSINESS

The certification process (of any kind) will require resources – your time, your staff / attorney / accountant time, and sometimes a fee **SO**

- Evaluate the value to your business
- Consider the certification process – in most cases you will be required to share confidential business information
- Consider the short and long term requirements and obligations of the specific certification

FEDERAL GOVERNMENT CERTIFICATIONS

FEDERAL GOVERNMENT

- **Federal – a \$500 billion market**
 - Very Large market
 - Worldwide
 - Complex
 - Benefit to being SMALL [SMALL BUSINESS SET ASIDES, Mentor Protégé program]
 - Manufacturing, Construction, Services, R&D, Products.... – anything /everything
- **Federal Primes**
 - Large market
 - Worldwide
 - Less Complex – flow-down of rules from Federal Prime contractor
 - Benefit to being SMALL [Small Business Subcontracting Plan]
 - Diverse products and services

FEDERAL SMALL BUSINESS PROGRAMS


Federal Goals [applies to Federal agencies and their large prime contractors]:

- 23 percent of prime contracts and subcontracts for small businesses [table of size standards](#);
- 5 percent of prime and subcontracts for [women-owned small businesses](#);
- 5 percent of prime contracts and subcontracts for [Small Disadvantaged Businesses](#) (including minority and 8(a));
- 3 percent of prime and subcontracts for [service-disabled veteran-owned](#) small businesses [VA also has both a veteran and service disabled veteran business preference];
- 3 percent of prime contracts and subcontracts for [HUBZone](#) small businesses.

GENERAL FEDERAL CERTIFICATION REQUIREMENTS

- Be a small business
- Be at least 51% owned and controlled by the classification group
- Manage day-to-day operations and also make long term decisions
- Net worth and income levels may apply
- May have to meet minimum years under current ownership
- Maintain active System for Award Management (SAM) registration and complete yearly updates in SAM <https://www.sam.gov/SAM/>
- All federal certifications are at no cost

 **ALERT:** SAM.gov will be down for scheduled maintenance Saturday, 11/09/2019, from 8:00 AM to 3:00 PM

 **Due to scheduled CAGE maintenance, SAM registrants will be unable to validate CAGE Codes. Please try again after 6:00 AM (EST), Monday, 10/28/2019**

The System for Award Management (SAM) is an official website of the U.S. government. There is no cost to use SAM. You can use this site for FREE to:

- Register to do business with the U.S. government
- Update or renew your entity registration
- Check status of an entity registration
- Search for entity registration and exclusion records

<https://sam.gov>

Getting Started

Create A User Account



Start by creating a SAM user account.

Register Entity



After creating your SAM user account, log in to register to do business with the U.S. government.

Search Records



Do a public search for existing entity registration records or exclusion records.

Federal users can log in to see additional information.



IBM-NP-20190814-1104
WWW1

[Search Records](#) | [Disclaimers](#) | [FAPIS.gov](#)
[Data Access](#) | [Accessibility](#) | [GSA.gov/IAE](#)
[Check Status](#) | [Privacy Policy](#) | [GSA.gov](#)
[About](#) | [USA.gov](#)
[Help](#)

Government Certifications

8(a) Certified or 8(a) Joint Venture:

- Required (Active Certifications only)
- Required (Active Certifications and Previously Certified)
- Required (Previously Certified only)
- Not Required

Small Disadvantaged Business:

- Required (Active Certifications only)
- Required (Active Certifications and Previously Certified)
- Required (Previously Certified only)
- Not Required

HUBZone Certification:

- Required (Active Certifications only)
- Required (Active Certifications and Previously Certified)
- Required (Previously Certified only)
- Not Required

The SBA's 8(a), HUBZone and SDB certifications are also made available to external software via: [SBSS Public Web Services](#).
For more information, see also [SBA Certifications](#) in the search help page.



Ownership and Self-Certifications

- Any Minority Owned:
 - Any Native American Owned:
 - Tribally Owned
 - Alaskan Native Corp (ANC) Owned
 - Native Hawaiian Org (NHO) Owned
 - Other Native American
 - Other Minority Owned
- Community Development Corporation (CDC) Owned
- Self-Certified Small Disadvantaged Business
- Service Disabled Veteran Owned
- Veteran Owned (including Service Disabled Veteran Owned)
- Any Women-Owned Small Business: ([search help](#))
 - Women-Owned Small Business under the Women-Owned Small Business Program ([more information](#))
 - Economically Disadvantaged Women-Owned Small Business under the Women-Owned Small Business Program
 - Women-Owned Small Business Joint Venture
 - Economically Disadvantaged Women-Owned Small Business Joint Venture

<http://dsbs.sba.gov>

FEDERAL GOVERNMENT SMALL BUSINESS PROGRAMS – SMALL

- Self certification
- Based on NAICS CODES - <https://www.census.gov/eos/www/naics/>

Size Standards Tool



<https://www.sba.gov/size-standards/>

Do you qualify as a small business for government contracting purposes?

START

FEDERAL GOVERNMENT SMALL BUSINESS PROGRAMS – WOMAN OWNED BUSINESS

Women Owned Small Business (WOSB)

- Includes WOSB and Economically Disadvantaged Women Owned Small Business (EDWOSB)
- WOSB and EDWOSB self certification in SAM – www.sam.gov
- WOSB and EDWOSB set asides for certain categories of procurement – in industries where WOSB are underrepresented - must be self certified or third party certified with documentation uploaded to certify.SBA.gov website

FEDERAL GOVERNMENT SMALL BUSINESS PROGRAMS – SMALL DISADVANTAGED BUSINESS AND 8(A)

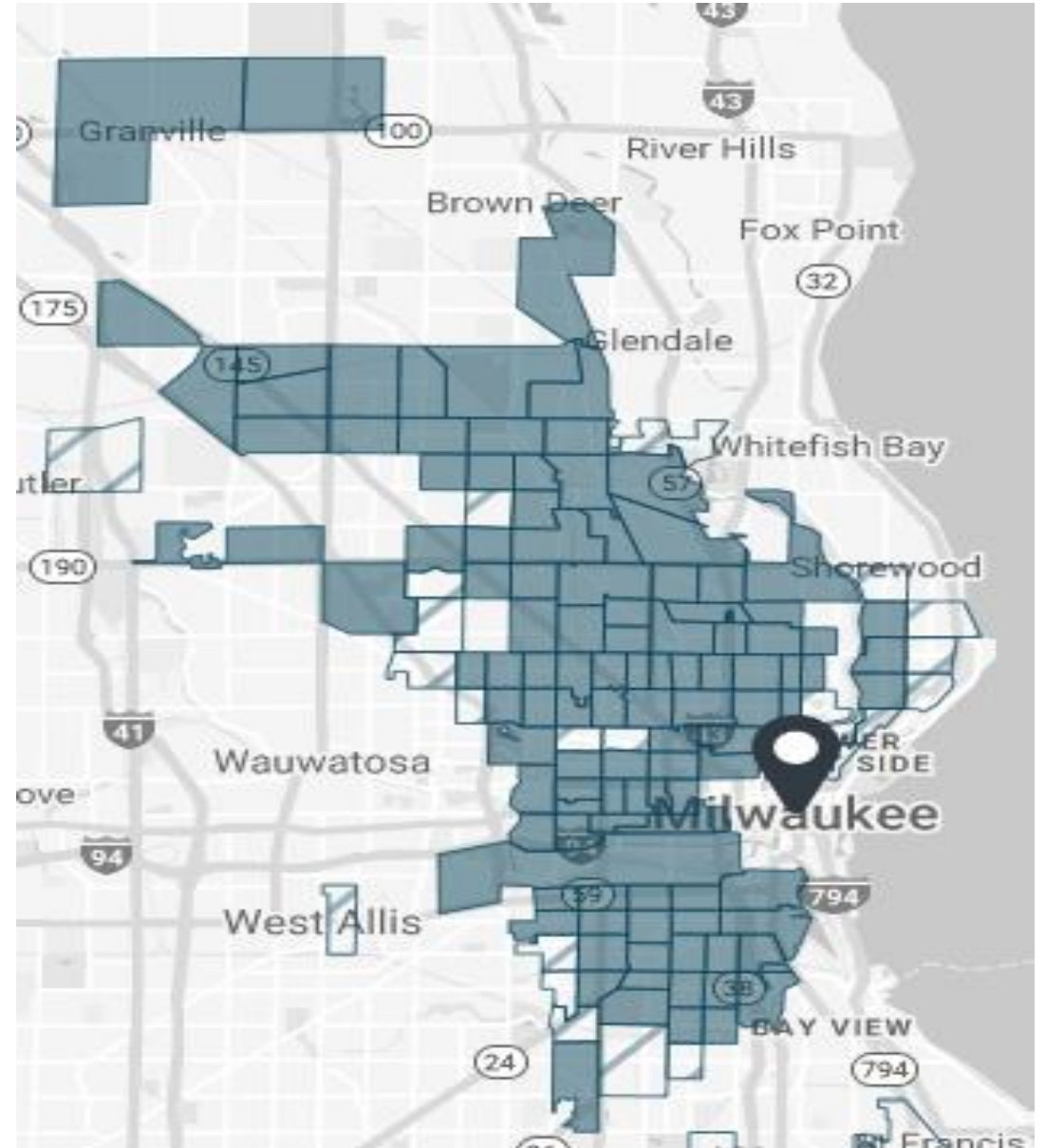
- Socially and Economic Disadvantaged
- 8(a) – 9 year business development program through the SBA
– includes 8(a) set asides
- 8(a) – formal certification approved by US SBA

FEDERAL GOVERNMENT SMALL BUSINESS PROGRAMS - SERVICE DISABLED VETERAN OWNED SMALL BUSINESS (SDVOSB)

- SDVOSB self certification in SAM for all agencies except VA and FAA
- VA and FAA require verification through Center for Verification and Evaluation (CVE)
<https://www.va.gov/osdbu/verification/> - veteran and service disabled veteran

FEDERAL GOVERNMENT SMALL BUSINESS PROGRAM - HUBZONE

- Company headquarters must be located in a HUBZone
- HUBZone map on SBA website <https://maps.certify.sba.gov/hubzone/map#center=39.828200,-98.579500&zoom=5>
- 35% of employees must reside in a HUBZone
- SBA approves the certification



SMALL BUSINESS REQUIREMENTS ALSO APPLY TO LARGE PRIME CONTRACTORS



Training Center | Suppliers

Quality Notifications

1. Salt Spray Testing Results and Qualified Labor
2. Welding documents (WPS and PQR's) must cite the
3. Calibration - Movement of equipment (not precision hand gauges) may render it "out of calibration". It is a best practice to follow the equipment manufacturers recommendations whether newly delivered equipment

<https://osn.oshkoshcorp.com/>

About Us | Welcome to the Oshkosh Corporation Supplier Portal

- Core Values
- Supplier Standards Guide
- Supplier Quality Manual
- Supplier Communications
- Supplier Diversity Program
- Supplier Profile
- Interested in doing business with Oshkosh
- Oshkosh Logistics
- Oshkosh Corporate Website

<https://www.lockheedmartin.com/en-us/suppliers/information.html>

BECOME A SUPPLIER

Whether you are looking to do business, getting started or need assistance with the basics start here.

How to do Business with Lockheed Martin | Existing Suppliers | General Information

HOW TO DO BUSINESS WITH LOCKHEED MARTIN

If you are interested in doing business with Lockheed Martin and would like to market your firm, please read the recommended steps.

For more details on these steps please visit this page.

1. Do your homework to determine focus area(s) to target
2. Submit your company information in the Supplier Marketing Portal
3. Monitor and/or subscribe to the Immediate Needs Bulletin Board
4. Meet influencers at Outreach Events
5. "Small business step" - subscribe to Small Business Innovation Research (SBIR) Program directory
6. Bring partnership opportunities to Lockheed Martin through Business Development

Please reference the frequently asked questions link about Doing Business with Lockheed Martin.

QUESTIONS?



ABOUT US | LOCATIONS | SERVICES | News Room | Blog | Events | Awards | Become a Subcontractor | BUILD WITH US



SUBMIT QUALIFICATIONS

Submit Qualifications

We work hard to put the best teams together for our clients, and that includes having the best subcontracting companies and tradespeople on site.

Our reputation has been built on the quality of our work for generations, thanks in large part to the strong subcontractor relationships we have in areas all over the country.

GET QUALIFIED

<https://www.gilbaneco.com/contractor-qualifications>

STATE / LOCAL GOVERNMENT

STATE / LOCAL GOVERNMENT

- **State**
 - Medium size market
 - Statewide
 - Less complex – DIFFERENT FROM FEDERAL – REGULATIONS AND CERTIFICATIONS AND PROCESS
 - Products, Services and construction for the most part
 - Minimal manufacturing and R&D
 - Some DIVERSITY PROGRAMS
- **Local**
 - Smaller market
 - Smaller geography
 - Less complex - DIFFERENT FROM FEDERAL AND STATE – REGULATIONS AND CERTIFICATIONS AND PROCESS
 - Products, Services and construction for the most part
 - Some DIVERSITY PROGRAMS

STATE CERTIFICATIONS

STATE OF WISCONSIN SMALL BUSINESS PROGRAMS

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

WISCONSIN
DEPARTMENT OF
ADMINISTRATION
WISCONSIN
GOA.WI.GOV

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](#)

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.

Certification Types

Minority Business Enterprise - MBE More Info	Woman-Owned Business Enterprise - WBE More Info	Disabled Veteran Business - DVB More Info
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[Search Certified Suppliers Database](#)
[Apply for Certification](#)
[Login](#)
[Register for eSupplier](#)
[Current Goods/Services Bids](#)

STATE OF WISCONSIN SMALL BUSINESS CERTIFICATIONS

Wisconsin Department of Administration (DOA)

- Minority-Owned Business Enterprise (MBE)
- Woman-Owned Business Enterprise (WBE)
- Disabled Veteran-Owned Business (DVB)

3 year

MBE – no cost

WBE and DVB is \$150.00

Apply online - Certification is through the State's Supplier Diversity website – MUST use online application. Instructions for new certifications:

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

STATE OF WISCONSIN - MBE

Minority-Owned Business Enterprise (MBE)

- 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.)
- Be at least 51% owned, controlled, and managed by minority group members
- Serve a “useful business function” and have customers other than the State of Wisconsin
- At least one (1) year old under current ownership

Certification Benefits

- 5% bid preference on state purchases
- Certified firms are eligible to be listed in the State of Wisconsin’s Directory of Minority, Woman, and Disabled Veteran-Owned Businesses which is available to buyers throughout the state

STATE OF WISCONSIN - WBE

Woman-Owned Business Enterprise (WBE)

- Be at least 51% owned, controlled, and managed by women group members
- Serve a “useful business function” and have customers other than the State of Wisconsin
- At least one (1) year old under current ownership

Certification Benefits

- Certified firms are eligible to be listed in the State of Wisconsin’s Directory of Minority, Woman, and Disabled Veteran-Owned Businesses which is available to buyers throughout the state

STATE OF WISCONSIN - DVB

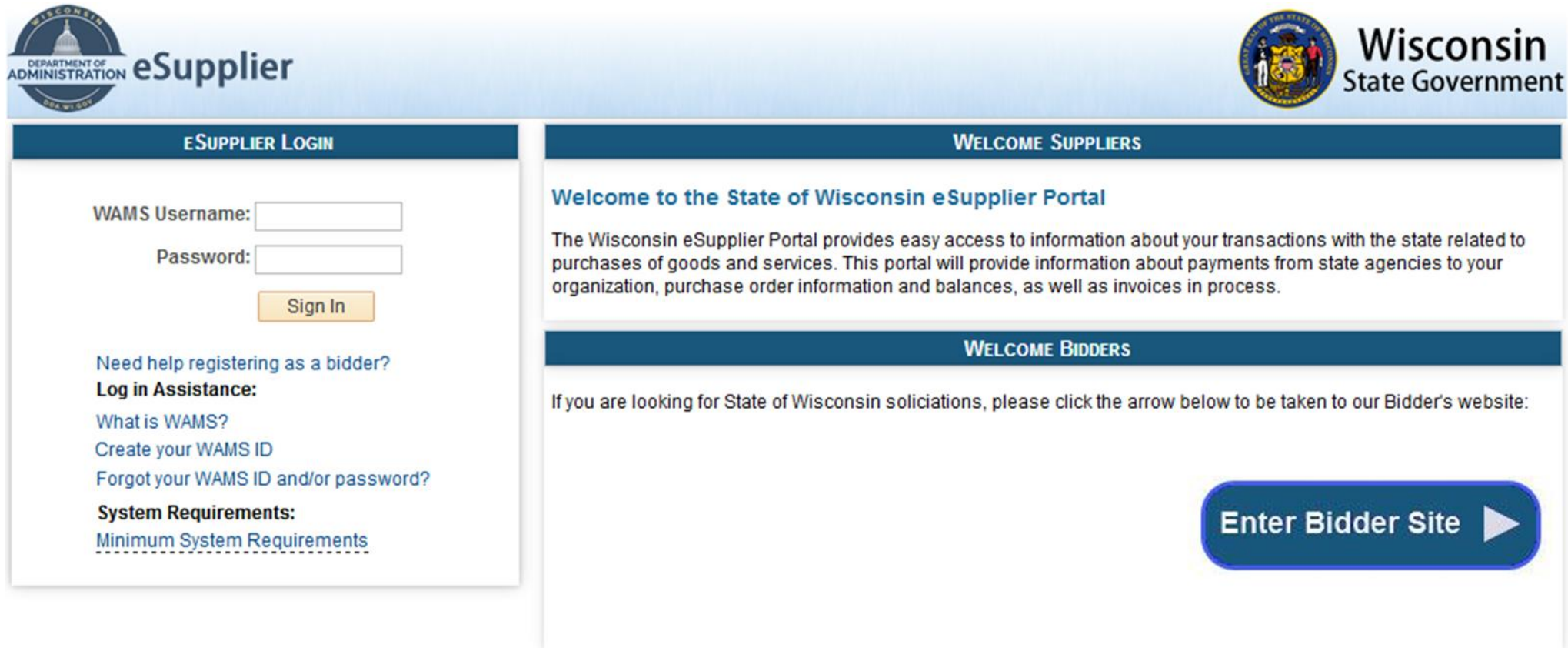
Disabled Veteran-Owned Business (DVB)

- A least 51% majority owner(s) must possess U.S. Department of Defense Form DD214 and Disabled Veteran document stating service connected disability rating of at least 0%
- At least 51% owned, controlled, and actively managed by disabled veteran group members
- At least 51% majority owner(s) must be Wisconsin resident and principal place of business in Wisconsin
- Serve a “useful business function” and have customers other than the State of Wisconsin
- At least one (1) year old under current ownership

Certification Benefits

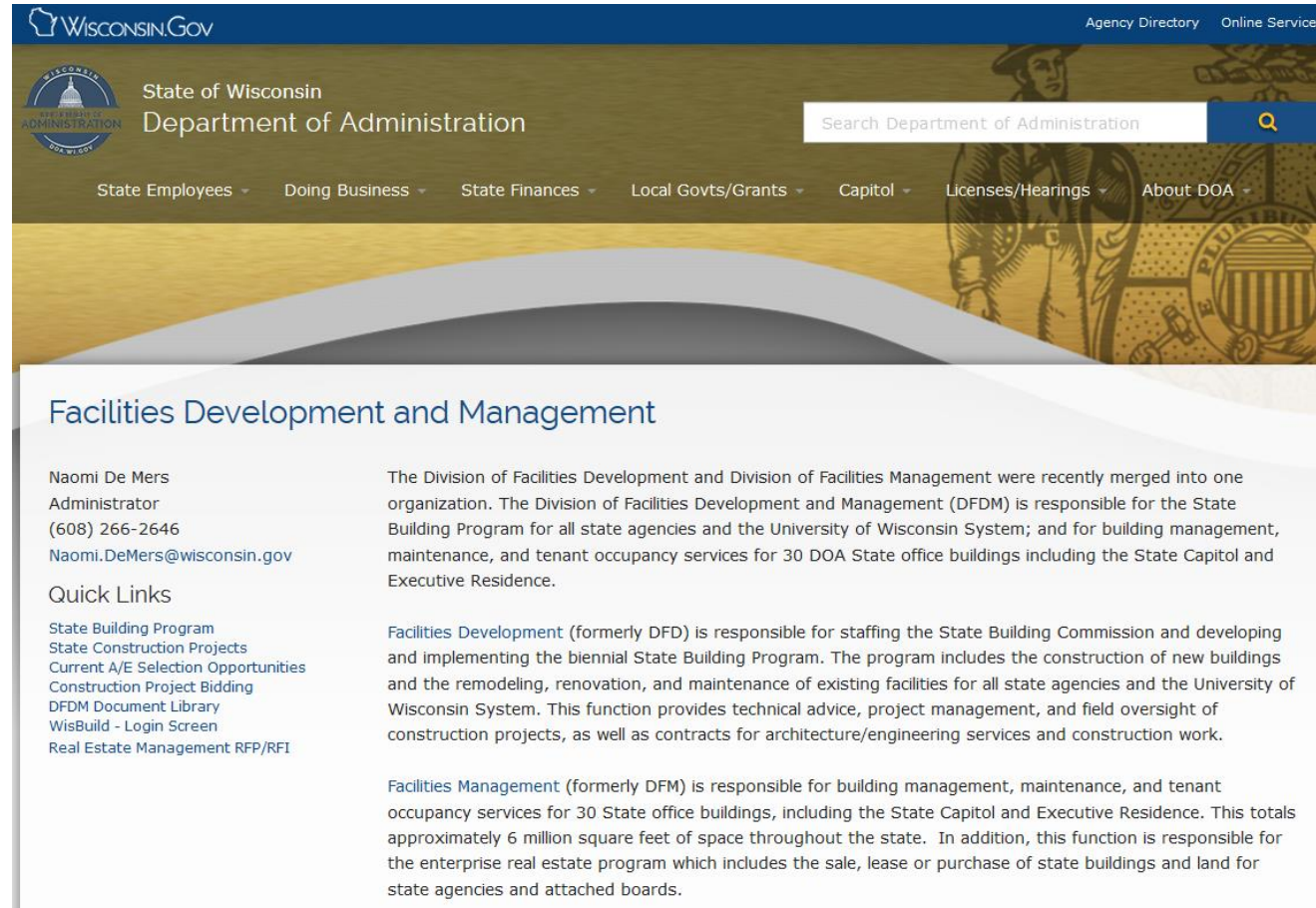
- 5% bid preference on state purchases
- Certified firms are eligible to be listed in the State of Wisconsin’s Directory of Minority, Woman, and Disabled Veteran-Owned Businesses which is available to buyers throughout the state

STATE GOVERNMENT LINKS – PRODUCTS AND SERVICES



The screenshot shows the Wisconsin eSupplier portal homepage. At the top left is the Wisconsin Department of Administration logo and the text "eSupplier". At the top right is the Wisconsin State Government logo and the text "Wisconsin State Government". The page is divided into two main sections. The left section, titled "ESUPPLIER LOGIN", 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 section, titled "WELCOME SUPPLIERS", contains a "Welcome to the State of Wisconsin eSupplier Portal" message and a paragraph explaining the portal's purpose. Below this is a "WELCOME BIDDERS" section with a message about finding solicitations and a large blue button labeled "Enter Bidder Site" with a right-pointing arrow.

STATE GOVERNMENT LINKS – CONSTRUCTION RELATED



The screenshot shows the Wisconsin Department of Administration website. The header includes the Wisconsin state logo and the text 'WISCONSIN.GOV', 'Agency Directory', and 'Online Services'. Below this is the 'State of Wisconsin Department of Administration' logo and a search bar. A navigation menu contains links for 'State Employees', 'Doing Business', 'State Finances', 'Local Govts/Grants', 'Capitol', 'Licenses/Hearings', and 'About DOA'. The main content area is titled 'Facilities Development and Management' and contains contact information for Naomi De Mers, a 'Quick Links' section, and descriptive text about the division's responsibilities.

WISCONSIN.GOV Agency Directory Online Services

State of Wisconsin
Department of Administration

Search Department of Administration

State Employees ▾ Doing Business ▾ State Finances ▾ Local Govts/Grants ▾ Capitol ▾ Licenses/Hearings ▾ About DOA ▾

Facilities Development and Management

Naomi De Mers
Administrator
(608) 266-2646
Naomi.DeMers@wisconsin.gov

Quick Links

- State Building Program
- State Construction Projects
- Current A/E Selection Opportunities
- Construction Project Bidding
- DFDM Document Library
- WisBuild - Login Screen
- Real Estate Management RFP/RFI

The Division of Facilities Development and Division of Facilities Management were recently merged into one organization. The Division of Facilities Development and Management (DFDM) is responsible for the State Building Program for all state agencies and the University of Wisconsin System; and for building management, maintenance, and tenant occupancy services for 30 DOA State office buildings including the State Capitol and Executive Residence.

Facilities Development (formerly DFD) is responsible for staffing the State Building Commission and developing and implementing the biennial State Building Program. The program includes the construction of new buildings and the remodeling, renovation, and maintenance of existing facilities for all state agencies and the University of Wisconsin System. This function provides technical advice, project management, and field oversight of construction projects, as well as contracts for architecture/engineering services and construction work.

Facilities Management (formerly DFM) is responsible for building management, maintenance, and tenant occupancy services for 30 State office buildings, including the State Capitol and Executive Residence. This totals approximately 6 million square feet of space throughout the state. In addition, this function is responsible for the enterprise real estate program which includes the sale, lease or purchase of state buildings and land for state agencies and attached boards.

UNIFIED CERTIFICATION PROGRAM (UCP)

Disadvantaged Business Enterprise (DBE) - UCP

- The DBE Certification is part of the UCP – there are multiple certifying agencies and multiple agencies accept DBE certification.
- Definition of Minority and Disadvantaged: Disadvantaged Status – Belong to an ethnic minority group: Native American, Black, Hispanic, Asian Indian, Asian Pacific or **WOMEN**.
- Be at least 51% owned, operated and fully controlled on a daily basis by a member of the groups listed
- Certifying is ongoing – companies are re-evaluated every three years, and must submit an annual affidavit of Continuing Eligibility.
- There is no cost to be certified as a DBE

DBE CERTIFYING AGENCIES

Wisconsin Department of Transportation (WisDot) <http://wisconsindot.gov/Pages/doing-bus/civil-rights/dbe/eligibility-requirements.aspx>

Milwaukee County – Community Business Development Partners (CBDP)

Milwaukee, Waukesha, Ozaukee, Racine, Kenosha, and Washington. Milwaukee County shall process applications submitted by firms interested in working on projects assisted by the FAA, FHWA, or FTA. Milwaukee County shall process applications for airport concessionaires located anywhere in the state. <https://county.milwaukee.gov/EN/Administrative-Services/Community-Business-Development-Partners>

Dane County - Office of Equal Opportunity <https://oei-exec.countyofdane.com/Contract-Compliance-Program>

City of Madison – Provides certification-related services to firms located in Dane County interested in working on projects assisted by the Federal Transit Administration (FTA)

<https://www.cityofmadison.com/madisoncontractingstudy/programs/dbe.cfm>

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.

DEPARTMENT OF TRANSPORTATION LINKS

- **WisDOT Projects**
 - <http://wisconsindot.gov/Pages/projects/6yr-hwy-impr/proj-info/default.aspx>
- **Small Business DBE Program**
 - <http://wisconsindot.gov/Pages/doing-bus/civil-rights/dbe/default.aspx>



LOCAL CERTIFICATIONS

LOCAL GOVERNMENT

SOME Local Governments have specific programs, for example [City of Milwaukee](#), [County of Milwaukee](#), [Madison](#), [Dane County](#), and [MMSD](#)

CITY OF MILWAUKEE

Small Business Enterprise (SBE)

- Independently owned, operated and controlled business
- Meets SBA small business size standard
- Operational for at least one year, owner control day-to-day operations
- Economic disadvantaged

Apply online

Participates in HUD Section 3 program

MILWAUKEE COUNTY

Milwaukee County Target Enterprises (MCTE) Program

Recognizes USP Certification of Disadvantaged Business Enterprise (DBE), Minority-Owned Business Enterprise (MBE), Woman-Owned Business Enterprise (WBE), Small Business Enterprise (SBE), and Airport Concession Disadvantaged Business Enterprise (ACDBE)

CITY OF MADISON

Targeted Business Enterprise Program

Recognizes Small Business Enterprise (SBE), Minority-Owned Business Enterprise (MBE), Women-Owned Business Enterprise (WBE), Disadvantaged Business Enterprise (DBE)

Bid document will specify which targeted business is being targeted for a specific contract, based on the source of funding

Public Works contracts estimated to cost \$100,000 or more that are funded solely with City dollars will have an SBE goal attached.

Participates in HUD Section 3 program

DANE COUNTY

Recognizes Emerging Small Businesses (ESB), Minority-Owned Business Enterprise (MBE), Women-Owned Business Enterprise (WBE), Disadvantaged Business Enterprise (DBE)

ESB are included in the Dane County Targeted Business Directory

Participates in HUD Section 3 program

MILWAUKEE METROPOLITAN SEWAGE DISTRICT (MMSD)

Small Business Enterprise (SBE)

- Register as a vendor with MMSD
- Independently owned, operated and controlled business
- Meets SBA small business size standard
- Owner controls day-to-day operations
- Valid for 3 years

SWMBE recognized certifications include WI State MBE, WBE and DVB;
WisDOT DBE, Milwaukee SBE, VA SDVOSB AND VOSB

HUD SECTION 3 PROGRAM

- The Section 3 program requires that recipients of certain HUD financial assistance, to the greatest extent possible, provide training, employment, contracting and other economic opportunities to low- and very low-income persons, especially recipients of government assistance for housing, and to businesses that provide economic opportunities to low- and very low-income persons.
- <https://www.hud.gov/section3>

CORPORATE CERTIFICATIONS

CORPORATE 3RD PARTY CERTIFIERS

Minority-Owned Business Enterprise (MBE)

- North Central Minority Supplier Development Council (NCMSDC)

Woman-Owned Small Business (WOSB)

- El Paso Hispanic Chamber of Commerce
- National Women Business Owners Corporation
- US Women's Chamber of Commerce
- Women's Business Enterprise National Council

FOR SUBCONTRACTORS

Look for Supplier Network or Supplier Diversity webpage on the Prime Contractor's website

Review certifications the Prime Contractor is looking for

Register in Prime Contractor's vendor database

Obtain certifications that are important to the Prime Contractor

MAIN TAKEAWAYS

- Agencies / certifiers may or may not consider the size of your business
- Make sure you understand specific qualifications of each specific certification
- Make sure you understand how to stay compliant with the requirements of each specific certification
- Register on government and prime contractor websites for those you want to do business with
- Obtain the certifications for government agencies and prime contractors you want to do business with
- Do not obtain certifications that you do not intend to use just to have more certifications. It is a waste of your resources
- Consider how your certification may be impacted by investors, changes in ownership, or changes in family structure

UPCOMING TRAINING - EVENTS

WHAT IS WPI'S CURRENT WEBINAR SCHEDULE?

October 29, 2019 – **Changes, Delays and Disputes in Federal Construction Contracts** – [CLICK HERE](#) for additional information – presented by Helen Henningsen, Wisconsin Procurement Institute (WPI)

October 30, 2019 – **Cyber Security for Current and Prospective DOD Contractors and Subcontractors (Cyber Security series Part 3 of 5)** – [CLICK HERE](#) for additional information – presented by Marc Violante, Wisconsin Procurement Institute (WPI)

November 5, 2019 – **Services Contracts with Federal Agencies** – [CLICK HERE](#) for additional information – presented by Carol Murphy, Wisconsin Procurement Institute (WPI)

November 6, 2019 – **Key Ideas Associated with CUI Requirements and DFARS 232.204-7012 (Cyber Security Series Part 4 of 5)** – [CLICK HERE](#) for additional information – presented by Marc Violante, Wisconsin Procurement Institute (WPI)

November 12, 2019 – **Procurement Methods** – [CLICK HERE](#) for additional information – presented by Helen Henningsen, Wisconsin Procurement Institute (WPI)

November 19, 2019 – **The Future of SAM.gov** – [CLICK HERE](#) for additional information – presented by Kim Garber, Wisconsin Procurement Institute (WPI)

December 3, 2019 – **Types of Federal Contracts** – [CLICK HERE](#) for additional information – presented by Helen Henningsen, Wisconsin Procurement Institute (WPI)

December 10, 2019 – **Cyber Trends, Threats and the Evolving Hacker's Marketplace (Cyber Security Series Part 5 of 5)** – [CLICK HERE](#) for additional information – presented by Marc Violante, Wisconsin Procurement Institute (WPI)

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QUESTIONS?



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