

Acquisition Hour:

Certification Programs for Women and Veteran Owned Businesses

November 5 | Noon – 1:00 pm

Presented by:

- **Libby Schmiedlin & Khadijah Perry, Wisconsin Supplier Diversity Program (WISDP)**
- **Mark Dennis, 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

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*





State of Wisconsin



WISCONSIN

SUPPLIER DIVERSITY PROGRAM

Certifying Minority, Disabled Veteran and Woman Owned Businesses



Director

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Wisconsin Supplier Diversity
Program

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Program Goals

The State of Wisconsin has a purchasing goal of **5%** dedicated to **Minority-Owned Business Enterprises (MBEs)** and **1%** dedicated to **Service-Disabled Veteran-Owned Business Enterprises (DVBs)**.



Our Mission & Purpose

Our Mission

Certify MBEs, DVBs, and WBEs to enhance their opportunities for collaboration with the State of Wisconsin, government agencies, and private companies.

Our Purpose

- Be a Resource Gateway
- Facilitate Connections
- Advocate



Debunking the Myth



Myth: The State only contracts with large firms for bulk items or infrastructure projects.



Fact: The State of Wisconsin contracts with businesses of **all sizes** and from **all industries**.

Criteria

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	✓	✓	X



Doing Business with the State of Wisconsin

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

Answer: You absolutely can; however, you must be certified to be counted in our 5% spend goal.



Doing Business with the State of Wisconsin

Question: How do I find out about bidding opportunities with the State of Wisconsin?

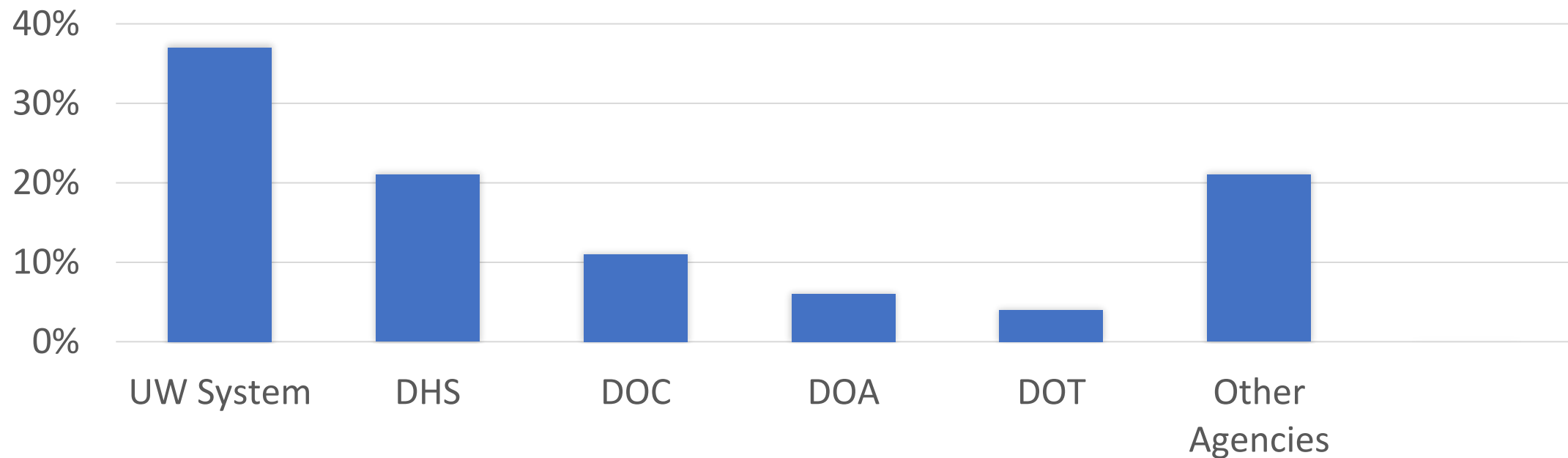
Answer: Bidding opportunities for State of Wisconsin and University of Wisconsin contracts can be found online:

- [eSupplier \(Goods and Services\)](#)
- [Vendornet \(Goods and Services\)](#)
- [Construction, Architectural and Engineering - eBuilder](#)



Overview of state Agency Purchases

State spend in FY 24 was approximately \$2.35 billion in goods and services.



Top categories of state spend

**Information
Technology
Services**

**IT Hardware &
Software**

**Social, Medical &
Client Services**

**Food & Related
Services**

**Pharmaceuticals &
Chemicals**

**Vehicles,
Accessories,
Maintenance &
Fuel**

**Management
Consultant &
Other Professional
Services**

**Facilities
Maintenance &
Repair**



Opportunities with E-Supplier

Construction and Engineering

- New public library construction; renovations to existing government buildings.
- Wastewater treatment facility design and construction.

Information Technology

- Development of a state government database system.
- Procurement of computers and servers for public schools.

Healthcare and Medical Services

- Pharmaceutical supplies for state-run hospitals.
- Ambulance services contracting in rural areas.

Professional Services

- Legal services for state agency employment law cases.
- Financial audit services for city accounting departments.

Education

- Laboratory equipment supply for public universities.
- Science wing construction at a public high school.

Transportation

- Buses supply and maintenance for public transit systems.
- Bridge and highway construction and repair.



Opportunities with E-Supplier

Defense and Security

- Tactical gear and communications equipment for police departments.
- Security systems upgrades at state courthouses.

Energy and Utilities

- Solar panels installation at government facilities.
- Hydroelectric power plants maintenance services.

Environmental Services

- Municipal recycling programs management and operation.
- Land contamination remediation services.

Telecommunications

- Broadband infrastructure upgrades in underserved communities.
- New emergency response communication system implementation.

Agricultural and Food Services

- Fresh produce provision for school lunch programs.
- Farm equipment supply to state-run agricultural facilities.



Where are the opportunities posted?

- **eSupplier**

- <https://esupplier.wi.gov> (Wisconsin Bidder Portal)
- State agencies
- Online bid retrieval and submittal
- Official sealed bids, simplified bids
- Resources including FAQs, comprehensive guide, links to other sites

- **VendorNet**

- <https://vendornet.wi.gov>
- UW campuses and some municipalities
- Online bid retrieval only (hard copy submittal)
- Download forms, search contracts and view general procurement information

Getting Set Up with E-Supplier



CURRENT SOLICITATIONS			
Most Recent Solicitations			
SOLICITATION REFERENCE	TITLE	AGENCY	DUE DATE/TIME
437003-M24-0002291	Lived Experience Stakeholder Support	DCF	11/29/23 2:00PM
JD-B24-0049	Canon Cameras model EOS R5, and Accessories-Rebid	DOJ	11/21/23 3:00PM
24-410-41	E-Grant Processing	DNR	11/17/23 2:00PM
S-1453 DPH-23	CAREWare Implementation and Data Importing	DHS	11/13/23 2:00PM
510514	Setina Auto Products for Law Enforcement Vehicles	WisDOT	11/07/23 2:00PM
JDD0010A	Wausau Crime Lab Janitorial Services	DOJ	11/03/23 3:00PM
24-416-20	Tree Common Stand Exam	DNR	11/02/23 2:00PM
WHS24-0078	Black Point Maintenance and Landscaping	WHS	10/30/23 2:00PM
S-2403	Stocking/Braces Supplies and Services	DHS	10/27/23 2:00PM
S-1364	Facilities Books	DHS	10/25/23 2:00PM

https://esupplier.wi.gov/psp/esupplier/SUPPLIER/ERP/h/?tab=WI_BIDDER





Levels of Procurement

Best Judgment (\$5,000 or less)

- Purchases are made based on the purchasing agent's best judgment.
- Aimed at acquiring items of appropriate quality at a reasonable price.
- Purchase order required unless a lower threshold is set at agency discretion.

Simplified Bidding (Over \$5,000 up to \$50,000 over full contract duration)

- Utilizes a simplified process for bidding within this price range.
- Quotes are solicited from a minimum of three bidders where possible.
- The lowest bid price is confirmed in writing by the vendor.

Simplified Request for Proposal (Over \$5,000 up to \$50,000 over full contract duration)

- Similar to simplified bidding but tailored for services where specifications can be more open and based on qualitative criteria.

Official Sealed Bid or Request for Bid (RFB) (Over \$50,000 over full contract duration)

- Requires a formal, sealed bid process.
- Procurement is advertised and managed through structured and competitive bidding.

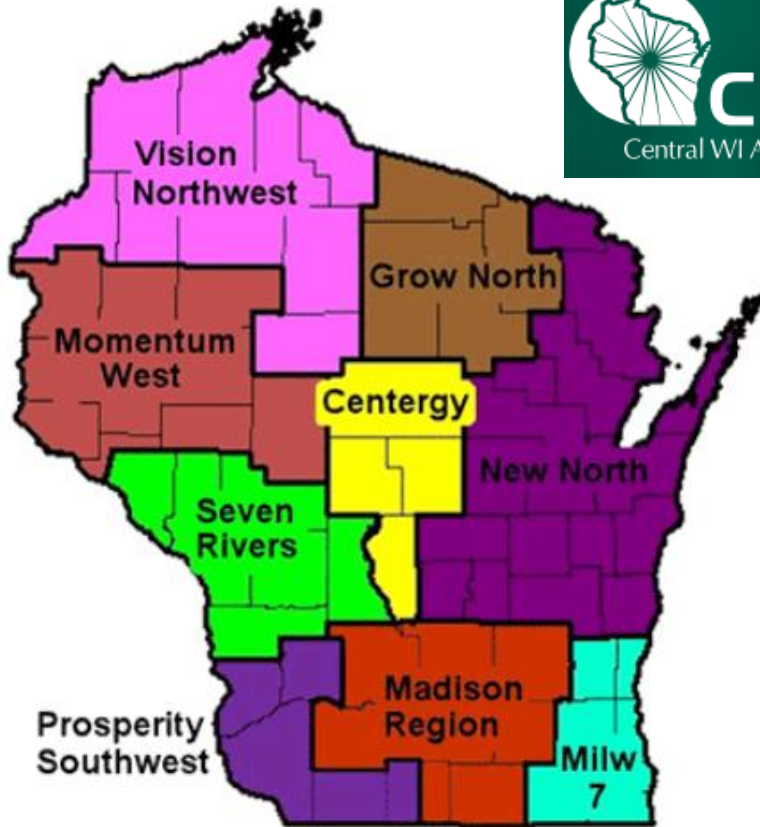
Construction, Architecture & Engineering Selection

- **eBuilder** is a secure website for managing activities related to State building projects.
- The site is administered by the Department of Administration.

eBuilder



Places to Get Connected



Wisconsin Chamber of Commerce
Directory

ETHNIC & DIVERSE
BUSINESS
COALITION

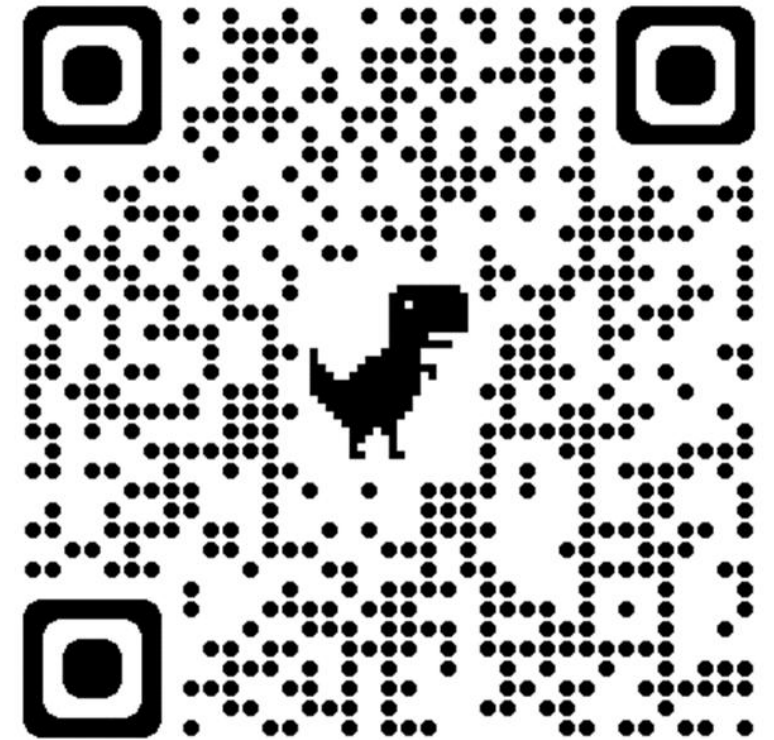


SupplierDiversity.WI.GOV

Learn More about the Program

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

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



Contact Information

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Thank You



U.S. Small Business Administration (SBA)

Set-Aside for Certification Programs and Socio-Economic Categories

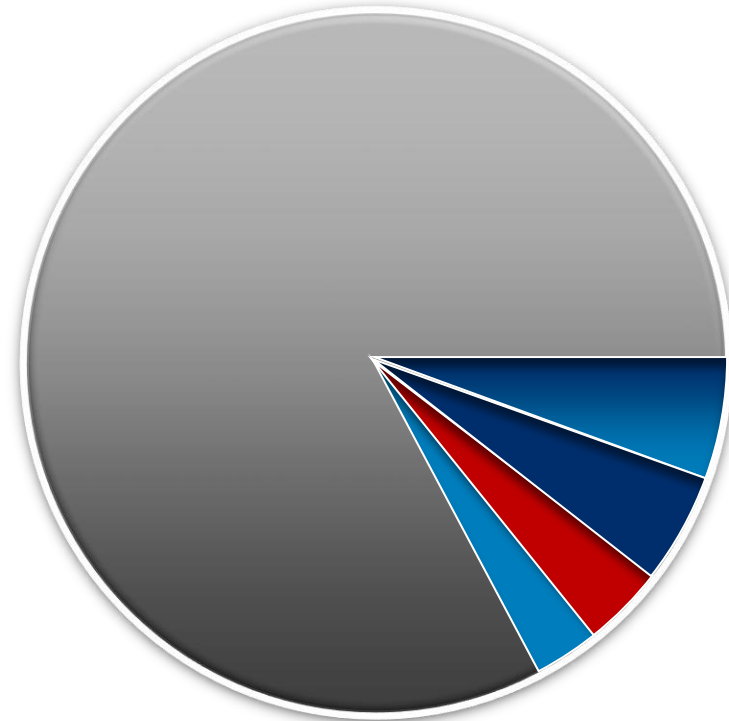
Targeted set-asides and acquisition goals:

**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



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



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

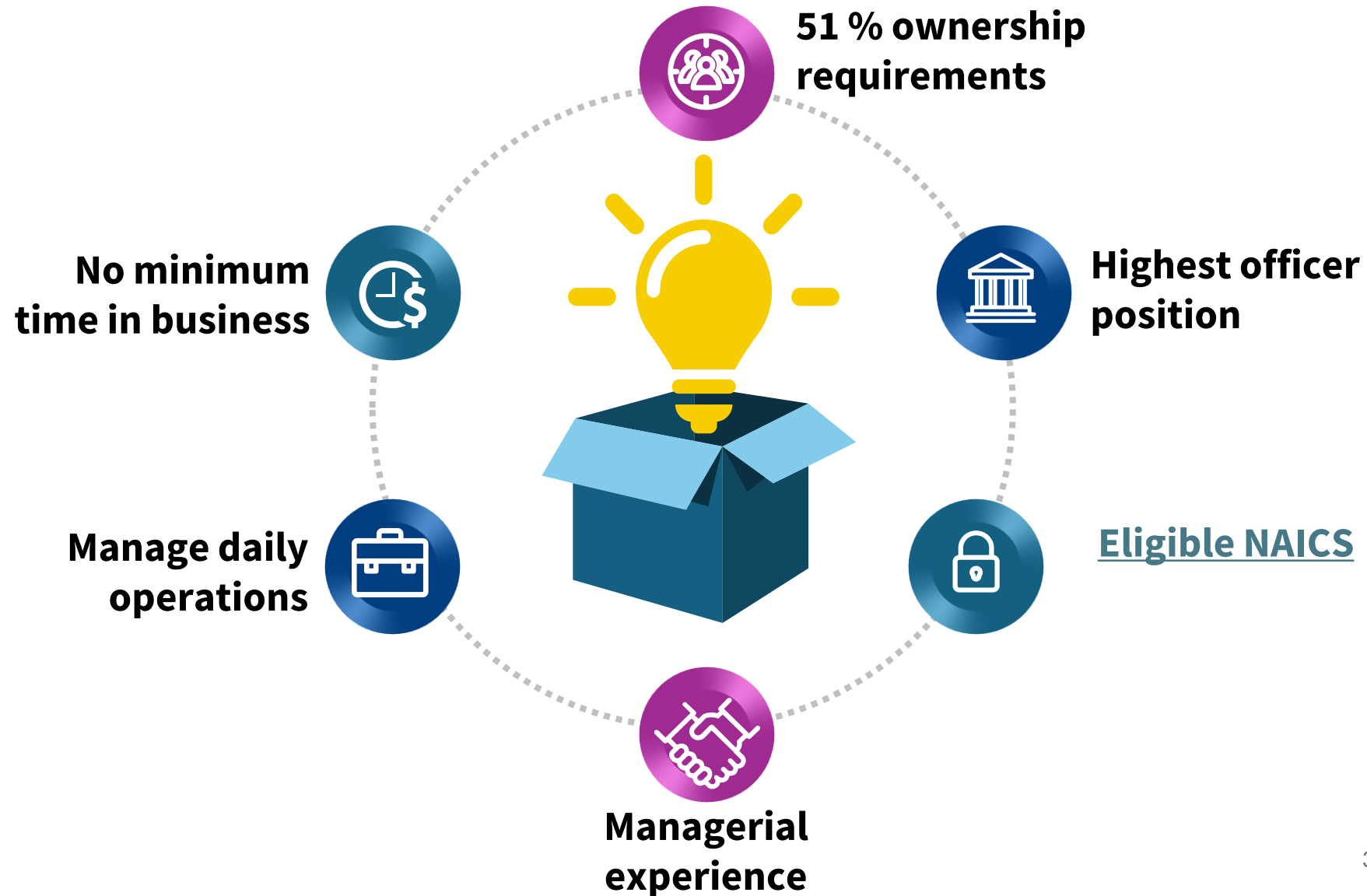
4



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



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



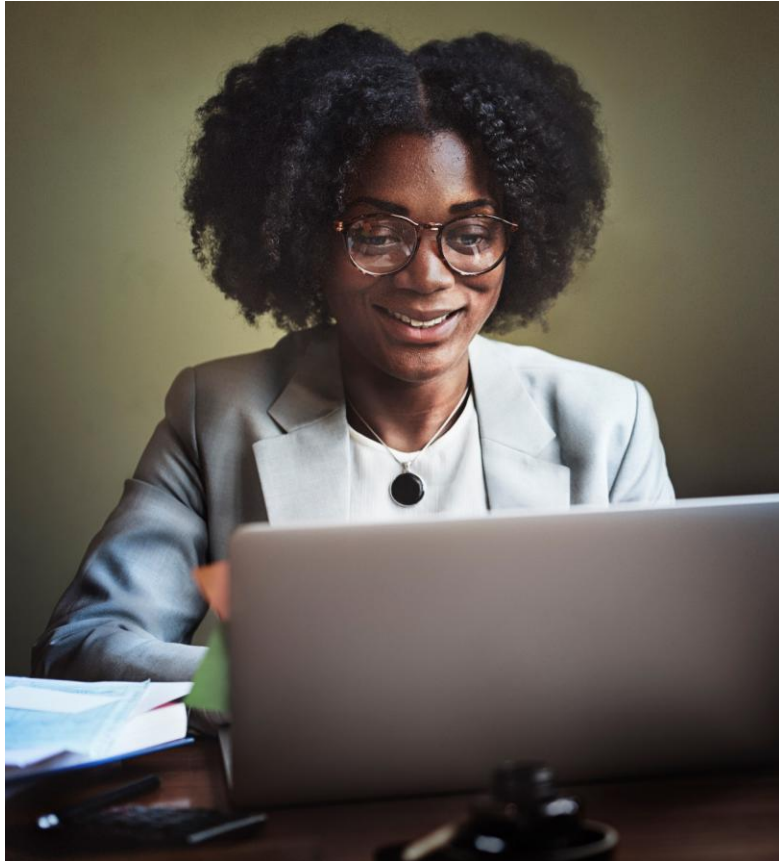
Fair market value of all assets is \$6.5 million or less

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



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- For the most current information and resources about the WOSB and EDWOSB certification process, visit sba.gov/wosbready.
 - Firms can contact their local [SBA regional and district office](#), SBA resource partners, like an APEX Accelerator such as Wisconsin Procurement Institute with questions.
 - SBA's WOSB website also has the latest [FAQ](#) and [certification options table](#) for more information.
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Service-Disabled Veteran Owned Small Business

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

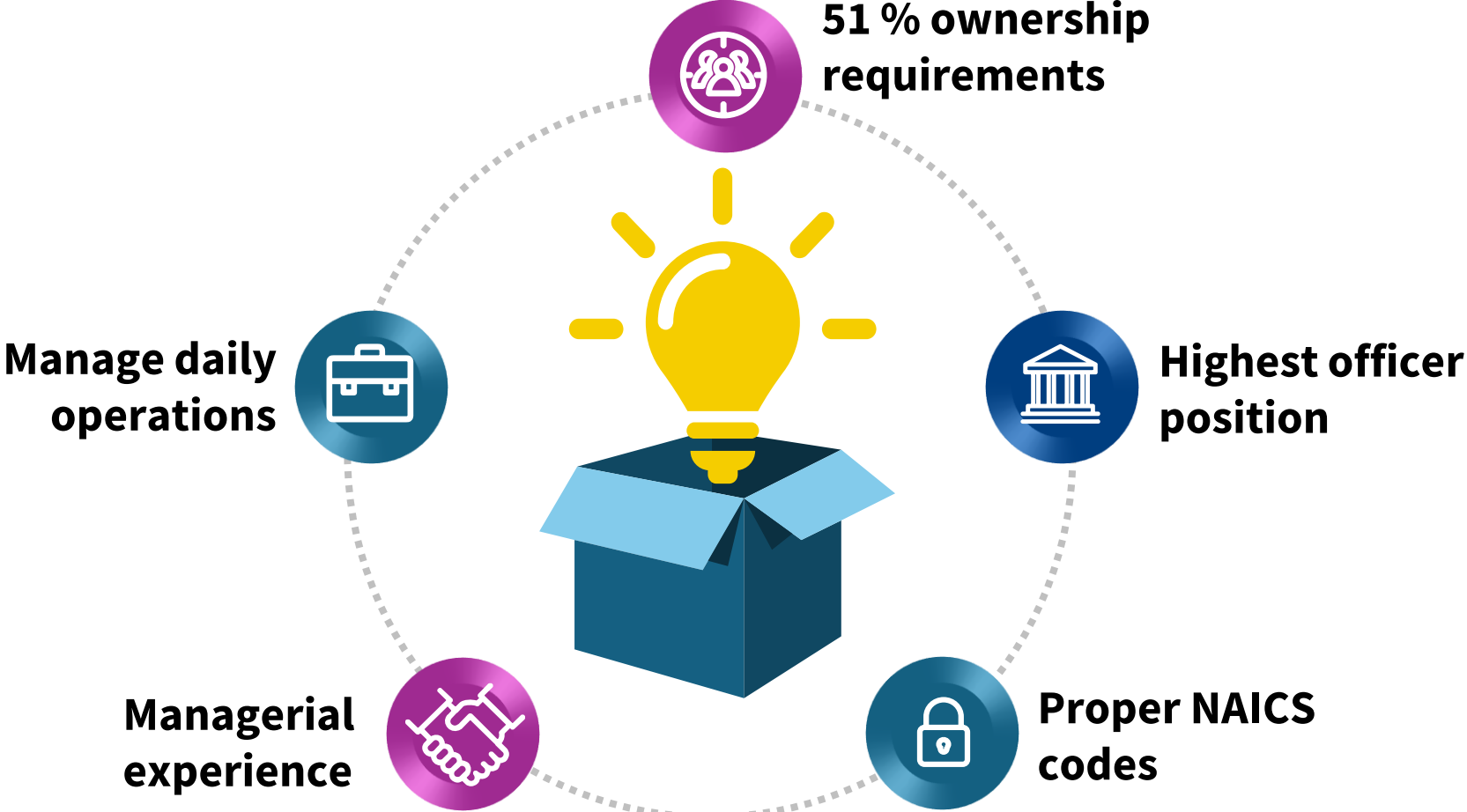


Qualify for set-aside opportunities

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



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



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.gsaaccess.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)



State of Wisconsin

Department of Administration



[For the People](#) ▾ [For Businesses](#) ▾ [For Employees](#) ▾ [State Finances](#) ▾ [About DOA](#) ▾



Federal Surplus Property for Veteran-Owned Small Businesses (VOSBs)

[Program Introduction](#)

Welcome to the Wisconsin State Agency Surplus Property Program (WISASP) for eligible veteran-owned small businesses administered by the Department of Administration (DOA).

The Veterans Small Business Enhancement Act of 2018 allows qualified veteran-owned small businesses to acquire federal surplus property through their State Agency for Surplus Property (SASP). The Wisconsin Surplus Property Program is the designated SASP for the State of Wisconsin. For this program, veteran-owned small businesses (VOSBs) and service-disabled veteran-owned small businesses (SDVOSBs) are regarded equally and there is no distinction.

Contact SBA

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

Shane Mahaffy
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Lead Business Opportunity
Specialist

James Strube
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Business Opportunity Specialist

For Questions, Email:
Wisconsin@sba.gov

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



@SBA_Wisconsin

Upcoming Events

Acquisition Hour

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.

- ~~November 5~~ – ~~Certification Programs for Women and Veteran Owned Businesses~~
- **November 12** – Getting Started w DLA/DIBBS for Contractor & Subcontractors Part 1
- **November 19** – Getting Started w DLA/DIBBS for Contractor & Subcontractors Part 2
- **December 3** – DCMA Overview
- **December 17** – Understanding the US SBA and DOD Mentor Protégé Programs (MPP)

...More information and registrations at wispro.org/events



Cyber Thursday

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.

- ~~August 28~~ – ~~The Federal Cybersecurity Horizon: Zero Trust, FedRAMP, & Supply Chain Risk~~
- ~~September 25~~ – ~~CMMC 2.0: What is 48 CFR and why it matters?~~
- ~~October 30~~ – ~~CMMC and ITAR – Navigating the differences~~
- **November 20** – Federal Cyber Update – Review of current regulations
- **December 18** – CMMC – From Top to Bottom – A Program Review

...More information and registrations at wispro.org/events

Featured Newsletters

Visit wispro.org to sign up for our monthly newsletters

Acquisition Alert | Cyber Newsletter
Events Newsletter

**This webinar is eligible for
1 CPE credit**

**To receive a certificate of completion, contact
apexaccelerator@wispro.org**

PRESENTED BY

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