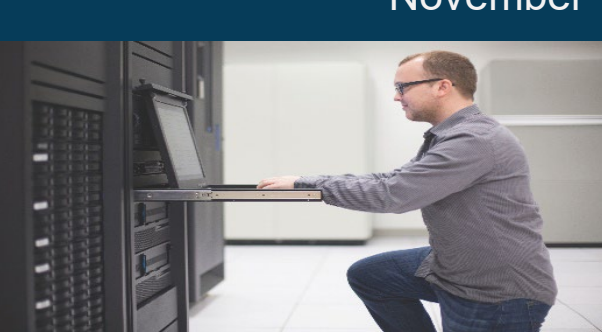




Acquisition Hour  
**Overview of Government  
Contract Certifications**

November 1, 2022



# Webinar Etiquette

## PLEASE

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

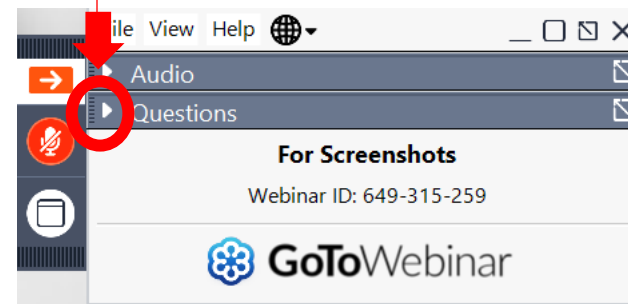
## THANK YOU!

# QUESTIONS?



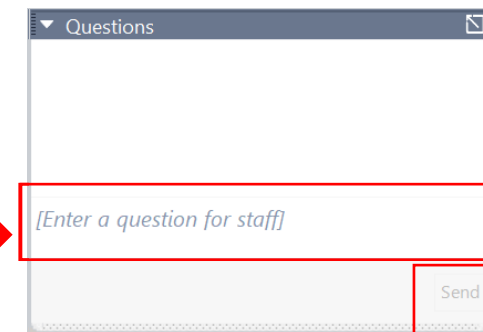
## OPENING THE QUESTIONS BOX

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

# ABOUT WPI

## Supporting the mission



# 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 client’s facility or via telephone/virtually
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- **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**

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## **December 6-7, 2022**

[MarketplaceWisconsin.com](https://MarketplaceWisconsin.com)

# 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)*

## ▪ FOND DU LAC

- *Envision Greater Fond du Lac*

## ▪ GREEN BAY

- *NWTC Startup Hub*

## ▪ APPLETON

- *Fox Valley Technical College*

## ▪ OSHKOSH

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

## ▪ EAU CLAIRE

- *Western Dairyland*

## ▪ LADYSMITH

- *Indianhead Community Action Agency*

## ▪ RHINELANDER

- *Nicolet Area Technical College*

## ▪ ASHLAND

- *Ashland Area Development Corporation*

## ▪ FLORENCE

- *Florence County Economic Development*

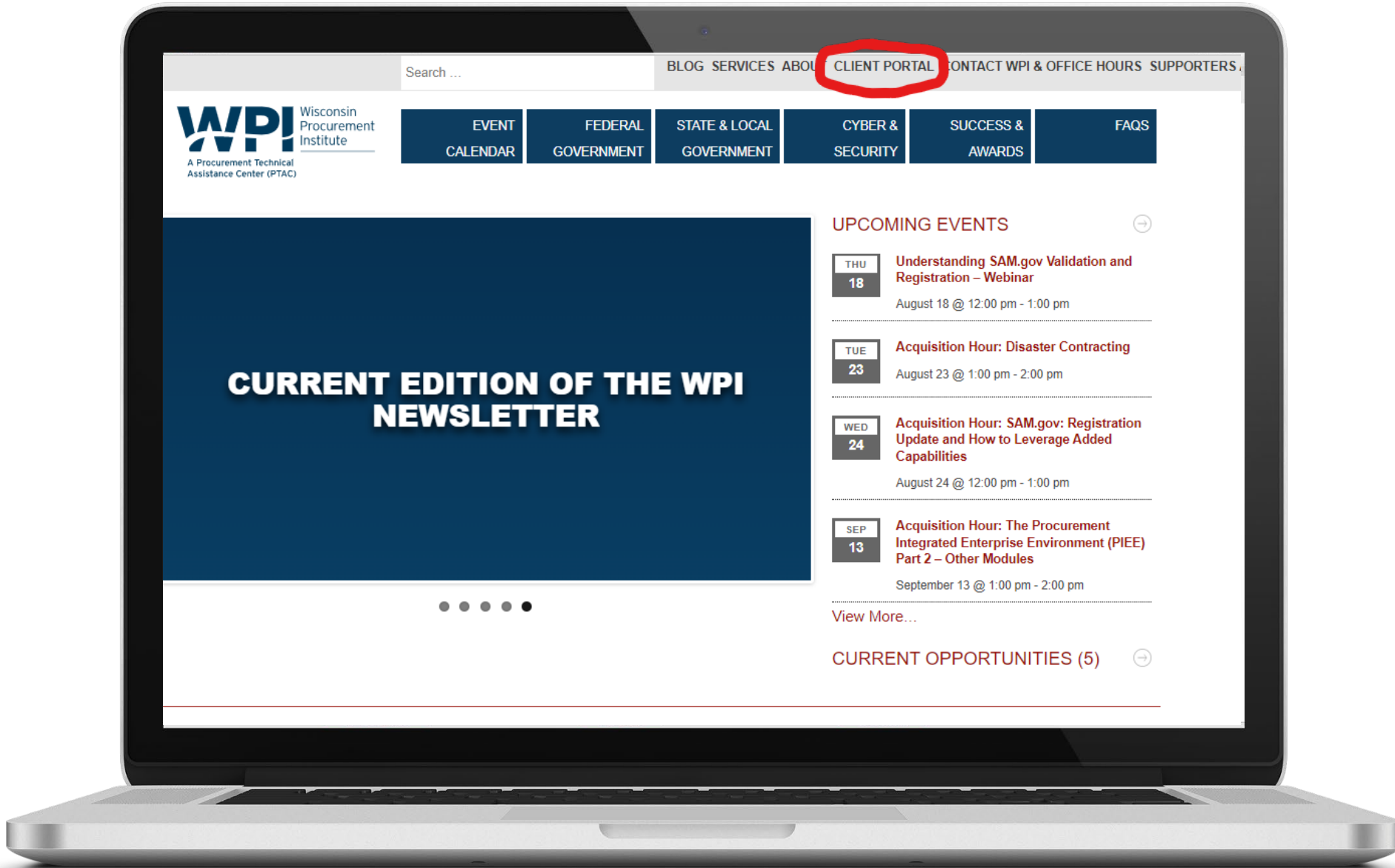
## ▪ DOOR COUNTY

- *NE WI Technical College*
- *Door County Economic Development Corporation*

## ▪ SUPERIOR

- *Small Business Dev Center; UW Superior*







U.S. Small Business  
Administration

# Small Business Federal Government Contracting Certifications

Shane Mahaffy  
Lead Business Opportunity Specialist

# Programs and Socio-Economic Categories

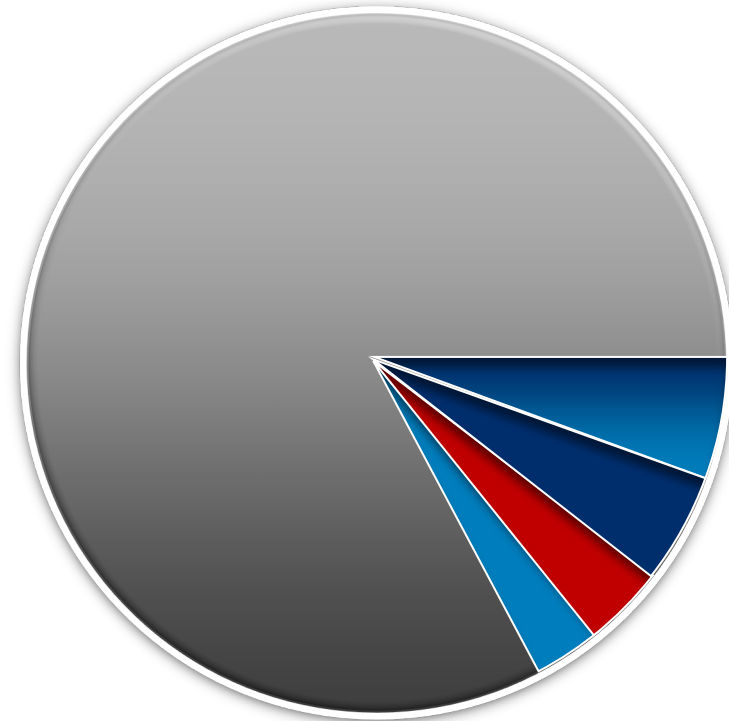
Targeted set-asides and acquisition goals:

Women-Owned Small Businesses  
(5%)

Small Disadvantaged Businesses  
(including 8(a) certified) (12%)

HUBZone Businesses (3%)

Service-Disabled Veteran-Owned  
Small Businesses (3%)



Set-asides are reserved for small business between \$10,000 (Micro-purchase Threshold) to \$250,000 (Simplified Acquisition Threshold)

# 8(a) Business Development Program

## 8(a) Business Development Program

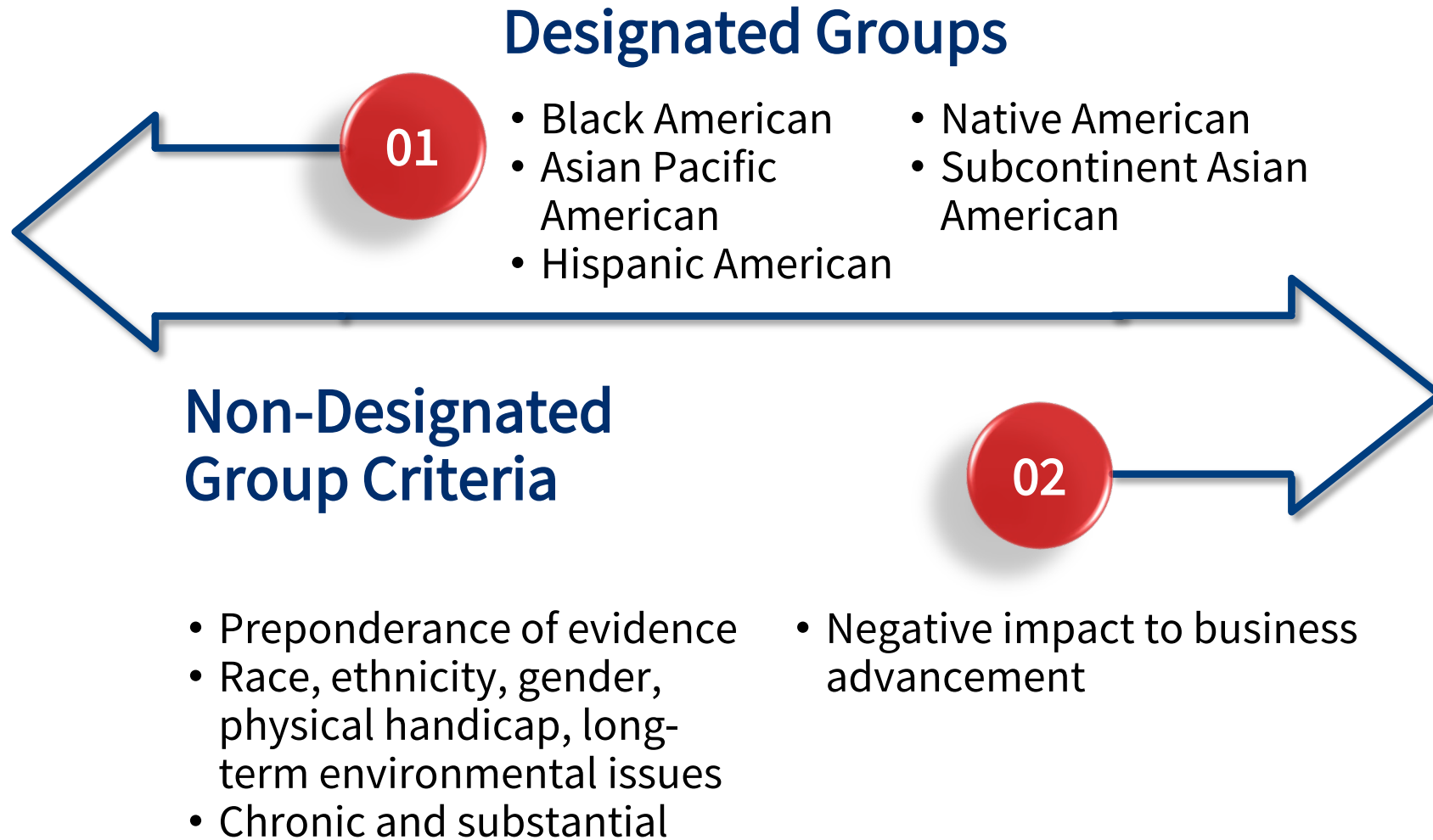


Access to business development support

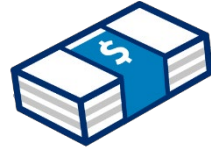
Build capacity and grow through contracts

Nine-year program available once per lifetime

# Designated Socially Disadvantaged Criteria



# 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**

---

# HUBZone Certification

# Historically Underutilized Business Zone (HUBZone) Certification

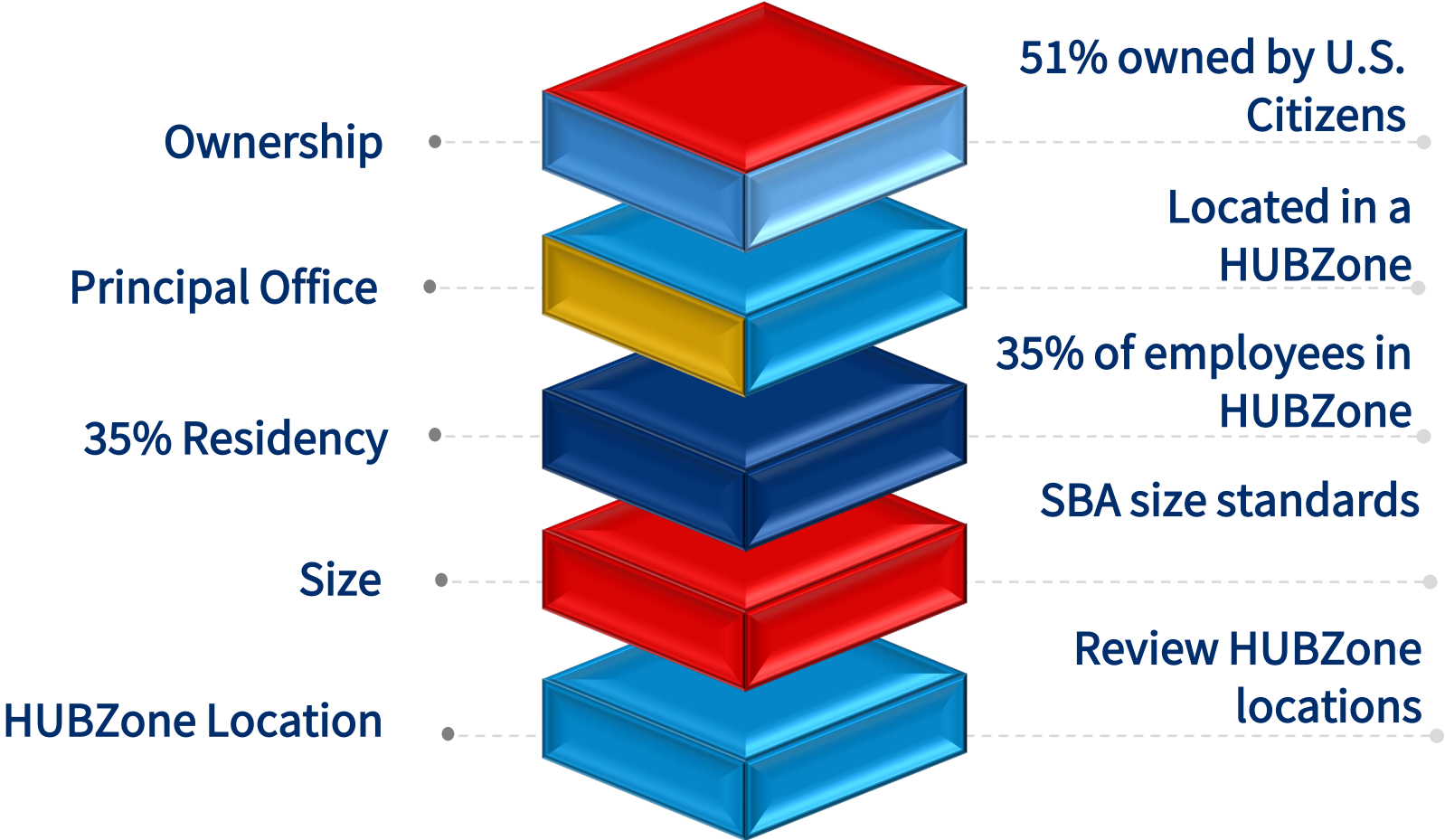


Stimulate capital investment

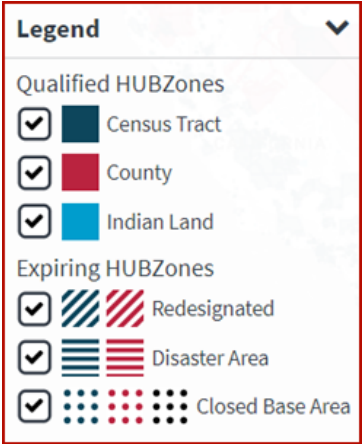
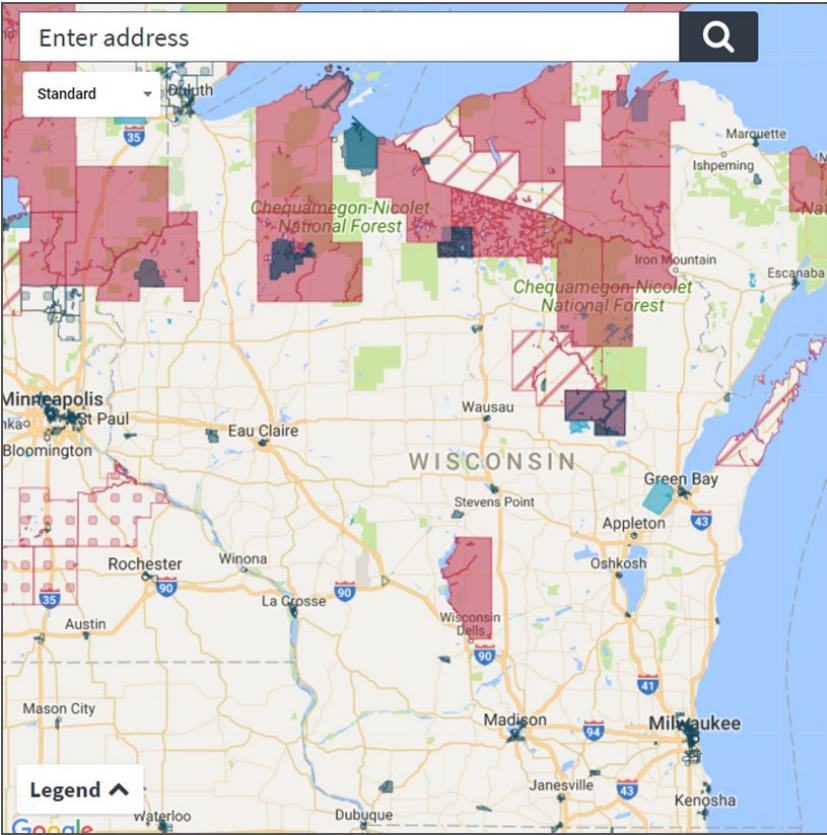
Build capacity and grow

Access HUBZone set-aside  
contract dollars

# HUBZone Eligibility and Requirements



# Wisconsin HUBZones



Indian/tribal lands; parts of Milwaukee, Waukesha, Kenosha, Racine, Madison, Green Bay, Stevens Point, other communities throughout the state

[HUBZone Map](#)

# Woman-Owned Small Business (WOSB) Certification

# Women-Owned Small Business (WOSB) Program

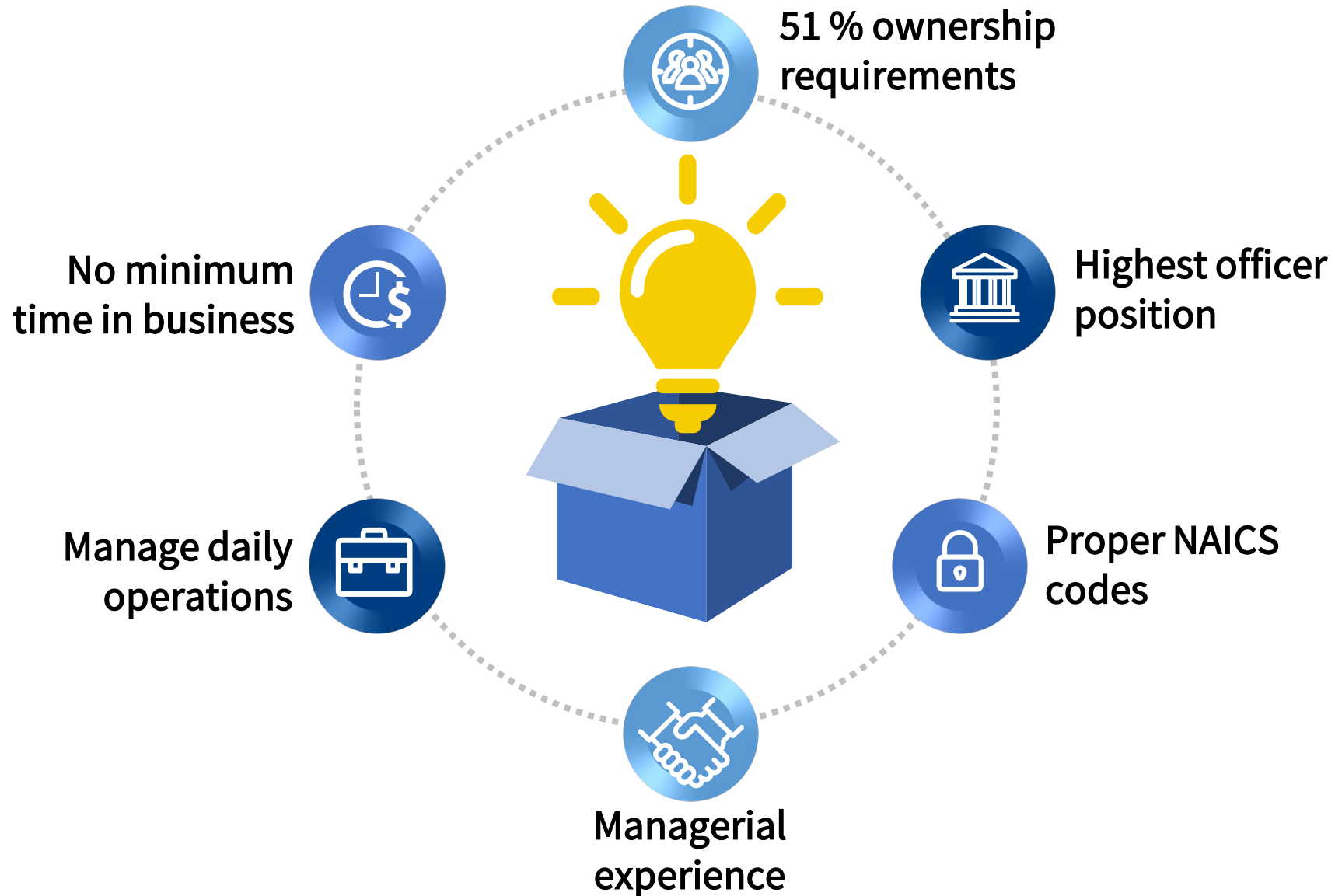


Take advantage of annual prime contracting goals

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**

*Service-Disabled Veteran-  
Owned Small Business*

# Service-Disabled Veteran-Owned Small Business Program (SDVOSB)

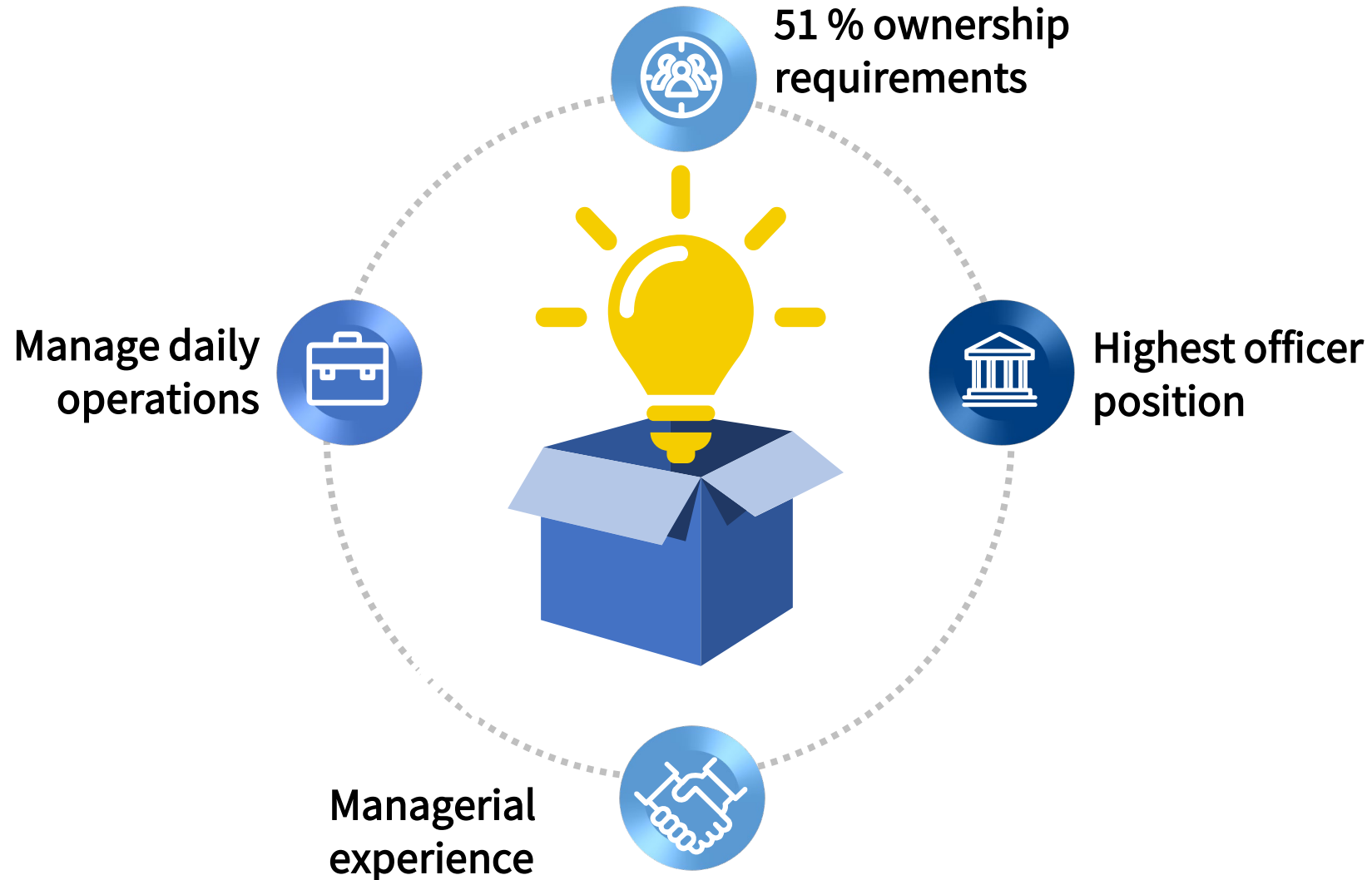


Qualify for set-aside opportunities

Build capacity and grow

Surplus Personal Property

# Is the SDVOSB Certification Appropriate for You?



# Service-Disabled Veteran- Owned Small Business (SDVOSB)

- The Department of Veterans Affairs awards a large amount of contracts to veterans
- Their program is not the same as the SBA's program. To get access to set-aside Veterans Affairs contracts, your business must be verified through the [Vets First Verification Program](#)



**2023**  
**NATIONAL SMALL  
BUSINESS WEEK**  
**AWARDS**

*Now Accepting Nominations!*

*[sba.gov/nsbw](https://sba.gov/nsbw)*

## Nominate a Business!

- Small Businessperson of the Year
  - Small Business Exporter
  - 8(a) Graduate of the Year
- Emerging Small Businessperson of the Year
  - Minority Small Business Champion
  - Veterans Small Business Champion

Visit [www.sba.gov/nsbw](https://www.sba.gov/nsbw) for guidelines

Wisconsin POC: PAS Shirah Apple, [Rachel.apple@sba.gov](mailto:Rachel.apple@sba.gov)

**SUBMIT** at [www.sba.gov/nsbw](https://www.sba.gov/nsbw) by **DECEMBER 8**

# SBA - Wisconsin Offices

## Wisconsin District Office

310 West Wisconsin Ave.

Suite 580W

Milwaukee, WI

## Wisconsin District Office

740 Regent Street

Suite 100

Madison, WI

[www.sba.gov/wi](http://www.sba.gov/wi)

Wisconsin District Office Newsletter:

[GET EMAIL UPDATES](#)

Twitter: @SBA\_Wisconsin

For Questions, Email:

Wisconsin@sba.gov

# 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.

<https://county.milwaukee.gov/EN/Administrative-Services/Community-Business-Development-Partners>

- 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**

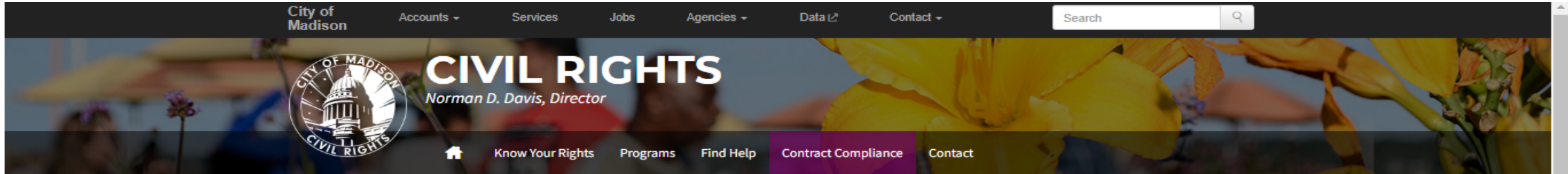
- Database of all certified companies with NAIC's codes for Buyers to easily find you:  
<http://wisconsindot.gov/Pages/doing-bus/civil-rights/dbe/certified-firms.aspx>
- Support Services are available to certified firms free of charge including technical, marketing and financial assistance. Matrix: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

# Local governments

# Local governments – city of Madison



[City of Madison](#) / [Civil Rights](#) / [Contract Compliance](#) / [Targeted Business Enterprise Programs](#) / [Targeted Business Enterprise Forms](#)

<https://www.cityofmadison.com/civil-rights/contract-compliance/targeted-business-enterprise-programs>

## Targeted Business Enterprise Forms

Form	PDF	Excel / Word
<b>Small Business Enterprise Directory</b> 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.).		<a href="#">SBE Directory <i>.XLSX</i></a>
Minority & Women Business Enterprise Directory	<a href="#">MWBE Directory <i>.PDF</i></a>	<a href="#">MWBE Directory <i>.XLSX</i></a>
<a href="#">Disadvantaged Business Enterprise Directory</a>		
<a href="#">DBE Guidance</a> , <i>U.S. DOT</i>		
DBE Certification Application Packet, <i>U.S. DOT</i>	<a href="#">DBE Cert. Application <i>.PDF</i></a>	
Targeted Business Recertification Application	<a href="#">TBR Cert. Application <i>.PDF</i></a>	<a href="#">TBR Cert. Application <i>.DOC</i></a>
Targeted Business Certification Application	<a href="#">TB Cert. Application <i>.PDF</i></a>	<a href="#">TB Cert. Application <i>.DOC</i></a>
Annual No Change Affidavit	<a href="#">Annual No Change Affidavit</a>	

# 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 – 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>

# Milwaukee county

- Milwaukee County strives to meet a Targeted Business Enterprise goal across all county services of 25% for construction related activities and 17% for all other procurement and professional service activities. Milwaukee County reviews RFP's and past history data as well as looking at departmental activities and achievement history to determine the appropriate goals using the US DOT recommendations for determining availability by NAICS code and utilizing US Census and other available data.
- US DOT Goal Setting - FAA DBE
  - Milwaukee County General Mitchell International Airport has budgeted FAA-assisted contracts for FFY2017-2019 totaling **\$23,029,500**. The overall DBE goal is 19.3%, 7.7% will be race-neutral and 11.6% race-conscious.
  - The County has set the following preliminary goals for DBE participation on these contracts by sector:
    - Construction Projects: **20.6%** of funds anticipated for construction projects
    - Professional Services/Procurement: **6.6%** of funds anticipated for professional services and procurement of equipment

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

## **Wisconsin DOT Office of Business Opportunity & Equity Compliance**

- 4822 Madison Yards Way  
Madison, WI 53705  
P.O. Box 7965  
Phone: (608) 266-8216  
Fax: (608) 267-3641  
Email: [DBE\\_Alert@dot.wi.gov](mailto:DBE_Alert@dot.wi.gov)  
**DBE Certifications Only**  
**Wisconsin and Non-Wisconsin firms**

## **City of Madison Civil Rights Affirmative Action Division**

- Dane County City-County Building, Room 523  
210 Martin Luther King Jr. Blvd.  
Madison, WI 53703  
Phone: (608) 266-4910  
Fax: (608) 266-6514  
TTY: (609) 266-4083 TTY  
<http://www.cityofmadison.com/dcr/>  
**DBE Certifications Only**  
**Wisconsin Firms Only**

## **Dane County Office of Equity and Inclusion**

- Dane County City-County Building, Room 356  
210 Martin Luther King Jr. Blvd.  
Madison, WI 53703  
Phone: (608) 283-1391  
Fax: (608) 266-2138  
<https://oei-exec.countyofdane.com/>  
**DBE and ACDBE Certifications**  
**Wisconsin Firms Only**

## **Milwaukee County Community Business Development Partners**

- Milwaukee County will only accept online Applications  
[Click here for Online application](#)  
DBE Program Administrators  
(414) 278-4747 Phone  
(414) 223-1958 fax  
[CBDP Site Info](#)  
**DBE and ACDBE Certifications**  
**Wisconsin and Non-Wisconsin firms**

# Local governments

- **Milwaukee Metropolitan Sewerage District (MMSD)** – Small, Veteran, Women, Minority (SWMBE) Businesses – 318 certified in their database
  - To apply for MMSD SBE certification, businesses must complete the application.  
<https://www.mmsd.com/procurement/supplier-diversity>

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.

- 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:

## How to Register as an SWMBE Vendor

All firms interested in doing business are encouraged to register in MMSD's [contract and vendor management system](#). Completing the vendor registration does not guarantee a contract with MMSD but will allow firms to receive communication and notices for relevant procurement opportunities with the District.

Please note: Firms seeking SWMBE certification must be registered before their certification can be approved.

## MMSD Small Business Certification

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.

To be eligible for SBE certification, firms must meet the size standard for its industry as set forth by the U.S. Small Business Administration (SBA). 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 the 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.

## Recognized SWMBE Certifications

While there are various entities that provide SWMBE certification services, below are links to the most common SWMBE certifications that MMSD recognizes:

- [WI Dept. of Administration Supplier Diversity Programs MBE, WBE, and DVB Certifications](#)
- [WI Dept. of Transportation DBE Certification \(provided minority or gender status reflected\)](#)
- [Milwaukee County DBE Certification \(provided minority or gender status reflected\)](#)
- [City of Milwaukee SBE Certification](#)
- [Women's Business Enterprise National Council \(WBENC\)](#)
- [North Central Minority Supplier Development Council \(NCMSDC\)](#)
- [U.S. Dept. of Veteran Affairs, SDVOSB and VOSB Certifications](#)

2/3/2023



**Jean Thiel, President**

**Belonger Corporation, Inc (WBE/MBE/SBE)**

*"Our organization started working with MMSD and United Water as a subcontractor in 2003, currently we are working as a Prime contractor to MMSD and Veolia. We've executed repair and major construction projects. To date, our experience has been great - fair, professional, and continued business opportunities."*

# 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

# Third party certifiers

There are currently four entities that the SBA has approved as third-party certifiers:

- The National Women's Business Owners Corporation (NWBOC)
- Women's Enterprise National Council (WBENC)
- The U.S. Women's Chamber of Commerce (USWCC)
- The El Paso Hispanic Chamber of Commerce (EPHCC)

# Third party certifier Notes:

## Pros

- **Provides additional contacts – resources**
- **Many Prime Contractors or Large Businesses require third party certification**

## Cons

- **There is a cost**

# 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

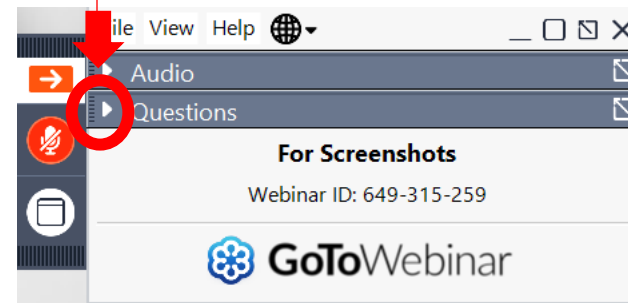
- Never imply the Government must purchase from you since you have a certification
- Certifications can provide a competitive edge through
  - Set asides
  - Equally submitted proposals
- Acquiring or selling company: be aware of contracts that may be affected based on certifications
- Contact WPI for free assistance in registrations and certification applications

# QUESTIONS?



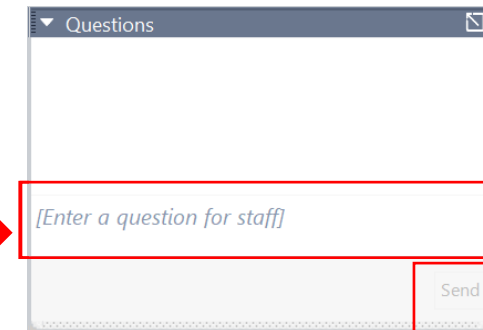
## OPENING THE QUESTIONS BOX

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



A Procurement Technical  
Assistance Center (PTAC)

**ACQUISITION HOUR**

# ACQUISITION HOUR LIVE WEBINAR SERIES

- November 1  
**Overview of Government Contract Certifications**
- November 16  
**Certifications for Veteran Owned Businesses**
- November 16  
**Preparing for One-on-One Buyer Meetings**
- November 29  
**The HUBZone Program – Certification Benefits and Regulations**
- January 10  
**The SBA 8(a) Program and Small Disadvantaged Business (SDB) Program**

# LOCAL GOVERNMENT SALES OPPORTUNITIES

- ~~• October 13  
— SE WI and the Milwaukee Area – Virtual~~
- ~~• October 20  
— Sales Opportunities with the City of Madison – In Person~~
- November 9  
Sales Opportunities with Dane County – In Person
- November 10  
Green Bay Area (Virtual)

# Government Opportunities Business Day in Partnership with Truax Field/115th Fighter Wing



# November 15

*Including 1-1 Buyer Meetings*

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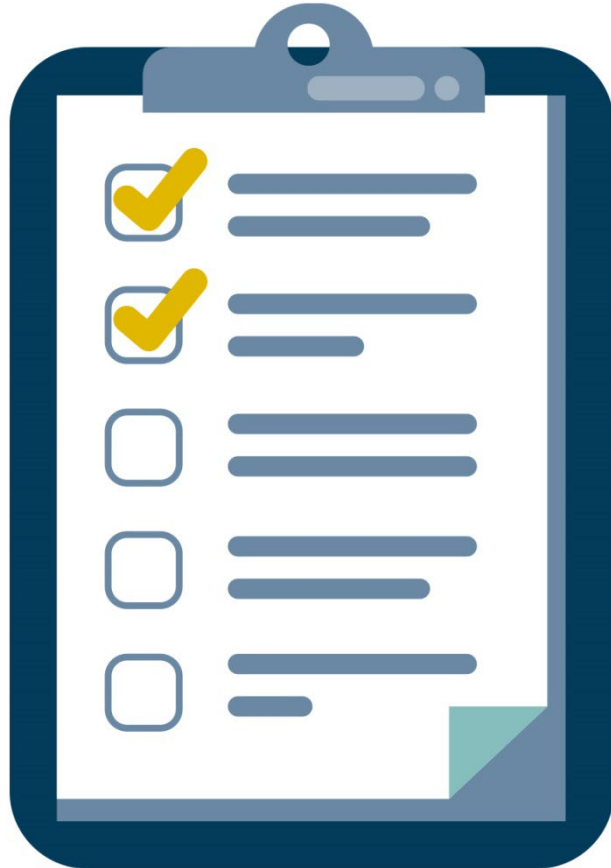
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