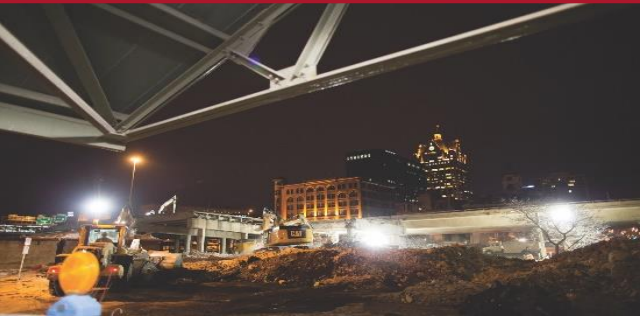


# STATE AND FEDERAL CERTIFICATIONS FOR VETERAN AND SERVICE DISABLED VETERAN OWNED BUSINESSES

Acquisition Hour Webinar

August 25, 2020



# 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 COUNSELING** – At our offices, at clients facility or via telephone/GoToWebinar
- **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*

## ▪ FLORENCE

- *Florence County Economic Development*

## ▪ OSHKOSH

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

## ▪ EAU CLAIRE

- *Western Dairyland*

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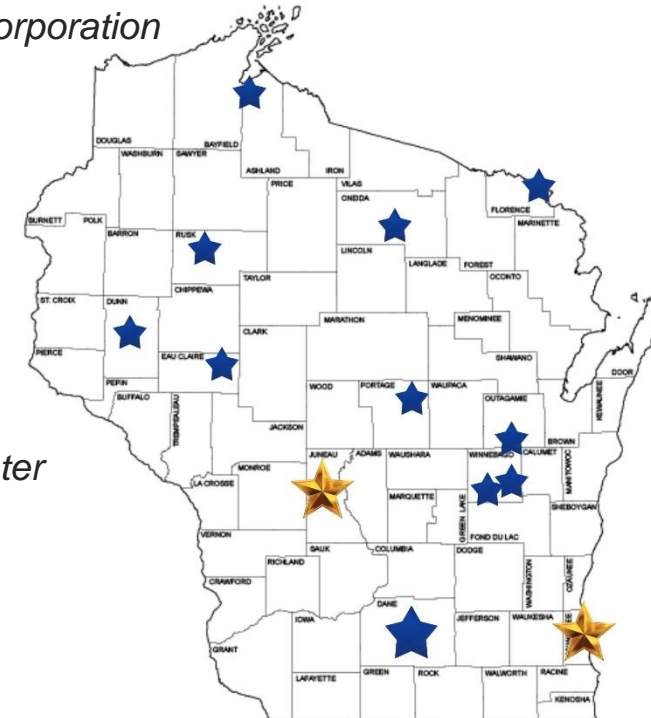
- *Nicolet Area Technical College*

## ▪ GREEN BAY

- *Advance Business & Manufacturing Center*

## ▪ ASHLAND

- *Ashland Area Development Corporation*





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- FAQS

**CURRENT EDITION OF THE WPI NEWSLETTER**

[www.wispro.org](http://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

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**CURRENT OPPORTUNITIES (1)**

**GET STARTED WITH THE BASICS**

Questions & answers on how to get started.

[GET STARTED](#)

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**HAVE A QUESTION? WE'RE HERE TO HELP.**

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

[GET HELP](#)

# FEDERAL GOVERNMENT – CVE VERIFICATION

- Veterans must register on the Vendor Information Pages (VIP) at <https://www.vip.vetbiz.va.gov/>
- There are two options for sign-on system in place: DS Login and ID Me:
  - <https://www.va.gov/OSDBU/docs/new-vip-vetbiz-cms-system.pdf>
- Start the verification process (there are several options: depending upon if you are certifying or re-certifying, or are a new or current account user)
- Follow the process and upload the documents required.
- It is advisable to attend the free VA webinar, and then meet with a VA Verified Counselor in your state prior to collecting and submitting documentation!
- **Once documents are submitted, you are assigned a dedicated VA Case Analyst that will review and process your application.**

# FEDERAL GOVERNMENT – CVE VERIFICATION

- **Certification Length**

- Verification has recently been increased from 2 to 3 years.

- **Certification Cost**

- No Cost, other than your time spent for verification

The Vets First Verification Program affords verified firms owned and controlled by Veterans and Service-disabled Veterans the opportunity to compete for VA set asides.

- During Verification, the Center for Verification and Evaluation (CVE) verifies SDVOSBs/VOSBs according to the tenets found in Title 38 Code of Federal Regulations (CFR) Part 74 and 13 CFR Part 125, that address Veteran eligibility, ownership, and control.
- In order to qualify for participation in the Veterans First Contracting Program, eligible SDVOSBs/VOSBs must first be verified.

As part of the Verification Process, applicants move through four stages: Intake, Assessment, Federal Review, and Decision.

# FEDERAL GOVERNMENT – CVE VERIFICATION

## Certification Benefits

- VOSB and SDVOSB firms wishing to take part in the Veterans First Contracting Program must be verified by CVE
  - The FY19 Veterans First Contracting Program required the VA to seek out SDVOSBs and VOSBs prior to other types of small businesses
    - 17% VOSBs
    - 15% SDVOSBs
  - Subcontracting Goals – FY19
    - 7% VOSBS
    - 5% SDVOSBs

# FEDERAL GOVERNMENT – CVE VERIFICATION

## *Certification Benefits:*

- Sole Source Authority
  - Contracts under \$5 Million must be set aside to either VOSB or SDVOSB (VA)
  - SBA set-asides: between \$3,500 to \$250,000 contract values
  - Fair and reasonable price
  - Responsible source
- Joint Venture & Teaming Opportunities with other companies

# FEDERAL GOVERNMENT – CVE VERIFICATION

## Process

1. Obtain DUNS number and register in SAM (both free!) [www.SAM.gov](http://www.SAM.gov)
2. Create an account in Veterans Information Pages (VIP)
3. Training webinars on CVE certification are given by the VA twice a month on Fridays, and you can ask questions directly!
4. Meet with a VA Verified Counselor to discuss the verification process, see if verification is right for you, and what documents are required
5. Collect required documentation
6. Scan your documents and create PDF files for upload.

# FEDERAL GOVERNMENT – CVE VERIFICATION

## Process

7. Review documentation with a CVE Verified Counselor
8. CVE Verified Counselors in Wisconsin:
9. Write Detailed Letters of Explanation (DLOEs) for missing documentation
10. Log into VIP, and sign VA Form 0877 (must be signed by all owners) and required documentation. Only documentation designated as being required for pre verification is needed at first.
11. Respond to any requests for additional information from CVE

# FEDERAL GOVERNMENT – CVE VERIFICATION

## Pre-Application

- VA Form 0877 is cross-referenced with the applicant's VetBiz VIP profile to ensure all information matches
- The VA Beneficiary Identification and Records Locator Subsystem (BIRLS) database is used to validate the date of birth, Social Security Number, and Veteran status of each Veteran owner
- The Excluded Parties List System (EPLS) is used to verify all owners are in good standing with the federal government
- The Case Analyst ensures only six-digit NAICS Codes are listed on the Veteran's VIP profile

# FEDERAL GOVERNMENT – CVE VERIFICATION

## Pre-Application

- The firm's "Doing Business As" (DBA) filing is reviewed to ensure that it has been properly registered.
- Pre-Application Review documents are evaluated for accuracy and viability for examination. If any issues are identified, the applicant is provided an opportunity to address the issues.
- If no eligibility issues are identified, CVE requests the remaining required documents.
- Once all required documents are received, the application is ready for full Assessment.

# FEDERAL GOVERNMENT – CVE VERIFICATION

- Current processing time is 60 days from the date of when CVE receives the documents.
- If during the process, the veteran realizes one cannot yet meet the requirements (usually due to a delayed or missing document), the application may be formally “Withdrawn.”
- This may be the best recommended action, to avoid a later “Denial” and a six-month wait for re-application.

# FEDERAL GOVERNMENT – CVE VERIFICATION

Statistics as of  
Jan. 27, 2020

Verified Firms	
<b>SDVOSB</b>	10,677
<b>VOSB</b>	3,223
<b>Total</b>	13,900
<b>[Wisconsin]</b>	<b>[106]</b>

Applications in Inventory:	
<b>Initial</b>	870
<b>Reverifications</b>	214
<b>Change Request</b>	25
<b>Total</b>	1,109

Applications Receiving Verification Fiscal YTD	
<b>Approval</b>	1,804
<b>Denial</b>	8
<b>Removed (All dormant cases over 30 days)</b>	2,529
<b>Applications Completed:</b> Any application that receives an Approval, Denial, or Removal.	4,421

**Over 60 application days = 0:**  
Application days start when the Veteran creates an application, minus any time CVE is waiting for the Veteran to submit the Application or respond to CVE.

Average Time to Determination	Jan/Dec
<b>Approval</b>	14 / 16
<b>Denial</b>	NA / 41

[https://www.va.gov/OSDBU/verification/Verification\\_Metrics\\_Update.asp](https://www.va.gov/OSDBU/verification/Verification_Metrics_Update.asp)

# FEDERAL GOVERNMENT – CVE VERIFICATION

## Required Documentation

Type	Pre-Application						
Section: General Information							
1.1 License	No						
1.2 Resume	Yes						
Section: Financial Information							
2.1 Tax 1040	No						
2.3 K-1	No						
2.5 Payroll	No						
2.6 Signature cards	No						
Section: Management Information							
3.1 Management Agreements	No						
3.2 Operating Agreement	Yes						
Section: Legal Structure							
4.1 Voting	No						
4.3 Shareholder Agreement	No						
4.4 Formation	Yes						
4.5 Minutes	No						
4.7 Articles of Organization	No						
4.9 Stock	No						
4.10 Franchise Agreement	No						
Section: Other Documents							
10.1 Joint Venture Agreement	Yes						
10.2 Mentor Protégé Agreement	No						
10.8 Additional Documents	No						

# FEDERAL GOVERNMENT – CVE VERIFICATION

## Common reasons for delays

- Missing required documentation – (**meet with a verified counselor**)
- Applicant is not prepared: (Try to attend the intro webinar by VA.)
- Discrepancies in ownership information – VIP owner information must match what is on your military discharge Form DD214
- Delays in responding to additional documentation requests.  
Keep your Case Analyst informed!
- Not updating your contact information

# FEDERAL GOVERNMENT – CVE VERIFICATION DENIALS

## Denials

Updated 04/28/2017

Rank	Reason	Percentage
1	Undue influence [38 CFR § 74.4(i)(4)]	16.90%
2	Outside employment impact [38 CFR § 74.4(c)(1)]	11.27%
3	Full-time devotion [38 CFR § 74.4(c)(3)]	9.15%
4	Day-to-day management and administration of operations [38 CFR § 74.4(b)]	8.45%
5	51% majority ownership [38 CFR § 74.3]	5.63%
6	Legal organization/licensing [38 CFR § 74.21(c)(9)]	5.63%
7	Control of decision-making and serve as management member (LLC) [38 CFR § 74.4(e)]	4.23%
8	Control of board of directors: quorum (Corporation) [38 CFR § 74.4(f)(2)(i)]	4.23%
9	Control of board of directors: weighted voting (Corporation) [38 CFR § 74.4(f)(2)]	4.23%
10	Profits and distributions [38 CFR § 74.3(d)]	4.23%
11	Highest paid [38 CFR § 74.4(g)(3)]	3.52%
12	Managerial experience/critical license [38 CFR § 74.4(b)]	2.82%
13	Negative shareholders control [38 CFR § 74.1; 74.4(a); 74.4(g)(1)]	2.82%
14	Size [38 CFR § 74.13(d)]	2.82%
15	Joint Venture eligibility [13 CFR § 125.15(b)]	2.11%
16	Control of decision-making and serve as general partner (Partnership) [38 CFR § 74.4(d)]	2.11%
17	Highest officer [38 CFR § 74.4(c)(2)]	2.11%
18	Pattern of failure to submit required docs [38 CFR § 74.21(c)(6)]	1.41%
19	Community property [38 CFR § 74.3(f)]	1.41%
20	Direct ownership [38 CFR § 74.3(a)]	1.41%
21	Small Business Concern definition [38 CFR § 74.1]	1.41%
22	Unconditional ownership [38 CFR § 74.3(b)]	0.70%
23	Federal financial obligations [38 CFR § 74.2(d)]	0.70%
24	Good character [38 CFR § 74.2(b)]	0.70%

# FEDERAL GOVERNMENT – CVE VERIFICATION

- Logo

VA-verified firms may display the trademark-protected SDVOSB or VOSB logo (sample images shown below). Use of the logo communicates the firm has undergone a comprehensive review to validate its status as an eligible Veteran-owned and controlled firm.

**Do not use the logos until you are verified!**

When VA discovers that a firm is using the logo fraudulently; they are sent a cease and desist letter. The letter requests the firm cease all use of the mark consisting of a wreath, stars, and any other misrepresentation of the firm being a verified SDVOSB or VOSB. VA must make this request to preserve the value of our certification mark. Firms are given 30 days to remove the logo.



# FEDERAL GOVERNMENT – CVE VERIFICATION

- Request for Reconsideration (R<sub>4</sub>R)

After all options are exhausted and CVE issues a denial, the Veteran may appeal through the R<sub>4</sub>R process

## Key Points to Remember:

**Follow instructions** outlined in initial denial letter to prevent processing delays

Every R<sub>4</sub>R will receive a **complete examination and evaluation** of all documents, including the original documents and those submitted in support of the R<sub>4</sub>R

**Site visits may occur** to gain further clarification

A **final denial** requires the participant to **wait for six months** before a new application will be processed (38 CFR § 74.14)

# LOCAL GOVERNMENTS

# LOCAL GOVERNMENTS

- **Metropolitan Milwaukee Sewerage District (MMSD)** – Small, Veteran, Women, Minority (SWMBE) Businesses
  - **NOTE: While** MMSD does not certify MBE businesses, it does recognize the State of Wisconsin's DVB certification and CVE's VOSB and SDVOSB Verification. Visit <http://www.mmsd.com/procurement/SWMBE> for additional information
- **Where and How do I get Certified?**
  - Since MMSD is not certifying you as a DVB, VOSB or SDVOSB, you must register in MMSD's Vendor Registration database here: <https://mmsd.diversitycompliance.com/frontend/startvendor.asp> and provide proof of certification mentioned above.
- **Benefits**
  - MMSD has a 5% contracting goal for Veteran Owned Businesses
  - Subcontract opportunities

# 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 DVB by the State of Wisconsin 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 (but there is a cost for DVB 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

# HELPFUL LINKS

- System for Award Management: [www.sam.gov](http://www.sam.gov)
- DUNS Number: <https://fedgov.dnb.com/webform>
- SBA's Page on Self-Representation as SDVOSB: <https://www.sba.gov/contracting/government-contracting-programs/service-disabled-veteran-owned-businesses>
- Vendor Information Pages: <https://www.vip.vetbiz.gov/>
- Verification Assistance Briefs (CVE): <https://www.va.gov/osdbu/verification/assistance/briefs.asp>
- State of Wisconsin Supplier Diversity Portal: <https://wisdsp.wi.gov/>
- MMSD's SWMBE Program: <https://www.mmsd.com/procurement/swmbe-diversity>
- MPS' HUB Program: <http://mps.milwaukee.k12.wi.us/en/District/About-MPS/School-Board/Contract-Compliance-Services.htm>

# UPCOMING TRAINING - EVENTS

# ACQUISITION HOUR LIVE WEBINAR SERIES

■ August 26, 2020

## **The Path to CMMC Level 3**

[CLICK HERE](#) for additional information

Presented by Marc Violante, Wisconsin Procurement Institute

■ September 15, 2020

## **Analyzing and Responding to Federal Construction Solicitations**

[CLICK HERE](#) for additional information

Presented by Helen Henningsen, Wisconsin Procurement Institute & Wenbin Yuan, Dakota Intertek Corp.

■ September 30, 2020

## **Government Property Management for Federal Contractors and Subcontractors**

[CLICK HERE](#) for additional information

Presented by Ben Blanc, Wisconsin Procurement Institute

■ October 21, 2020

## **U.S. SBS Federal Women-Owned Small Business Program: The Transition is Happening Now**

[CLICK HERE](#) for additional information

Presented by Kim Garber, Wisconsin Procurement Institute & Shane Mahaffy, US Small Business Administration (SBA)

■ October 27, 2020

## **Introduction to Certifications Available to Minority Owned Businesses**

[CLICK HERE](#) for additional information

Presented by Tondra Davis, WI Department of Administration – Shane Mahaffy, U.S. Small Business Administration – Benjamin Blanc, Wisconsin Procurement Institute

**...More at [wispro.org/events](https://wispro.org/events)**

# CYBER FRIDAY LIVE WEBINAR SERIES

- |                      |  |                     |   |
|----------------------|--|---------------------|---|
| <b>Sept 11, 2020</b> | A Deep Dive into DFARS 252.204-7012 - Looking beyond NIST 800-171 r1               | <b>Dec 4, 2020</b>  | Securing the Supply Chain - "No man is an island"   |
| <b>Sept 25, 2020</b> | Information Security - An overview of programs, general requirements and resources | <b>Dec 18, 2020</b> | Developing and implementing practices, policies and procedures using CMMC reference documents |
| <b>Oct 9, 2020</b>   | Economic Espionage - You have what they want.                                      | <b>Jan 8, 2021</b>  | The other side of CMMC  |
| <b>Oct 23, 2020</b>  | Guarding and Securing Intangibles - Protecting what you cannot see and touch       | <b>Jan 22, 2021</b> | Overview of CMMC Level 1  |
| <b>Nov 6, 2020</b>   | Tools, practices and resources for your cyber-security toolbox                     | <b>Feb 5, 2021</b>  | Embarking on the path to CMMC Level 3   |
| <b>Nov 20, 2020</b>  | An overview of cyber-threats - What you can't see - can put you out of business!   | <b>Feb 19, 2021</b> | Preparing for a CMMC Certification assessment   |
|                      |  | <b>Mar 5, 2021</b>  | CMMC Level 3 - Completing the steps needed to protect Controlled Unclassified Information.    |

## PRESENTED BY



# - SAVE THE DATE -



## 14<sup>th</sup> Annual Wisconsin Government Opportunities Business Conference (GOBC)



*In partnership with Volk Field ANG and Fort McCoy*

# October 15, 2020

In-person at Volk Field in Camp Douglas, WI

More info at [wispro.org](https://www.wispro.org)

<https://www.wispro.org/event/14th-annual-wisconsin-government-business-opportunities-conference-gobc-2/>



# 14<sup>th</sup> Annual Wisconsin Government Opportunities Business Conference (GOBC)



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## HOSTS





# 14<sup>th</sup> Annual Wisconsin Government Opportunities Business Conference (GOBC)



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# A CRITICAL NOTICE FROM WPI

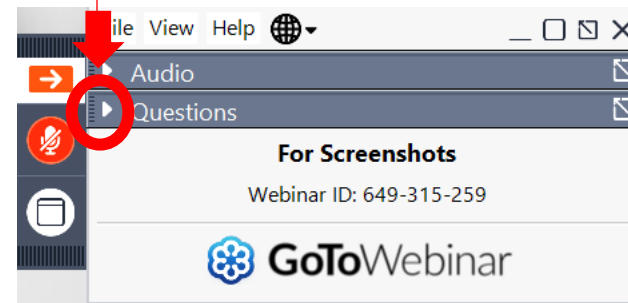
- If you are a current **FEDERAL / DOD CONTRACTOR** or **SUBCONTRACTOR** – you may have **CYBER – DATA SECURITY REQUIREMENTS** in your contract.
- If you are responding to any **CURRENT FEDERAL SOLICITATIONS** - be aware of your obligations:
  - Key clauses are 52.204-21, 252.204-7008 and 252.204-7012
  - Review for other possible requirements
- If you are a **DOD CONTRACTOR** or **SUBCONTRACTOR** – you will have new **CYBER COMPLIANCE – CERTIFICATION REQUIREMENTS** that may impact your business as early as the end of this calendar year.
  - See: <https://www.acq.osd.mil/cmmc> and <https://www.cmmcab.org> for more up to date information.
  - *Contact Marc Violante at WPI - [marcv@wispro.org](mailto:marcv@wispro.org) or 920-456-9990*

# QUESTIONS?



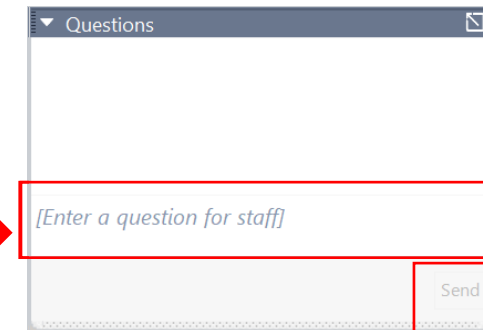
## OPENING THE QUESTIONS BOX

Click here to access  
within the Control Panel



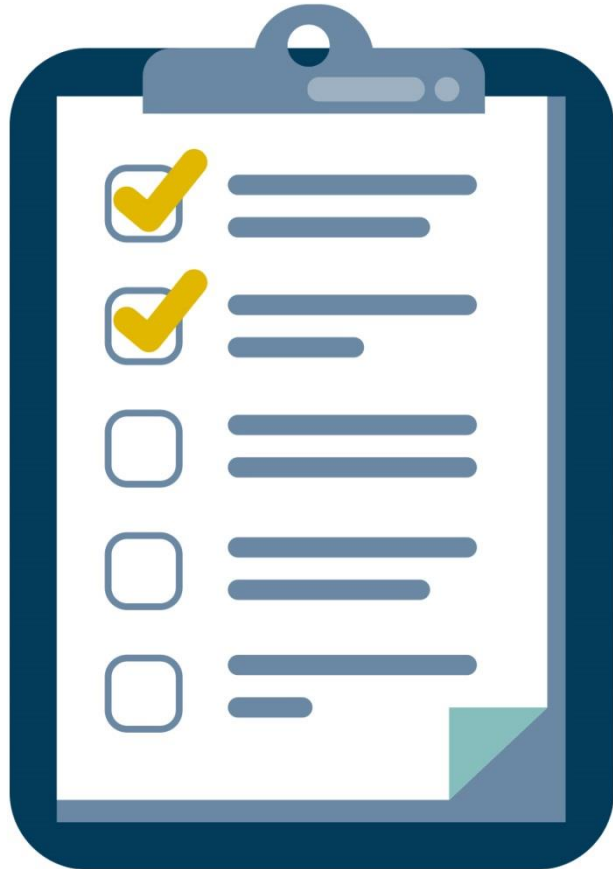
## USING THE QUESTIONS BOX

Type questions  
here at any time  
during a  
presentation



Click Send when ready to submit a question

# SURVEY



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CPE Certificate available, please contact:

**Benjamin Blanc**

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

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# FEDERAL GOVERNMENT VETERANS ADMINISTRATION CERTIFIED VETERAN OWNED BUSINESSES