



Acquisition Hour: Certifications for Minority Owned Businesses

October 10 | 1:00 – 2:00 pm

Presented by

Tru Mwololo, WPI | Alex Ysquierdo, Wisconsin Supplier Diversity Program

Shane Mahaffy, U.S. Small Business Administration (SBA)



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).

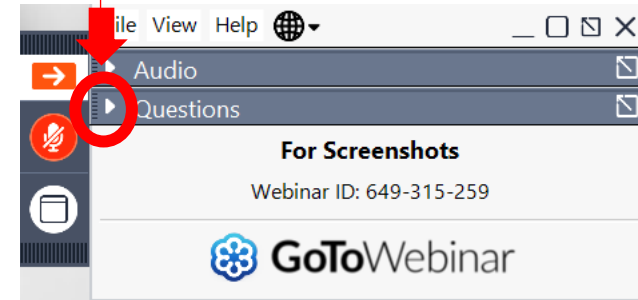
§ We will share the questions with our guest speaker who will respond to the group

THANK YOU!



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



WPI is Wisconsin's APEX ACCELERATOR

The APEX Accelerators program, under management of the Department of Defense (DOD) Office of Small Business Programs (OSBP), plays a critical role in the Department's efforts to identify and engage with a wide range of businesses entering and participating in the defense supply-chain. The program provides the education and training that all businesses need to participate to become capable of participating in DOD and other government contracts.

WPI provides services to all of Wisconsin's 72 counties

- Individual counseling at our offices, client's facility or virtually
- Small group training – webinars and workshops
- Conferences including one on one buyer meetings – Marketplace, The Contracting Academy, Small Business Academy, Wisconsin Federal Contractor Forum, Acquisition Hour, Cyber Fridays, DOD Roadmap series, Government Opportunities Business Conference, End of Year Federal Contractor Update, Annual DOD Contract Management Update, Evening FAR sessions and more.....

www.wispro.org

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)*

§ ASHLAND

§ *Ashland Area Development Corporation*

§ CAMP DOUGLAS

§ *Juneau County Economic Development Corporation (JCEDC)*

§ EAU CLAIRE

§ *Western Dairyland*

§ FOND DU LAC

§ *Envision Greater Fond du Lac*

§ GREEN BAY

§ *NWTC Startup Hub*

§ LACROSSE

§ *Veterans in Professions*

§ MANITOWOC

§ *Progress Lakeshore*

§ OSHKOSH

§ *Greater Oshkosh Economic Development Corporation*

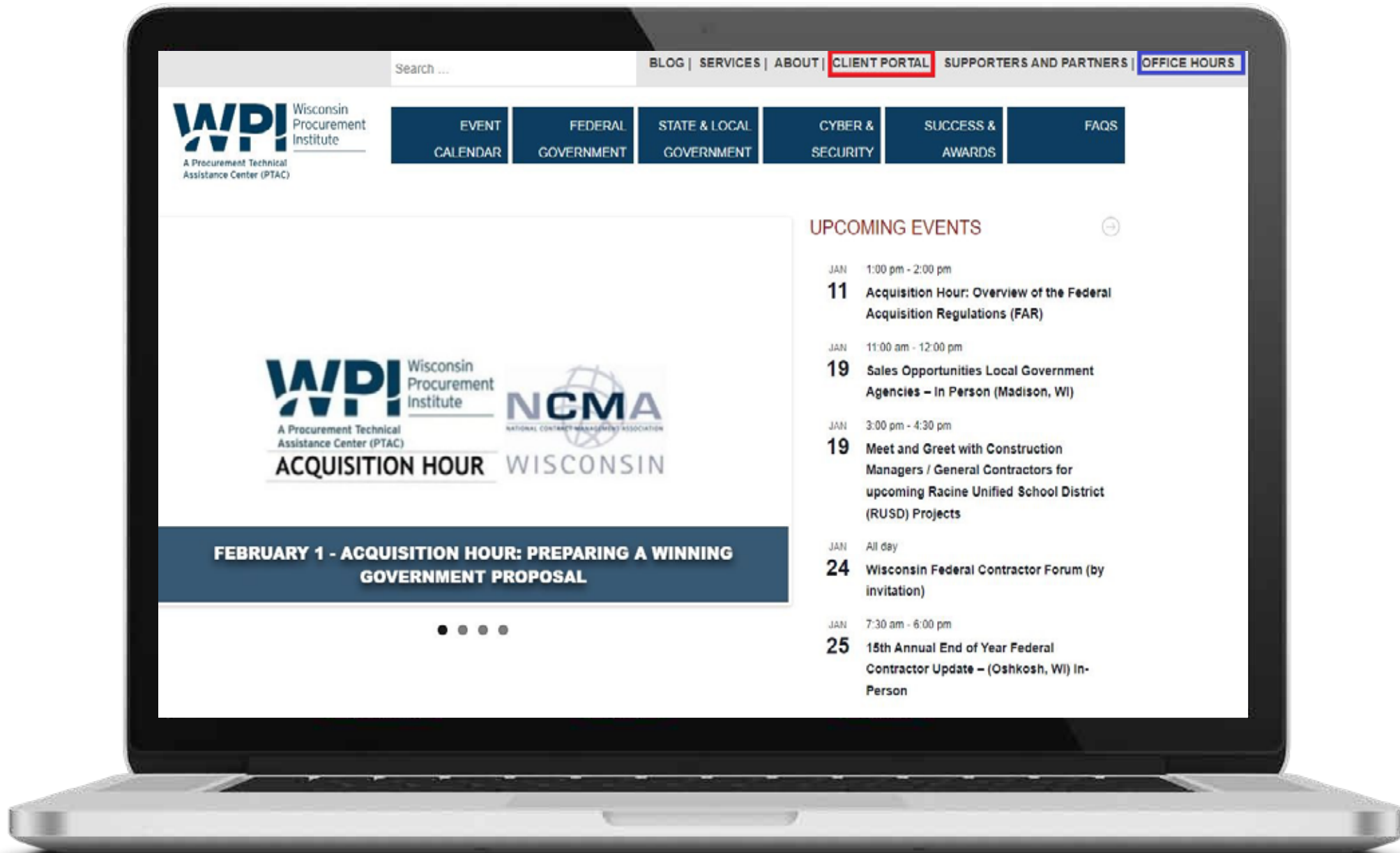
§ RHINELANDER

§ *Nicolet Area Technical College*

§ SUPERIOR

§ *Small Business Dev Center;
UW Superior*





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FEBRUARY 1 - ACQUISITION HOUR: PREPARING A WINNING GOVERNMENT PROPOSAL

UPCOMING EVENTS

- JAN 1:00 pm - 2:00 pm
11 Acquisition Hour: Overview of the Federal Acquisition Regulations (FAR)
- JAN 11:00 am - 12:00 pm
19 Sales Opportunities Local Government Agencies – In Person (Madison, WI)
- JAN 3:00 pm - 4:30 pm
19 Meet and Greet with Construction Managers / General Contractors for upcoming Racine Unified School District (RUSD) Projects
- JAN All day
24 Wisconsin Federal Contractor Forum (by invitation)
- JAN 7:30 am - 6:00 pm
25 15th Annual End of Year Federal Contractor Update – (Oshkosh, WI) In-Person



U.S. Small Business
Administration

8(a) Business Development Certification Program

Shane Mahaffy

Lead Business Opportunity Specialist

Set-Aside for Certification 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 \$3,500 (Micro-purchase Threshold) to \$250,000 (Simplified Acquisition Threshold)

Wisconsin FY21 Small Business Contract Numbers



**Wisconsin Small Businesses
received in excess of \$1 Billion with
the U.S. Government**



**Small Disadvantaged Business
received over \$372.6 Million**

8(a) Business Development Program



Access to business development support

Build capacity and grow through contracts

Nine-year program available once per lifetime

Participation and Continued Eligibility

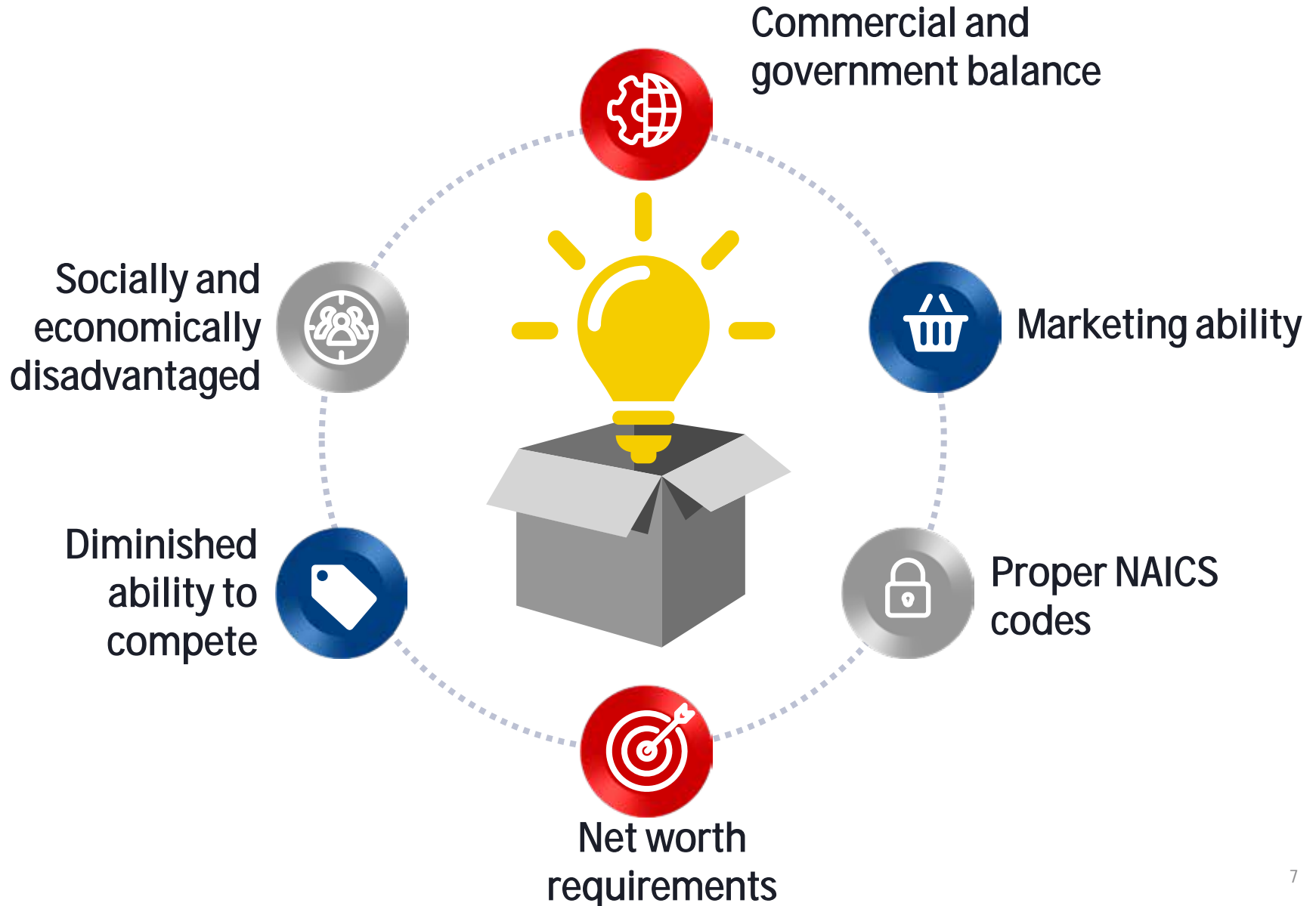
Participation Starts at Date of Approval



To maintain eligibility:

- Submit 8(a) annual update on time
- Inform SBA of all material and business changes (prior approval required)
- Maintain SAM and DSBS profiles

Is the 8(a) Certification Appropriate for You?



8(a) Program Expectations

Setting Expectations



Progress measurement



Is a business development program



Not suited for all firms



Limited total dollar value of contracts

When Should You Apply?

Are You Ready... 8(a) Is One-time Only

01

Do you have the CAPACITY to deliver on federal contracts?

02

Do you have sufficient CASH FLOW?

03

Do you have demonstrated CAPABILITY (past performance)?

04

Can you demonstrate successful PAST PERFORMANCE?

05

Are you open to ADVICE on growing your business?



Yes
 No
 Don't know



Social Disadvantage

13 CFR 124.103

Socially disadvantaged individuals are those who have been subjected to racial or ethnic prejudice or cultural bias within American society because of their identities as members of groups and without regard to their individual qualities. The social disadvantage must stem from circumstances beyond their control.

Economically Disadvantaged Requirements to Qualify



Personal net worth (assets minus liabilities) less than \$850,000



Three-year average income is \$400,000 or less



Fair market value of all assets is \$6.5 million or less

87 FR 69118 Effective December 19, 2022

8(a) Application Process

BEFORE APPLICATION



- 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)

certify.SBA.gov

SBA Certification Portal

SBA's certification portal where businesses can submit documents to seek SBA certifications

Automatic Migration

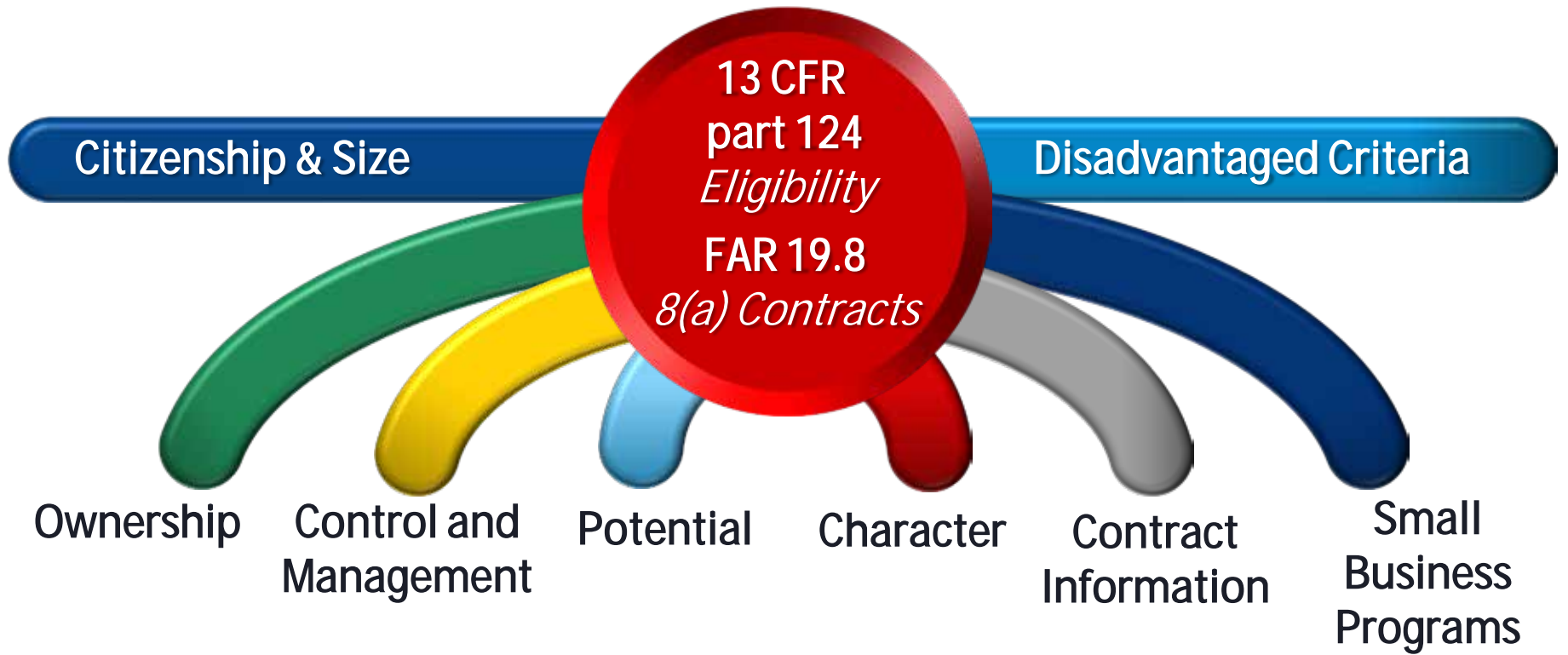
Pulls business information from SAM.gov

Online Forms

Forms are completed online. No longer required to upload certain SBA forms



Know the Rules for 8(a) Certification



SBA Mentor-Protégé Program

Mentor-Protégé Program Overview

As of November 16, 2020, the 8(a) Mentor-Protégé program and the All-Small Mentor-Protégé program have merged into one **SBA Mentor-Protégé Program (MPP)**.

Both programs helped eligible small businesses gain capacity and win government contracts through partnerships with more experienced companies (mentors).



Program Purpose



Enhance the capabilities of the protégé



Help the protégé meet its business development and contracting goals



Improve the protégé's ability to compete for contracts

Program Benefits for Protégés and Mentors



A **protégé** can get valuable assistance from a mentor in several areas, including:

- Technical and/or management assistance
- Financing in the form of equity investments and/or loans
- International trade
- Government contracting

A **mentor** benefits in several areas, including:

- Forming a joint venture with its protegee, provided the protégé qualifies as small for that particular federal contract or subcontract
- Contract evaluation preferences where the mentor will subcontract significant work to its protégé, if authorized by the agency

SBA recently updated its regulations to allow small business partners to a JV to use past performance ratings for work previously completed under a JV (and for work performed as a 1st-tier subcontractor)

Learn More

This is **not a matchmaking program**.
The mentor and protégé should already have found each other before applying.

You must be approved by the SBA to participate in the MPP.

Visit our website:

www.sba.gov/mpp

Email for general questions:

sbampp@sba.gov



U.S. Small Business
Administration

How are we doing?

Please take a minute to let us know

www.sba.gov/feedback



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

Wisconsin District Office Newsletter:
[GET EMAIL UPDATES](#)

Twitter: @SBA_Wisconsin

For Questions, Email:
Wisconsin@sba.gov



WISCONSIN

SUPPLIER DIVERSITY PROGRAM

Certifying Minority, Disabled Veteran and Woman Owned Businesses

Alex Ysquierdo, MSc
Director

Wisconsin Supplier
Diversity Program

P:(608) 267-7806

C: (608) 206-6935



We certify MBEs, DVBs, and WBEs, enhancing their opportunities to work with the State of WI, government agencies, and private companies.



WISCONSIN SUPPLIER DIVERSITY PROGRAM CERTIFICATIONS

MBE - DVB - WBE



WHY GET CERTIFIED

- Government contracts come with stable revenue streams.
- Expansion into new markets and industries.
- Competitive advantage over non-certified competitors.
- Networking opportunities and valuable resources.
- Training and Development
- Demonstrates commitment to diversity and inclusion, aligning with client and partner values.



DEBUNKING THE MYTH

OPPORTUNITIES FOR BUSINESSES OF ALL SIZES AND FROM ALL INDUSTRIES



IS PURSUING STATE CERTIFICATION A WORKABLE OPTION FOR YOUR BUSINESS?

- § Is your service or product something that the State may want to acquire?
- § Can you reliably deliver high-quality products or services on a significant scale?
- § Are you open to disclosing your business details?
- § Are you prepared to invest effort in securing state contracts?



Certification Musts - Overview	MBE	WBE	DVB
≥51% Owned, Managed & Controlled	✓	✓	✓
Useful Business Function	✓	✓	✓
Federal Business Taxes	1 year	3 years	3 years
Application Fee	\$0	\$150	\$150
Certification Period	3 years	3 years	3 years
Out-of-State Business	✓	✓	✗

APPLY for CERTIFICATION

SupplierDiversity.wi.gov

- § Self Assessment/Eligibility Quiz
- § Gather Checklist Documents
 - MBE - WBE - DVB
- § Apply – Entirely Online
- § Application Review Within 30 Days
- § APPROVED...work begins!





WISCONSIN

SUPPLIER DIVERSITY PROGRAM

Certifying Minority, Disabled Veteran and Woman Owned Businesses

[Home](#) [Search for Business](#) [Apply for Certification](#) [Login](#)

Once you have completed the registration process you have 30 days to complete and submit the application for certification. After 30 days this registration will be deleted

Business Information

Contact Information

Tax ID:* DUNS #: Business Name:*

Business Email: Web Site URL:

Street Address:*
(No PO Box)

County:(WI Only) City:* State:* Zip:*

Business Phone:* Ext: Fax:

Certification Applying for:* Minority-Owned Business Enterprise (MBE)
 Woman-Owned Business Enterprise (WBE)
 Disabled Veteran Owned Business (DVB)

GETTING STARTED





WISCONSIN

SUPPLIER DIVERSITY PROGRAM

Certifying Minority, Disabled Veteran and Woman Owned Businesses

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Once you have completed the registration process you have 30 days to complete and submit the application for certification. After 30 days this registration will be deleted

Business Information | **Contact Information**

Tax ID:* **FEIN** DUNS #: Business Name:*

Business Email: Web Site URL:

Street Address:*
(No PO Box)

County:(WI Only) City:* State:* Zip:*

Business Phone:* Ext: Fax:

Certification Applying for:* Minority-Owned Business Enterprise (MBE)
 Woman-Owned Business Enterprise (WBE)
 Disabled Veteran Owned Business (DVB)

* - Indicates a required field

Enter both the Business and Contact Information before clicking the Submit and Register button

[Submit and Register](#)



BENEFITS of CERTIFICATION

- § Permissive 5% Bid Preference (MBEs, DVBs)
 - MBE/DVB can bid up to \$105 (5% more) and win bid
- § MBE – 5% State Purchasing Goal
- § DVB – 1% State Purchasing Goal
- § Business Listed in Database of Certified Suppliers – SupplierDiversity.wi.gov
- § Broader Reach to Public and Corporate Buyers
- § Authenticated Diverse Ownership
- § Logos



DRIVING SUCCESS FOR BIG PLAYERS: THE ADVANTAGES OF LARGE BUSINESSES!

Competitive advantage

- A diverse supplier base can offer new products, services, and solutions that add value.

Reflecting the customer base

- As global markets become more diverse, businesses that mirror this diversity can better serve their customers.

Risk management

- Diversify suppliers can spread risk, especially in times of crisis or supply chain disruptions.



"UNLOCK YOUR POTENTIAL: MAXIMIZING CERTIFICATION BENEFITS!"

**NETWORK
BID | WIN | PERFORM**

SupplierDiversity.wi.gov

- § NETWORK
- § BID – Locate the Bid Opportunities (Bulletin)
- § WIN – Low or Competitive Bid
- § PERFORM
 - § Complete Project to Satisfaction of Agency or Campus
 - § On Time
 - § Quality
 - § Communicate!
- § Teaming/Partnering/Subcontracting



CONDUCTING BUSINESS WITH THE STATE OF WISCONSIN

| [May I bid on State projects before being certified?](#)

| You do not need to be certified to bid on State projects; however, you must be certified to utilize the MBE or DVB 5% bid preference.

| [How do I find out about bidding opportunities with the State of Wisconsin?](#)

| Opportunities for State of Wisconsin and University of Wisconsin Contracts can be found in the following locations:

[eSupplier \(Goods and Services\)](#) [Opportunities](#)

| [Division of Facilities Development \(Architecture and Engineering and Building Construction\)](#)

| [Department of Transportation State Highway Projects \(Highway Construction\)](#)



"Discover Connection Hubs: Where Resources Await!"



**ETHNIC & DIVERSE
BUSINESS
COALITION**

start ▶ in
WISCONSIN

WISC ▶ NSIN
ECONOMIC DEVELOPMENT

**Wisconsin Chamber of Commerce
Directory**



eventbrite



**WESTERN WISCONSIN
WOMEN'S BUSINESS CENTER**



WIDEN
Diverse opportunity starts here.

meetup



CONTACT INFORMATION

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Wisconsin Supplier Diversity Program
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Khadijah Perry | Equal Opportunity Specialist
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Alex Ysquierdo, MSc | Director
Department of Administration
Wisconsin Supplier Diversity Program
Alex.Ysquierdo@wisconsin.gov
Phone: (608) 267-7806

Thank You



The Disadvantaged Business Enterprise (DBE) Program:

Certification, Benefits and Requirements

Tru Mwololo

TODAY'S PRESENTATION WILL COVER

- q **ORIGIN OF PROGRAM**
- q **WHAT IS THE DBE PROGRAM**
- q **DBE CERTIFICATION REQUIREMENTS**
- q **CERTIFICATION PROCESS**
- q **DBE PROGRAM BENEFITS**
- q **EXAMPLES OF WHAT THE STATE BUYS**
- q **YOUR OBLIGATIONS**
- q **LEVERAGING YOUR CERTIFICATION**

ORIGIN OF PROGRAM

The U.S. Department of Transportation (USDOT) through its Operating Administrations, distributes billions of dollars annually to state and local transportation agencies.

ORIGIN OF PROGRAM

These funds are used to help finance many projects across the country. The majority of these funds will be allocated for construction projects (approximately 85%).

ORIGIN OF PROGRAM

The first DBE statutory provision was enacted by Congress in 1983.*

This provision required the Department to ensure that at least 10% of the funds authorized for the highway and transit Federal financial assistance programs be expended with DBEs.*

ORIGIN OF PROGRAM

There are three major DOT Operating Administrations involved in the DBE program:

- Federal Highway Administration (FHWA)
- Federal Aviation Administration (FAA)
- Federal Transit Administration (FTA)

DBE PROGRAM OBJECTIVE

The main objectives of the DBE Program are:

- To ensure that DBEs can compete fairly for federally funded transportation-related projects.
- To ensure that only eligible firms participate as DBEs.
- To assist the development of DBE firms in competing outside the DBE Program.

POLL - TRUE or FALSE?

The Disadvantaged Business Enterprise (DBE) program is solely a racially based program.

TRUE / FALSE

FALSE

- A small, for-profit business that is 51% and controlled by socially and economically disadvantaged individuals.
- African Americans, Hispanics, Native Americans, Asian-Pacific and Subcontinent Asian Americans, and women are presumed to be socially and economically disadvantaged.
- Other individuals can also qualify as socially and economically disadvantaged on a case-by-case basis.

DBE CERTIFICATION REQUIREMENTS

- Company's Annual Gross Receipts less than \$26.29 million
(average 3 Years)
- DBE owner Personal Net Worth < \$1.32 million
- Control-Ownership
- Prove social and economic disadvantage
(size limits based on SBA's standards by NAICS)
- Prove owner's operational and managerial control
- Prove owner's 51% ownership
(Documentation of capitol contributions)
- Prove technical competence in stated work area
(DBE owner must control and supervise work)

CERTIFICATION PROCESS

Firm forwards DBE application to nearest Unified Certification Program (UCP) DBE office.

- City of Madison www.cityofmadison.com/dcr
- Dane County https://www.danepurchasing.com/contract_compliance.aspx
- Milwaukee County cbdp@milwaukeecountywi.gov
- Wisconsin Transportation Offices
<http://www.dot.wisconsin.gov/business/engrserv/dbe-main.htm>
- Other WisDOT Regions (WI Rapids, Green Bay, Superior, La Crosse)
<https://wisconsindot.gov/Pages/doing-bus/civil-rights/contacts.aspx>

CERTIFICATION PROCESS

Uniform Certification Application (wisconsindot.gov)

<https://wisconsindot.gov/Documents/doing-bus/civil-rights/dbe/uniform-certification-application-2019.pdf>



Section 1: CERTIFICATION INFORMATION

A. Basic Contact Information I am applying for certification as DBE ACDBE

(1) Contact person and Title: _____ (2) Legal name of firm: _____

(3) Phone #: () ____ - ____ (4) Other Phone #: () ____ - ____ (5) Fax #: () ____ - ____

(6) E-mail: _____ (7) Firm Websites: _____

(8) Street address of firm (No P.O. Box): _____ City: _____ County/Parish: _____ State: _____ Zip: _____ - _____

(9) Mailing address of firm (if different): _____ City: _____ County/Parish: _____ State: _____ Zip: _____ - _____

B. Prior/Other Certifications and Applications

(10) Is your firm currently certified for any of the following U.S. DOT programs?
 DBE ACDBE Names of certifying agencies: _____

⊗ If you are certified in your home state as a DBE/ACDBE, you do not have to complete this application for other states. Ask your state UICB about the interstate certification process.

CERTIFICATION PROCESS

Personal Net Worth Statement (wisconsindot.gov)

<https://wisconsindot.gov/Documents/doing-bus/civil-rights/dbe/personal-networth-statement-2019.pdf>

Section 1. Assets – Liabilities

Section 2. Notes Payable to Banks and Others

Section 3. Brokerage and custodial accounts, stocks, bonds, retirement accounts

Section 4. Real Estate Owned (Including Primary Residence, Investment Properties, Personal Property Leased or Rented for Business Purposes, Farm Properties, or any Other Income Producing property).

Section 5. Life Insurance Held (Give face amount and cash surrender value of policies, name of insurance company and beneficiaries)

Section 6. Other Personal Property and Assets

Section 7. Value of Other Business Investments, Other Businesses Owned

Section 8. Other Liabilities and Unpaid Taxes

Section 9. Transfer of Assets: Have you within 2 years of this personal net worth statement, transferred assets to a spouse, domestic partner, relative, or entity in which you have an ownership or beneficial interest including a trust?

CERTIFICATION PROCESS

Disadvantaged Business Enterprise Program Certification Support Documents Checklist.pdf (transportation.gov)

https://www.transportation.gov/sites/dot.gov/files/docs/Disadvantaged_Business_Enterprise_Program_Certification_Support_Documents_Checklist.pdf

DBE UNIFORM CERTIFICATION APPLICATION SUPPORTING DOCUMENTS CHECKLIST
In order to complete your application for DBE certification, you must attach copies of all of the following documents as they apply to you and your firm.

All Applicants

- Work experience resumes (include places of ownership/employment with corresponding dates), for all owners and officers of your firm
- Personal Financial Statement (form available with this application)
- Personal tax returns for the past three years, if applicable, for each owner claiming disadvantaged status
- Your firm's tax returns (gross receipts) and all related schedules for the past three years
- Documented proof of contributions used to acquire ownership for each owner (e.g., both sides of cancelled checks)
- Your firm's signed loan agreements, security agreements, and bonding forms
- Descriptions of all real estate (including office/storage space, etc.) owned/leased by your firm and documented proof of ownership/signed leases
- List of equipment leased and signed lease agreements
- List of construction equipment and/or vehicles owned and titles/proof of ownership
- Documented proof of any transfers of assets to/from your firm and/or to/from any of its owners over the past two years
- Year-end balance sheets and income statements for the past three years (or life of firm, if less than three years); a new business must provide a current balance sheet
- All relevant licenses, license renewal forms, permits, and haul authority forms
- DBE and SBA 8(a) or SDB certifications, denials, and/or decertifications, if applicable
- Bank authorization and signatory cards
- Schedule of salaries (or other compensation or remuneration) paid to all officers, managers, owners, and/or directors of the firm
- Trust agreements held by any owner claiming disadvantaged status, if any

Partnership or Joint Venture

- Original and any amended Partnership or Joint Venture Agreements

Corporation or LLC

- Official Articles of Incorporation (signed by the state official)
- Both sides of all corporate stock certificates and your firm's stock transfer ledger
- Shareholders' Agreement
- Minutes of all stockholders and board of directors meetings
- Corporate by-laws and any amendments
- Corporate bank resolution and bank signature cards
- Official Certificate of Formation and Operating Agreement with any amendments (for LLCs)

Trucking Company

- Documented proof of ownership of the company
- Insurance agreements for each truck owned or operated by your firm
- Title(s) and registration certificate(s) for each truck owned or operated by your firm
- List of U.S. DOT numbers for each truck owned or operated by your firm

Regular Dealer

- Proof of warehouse ownership or lease
- List of product lines carried
- List of distribution equipment owned and/or leased

NOTE: The specific state UCP to which you are applying may have additional required documents that you must also supply with your application. Contact the appropriate certifying agency to which you are applying to find out if more is required.

CERTIFICATION PROCESS

Operating Agreement (LLC)

<https://eforms.com/download/2016/01/wisconsin-llc-operating-agreement-template.pdf>

LIMITED LIABILITY COMPANY OPERATING AGREEMENT OF

_____, LLC

FORMED IN THE STATE OF WISCONSIN

1. Company Details

This Limited Liability Company Operating Agreement ("Agreement"), entered into on _____, 20____ is a: (check one)

- **Single-Member LLC**, entered into by _____, being the sole owner with a mailing address of _____.

- **Multi-Member LLC**, entered into by and between ____ Members known as:

Member #1: _____, with ownership of ____% of the Company, and a mailing address of _____.

Member #2: _____, with ownership of ____% of the Company, and a mailing address of _____.

Member #3: _____, with ownership of ____% of the Company, and a mailing address of _____.

Member #4: _____, with ownership of ____% of the Company, and a mailing address of _____.

("Member(s)")

WHEREAS the Member(s) desire to create a limited liability company under the laws of the State of Wisconsin ("State of Formation") and set forth the terms herein of the Company's operation and the relationship any and all Member(s).

NOW, THEREFORE, in consideration of the mutual covenants set forth herein and other valuable consideration, the receipt and sufficiency of which hereby are acknowledged, the Member(s) and the Company agree as follows:

2. Name and Principal Place of Business

The name of the Company shall be _____, LLC with a principal place of business located at _____, or at any other such place of business that the Member(s) shall determine.

3. Formation

EXAMPLES OF WHAT THE STATE BUYS

- Airport Services
- Architectural & Design Services
- Risk Management
- Translation & Interpretation
- Janitorial Services
- Public works Project
- Engineering Services
- Legal Services
- Construction Management
- Marketing & Public Outreach
- Food & Vending Service
- Parks
- IT Services

OTHER CERTIFICATIONS IN WISCONSIN

MBE - <https://supplierdiversity.wi.gov/Pages/Home.aspx>

WBE - <https://supplierdiversity.wi.gov/Pages/Home.aspx>

DVB - <https://supplierdiversity.wi.gov/Pages/Home.aspx>

SBE - <https://city.milwaukee.gov/Equity-and-Inclusion/Certification>

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

AFTER CERTIFICATION?

IMPORTANT: All DBE Certification Applicants and DBE Certified firms must be registered with the [Civil Rights and Compliance System \(CRCS\)](#).

[Register now](#)

- Register using the full legal name of your business
- Click [here](#) for more information about the contractor registration system
- For issues with registration, contact Paul Ndon: paul.ndon@dot.wi.gov

Milwaukee County:

[E-Notify - Email Notifications \(milwaukee.gov\)](#)

State of WI Including University:

- [Bidders \(wi.gov\)](#)

LEVERAGING YOUR CERTIFICATION

Certification should be used as a marketing tool for you to use to help modify or tweak your business position.

- Learn the market
- Identify who is buying what you are selling
- Identify and develop a niche that is lacking or void in the market
- Promote your certification through Chambers, Business Association & other networking groups.
- Obtain WBE/MBE/DVB/SBE/NMSC/WBENC Certifications from other certifying agencies
- Update your marketing materials to show your certifications, including business cards, websites, social media & capability statements.
- **ALWAYS** be prepared to sell

CONCLUSION

Remember, having this certification DOES NOT guarantee work or contracts.

However, it does present an opportunity in the public sector for you to do work as a DBE/SBE. So, use your resources, contacts and networking skills. The real work begins NOW.

Contact: Tru Mwololo

Phone: 414-712-0231

Truphosam@wispro.org

PRESENTED BY

Wisconsin Procurement Institute (WPI)

www.wispro.org

Tru Mwololo

Wisconsin Procurement Institute

truphosam@wispro.org | 414-712-0231

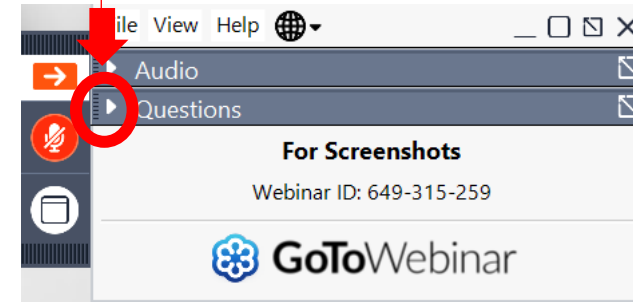
10437 Innovation Drive, Suite 320
Milwaukee, WI 53226

QUESTIONS?



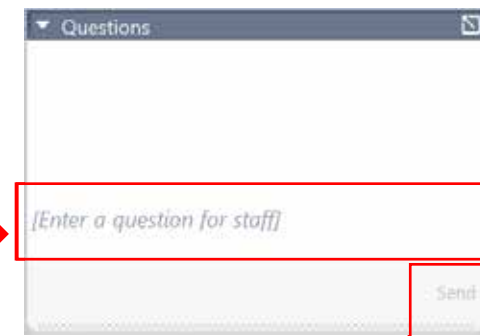
OPENING THE QUESTIONS BOX

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

UPCOMING TRAINING - EVENTS

ACQUISITION HOUR LIVE WEBINAR SERIES

- October 11
How to Quickly Analyze Solicitations
- October 17
Preparing for One-on-One Buyer Meetings
- October 18
Certifications for Veteran Owned Businesses
- November 8
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