



NFL 2025 Draft Supplier Diversity

Informational Sessions

Welcome and General Information about the NFL Draft

<http://www.2025nfl draftsuppliers.com/>

- **The Supplier Diversity Program is an opportunity for local, minority, woman, person with disabilities, LGBTQ+ and veteran-owned businesses to gain exposure to sub-contracting opportunities related to the Draft.**
- **Businesses selected for the program will be profiled in a directory for the Draft, which NFL primary contractors and event producers use to identify and select local suppliers to fulfill their sub-contracting needs.**
- **Becoming a member of the Supplier Diversity Program is a competitive process, and acceptance within the program does not guarantee contracts and/or RFP invites.**



NFL 2025 Draft Supplier Diversity

Informational Session – Eligibility Requirements

- **Be 51% owned and operated by a minority, woman, person with disabilities, LGBTQ+ or veteran individual**
- **Provide a product or service requested by the Green Bay Draft Supplier Diversity Program**
- **Be the direct source of the goods and services proposed in their bid**
- **Be in good standing and eligible to do business within the State of Wisconsin**
- **Have been in operation since April 2022**



NFL 2025 Draft Supplier Diversity

Informational Session – National Certifications Accepted by the NFL

Disability:IN

- DOBE: Disability-Owned Business Enterprise

National LGBT Chamber of Commerce (NGLCC)

- LGBTBE: LGBT Business Enterprise

National Minority Supplier Development Council (NMSDC)

- MBE: Minority Business Enterprise

National Veteran Owned Business Association (NaVOBA)

- VBE: Veteran's Business Enterprise
- SDVBE: Service-Disabled Veteran's Business Enterprise

National Women Business Owners Corporation (NWBOC)

- MBE: Minority Business Enterprise
- WBE: Women's Business Enterprise
- VBE: Veteran's Business Enterprise



NFL 2025 Draft Supplier Diversity

Informational Session – National Certifications Accepted by the NFL

U.S. Black Chambers Inc. (USBC)

- ByBlack

Women's Business Enterprise National Council (WBENC)

- WBE: Women's Business Enterprise

Small Business Administration (SBA)

- 8(a)
- VOSB: Veteran-Owned Small Business
- SDVOSB: Service-Disabled Veteran-Owned Small Business
- WOSB: Woman Owned Small Business
- EDWOSB: Economically Disadvantaged Small Business



NFL 2025 Draft Supplier Diversity

Informational Session

Additional Local Certifications Recognized by the NFL Draft

State of Wisconsin Small Business Certifications – Department of Administration

- **Minority Owned Business Enterprise (MBE)**
- **Woman Owned Business Enterprise (WBE)**
- **Disabled Veteran Owned Business (DVB)**

WisDOT, Milwaukee County, Dane County, and/or the City of Madison

- **Disadvantaged Business Enterprise (DBE)**



NFL 2025 Draft Supplier Diversity

Informational Session

Businesses that are currently in the process of obtaining their certification and can show proof will be considered.

Acquiring a diverse certification is best practice and solidifies that ownership has been vetted at high-level of rigor.



NFL 2025 Draft Supplier Diversity

Informational Session

-
- **List of Most Common Business Disciplines leveraged to support the production of the Draft and the events leading up to the day: **Event Production****

- Audio/Visual
- Barricades/Fencing
- Cable Wire Contractors
- Carpet/Flooring
- Catering/Food & Beverage
- Contract Labor
- Décor
- Entertainment
- Equipment Rentals (Heavy)
- Event Production



NFL 2025 Draft Supplier Diversity

Informational Session

-
- **List of Most Common Business Disciplines leveraged to support the production of the Draft and the events leading up to the day: **Event Production****

- General Contractors
- Golf Carts
- Janitorial Services
- Laundry Services
- Office Supplies
- Photography/Video
- Port-O-Lets
- Printing/Large Format
- Promotional Items
- Scaffolding



NFL 2025 Draft Supplier Diversity

Informational Session

List of Most Common Business Disciplines leveraged to support the production of the Draft and the events leading up to the day: **Event Production**

- Signage
- Staffing
- Staging & Lighting
- Temporary Housing
- Temporary Structures (Containers Included)
- Tenting
- Traffic Management
- Trailers
- Transportation
- Venues
- Waste Removal



NFL 2025 Draft Supplier Diversity

Informational Session

List of Most Common Business Disciplines leveraged to support the production of the Draft and the events leading up to the day: **Professional Services**

- Business Administration
- Financial
- Legal
- Marketing/Advertising
- Graphic Design
- Management & Advisory
 - I T/Technology
 - Engineering
 - Web/App Development
- Cybersecurity
- White Glove/Concierge



NFL 2025 Draft Supplier Diversity

Informational Session

General Information Needed

- **Legal Company Name**
- **Doing Business As**
- **Primary Point of Contact Name – First and Last Name**
- **Cell Phone Number**
- **Email Address**
- **Company Website**
- **Business Phone Number**



NFL 2025 Draft Supplier Diversity

Informational Session

General Information Needed – Ownership & Diversity Designations

Please select the ethnicity of the primary owner (51%) of the applicant company

- Asian or Pacific Islander
- Black or African American
- Hispanic or Latin American
- Native American or Indigenous Person
- White or Caucasian
- Multiracial or Biracial
- Other



NFL 2025 Draft Supplier Diversity

Informational Session

Is the applicant company a certified diverse business? Yes or No

Select which designation(s) apply to the primary owner (51%) of the applicant company.

- **Disability Owned**
- **LGBTQ+ Owned**
- **Minority Owned**
- **Veteran Owned**
- **Woman Owned**
- **Non-Diverse**



NFL 2025 Draft Supplier Diversity

Informational Session

Business & Capabilities

Select the option(s) that apply to your business:

- **Event Production Company**
- **Professional Services Company**

Resource Providers

- [WI Minority Business Development Agency \(MBDA\)](#)
- [WI Women's Business Development Council \(WBDC\)](#)
- [WI Chinese Chamber of Commerce](#)
- [WI LGBT Chamber of Commerce](#)
- [African-American Chamber of Commerce WI \(AACCW\)](#)
- [WI Veterans Chamber of Commerce \(WVCC\)](#)
- [American Indian Chamber of Commerce WI \(AICCW\)](#)
- [Hmong WI Chamber of Commerce \(HWCC\)](#)
- [WI Diverse Enterprise Network \(WiDEN.biz\)](#)
- [Latino Chamber of Commerce](#)
- [New North](#)
- [Wisconsin Procurement Institute \(WPI\)](#)

Call to Action

Access the NFL Supplier Diversity Program <http://www.2025nflraftsuppliers.com>

View Updated general draft information here:

<https://www.packers.com/draft25/>

<https://www.greenbay.com/draft25/>

Connect with Service Providers for Certification Questions and Process

Connect with other companies to be paired up as a subcontractor



U.S. Small Business
Administration

SBA Overview

SBA Overview

- The U.S. Small Business Administration helps power the American dream of business ownership.
- As the only go-to resource and voice for small businesses backed by the strength of the federal government, the SBA empowers entrepreneurs and small business owners with the resources and support they need to start, grow or expand their businesses, or recover from a declared disaster.
- SBA delivers services through an extensive network of SBA field offices and partnerships with public and private organizations.

Benefits of SBA Certification

Benefits of SBA Certification

SBA provides several programs to help small businesses win federal contracts. Participating in these programs helps small businesses:

- Win a fair share of federal contracts
- Qualify for exclusive set-aside and sole-source contracts
- Partner with established contractors to win contracts
- Get business mentoring and education to learn how federal contracting works

Set-Aside for Certification Programs and Socio-Economic Categories

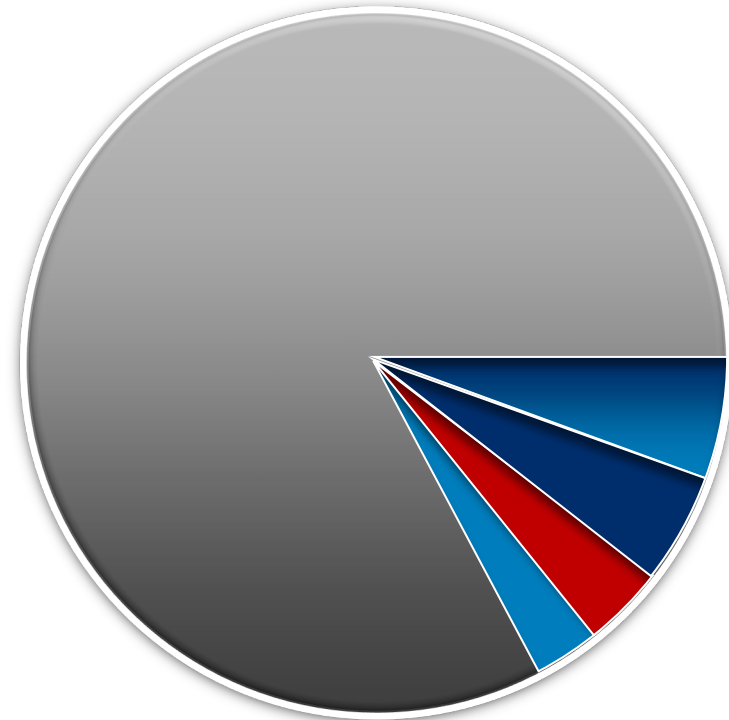
Targeted set-asides and acquisition goals:

**Women-Owned Small Businesses
(5%)**

**Small Disadvantaged Businesses
(including 8(a) certified) (13%)**

HUBZone Businesses (3%)

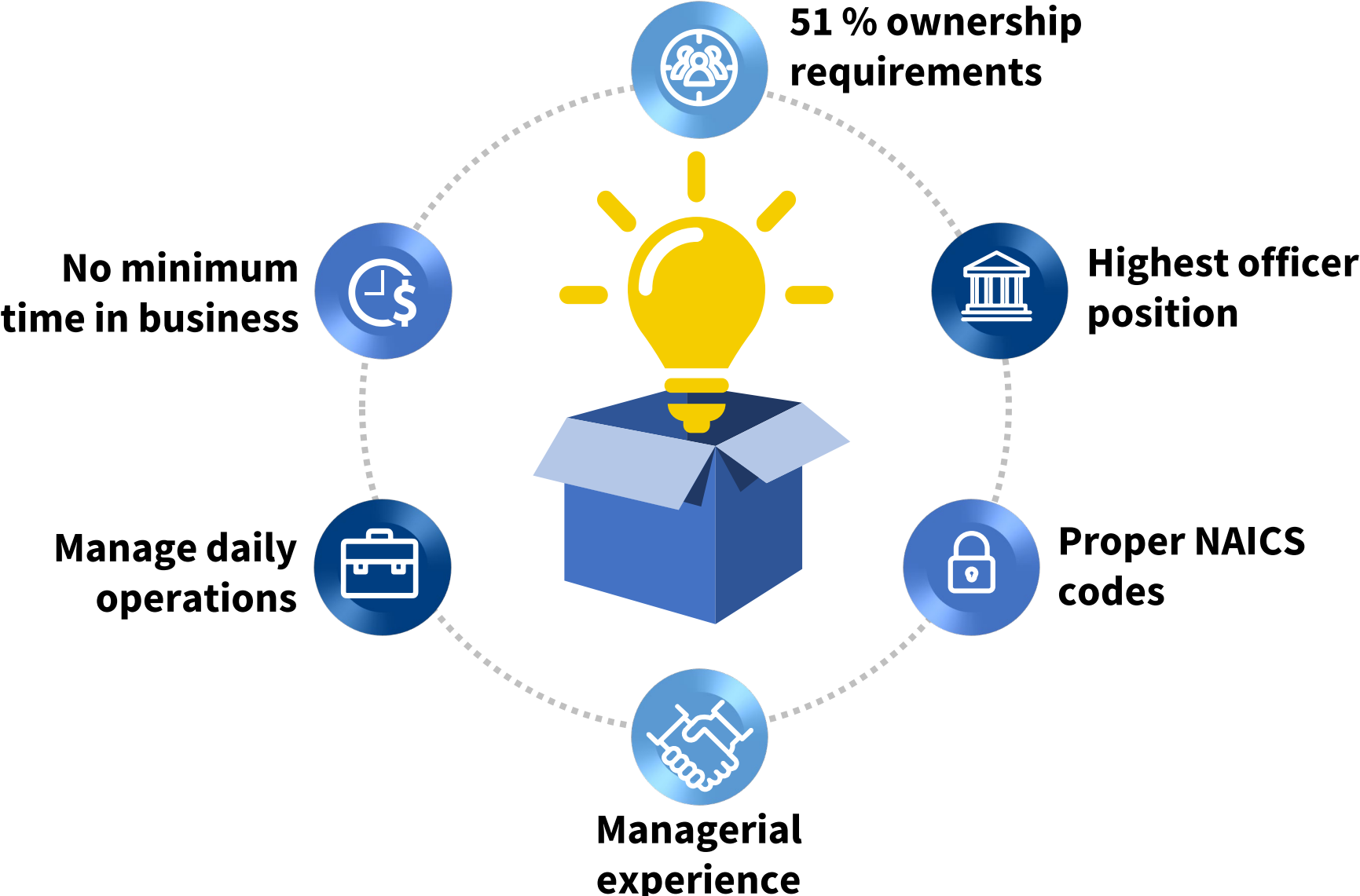
**Service-Disabled Veteran-Owned
Small Businesses (5%)**



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

Woman-Owned Small Business (WOSB) Certifications

Is the WOSB Certification Appropriate for You?



Economically Disadvantaged Requirements to Qualify for EDWOSB



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

*Personal net worth excludes equity in business, personal primary residence, funds reinvested in IRA or other legitimate retirement accounts

How to Apply:

Businesses must be certified through SBA's online certification process at <https://WOSB.certify.sba.gov/>

The business can upload the application documentation on their own. As an alternative, they can instead choose to submit a certificate from an approved Third-Party Certifier (TPC).

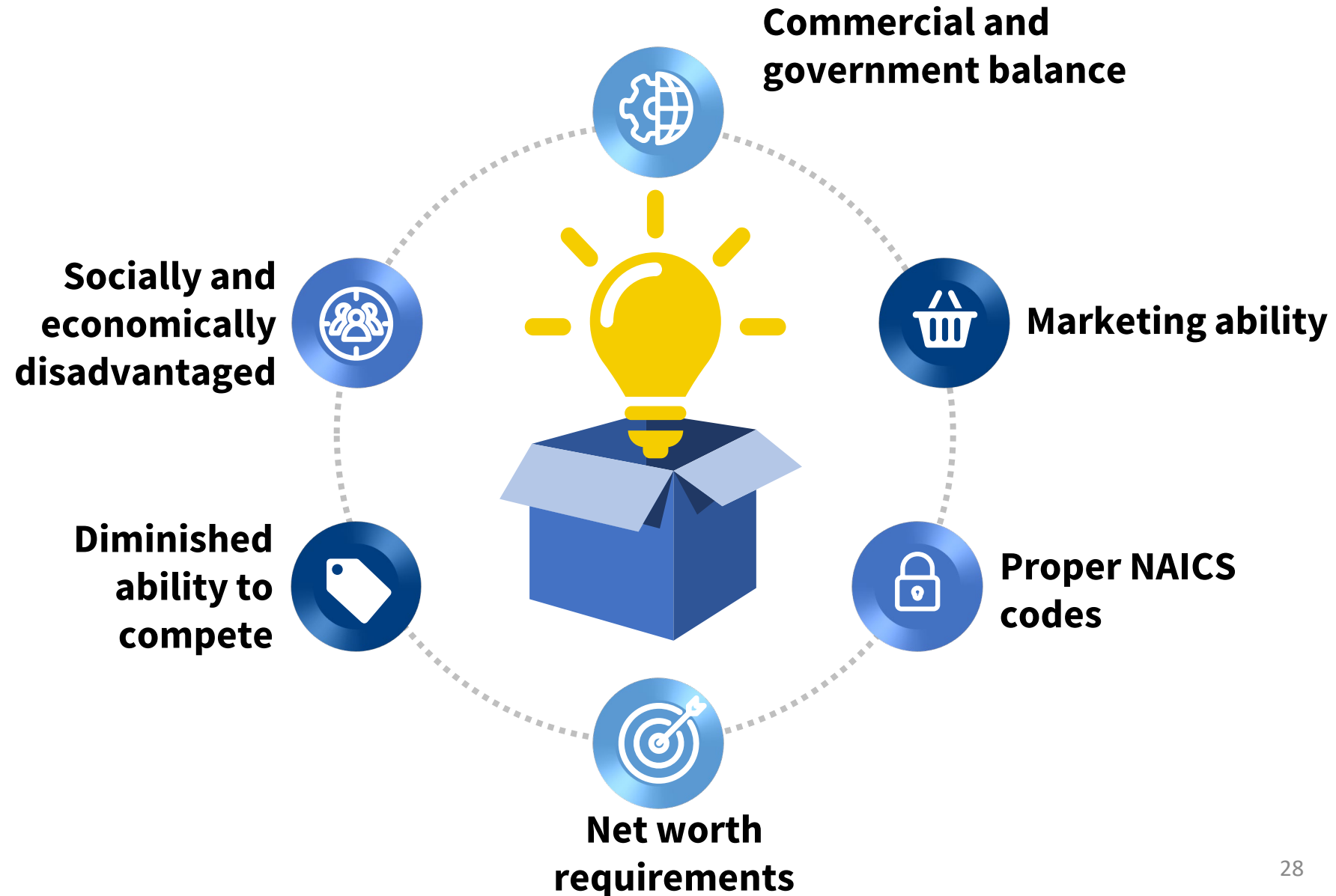
- Current SBA Approved TPCs:
 - [El Paso Hispanic Chamber of Commerce](#)
 - [National Women Business Owners Corporation](#)
 - [US Women's Chamber of Commerce](#)
 - [Women's Business Enterprise National Council](#)

For more information on certification through approved TPCs, visit www.sba.gov/wosbready.

WOSB READY

8(a) Business Development Program

Is the 8(a) Certification Appropriate for You?



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.

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

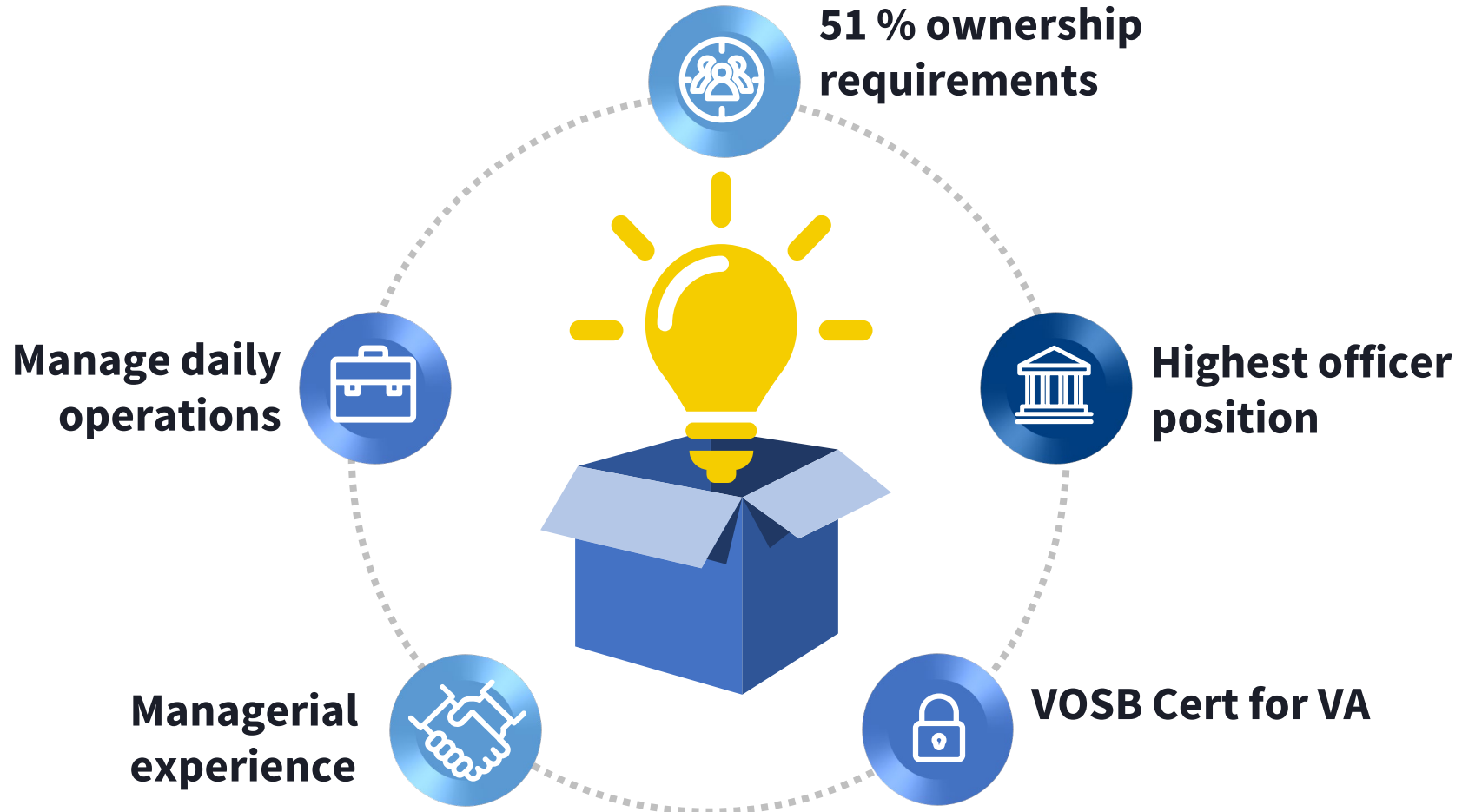
Service-Disabled Veteran Owned Small Business (SDVOSB) and Veteran Owned Small Business (VOSB)

Additional VOSB Benefits



Veteran-owned small businesses can access federally owned personal property no longer in use through the General Services Administration's (GSA) Federal Surplus Personal Property Donation Program.

Is the VOSB/SDVOSB Certification Appropriate for You?



Apply for the Veteran Small Business Certification



BEFORE APPLICATION

- Identify NAICS code(s)
- Register with SAM



APPLY FOR CERTIFICATION

- Apply online at <https://veterans.certify.sba.gov>
- Review application [FAQs](#)

RESOURCES



- Access resources, support and FAQs at <https://veterans.certify.sba.gov/>
- For resources on doing business with the VA, visit <https://vetbiz.va.gov>

Closing Remarks

SBA Wisconsin District Office (www.sba.gov/wi)

Frank Demarest
Frank.Demarestjr@sba.gov
Deputy District Director

Shane Mahaffy
Shane.Mahaffy@sba.gov
Lead Business Opportunity Specialist

James Strube
James.Strube@sba.gov
Business Development Specialist

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

 [@SBA_Wisconsin](https://twitter.com/SBA_Wisconsin)



WISCONSIN

SUPPLIER DIVERSITY PROGRAM

Certifying Minority, Disabled Veteran and Woman Owned Businesses



OVERVIEW AND CERTIFICATION DETAILS

Overview of WISDP

The Wisconsin Supplier Diversity Program (WISDP) certifies Minority-Owned (MBE), Service-Disabled Veteran-Owned (DVB), and Women-Owned (WBE) businesses. WISDP aims to enhance opportunities for diverse businesses to work with the State of Wisconsin and help the state achieve its purchasing goals.



Certifications Offered

WISDP offers the following certifications:

Minority-Owned Business Enterprise (MBE)

Service-Disabled Veteran-Owned Business (DVB)

Women-Owned Business Enterprise (WBE)



Website Entry Point

To apply for certifications, visit the Wisconsin
Supplier Diversity Program Website:

<https://supplierdiversity.wi.gov>

Navigate to the 'Apply for Certification' section
to begin your application.



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:* FEIN DUNS #: Business Name:*

Business Email: Web Site URL:

Street Address:*
(No PO Box)

County:(WI Only) N/A 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)

Benefits of Certification

Benefits of getting certified with WISDP include:

Listing in the state's database of certified suppliers.

5% bid preference for MBEs and DVBs.

Access to state purchasing opportunities.

Assistance in meeting state diverse goals.

Credibility and Trust

Verification and Authenticity: Third-party certification validates a business's diverse status, providing verified proof to clients and partners. This reduces skepticism and enhances trust.

Reputation Building: Certified businesses are perceived as more reliable and professional, which can lead to stronger business relationships and increased opportunities.

Compliance and Standards: Certification ensures that businesses meet specific standards and criteria, demonstrating a commitment to quality and ethical practices.

Risk Mitigation: Clients prefer certified suppliers to mitigate the risk of fraud and ensure compliance with diversity policies.

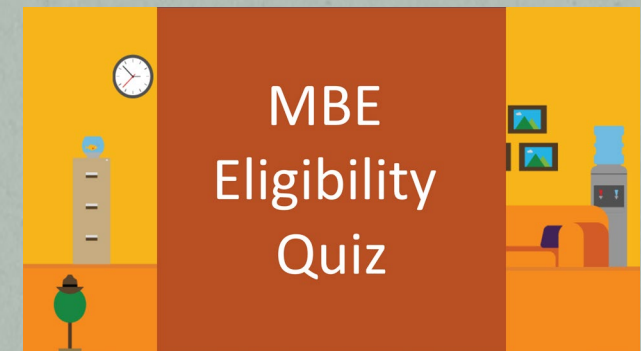
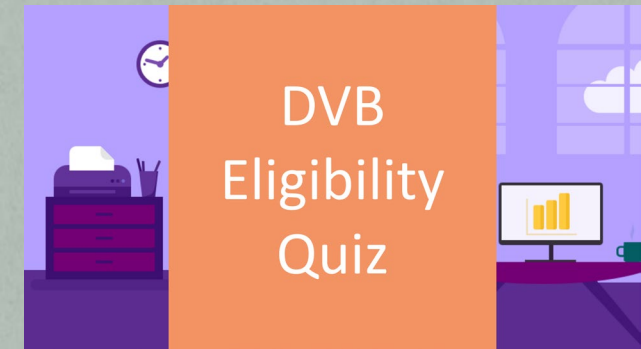
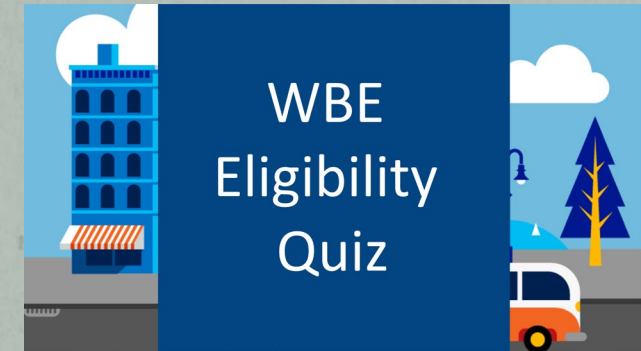
Business Qualifications

To qualify for certification, businesses must:

- Be at least 51% owned, managed, and controlled by the respective minority, veteran, or women group.

- Meet specific management and control requirements.

- Fulfill additional eligibility criteria based on the certification type.



Certification Process



State of Wisconsin
Supplier Diversity Program

The certification process involves:

- Completing an online application
- Submitting required documents
- Undergoing a review process
- Details can be found on the WISDP website

Timeframes, Costs, and Other Details

Preparation and approval timeframes:

- Varies based on the completeness of the application.
- Estimated approval time is provided during the review process. Average of 30 days less if all required documents are submitted.

Costs:

- MBE: Free
- WBE: \$150
- DVB: \$150

Top 3 Reasons Applications Are Rejected

Incomplete or Incorrect Documentation: Missing, outdated, or improperly filled-out forms can lead to rejection. Ensure all required documents are complete and accurate.

Failure to Meet Eligibility Criteria: The business must be at least 51% owned, controlled, and managed by individuals from diverse groups. If this criterion is not met, the application is denied.

Inconsistencies in Business Operations: If the information in the application does not match the actual business operations, such as who manages daily operations, the application can be rejected.

Libby Schmiedlin | Equal Opportunity Specialist
Department of Administration
Wisconsin Supplier Diversity Program
libbyp.schmiedlin@wisconsin.gov
Phone:(608)-267-0297

Khadijah Perry | Equal Opportunity Specialist
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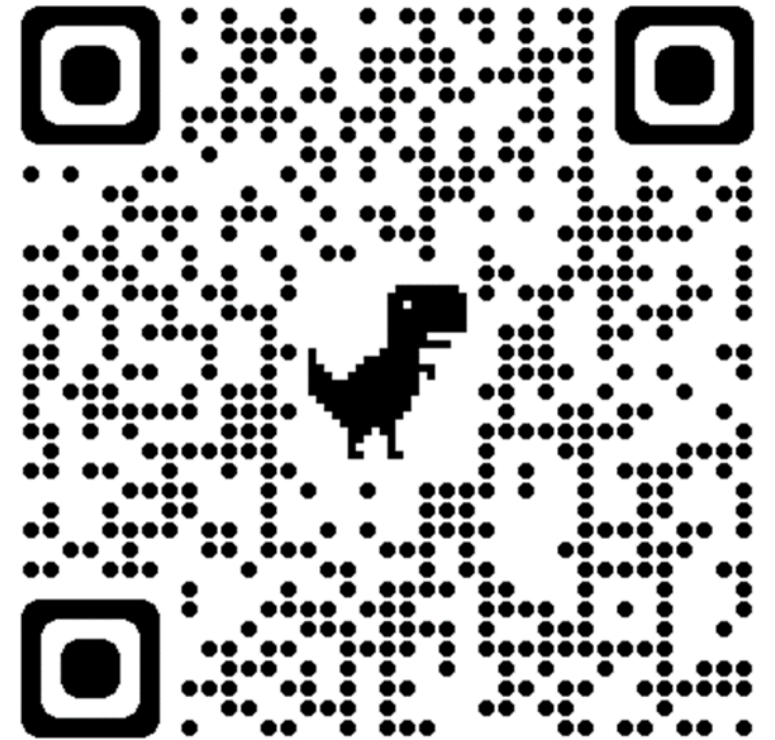


THANK YOU!

Learn More about the Program

Visit **SupplierDiversity.WI.GOV** for:

- Frequently Asked Questions
- Training Videos
- Other Business Resources
- And More!



Disadvantaged Business Enterprise (DBE)

**Milwaukee County
Office of Economic Inclusion (OEI)**

Milwaukee County Office of Economic Inclusion

Milwaukee County is part of the Wisconsin Unified Certification Program (WIUCP). As a certifying member of the UCP, along with Dane County, City of Madison and WisDOT, together we administer the Disadvantaged Business Enterprise (DBE) certification.

Milwaukee County also administers the Airport Concessionaire Disadvantaged Business Enterprise (ACDBE) and Small Business Enterprise (SBE) certification programs.

Certifications Milwaukee County Administers

Disadvantaged Business Enterprise (DBE)

A **for-profit** small business concern which is at least **51%** owned by one (1) or more individuals who are both socially and economically disadvantaged

Airport Concession Disadvantaged Business Enterprise (ACDBE)

A concessionaire located in an **airport** or provide services to the airport, that is a **for-profit small business**

Small Business Enterprise (SBE)

A **for-profit** small business which meets the **Small Business Administration (SBA) Size standards**, in which there are no ethnicity or gender requirements

Milwaukee County Accepted Certifications

Targeted Business Enterprise (TBE) Registry

- Business certified as a DBE under WIUCP
- Certified as a minority or woman owned business with the State of Wisconsin Department of Administration
- Registered as a small business on the SBA SAM.gov registry.

DBE Eligibility Criteria

Minimum Requirements

- **At least 51% owned** by one (1) or more individuals who are both socially and economically disadvantaged
 - **Race** (Black, Hispanic, Native American, Asian-Pacific, Subcontinent Asian-Pacific and other socially and economically disadvantaged individuals on a case-by-case basis)
 - **Gender** (all women)
- **Be within the business size standards** set by the Small Business Administration (SBA) (\$30.72 million – updated 3/1/2024)
- **Personal net worth** \$2.047 Million (excludes primary home, ownership in the applicant business & retirement accounts)

DBE Eligibility Criteria (cont.)

Minimum Requirements

- **Control** - A disadvantaged owner seeking certification must possess the power to direct or cause the direction of the management and policies of the firm. The owner must also have an overall understanding of, and managerial and technical competence and experience directly related to, the type of business in which the firm is engaged.
- **Independence** - The business must not be tied to another firm in such a way as to compromise its independence and control.
- **Burden of Proof Allocation** - Applicants carry the initial burden of proof regarding their eligibility and must demonstrate that they meet all requirements concerning group membership or individual disadvantage, business size, ownership, and control.

Process/Timeframes

Review - Agency has up to 90 days to review a completed application

Schedule Onsite Review – In-person or virtual interview of applicant(s) (may take up to 2 hours)

Determination – After onsite review agency will provide determination

Code of Federal Regulation – 49CFR Part 26

<https://www.ecfr.gov/current/title-49/subtitle-A/part-26?toc=1>

Top Reasons for Denial

- Burden of Proof
- Non-Responsive
- Ineligible

Leveraging Certifications

Networking and Relationship Building:

- Actively participate in industry events, conferences, and networking groups to connect with prime contractors, government agencies, and potential partners.

Market Your Certification:

- Clearly communicate your certifications in all marketing materials, including your website, business cards, and promotional materials.
- Use the certification logo in your marketing collateral to visually reinforce your certification status.

Online Presence:

- Optimize your online presence, including your business website and social media profiles, to highlight your certification.
- Showcase case studies, success stories, and testimonials from projects where your certification status was beneficial.

Collaborate with Prime Contractors:

- Proactively reach out to prime contractors and larger companies in your industry to explore partnership opportunities.
- Emphasize the advantages of working with your certified business, such as meeting diversity and inclusion goals.

Stay Informed on Opportunities:

- Regularly check government databases, agency websites, and industry portals for contract opportunities specifically earmarked for certified businesses.
- Subscribe to newsletters and mailing lists to receive updates on upcoming projects and procurement opportunities.

WIUCP Contact Information

Milwaukee County Office of Economic Inclusion

(414) 278-4747 Phone

Email: OEICertifications@MilwaukeeCountyWI.GOV

Wisconsin DOT Office of Business Opportunity & Equity Compliance

Phone: (608) 266-8216

Email: DBE_Alert@dot.wi.gov

City of Madison Civil Rights Affirmative Action Division

Phone: (608) 266-4910

<http://www.cityofmadison.com/dcr/>

Dane County Office of Equity and Inclusion

Phone: (608) 283-1391

<https://oei-exec.countyofdane.com/>

**Questions or Need
Application Assistance?**

**Apply for Certification at
mke.diversitycompliance.com**

Email Us!

OEICertifications@MilwaukeeCountyWI.GOV

HOW TO BECOME AN NGLCC CERTIFIED LGBT BUSINESS ENTERPRISE®



WHAT IS THE WISCONSIN LGBT CHAMBER?

- Founded in 2012, the Wisconsin LGBT Chamber of Commerce works to create a more welcoming and inclusive business community.
- Work to support LGBTQ and allied businesses through education, networking, and business development efforts
- Local affiliate LGBTQ+ chambers across the country directly support and advocate for LGBTQ+ business owners in their local markets, while the NGLCC supports national efforts for LGBTQ+ business advocacy.

WHAT IS NGLCC?

- Founded in 2002, NGLCC is the **business voice of the LGBTQ community**
 - Direct link between LGBTQ business owners, corporations, and government
 - Leading national policy advocates for LGBTQ economic inclusion
 - Founder of the National Business Inclusion Consortium (NBIC) in 2011
 - 75+ NGLCC affiliates in the U.S. and internationally
 - Offices in Washington, DC and New York City
- Exclusive **certifying body for LGBT Business Enterprises (LGBTBEs)**

NGLCC LGBTBE CERTIFICATION

Exclusive third-party national certification body
for LGBTQ-owned companies

Modeled after the certifications by the National Minority
Supplier Development Council (NMSDC) and the
Women's Business Enterprise National Council (WBENC)

Available to for-profit businesses at least 51% owned,
operated, and controlled by an LGBTQ person or persons



QUALIFYING FOR LGBTBE CERTIFICATION

1. Be at least 51% LGBTQ owned & operated
2. U.S. Citizen or proof of permanent residency
3. Legal for-profit entity in the U.S.
4. Exercise independence from any non-LGBT business enterprise

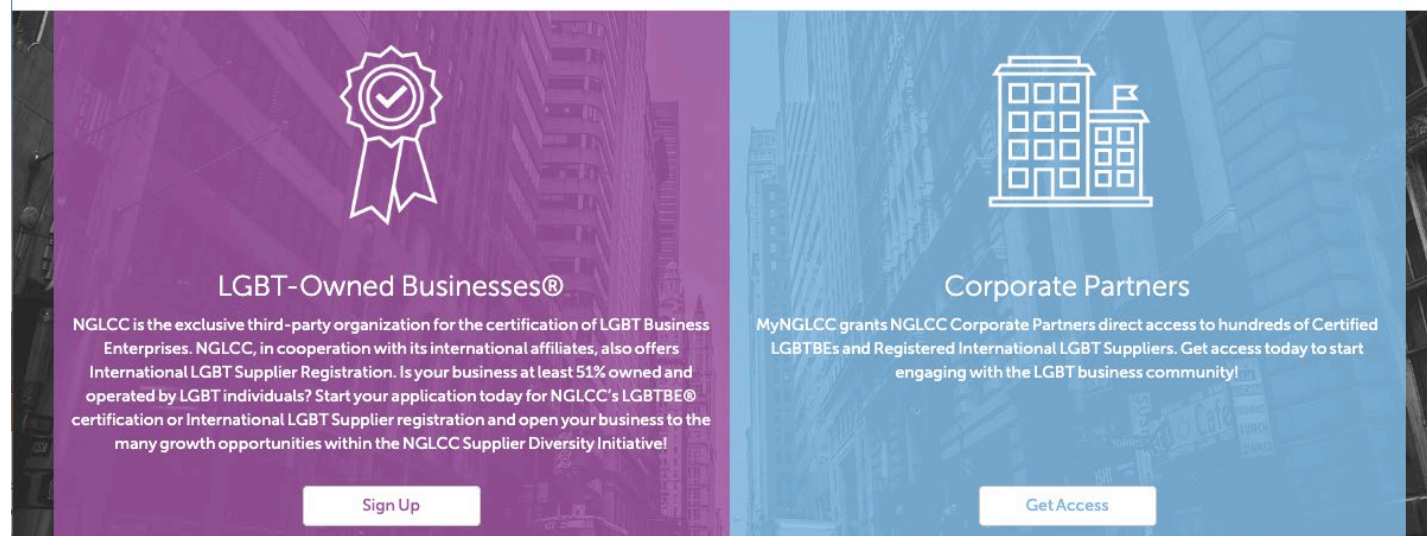
CERTIFICATION STEPS

1. Complete business profile on My.NGLCC.org
2. Upload supporting documents
3. Host a virtual site visit
4. Review by the NGLCC National Certification Committee

NGLCC Certification fee is waived if you are member of one of our affiliate chambers.

Certification is National. Membership is Local.

My.NGLCC.org



The screenshot displays two columns of content. The left column, titled 'LGBT-Owned Businesses', features a ribbon icon with a checkmark and a 'Sign Up' button. The right column, titled 'Corporate Partners', features a building icon and a 'Get Access' button. Both sections include descriptive text about the services offered.

LGBT-Owned Businesses®

NGLCC is the exclusive third-party organization for the certification of LGBT Business Enterprises. NGLCC, in cooperation with its international affiliates, also offers International LGBT Supplier Registration. Is your business at least 51% owned and operated by LGBT individuals? Start your application today for NGLCC's LGBTBE® certification or International LGBT Supplier registration and open your business to the many growth opportunities within the NGLCC Supplier Diversity Initiative!

[Sign Up](#)

Corporate Partners

MyNGLCC grants NGLCC Corporate Partners direct access to hundreds of Certified LGBTBEs and Registered International LGBT Suppliers. Get access today to start engaging with the LGBT business community!

[Get Access](#)

My.NGLCC.org

mynglcc

cschuette1@gmail.com

Business Information

Complete ✓

- Dashboard
- My Profile
- Business Profile**
- Certification
- Search

Company Name & Logo ✓



Cameron's Cat Cafe

Edit

Diversity ✓

Affiliated with **Capital Area GLCC**

Contact Information ✓

555-CAT-CAFE
Add Fax
123 Cookie Drive
Washington
DC, 20005

Edit

Other Info ✓

Legal Structure
Full time office? false
Year Established 2016
F/T Employees 1

Edit

Social Info ✓

www.cameronscatcafe.com
@@cameronscatcafe
facebook.com/CameronsCatCafe
linkedin.com/CameronsCatCafe
Add Link to YouTube Pitch

Edit


Commercial Status ✓

Is the company controlled by a trust? **NO**
If yes, is it a Revocable Trust? **NO**
Is your business a franchise? **NO**
Has your company been in business less than one calendar year? **NO**

Edit

My.NGLCC.org

Document Uploads

Not complete 

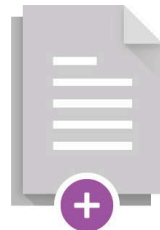
Brief History of Your Business or Bu... 



Upload File

 About

Form 1040 Schedule C 



Upload File

 About

Proof of US Residency 

For contact: NGLCC Test Account



Upload File

 About

LGBT Status Qualifier 

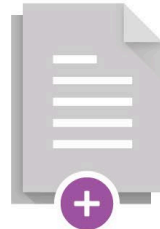
For contact: NGLCC Test Account



Upload File

Resume or Biography 

For contact: NGLCC Test Account



Upload File

LGBTQ STATUS QUALIFIERS



LIST A

ONE OF THE FOLLOWING DOCUMENTS MAY SUFFICE FOR THE NATIONAL CERTIFICATION COMMITTEE DEPENDING ON THE EXPLICITNESS OF "LGBT" STATUS:

- Letter from three personal references attesting to LGBT status of business owner(s)
 - Letters must be accompanied by signed affidavit¹ and must be sent directly from the reference person(s) to NGLCC
 - Letters may not be sent from employees of applying business
- Letter from NGLCC affiliate chamber executive director or certification chair (if there is no executive director or certification chair, the president may issue a letter.)
 - NGLCC affiliate chamber leader must have known the applicant for at least one year.
 - Letter must be sent directly from the reference person to NGLCC
- Certified copy of domestic partnership registration, civil union certification, or marriage certification*
- Divorce documents*
- Death Certificate*
- Current IRS Form 1040 filed jointly by the business owner(s) and spouse(s)
- Proof of domestic partnership health insurance utilization*
- Evidence of completed or attempted parenting and family building efforts made by LGBT applicant and same sex partner:
 - Second parent* adoption: Petition for second parent adoption, adoption records, and/or state-required documents for adoption
 - In-vitro fertilization procedure: Proof of procedure from medical facility, letter from doctor that performed procedure, and/or medical records/insurance records citing the procedure
 - Surrogate mother arrangements: Proof of surrogacy in the form of a surrogacy contract, proof of payment, medical records, and/or letter from surrogate mother and doctor
- Documentation of petition for hospital visitation rights*
- Department of Defense Form DD-214 "Certificate of Release or Discharge from Active Duty"
- Physician/therapist carry letter or letter confirming transgender status
- Bills and/or forms for gender affirmation surgery
- Notarized physician letter used to change gender marker on legal documents
- Copy of birth certificate gender marker amendment
- Court-ordered name change with transgender status cited as reason for change
- Photocopies of current and former legal documents (i.e. birth certificates, driver's licenses, passports, etc.) that demonstrate legal gender marker change

¹ The affidavit is a written statement voluntarily made by the author of the letter stating the contents of the letter are true. The LGBT status qualifier affidavit does not need to be notarized or witnessed but must be signed and submitted with the letter directly to NGLCC.



LIST B

TWO OF THE FOLLOWING DOCUMENTS MAY SUFFICE FOR THE NATIONAL CERTIFICATION COMMITTEE DEPENDING ON THE EXPLICITNESS OF "LGBT" STATUS:

- Apartment lease, automobile title, financing agreement, or utility bills with name of applicant and partner* listed
- Proof of joint property ownership*
- Major loans or lines of credit with name of applicant and partner* listed
- Records of philanthropic contributions by applicant and partner* (tax donation with name of applicant and partner listed)
- Insurance, including renter's, homeowner's, or life, with name of applicant and partner* listed
- Retirement plan documentation listing applicant's partner* as a beneficiary
- Documentation showing investment holdings that are joint-owned by applicant and partner*
- Proof of joint will for applicant and partner* (reference to partner must be made in the will)
- Prescription bills or orders for hormone replacement therapy (HRT)
- Copy of USCIS Permanent Resident Card amendment application (I-90) citing gender marker change and amended card
- Letter from recognized LGBT organization attesting to LGBT status signed by organization leader or board member
 - Letters must be accompanied by signed affidavits²
- National or local media articles denoting the LGBT status of business owners
- Advertising/promotional materials that note the business is LGBT owned and operated
- Certificates/Awards/Recognitions of the business and/or owner(s) as a member of the LGBT community
- Physician, advanced practice providers (including but not limited to physician assistances and advanced practice registered nurses) or attorney letter on official letterhead attesting to the LGBT status of the applicant
 - Letters must be accompanied by signed affidavits³

*The word partner is taken to mean a significant other/spouse/romantic/domestic partner of the same-sex as the business owner/applicant and to every extent of the conventional definitions ascribed to the term LGBT. The appearance of the partner's name alone does not automatically demonstrate LGBT-status unless "same-sex/domestic partner/spouse" or "husband-husband"/"wife-wife" is explicitly expressed.

² The affidavit is a written statement voluntarily made by the author of the letter stating the contents of the letter are true. The LGBT status qualifier affidavit does not need to be notarized or witnessed but must be signed and submitted with the letter directly to NGLCC.

³ The affidavit is a written statement voluntarily made by the author of the letter stating the contents of the letter are true. The LGBT status qualifier affidavit does not need to be notarized or witnessed but must be signed and submitted with the letter directly to NGLCC.

SITE VISITS

The Purpose of Site Visits:

- To verify information provided in application
- Ensure integrity of certification
- Provide virtual face to face with new members
- Reveal possible inaccuracies or mistakes in applications
- Work with LGBTBEs to leverage certification for their unique business goals

CERTIFICATION

Certificate Number: **12345**
Expiration Date: **1-31-2018**
Renewal required by date above



The National LGBT Chamber of Commerce
Hereby Recognizes:
Your Company
As a Certified LGBT Business Enterprise™
(LGBTBE)

Signature
Justin G. Nelson
Co-Founder & President

Signature
Chance E. Mitchell
Co-Founder & CEO



**Certification is valid for three years*

CERTIFICATION STEPS

1. Complete business profile on My.NGLCC.org
2. Upload supporting documents
3. Host a virtual site visit
4. Review by the NGLCC National Certification Committee

NGLCC Certification fee is waived if you are member of one of our affiliate chambers.

Certification is National. Membership is Local.

TIME FRAME AND COSTS OF CERTIFICATION

- Completing **Business Profile and Uploading Documents** – Can save and return, just depends on organization of business owners
- Hosting a **Site Visit** – scheduled within one week, takes about an hour
- Review by **NGLCC Certification Committee** – Meet monthly, decisions usually within 90 days of full submission of application
- Certification is valid for **3 years**
- Cost is **FREE** for members of the Wisconsin LGBT Chamber, waived by NGLCC. Otherwise, it is **\$899 for certification, \$499 for re-certification**

BENEFITS OF CERTIFICATION

- Receive **national recognition** by America's top corporations as an NGLCC Certified LGBTBE® and **gain access** to corporate partners, as well as fellow Certified LGBTBE® companies, on My.NGLCC.org
- Access to all **NGLCC Corporate, government, and organizational** partners looking to do business with Certified LGBTBE® companies
- Use of **NGLCC Certified LGBTBE® logo** on website & marketing materials
- Attend NGLCC's **International Business & Leadership Conference** and regional events with special access to opportunities for Certified LGBTBE® companies
- Get paired for **matchmaker meetings** with supplier diversity professionals and Certified LGBTBE® companies at Wisconsin LGBT Chamber and NGLCC events

ADVICE AND RECOMMENDATIONS

- We're here to help – NGLCC and Wisconsin LGBT Chamber work together to help get you across the finish line!
 - If you have questions on what documents are needed, ask!
 - If you don't have a certain document yet, like a 990, upload a file detailing that.
- Certification won't get you the contract, but it'll let you get in the door for the opportunity!
- Get started today at [My.NGLCC.org](https://www.My.NGLCC.org)

FOR MORE INFORMATION

Contact the Wisconsin LGBT Chamber of Commerce

Jason Rae (he/him)
President & CEO

jason@wislgbtchamber.com

Areli Herrera (she/they)
Supplier Diversity Manager
areli@wislgbtchamber.com



Certifications

NFL Draft 2025 Informational Session

June 18, 2024

Kamaljit Jackson, Ph.D.

Who We Are?



- **National Minority Supplier Development Council (NMSDC)**
 - Corporate member organization
 - Established in 1978
 - 1,700+ National Corporate Members
 - 16,000+ Certified MBES
- **North Central Minority Supplier Diversity Development Council (NCMSDC)**
 - Corporate member organization
 - Supplier diversity
 - Success of Minority Business Enterprises (MBEs)
 - 1 out of 23 regional affiliates of the National Minority Supplier Development Council (NMSDC)
 - HQ in Milwaukee
 - 5-State coverage: Wisconsin, Iowa, South Dakota, North Dakota, and Minnesota
 - 31 National Corporate Members; 45 Local Corporate Members; 300+ Certified MBES
- **Wisconsin Minority Business Development Agency (WI-MBDA)**
 - Located in Milwaukee
 - Operated by NCMSDC
 - National network of MBDA Business Centers
 - Funded by the U.S. Department of Commerce, Minority Business Development Agency
 - **Services Provided:**
 - Facilitate Access to Capital
 - Contracting Assistance
 - Technical Assistance
 - Community Building

Certifications – Benefits, Process, Obstacles

• **Benefits:**

- **Nationally** recognized certification.
- Access to **networking opportunities** with corporate decision makers and minority business owners.
- **Inclusion** in a national MBE database sourced by NMSDC national and local corporate members.
- **Subscription fee option** for services delivered by affiliate councils throughout the NMSDC network.
- **Invitation** to private and public corporate sponsored events
- Opportunity to **obtain additional MBE certifications** through partner relationships.
- Opportunity to **network with other certified MBEs** and corporate members via the MBE Input Committee (MBEIC).

• **Process:**

- Approximately 13 steps
- Complete application:
 - 60-90 days

• **Fees:**

- Range from \$300 - \$750

• **Obstacles and Challenges to Applying:**

- Not having all supporting documentation
- Not meeting the criteria
- Not understanding certification (Do I need to be certified)
- Not understanding the value of certification

Contact



Carolyn Mosby
Interim President, NCMSSDC
cmosby@northcentralmsdc.net



Kamaljit K. Jackson, Ph.D.
Director, WI-MBDA
kjackson@wimbda.com

THANK YOU!

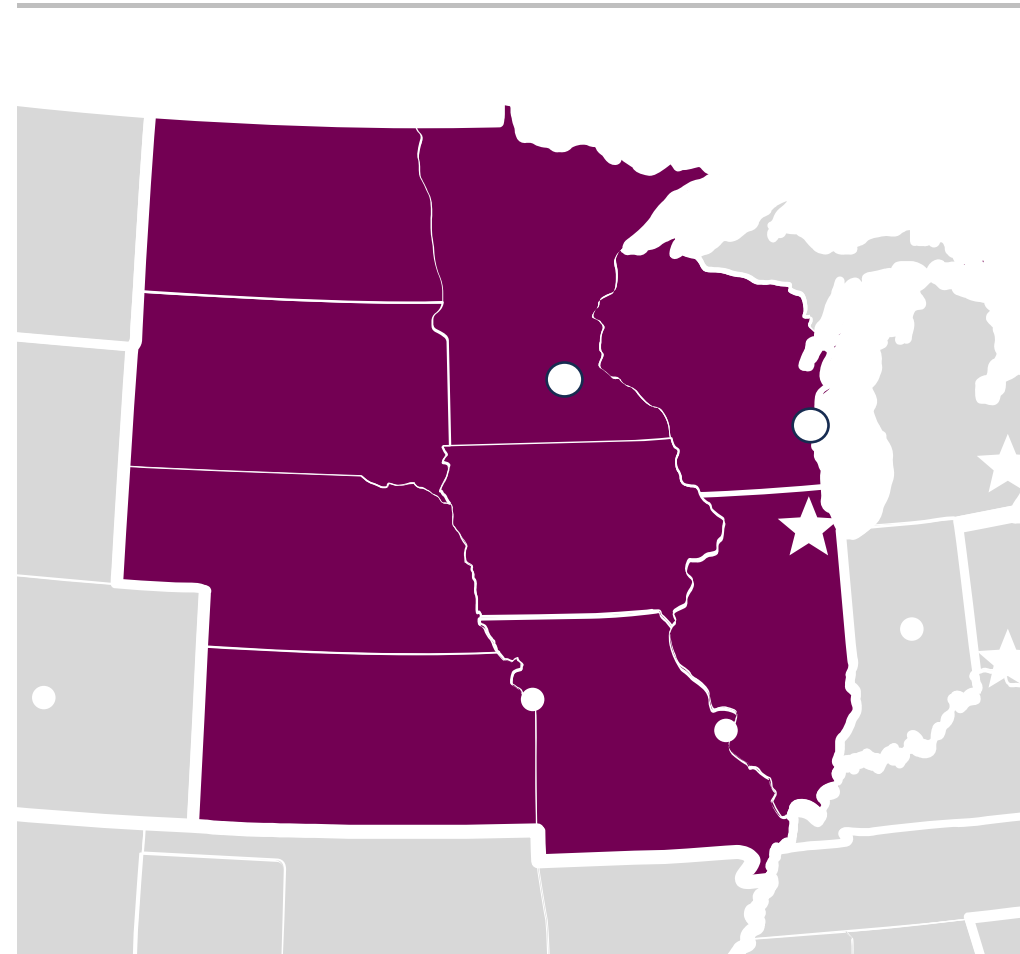
A woman with long brown hair, wearing an orange long-sleeved shirt, is sitting at a desk in a bright office. She is smiling and looking towards the left, holding a pen in her right hand. A laptop is open in front of her, and a coffee cup is visible on the desk to the right. The background shows a window with blinds and some office equipment.

WBE CERTIFICATION

WHAT TO KNOW BEFORE YOU APPLY

ABOUT THE WOMEN'S BUSINESS DEVELOPMENT CENTER


The **Women's Business Development Center** (WBDC) is a 501(c)(3) nationally recognized leader in the field of women's economic development. The mission of the WBDC is to support and accelerate business development and growth, targeting women and serving all diverse business owners, in order to strengthen their participation in, and impact on, the economy.



Headquartered in Chicago. Satellite offices in St. Louis, Kansas City, the Twin Cities, and Milwaukee.

HISTORY OF WBE AND WBDC



 Chicago, 1986

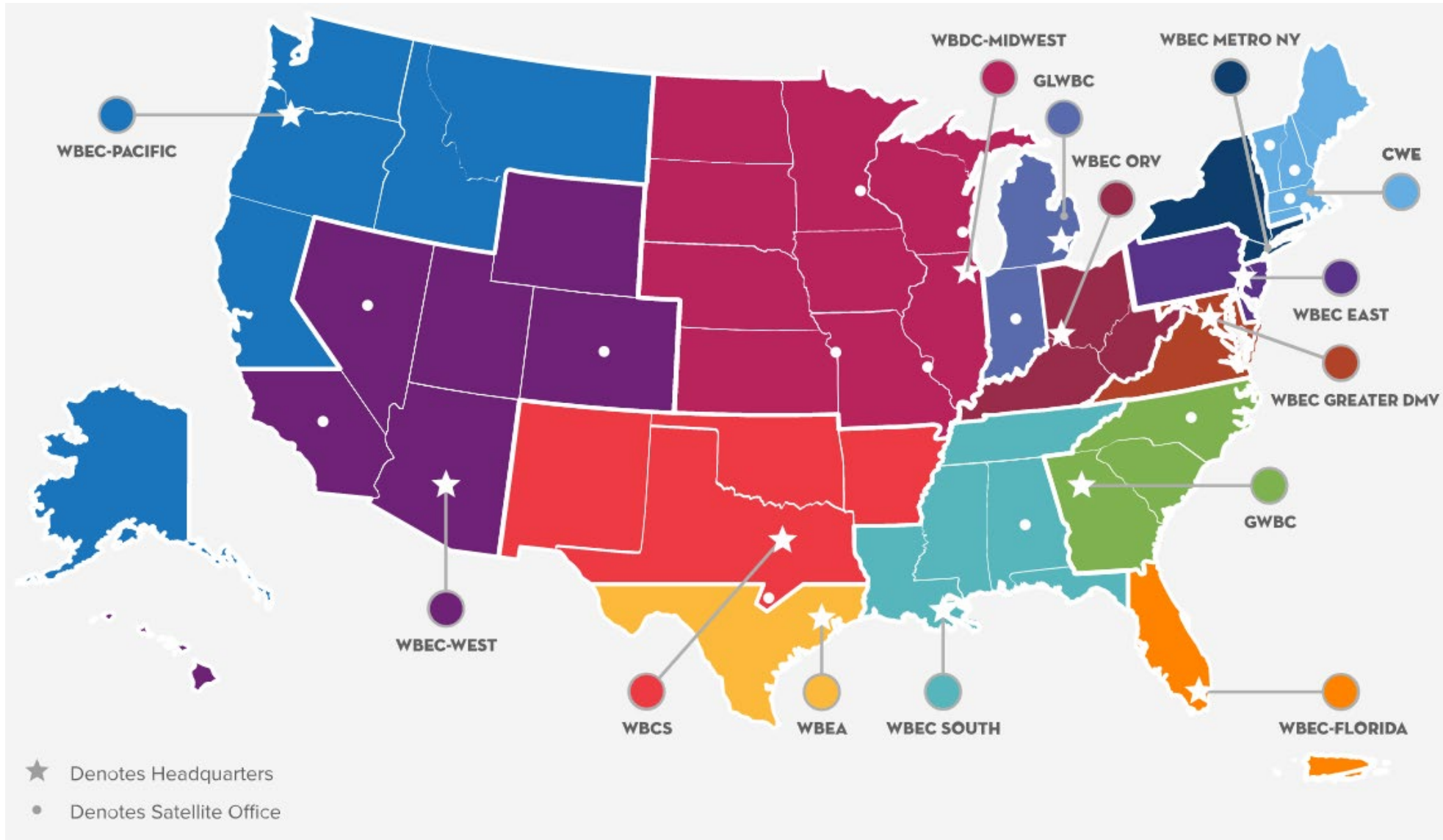
Founded to provide programs and services to support and accelerate women's business ownership and strengthen the impact of women on the economy by creating jobs, fueling economic growth, and building strong communities.



 Washington, D.C., 1997

Women's Business Enterprise National Council (WBENC) is the largest third-party certifier of women-owned business in the US. There are 16,000+ WBENC-certified businesses nationwide. **14 Regional Partner Organizations (RPOs)** around the country process certification and offer programming and resources to help women-owned businesses thrive.

REGIONAL PARTNER ORGANIZATIONS



SUPPLIER DIVERSITY



WHO?



WHY?



HOW?



Local/Municipal	<u>City of Chicago</u> MBE, WBE	<u>St. Louis Lambert International Airport</u> MBE, WBE, DBE, ACDBE
	<u>Cook County Government</u> MBE, WBE, VBE, SDVBE, PDBE	<u>City of Minneapolis & City of St. Paul</u> MBE, WBE, ESBE
	<u>City of Kansas City, MO</u> MWDBE, ACDBE	<u>Milwaukee County</u> DBE, SBE, TBE, ACDBE

State	<u>Illinois</u> BEP
	<u>Kansas</u> MBE, WBE, DBE, ACDBE
	<u>Missouri</u> MBE, WBE
	<u>Minnesota</u> MBE, WBE, SBE, DBE, VBE
	<u>Wisconsin</u> MBE, WBE, DVB

National	<u>WBENC</u> : WBE, WOSB
	<u>NMSDC</u> : MBE
	<u>NaVOBA</u> : VBE

SHOULD I CERTIFY MY BUSINESS?



Is my product/service targeted at corporations, mass retail and/or government agencies?

Does my business have the capacity to deliver quality products/services on large contracts?

Am I willing to share the details of my business?

Am I clear that certification does **not** guarantee or entitle my company to receive any contracts or business?



BENEFITS OF CERTIFICATION



THIRD-PARTY CERTIFICATION BENEFITS



Access &
Visibility



Resources &
Capacity Building



Advocacy

WOMEN
OWNED



WOMEN IMPACTING
PUBLIC POLICY



FEDERAL CONTRACTING

- The federal government has small business set-asides, prime contracts, and prime subcontracts for small, women-owned, and WOSB-certified businesses.
- The **Women-Owned Small Business Federal Contracting Program (WOSB)** is administered by the SBA. The WBDC is a third-party certifier for the program.
- To apply through the WBDC, applicants must apply in conjunction with the WBE application. WBE must be approved first. There is no extra cost to apply.
- Eligibility is essentially based on direct ownership, NAICS code, average revenue, and/or number of employees.



HOW TO GET WBENC CERTIFIED



WBE ELIGIBILITY

- Business must be fully formed and operational. Structure can be sole proprietorship, LLC, Partnership, or Corporation. Not-for-profits are ineligible.
- Minimum criteria to determine eligibility:
 1. **Unrestricted Ownership:** 51% owned by a women or women, aged 18 years or older.
 - A. **Citizenship/Permanent Legal Resident**
 - B. **Contribution:** Proof of capital and/or expertise women invested in company.
 2. **Legal Control:** By-laws/Operating Agreement, decision making, shareholder agreements
 3. **Operational Control & Independence:**
 - A. **Woman holds highest title**
 - B. **Women owners do not require undue reliance on male (co-owner or key employee).**
 - C. **Firm operates without undue dependence on non-female owned company.**

APPLICATION MATERIALS

GENERAL INFORMATION

OWNER ELIGIBILITY

HISTORY

PERSONNEL



FINANCIAL STRUCTURE

MANAGEMENT

GOVERNANCE DOCUMENTS

WOSB DOCUMENTS
if applicable



All applications require a sworn and notarized affidavit, and a signed and dated WBENCLink User Agreement.



If a **mandatory** document is not available, an explanation on company letterhead must be uploaded. If a **required** document is not available, you do NOT need to upload an explanation.

TIPS & NEXT STEPS



Ensure your company is eligible for WBE certification.

Remember it is about more than ownership! Contact your local WBDC office if you have questions.



Read and review your organizational documents. Ineligible operating agreements, by-laws, and trusts are often the cause for denials.



Know your NAICS code. This six-digit code lets corporations know what your business does.



Gather and label all your documents electronically first, then sit down to complete the online application.



Save the WBENCLink application as you go along. Pay your application fee and make sure to hit **submit!**



It can take **60 to 120 days** from the time you submit the application to time a final decision is made. Respond to WBENCLink messages and requests to schedule your site visit in a **timely manner.**

RECERTIFICATION PROCESS

- Recertification is required annually for WBE and WOSB certification.
You can apply up to 120 days before the renewal deadline. You will receive multiple reminders from WBENCLink. Applications cannot be expedited.
- Site visits are conducted every three years.
- Be mindful of WBENC guidelines when changing ownership, company structure, bylaws, or operating agreements.
Be sure to provide updated or amended organizational documents when you submit the recertification application.



THANK YOU

Headquarters (Chicago)
(312) 853-3477
[wbdc@wbdc.org](mailto:wcdc@wbdc.org)

WBDC – Kansas City
(913) 399-3038
jbrungardt@wbdc.org

WBDC – St. Louis
(314) 627-2529
sjackson@wbdc.org

WBDC – Twin Cities
(612) 429-7684
sbruch@wbdc.org

WBDC – Milwaukee
(414) 395-4564
jleonard@wbdc.org





Wisconsin **Diverse Enterprise Network**

WIDEN

Diverse opportunity starts here.





- **Wisconsin Diverse Enterprise Network**
- **Online community that was developed by the Ethnic and Diverse Business Coalition (EDBC). WiDEN is open to all businesses in Wisconsin and is inclusive of businesses owned by socially and economically-diverse individuals.**
- **Networking Events, Technical Assistance Resources and Procurement Opportunities**

Benefits of Growing Together:

- ✓ Opportunity to create a dynamic business presence for your business.
- ✓ Connect with potential customers and technical assistance partners.
- ✓ Acquire the skills and knowledge your business needs to succeed in contracting.

The Power of True Economic Inclusion

- **Stronger, sustainable & thriving businesses**
- **Creation of new jobs**
- **Community and economic development**
- **Stronger Wisconsin**



Current & Potential Partners

CURRENT

- Ethnic & Diverse Business Coalition (EDBC)
- New North, Inc.

FUTURE

- Various Chambers of Commerce, Regional Planning Organizations, Technical Assistance Providers, and Businesses!
- **YOU!**



Where Your Business is
Located

**What
Businesses
Need to Get
Started?**

Your Contact Info

**# of Years You
Have Been in
Business**

**Willingness to
Have Us Follow-
Up**

CONTACT US
INFORMATION

FOR MORE



(888) 510-9109



info@widen.biz



www.widen.biz



How can we help
WiDEN your
horizon?