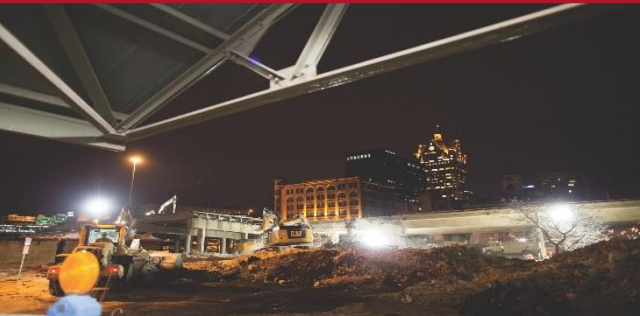




**INTRODUCTION TO CERTIFICATIONS AVAILABLE TO
MINORITY OWNED BUSINESSES
ACQUISITION HOUR WEBINAR**

February 12, 2020



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

**Celebrating 32 Years of
serving Wisconsin Business!**



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

- **INDIVIDUAL CONSELING** – At our offices, at clients facility or via telephone/GoToMeeting
- **SMALL GROUP TRAINING** – Workshops and webinars
- **CONFERENCES** to include one on one or roundtable sessions

Last year WPI provided training at over 100 events and 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

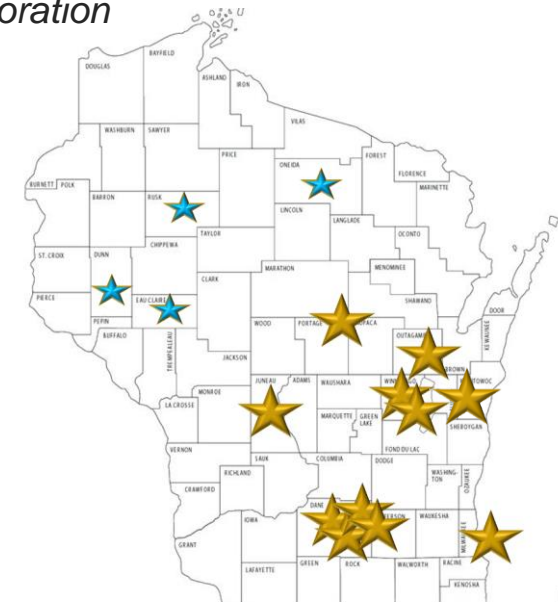
- *Indianhead Community Action Agency*

▪ 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

CURRENT EDITION OF THE WPI NEWSLETTER

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

- Federal Government
 - 8(a) Program
 - Small Disadvantaged Businesses (SDB)
- State Government
 - Minority Business Enterprises (MBE) Certification
 - Wisconsin Department of Transportation Disadvantaged Business Enterprise (DBE) Certification
- Local Governments
 - Various Municipalities – DBE under the Unified Certification Program (UCP)
 - Milwaukee County
 - Dane County
 - City of Madison
 - Other Municipalities
 - Milwaukee Metropolitan Sewerage District (MMSD) – Small, Woman and Disadvantaged Business Enterprises (SWMBE)
 - Milwaukee Public Schools (MPS) Historically Underutilized Businesses (HUB)
- Corporate
 - North Central Minority Supplier Development Council – affiliate of National Minority Supplier Development Council (NMSDC) – Minority Business Enterprise (MBE)

FEDERAL CERTIFICATIONS

FEDERAL GOVERNMENT

- SDB
- SBA's 8(a) Business Development Program

FEDERAL GOVERNMENT

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

FEDERAL GOVERNMENT

ECONOMICALLY DISADVANTAGED REQUIREMENTS TO QUALIFY



Personal net worth (assets minus liabilities) less than \$250,000



Three year average income is \$250,000 or less



Fair market value of all assets is \$4 million or less

FEDERAL GOVERNMENT

DESIGNATED SOCIALLY DISADVANTAGED CRITERIA

Designated Groups



- Black American
- Asian Pacific American
- Hispanic American
- Native American
- Subcontinent Asian American

Non-Designated Group Criteria



- Preponderance of evidence
- Race, ethnicity, gender, physical handicap, long-term environmental issues
- Chronic and substantial
- Negative impact to business advancement

2/14/2020

Federal Government

- **Small Disadvantaged Businesses (SDBs)**

- **Benefits**

- While there are no set asides for the SDB program, if you self-represent as an SDB you will still count towards the 5% federal contracting programs for SDBs on prime contracts
- You may also count towards subcontracting goals on small business subcontracting plans from large prime contractors
 - \$750,000 or \$1.5M for construction

FEDERAL GOVERNMENT

- **8(a)**
- To help provide a level playing field for small businesses owned by socially and economically disadvantaged people or entities, the government limits competition for certain contracts to businesses that participate in the 8(a) Business Development program.

FEDERAL GOVERNMENT

- **Qualification**
- Be a [small business](#)
- Not already have participated in the 8(a) program
- Be at least 51 percent owned and controlled by U.S. citizens who are economically and socially disadvantaged
- Be owned by someone whose personal net worth is \$250,000 or less
- Be owned by someone whose average adjusted gross income for three years is \$250,000 or less
- Be owned by someone with \$4 million or less in assets
- Have the owner manage day-to-day operations and also make long-term decisions
- Have all its principals demonstrate good character
- Show potential for success and be able to perform successfully on contracts

8(A) APPLICATION PROCESS

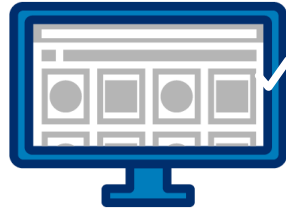
FEDERAL GOVERNMENT

BEFORE APPLICATION



- Register for a DUNS number
- Identify NAICS code(s)
- Register with SAM

APPLY FOR CERTIFICATION



- Review application guide
- Gather supporting documentation
- Apply online at [certify.SBA.gov](https://certify.sba.gov)

RESOURCES



- Access resources on the Knowledge Base
- For assistance, contact [certify.SBA.gov](https://certify.sba.gov)

FEDERAL GOVERNMENT

- **8(a) Certification process**
- To get certified as an 8(a) business, simply use the [certify.SBA.gov](https://certify.sba.gov) website. You'll need to have a profile at SAM.gov before you can use the certification website. The information you'll need to provide will vary based on your business structure and whether you're already participating in other SBA programs.
- After you successfully complete your certification process through [certify.SBA.gov](https://certify.sba.gov), you should update your business profile at SAM.gov to show contracting officers that your business is in the 8(a) program.
- You'll receive a letter in the mail informing you if your application was approved or not. If you're accepted into the program, your profile in the Dynamic Small Business Search will show your approval date and exit date for the program.
- Your certification will last for a maximum of nine years. You'll need to complete annual reviews to maintain your good standing in the program.

FEDERAL GOVERNMENT

- **8(a) Benefits**
- Disadvantaged businesses in the 8(a) program can:
- Compete for [set-aside and sole-source contracts](#) in the program
- Get a Business Opportunity Specialist to help navigate federal contracting
- Form joint ventures with established businesses through the SBA's mentor-protégé program
- Receive management and technical assistance, including business training, counseling, marketing assistance, and high-level executive development
- You can compete for contract awards under multiple socio-economic programs, as they apply.

STATE OF WISCONSIN CERTIFICATIONS

STATE OF WISCONSIN

- **Minority Business Enterprise (MBE)**

- **Definition of Minority**

- Belong to an ethnic minority group: Native American, Black, Hispanic, Asian Indian, Asian Pacific, Aleut, Eskimo, or Native Hawaiian. (The Department does not recognize women as minorities or base eligibility on the gender of an applicant.)

- **Where and How do I get certified?** <https://wisdp.wi.gov/Register.aspx>

- 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 no cost for MBE certification through the State of Wisconsin

STATE OF WISCONSIN

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

UNIFIED CERTIFICATION PROGRAM (UCP)

- **Disadvantaged Business Enterprise (DBE) – UCP**

- **NOTE:** The DBE certification is part of the UCP – there are multiple certifying agencies and multiple agencies accept DBE certification. This will be discussed in more detail later in the presentation
- **Definition of Minority & Disadvantaged:** Disadvantaged Status - Belong to an ethnic minority group: Native American, Black, Hispanic, Asian Indian, Asian Pacific or women.
- **Where and How do I get certified?**
 - Contact one of the four certifying members - Wisconsin Department of Transportation, Milwaukee County – Community Business Development Partners, Dane County Purchasing Division- Contract Compliance or City of Madison Department of Civil Rights – Target Business Enterprise Program
 - **WisDOT :** <http://wisconsindot.gov/Pages/doing-bus/civil-rights/dbe/eligibility-requirements.aspx>
 - **Milwaukee County Online Certification:** Milwaukee, Waukesha, Ozaukee, Racine, Kenosha and Washington. The County of Milwaukee shall process applications submitted by firms interested in working on projects assisted by the FAA, FHWA, or FTA. The County of Milwaukee shall process applications for airport concessionaires located anywhere in this state.
 - <https://county.milwaukee.gov/EN/Administrative-Services/Community-Business-Development-Partners>

UNIFIED CERTIFICATION PROGRAM (UCP)

- **Disadvantaged Business Enterprise (DBE) – UCP**
 - **Where and How do I get certified?**
 - **Dane County:** Office of Equity and Inclusion:
<https://oei-exec.countyofdane.com/Contract-Compliance-Program>
 - **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)
<https://www.cityofmadison.com/civil-rights/contract-compliance/targeted-business-enterprise-programs/targeted-business-enterprise>
 - **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 CERTIFICATIONS

LOCAL GOVERNMENTS

- **City of Madison** – Targeted Business Certification Program
- **Note:** There is no reciprocity with the State MBE certification. For the purposes of this certification, minority means African American, Asian, Native American and Pacific Islander.
- **Where and How do I get certified?**
 - Certification available online at: <https://www.cityofmadison.com/civil-rights/contract-compliance/targeted-business-enterprise-programs/targeted-business-enterprise>
 - 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 yearly:
- **Cost for Certification** – There is no cost for certification

LOCAL GOVERNMENTS

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

LOCAL GOVERNMENTS

- **Dane County** – Targeted Business Enterprise Program and Disadvantaged Business Enterprises
 - See City of Madison and UCP Certification
- Application:
- <https://oei-exec.countyofdane.com/documents>

LOCAL GOVERNMENTS

- **Milwaukee County** – DBE Program
 - See UCP Certification

LOCAL GOVERNMENTS

- **Metropolitan Milwaukee Sewerage District (MMSD)** – Small, Veteran, Women, Minority (SWMBE) Businesses
 - **NOTE:** MMSD does not certify MBE businesses, but does recognize the State of Wisconsin’s MBE certification, WisDOT’s DBE certification as well as the North Central Minority Supplier Development Council’s MBE certification (note this list is not exhaustive. Visit <https://www.mmsd.com/procurement/supplier-diversity> for additional information)
- **Where and How do I get Certified?**
 - Since MMSD is not certifying you as a MBE or DBE, you must register in MMSD’s Vendor Registration database here: <https://mmsd.diversitycompliance.com/>
 - and provide proof of certification mentioned above.
- **Benefits**
 - MMSD has a 13% contracting goal for MBE certified firms
 - Participation on MBE subcontracts on larger contracts

LOCAL GOVERNMENTS

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

CORPORATE

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

CORPORATE

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

GENDER/RACE NEUTRAL CERTIFICATION

GENDER/RACE NEUTRAL CERTIFICATIONS

- HUBZone Certification (Federal):
<https://www.sba.gov/federal-contracting/contracting-assistance-programs/hubzone-program>
- Service Disabled Veteran Owned Businesses (Federal):
<https://www.sba.gov/federal-contracting/contracting-assistance-programs/service-disabled-veteran-owned-small-businesses-program>
- Disabled Veteran-Owned Business Enterprise (State of Wisconsin):
<https://doa.wi.gov/Pages/DoingBusiness/SupplierDiversity.aspx>
- Small Business Enterprise (SBE) (City of Milwaukee):
<https://city.milwaukee.gov/Directory/OSBD/Certifications.htm#.XYp0XWZ7nlV>

GENDER/RACE NEUTRAL CERTIFICATIONS

- Small Business Enterprise (SBE) (City of Madison): <https://www.cityofmadison.com/madisoncontractingstudy/programs/sbe.cfm>
- Emerging Small Business Enterprise (ESBE) (Dane County): <https://oei-exec.countyofdane.com/Contract-Compliance-Program>
- Section 3 (Housing Authority of the City of Milwaukee, various municipalities): <https://www.hacm.org/programs/community-supportive-services/employment-economic-self-sufficiency/section-3>

UPCOMING TRAINING - EVENTS

ACQUISITION HOUR LIVE WEBINARS SERIES

■ February 12, 2020

Introduction to Certifications Available to Woman Owned Businesses

[CLICK HERE](#) for additional information

Presented by Shane Mahaffy, U.S. Small Business Administration and Kim Garber, Wisconsin Procurement Institute (WPI)

■ February 12, 2020

Introduction to Certifications Available to Minority Owned Businesses

[CLICK HERE](#) for additional information

Presented by Benjamin Blanc, Wisconsin Procurement Institute (WPI)

■ February 18, 2020

Data Insight for Gov't Contractors – Turning Data Into Usable Information

[CLICK HERE](#) for additional information

Presented by Marc Violante, Wisconsin Procurement Institute (WPI)

■ February 25, 2020

State and Federal Certifications for Veteran and Service Disabled Veteran Owned Businesses

[CLICK HERE](#) for additional information

Presented by Shane Mahaffy, U.S. Small Business Administration and Mark Dennis, Wisconsin Procurement Institute (WPI)

ACQUISITION HOUR LIVE WEBINARS SERIES

▪ February 26, 2020

Learning About the Surety Bond Guarantee From the U.S. SBA

[CLICK HERE](#) for additional information

Presented by Tamara Murray, U.S. Small Business Administration

▪ March 17, 2020

Market Segmentation for Enhanced Business Development

[CLICK HERE](#) for additional information

Presented by Marc Violante, Wisconsin Procurement Institute (WPI)

▪ March 4, 2020

Basics of the Federal Procurement Data Systems (FPDS)

[CLICK HERE](#) for additional information

Presented by Marc Violante, Wisconsin Procurement Institute (WPI)

▪ March 18, 2020

Creating Advanced Queries with the Federal Procurement Data System (FPDS)

[CLICK HERE](#) for additional information

Presented by Marc Violante, Wisconsin Procurement Institute (WPI)

14TH ANNUAL WISCONSIN GOVERNMENT BUSINESS OPPORTUNITIES CONFERENCE (GOBC)

June 24 - June 25

Details

Start:
June 24

End:
June 25

Event Categories:
Conference, WPI Events

Organizer

Hilary DeBlois

Phone:
(414) 688-3882

Email:
hilaryd@wispro.org

Save the Date for the 14th Annual Wisconsin Government Business Opportunities Conference (GOBC) in partnership with Volk Field ANG and Fort McCoy, June 24 and 25th, 2020.

Venue

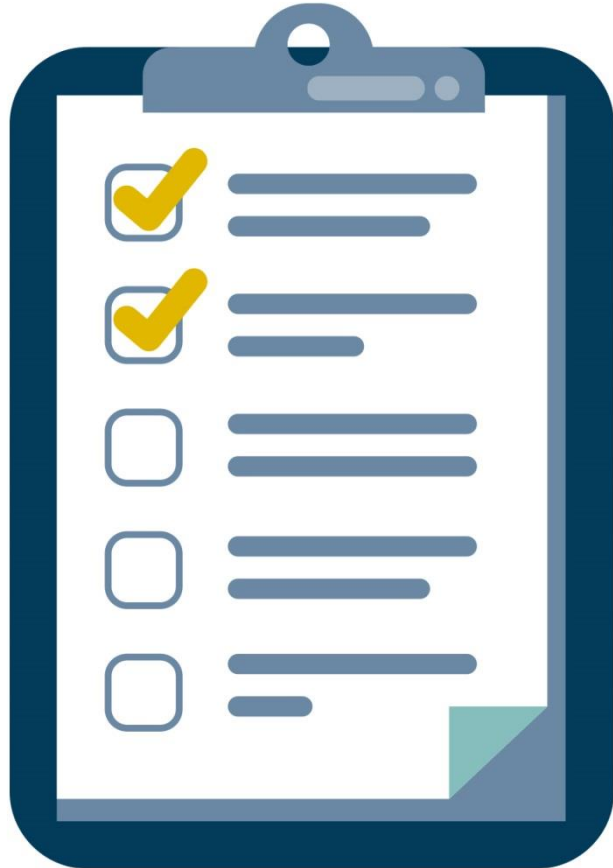
Volk Field Air National Guard Base
100 Independence Drive, Building 475
Camp Douglas, WI 54618 United States + [Google Map](#)



QUESTIONS?



SURVEY



CONTINUING PROFESSIONAL EDUCATION



CPE Certificate available, please contact:

Benjamin Blanc

benjaminb@wispro.org

PRESENTED BY

Wisconsin Procurement Institute (WPI)

www.wispro.org

Benjamin Blanc, CFCM, CPPS - Government Contract Specialist

benjaminb@wispro.org | 414-270-3600

10437 Innovation Drive, Suite 320
Milwaukee, WI 53226