

WOMAN-OWNED BUSINESS ENTERPRISES (WBEs)

WISCONSIN SUPPLIER DIVERSITY PROGRAM

TONDRA DAVIS, DIRECTOR



**WBE
CERTIFICATION
PROGRAM**

wisdp.wi.gov

We certify Woman-Owned Business Enterprises (WBEs), which provides a better opportunity for them to do business with the state of WI, other government entities, and private businesses.

WBE CERTIFICATION REQUIREMENTS - OVERVIEW

	WBE
Sole Proprietorship, Partnership, Corporation, LLC, Joint Venture	✓
≥ 51% Owned, Managed & Controlled	✓
Useful Business Function	✓
Federal Business Taxes	3 years*
Application Fee	\$150
Certification Period	3 years
Out-of-State Businesses with WI Customer	✓

BENEFITS *of* WBE CERTIFICATION



- **Authenticate Woman Ownership**
- **Business Listed in Database of Certified Suppliers – wisdw.wi.gov**
- **Broader Reach to Public and Corporate Buyers**
- **Logo**



IS STATE CERTIFICATION RIGHT FOR YOUR BUSINESS?

SupplierDiversity.wi.gov

SupplierDiversity@wi.gov

-
- Is your service/product something the State purchases or could purchase?
 - Are you capable of providing quality products/services on a large scale? RWA?
 - Are you willing to share your business information?
 - Do you understand you will need to put effort into winning state contracts?

APPLY

for

WBE

WISDP.WI.GOV

-
- **Self Assessment Prior to Application**
 - **Gather Checklist Documents**
 - **Apply – Entirely Online**
 - **Application Review Within 30 Days**
 - **APPROVED...work begins!**

NETWORK | BID | WIN | PERFORM

DOCUMENT CHECKLIST SECTIONS

1. Fee
2. Documentation of Gender
3. Documentation of 51% Ownership
4. Documentation of Control
5. Documentation of Active Management & Useful Business Function
6. Out of State Business Documentation
7. Upload Checklist



OPPORTUNITY



OPPORTUNITY

- WI BUYS EVERYTHING!
- FOOD, TRASH BAGS, VEHICLES, CLEANING SERVICES, LANDSCAPING, SNOW REMOVAL, IT SERVICES, CONSTRUCTION – HORIZONTAL & VERTICAL, COMPUTERS...
- FY22 - \$3.5 BILLION; FY21 - \$3.1 BILLION



TOP AREAS OF STATE SPEND

Information
Technology
Services

IT Hardware &
Software

Social, Medical &
Client Services

Food & Related
Services

Pharmaceuticals &
Chemicals

Vehicles,
Accessories,
Maintenance &
Fuel

Management
Consultant & Other
Professional
Services

Facilities
Maintenance &
Repair



WHO'S BUYING?



HOW DOES THE STATE PURCHASE GOODS & SERVICES?

<\$5,000

- **Best Judgment**
 - No competition required
 - Use vendor best able to meet needs

\$5,000 to
\$50,000

- **Simplified Bid**
 - Must get minimum of three quotes
 - Can post opportunity online, not required

>\$50,000

- **Request for Bid or Proposal (RFB/RFP)**
 - Must post online
 - Registered vendors receive automatic notification



HOW DOES THE STATE PURCHASE ARCHITECTURE & ENGINEERING?

<\$300,000

- **SMALL PROJECT**
 - Chosen by Agency and Project Manager (PM)

\$300,000 to
\$7.4M

- **MONTHLY PROJECTS**
 - Submit Letter of Interest (LOI)
 - A/E Committee makes recommendation

>\$7.4M

- **MAJOR PROJECTS**
 - Submit Formal Qualifications Proposal
 - A/E Committee makes recommendation



Leveraging YOUR CERTIFICATION

BID

- **Locate the Bid Opportunities**
 - SupplierDiversity.wi.gov
 - **Opportunities Bulletin**
- **Evaluate to ensure opportunity is right for your company**



WHERE ARE BIDDING OPPORTUNITIES?

- SupplierDiversity.wi.gov

- Goods & Services: eSupplier.wi.gov
- Architecture & Engineering

https://doa.wi.gov/Pages/DoingBusiness/AE_Selection.aspx

- Construction

[https://wisbuildnet.doa.state.wi.us/\(S\(1kuolfdwlmh1kqh4rkygpyuz\)\)/public/bidlist_public.aspx](https://wisbuildnet.doa.state.wi.us/(S(1kuolfdwlmh1kqh4rkygpyuz))/public/bidlist_public.aspx)



HOW DOES THE STATE PURCHASE CONSTRUCTION?

Projects > \$300,000

(MEP subcontractors are selected via State bidding process.
Primes don't choose MEP subcontractors.)

- MEP subcontractors submit their bid two weeks prior to the GPC bid opening (certification is required)
- The State identifies the lowest qualified bidder for each MEP division of work for the GPC to use on their bid
- All other non-MEP subcontractors are selected by the GPC (certification not required)



Projects <= \$300,000

(Primes choose all subcontractors.)

- Prime Contractors submit their bid using their own selected subcontractors
- Certification is not required for subcontractors who do not bid directly to the State
- Subcontractors may obtain a WisBuild account to appear on plan holders lists for projects they are interested in

STATE AGENCY PURCHASING DIRECTORY

- Research Agencies – 60+
- Contact Agencies That Purchase Your Good or Service

<https://doa.wi.gov/Pages/StateEmployees/PurchasingDirectory.aspx>



HOW TO ACCESS OPPORTUNITY?

NETWORK | BID | WIN | PERFORM



WIN | PERFORM

- WIN - Low Bid
- PERFORM
 - Complete Project to Satisfaction of Agency or Campus
 - On Time
 - Quality
 - Communicate!



APPLY NOW!



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THANK

You

