

Acquisition Hour

# Certification Programs for Women and Veteran Owned Businesses

May 27 | 11:00 am - Noon

Presented by:

Shane Mahaffy, U.S SBA

Ben Blanc, Wisconsin Procurement Institute





*Assisting Wisconsin businesses compete in the government marketplace.*

## **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 and training to all of Wisconsin's 72 counties**

- Individual counseling at our offices, client's facility or virtually
- Small group training – webinars and workshops including Acquisition Hours, Cyber Fridays, Evening FAR sessions, Federal Market Insights and Local Government Sales Opportunities
- Conferences the Governors Marketplace, The Contracting Academy (TCA), WEDCs Small Business Academy, Wisconsin Federal Contractor Forum [DC and in-state], Government Opportunities Business Conference GOBC) with WI military bases, End of Year Federal Contractor Update, Annual DOD Contract Management Update, and more.....

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

- **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**

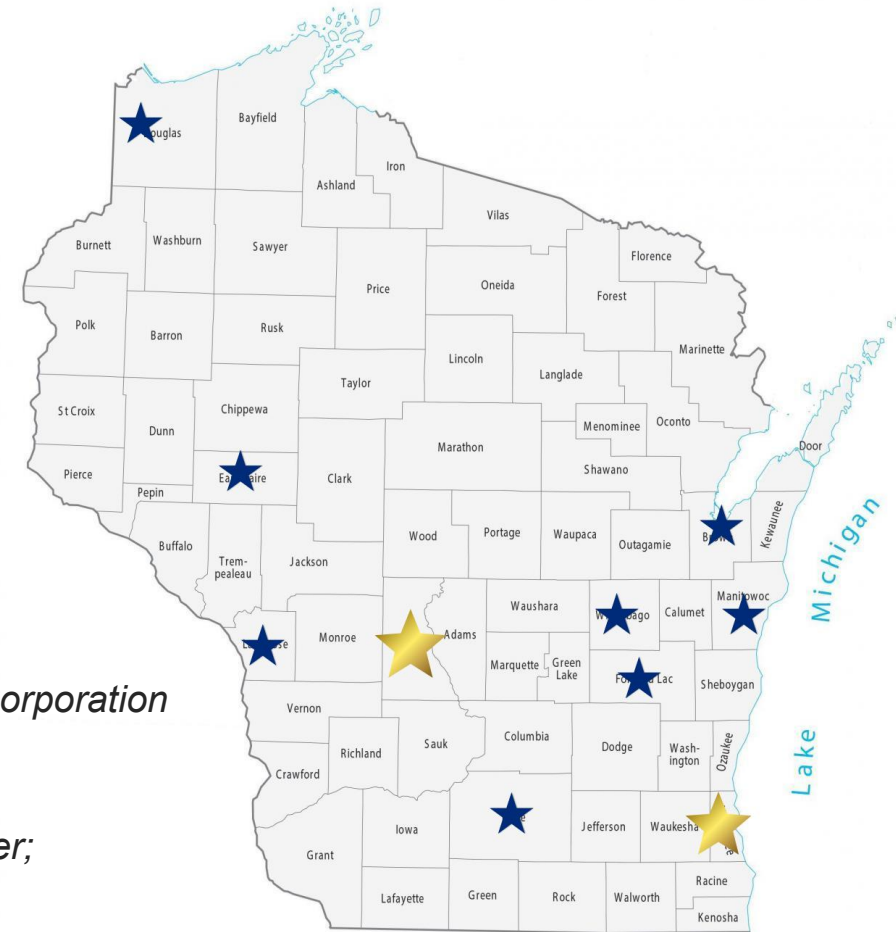
- *Progress Lakeshore*

- **OSHKOSH**

- *Greater Oshkosh Economic Development Corporation*

- **SUPERIOR**

- *Small Business Dev Center; UW Superior*







U.S. Small Business  
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# Set-Aside for Certification Programs and Socio-Economic Categories

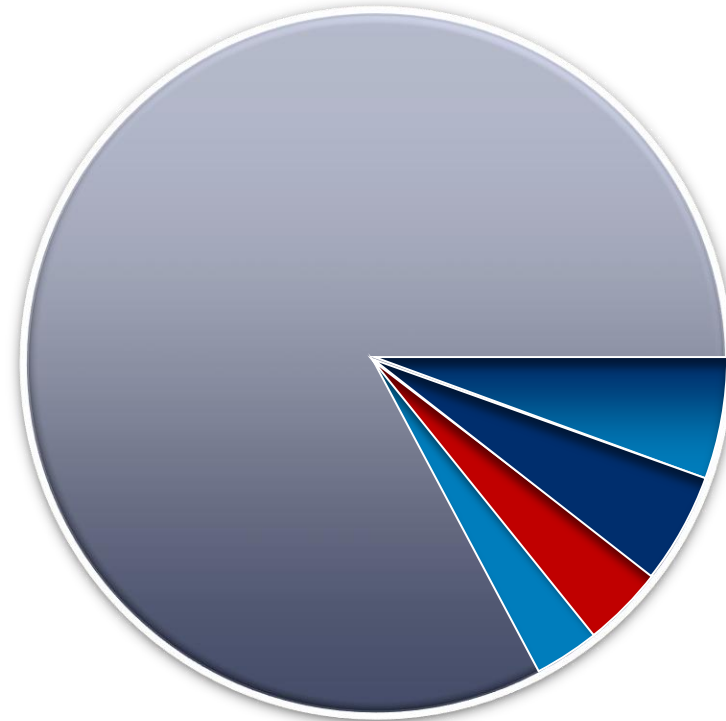
Targeted set-asides and acquisition goals:

Women-Owned Small Businesses  
(5%)

Small Disadvantaged Businesses  
(including 8(a) certified) (5%)

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)

# MySBA Certifications

## MySBA Certifications

Your one-stop destination for SBA's small business certifications.



### Should I Apply

See if your business is ready to be certified

[Find Out](#)



### Prepare for Application

Get your business ready for certification

[Prepare](#)



### HUBZone Calculator

See if your business qualifies for HUBZone

[Launch](#)

## Benefits of Certification

- ▶ Access to sole-source and competitive set-aside contracts
- ▶ Assistance from federal procurement experts
- ▶ Business development assistance from dedicated Business Opportunity Specialists
- ▶ Opportunities to create joint ventures with established businesses
- ▶ Priority access to federal surplus property

## Our Programs

SBA offers four certifications, and eight total programs, to help you stand out, find contracts, and grow your business.

8(a)

**8(a) Business Development**

HUBZone

**HUBZone**

VOSB

**Veteran-Owned**

WOSB

**Women-Owned**

# Woman-Owned Small Business (WOSB) Certification

# Women-Owned Small Business (WOSB) Program

## Economically Disadvantaged Women-Owned Small Business (EDWOSB) Program



Take advantage of annual prime contracting goals

Build capacity and grow

Access set-asides for WOSB and EDWOSB

# Getting the Most Out of the WOSB Program



Qualify for set-aside or sole source contract awards – increasing prime and subcontracting opportunities

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Opportunity to build capacity and grow by establishing Joint Ventures and participating in the SBA Mentor-Protégé Program

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Access to training, management and technical assistance programs, guaranteed loans and bonding assistance

# WOSB and EDWOSB Sole-Source Contracts

1



## Eligible NAICS Code

WOSB and EDWOSB  
eligible NAICS code

2



## Fair and Reasonable Price

Awarded at a fair and  
reasonable price

3



## Contract Value

\$7M for manufacturing  
or \$4.5M for all others

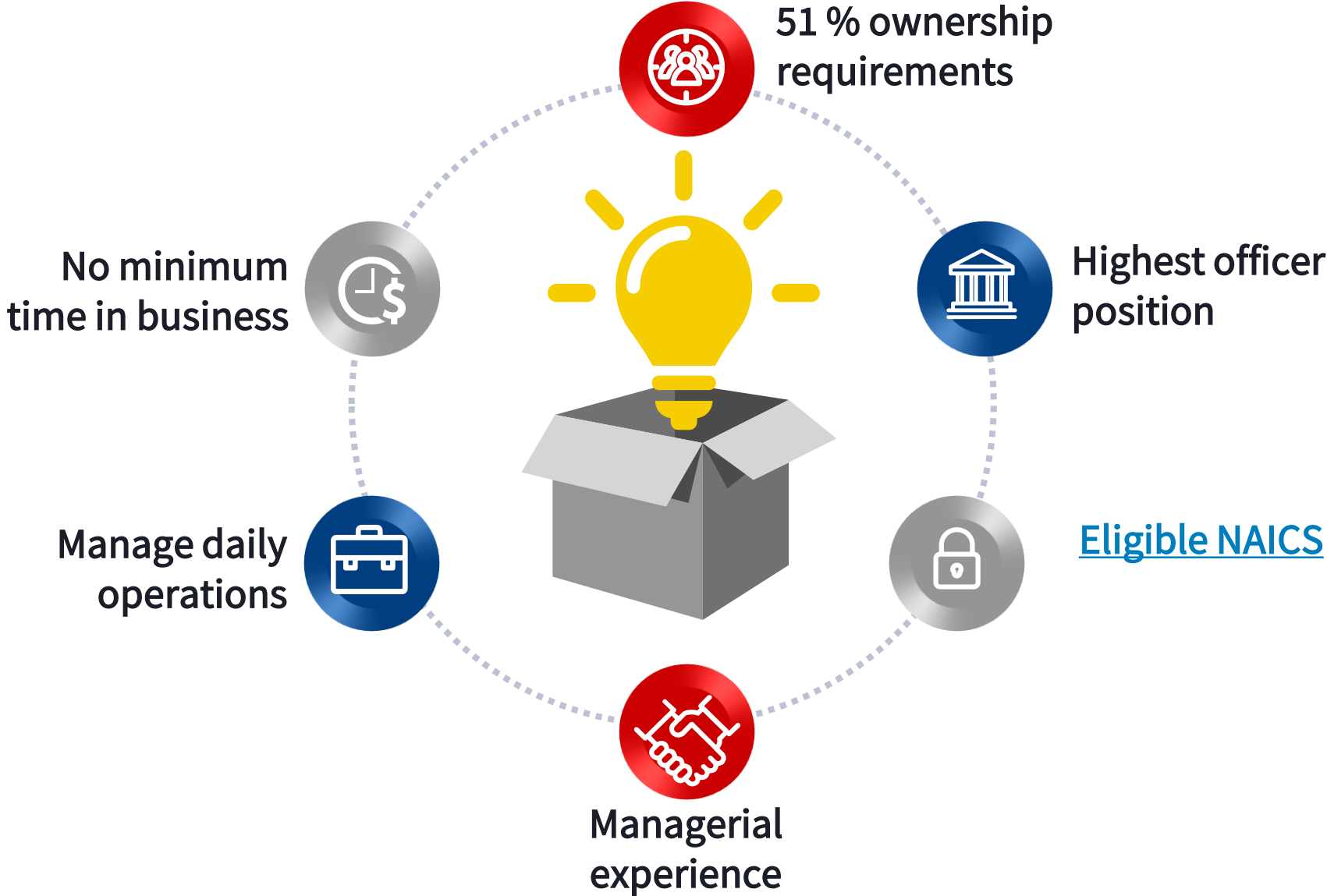
4



## Sole Source

Only (1) WOSB/EDWOSB  
that can perform

# Is the WOSB Certification Appropriate for You?



# Economically Disadvantaged Requirements to Qualify



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

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

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

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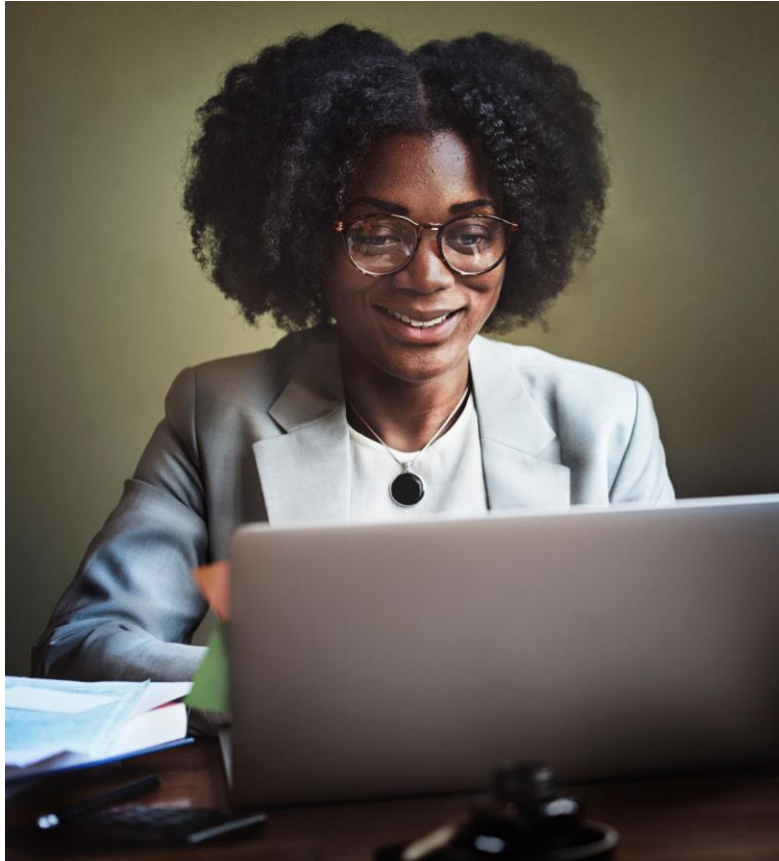
87 FR 69118 Effective December 19, 2022

# Third-Party Certification

There are four organizations approved by the SBA to provide third-party certification. Contact them to find out about their certification process.

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

# Staying Up to Date on Changes



- For the most current information and resources about the WOSB and EDWOSB certification process, visit [sba.gov/wosbready](https://sba.gov/wosbready).
  - Firms can contact their local [SBA regional and district office](#), SBA resource partner, or a Procurement Technical Assistance Center (PTAC) with questions.
- SBA's WOSB website also has the latest [FAQ](#) and [certification options table](#) for more information.

# Service Disabled Veteran Owned Small Business

*Shane Mahaffy*

*Lead Business Opportunity Specialist*

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

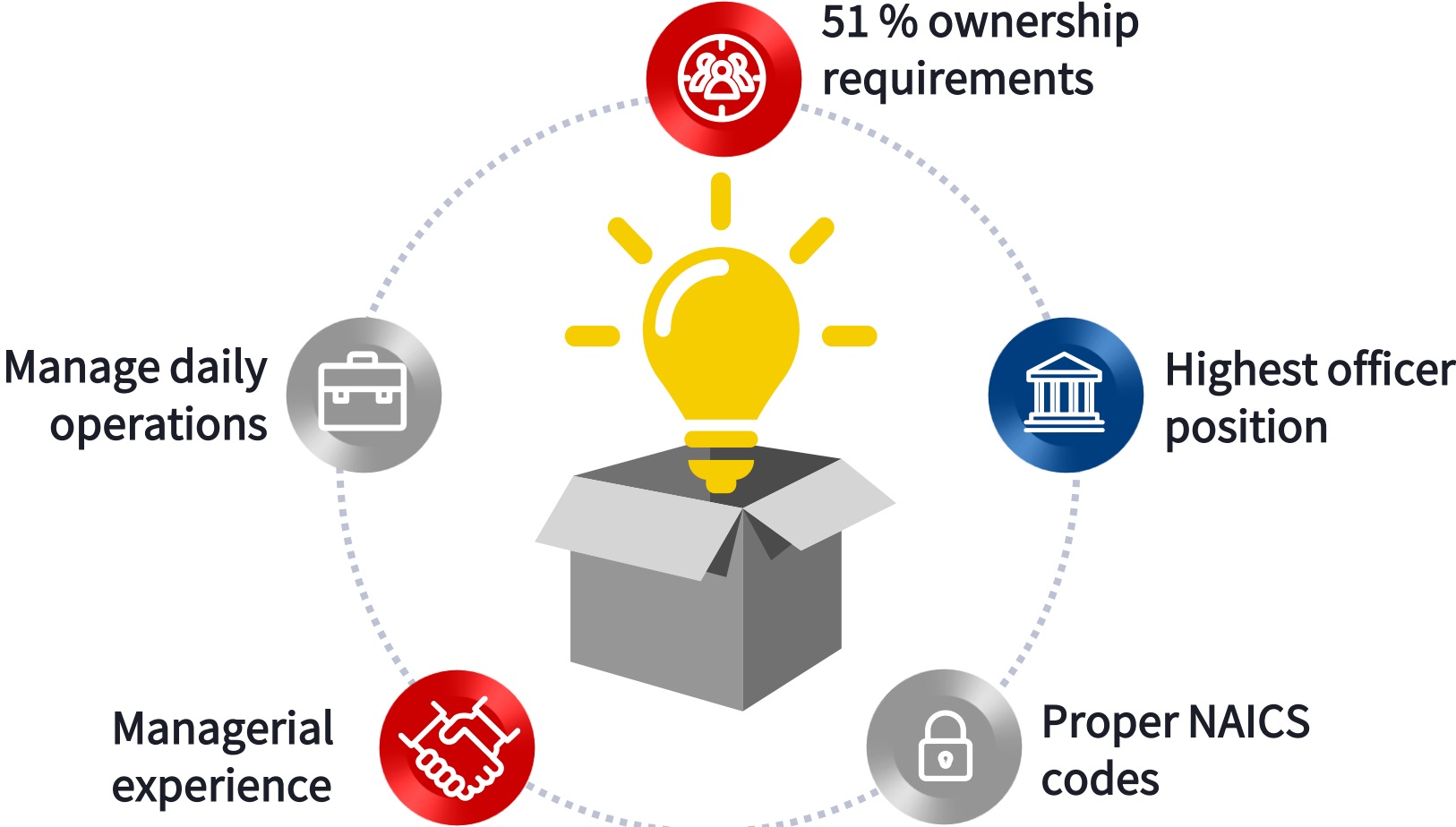


Qualify for set-aside opportunities

Build capacity and grow

Establish joint ventures

# Is the SDVOSB Certification Appropriate for You?



# SDVOSB and VOSB Federal Contracting



Self Certified SDVOSB concerns may qualify for set-aside or sole source contract awards

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There are development opportunities and growth potential by establishing Joint Ventures or participating in the SBA Mentor-Protégé Program

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Access to training, management and technical assistance programs, guaranteed loans and bonding assistance

# Surplus Personal Property for Veteran-Owned Small Business Programs

- 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.
- GSA oversees the reuse and donation of federal personal property. It also:
  - Manages [GSAXcess.gov](https://www.GSAXcess.gov)
  - Allocates property to the states for donation
  - Reviews [State Agency for Surplus Property \(SASP\)](#) operations

# Surplus Personal Property for Veteran-Owned Small Business Programs

➤ SASP manages surplus property disbursement, including:

- Verification of eligibility
- Program compliance
- Fee collection
- Recordkeeping
- Dispute resolution (in accordance with respective states' operating plans)



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# How are we doing?

Please take a minute to let us know

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



## Closing Remarks

SBA Wisconsin District Office  
([www.sba.gov/wi](http://www.sba.gov/wi))

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Specialist

James Strube  
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Business Opportunity Specialist

For Questions, Email:  
[Wisconsin@sba.gov](mailto:Wisconsin@sba.gov)

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

 @SBA\_Wisconsin

# Upcoming Events

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# Acquisition Hour

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The Acquisition Hour webinar series covers a range of topics from market entry, sales growth, small business certifications, compliance, and more. Attendees receive 1 CPE credit for attending.

- **May 27** - Certification Programs for Women and Veteran Owned Businesses

**More dates to be announced soon!**

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

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# Cyber Friday

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Cyber Friday is a series of one-hour webinars focusing on critical topics for DOD contractors and subcontractors in cyber security, data security, and CMMC. Attendees receive 1 CPE credit for attending.

- ~~March 28~~ – CMMC: Federal Cybersecurity Requirements – Who Must Comply?
- ~~April 25~~ – CMMC: Maintaining Your CMMC Certification
- **May 30** - Cybersecurity Rules to Work with the Federal Government / Department of Defense

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

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# 19th Annual Wisconsin Government Opportunities Business Conference (GOBC)

*In Partnership with Wisconsin's Military Installations*

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## June 18

Volk Field ANGB

## July 9

Truax Field

## July 30

Fort McCoy

GOBC will provide you the opportunity to gain insights into:

- **COFFEE with the COMMANDER**
- Current operations and priorities at Wisconsin's Federal and State government agencies and military facilities
- Connecting with agency and installation leadership, operational staff and buyers
- Locating and bidding on current and future procurement opportunities
- Resources available to assist your business in winning government prime and subcontracts

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

# Featured Newsletters

Visit [wispro.org](https://wispro.org) to sign up for our monthly newsletters

**Acquisition Alert | Cyber Newsletter**  
**Events Newsletter**

# PRESENTED BY

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