



WISCONSIN
VETERANS CHAMBER
OF COMMERCE

SUPPLIER & CONTRACTOR BRIEFING

CONTRACTING OPPORTUNITIES FOR VETERAN-OWNED BUSINESSES

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SUPPLIER CERTIFICATIONS AND COMMERCIAL SUPPLIER ROUNDTABLE

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Overview

- Supplier Diversity Certifications in General
- Veteran-Owned and Service-Disabled Veteran-Owned Business Certifications
- Woman-Owned Business Certifications
- Minority-Owned Business Certifications

Key Takeaways

- Diversity certifications are only tools
- Obtain the certifications that help you meet your business goals
- Get organized before applying for certification

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Supplier Diversity - Current Landscape

- Increased focus on supplier diversity
 - Foxconn, Fiserv Forum, Miller Park, Milwaukee Theatre, Northwestern Mutual Headquarters
- Expanding eligibility
 - Small business, Minority-owned, Woman-owned
 - Veteran-owned, LGBTQ-owned

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Supplier Diversity Certifications - Potential Benefits

- Increased public exposure
- Increased sales through customer supplier diversity programs
- Improved treatment under government procurement processes
 - Low-bid preferences
 - Set-aside contracts

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Supplier Diversity Certifications - Common Requirements

- 51% Ownership
 - Organizational Structure
 - Types of Equity
 - Trusts
 - Community Property
- Control and Management
 - Active
 - Day-to-Day Operations
 - Managerial Experience

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Veteran-Owned and Service-Disabled Veteran-Owned Government Business Certifications

- Wisconsin Department of Veterans Affairs - Veteran Owned Business Certification
- Wisconsin Department of Administration - Disabled Veteran Owned Business Certification
- U.S. VA Office of Small & Disadvantaged Business Utilization - VETS First Verification Program
- U.S. Small Business Administration - Service-Disabled Veteran-Owned Small Business Program

Wisconsin Department of Veterans Affairs - Veteran Owned Business Certification

- Free application
- No control requirement
- Less than \$1.5M in gross annual sales
- Listed on VendorNet
- May use official “Wisconsin Veteran Owned Business” logo

Wisconsin Department of Administration - Disabled Veteran Owned Business Certification

- \$150 application fee (includes three years of certification)
- 0% or more service disability rating required
- Eligible to participate in WisDOT Supplier Diversity Program
- Listed on State of Wisconsin's Directory of Minority, Woman and Disabled Veteran-Owned Businesses
- 5% low-bid preference

U.S. Veterans Affairs Office of Small & Disadvantaged Business Utilization - VETS First Verification Program

- Compensation and organizational requirements
- Community property state issues
- Reverification every two years
- Eligible to bid on Dept. of Veterans Affairs set-aside contracts
- May be used by other public or private companies as certification standard (e.g., PNC)

U.S. Small Business Administration - Service-Disabled Veteran-Owned Small Business Program

- Free (self representation)
- Must have a service-connected disability
- Must be a “small business” under SBA guidance
- Eligible to bid on set-aside contracts other than those offered by the Dept. of Veterans Affairs

Veteran-Owned and Service-Disabled Veteran-Owned Private Sector Business Certifications

- National Veterans Business Development Council (NVBDC) Certification
- National Veteran-Owned Business Association (NaVOBA) - Veteran’s Business Enterprise Certification

NVBDC Certification

- Application fee based upon annual revenue
 - Less than \$1M = \$500
 - \$1M - \$4.99M = \$1,000
- Contribution, performance and specific veteran-status requirements
- Must be able to perform without substantial reliance on non-veteran businesses
- Expedited application if certified by NMSDC, WBENC, NGLCC or CVE
- Certification accepted by Billion Dollar Roundtable member companies (e.g., Walmart, CVS, Kroger, Johnson Controls)

NaVOBA - Veteran's Business Enterprise Certification

- Application fee based upon annual revenue
 - Less than \$1M = \$350
 - \$1M - \$4.99M = \$550
- Accepted by FedEx, JPMorgan Chase
- Other donors which might accept include: Lockheed Martin, Hilton Worldwide, Lowe's Companies

Woman-Owned Business Certifications

- Wisconsin Department of Administration Supplier Diversity Program: Woman Owned Business Enterprise (WBE)
- Women's Business Enterprise National Council (WBENC)
- National Woman Business Owners Corporation (NWBOC)
- U.S. Small Business Administration - Woman Owned Small Business (WOSB)

What Certification Should I Get?

- National certificates are often obtained if company plans to provides services in private sector
- However, if aim to provide services locally, state level certifications may provide same benefit
- If intend to provide services to government agencies, confirm which certifications are approved (WOSB)

Wisconsin Department of Administration

- \$150 application fee
- Be at least 51% owned, controlled, and actively managed by women group members
- Is currently performing a "useful business function" in the State of Wisconsin
- Must be at least one year old under current ownership

Women's Business Enterprise National Council

- Filing fee tied to revenue
- 51% owned and controlled by one or more women
- Management and daily operation is controlled by one or more of the women
- Certification accepted by more than 1,000 corporations

National Woman Business Owners Corporation

- \$400 application fee
- Women owners need to have uninterrupted decision making and control of the entity, strategic decision making, and all present and future actions of the entity
- 51% ownership by women
- Woman owner must hold highest titled position in company

U.S. Small Business Administration - Woman Owned Business

- Self-certification or third-party certification through WBENC
- Be a small business
- Be at least 51% owned and controlled by women who are U.S. citizens
- Have women manage day-to-day operations and also make long-term decisions

Typical Application Process

- Confirm eligibility requirements are met
- Gather paperwork
- File application to be reviewed by agency
- In-person interview
- Receive determination
- Ability to appeal if rejected
- Renewal/re-certifications

Minority-Owned Business Certifications

- Wisconsin Department of Administration Supplier Diversity Program: Minority Business Enterprise (MBE) Program Certification
- National Minority Supplier Development Council
- U.S./Wisconsin Department of Transportation Disadvantaged Business Enterprise Program (DBE)
- U.S. Small Business Administration - 8(a) Business Development Program

Wisconsin Department of Administration Supplier Diversity Program - Minority Business Enterprise (MBE) Certification

- \$150 application fee
- Must be at least 51% owned, controlled and actively managed by minority group members
- Business should serve a "useful business function" and have customers other than the State of Wisconsin
- Accepted by state agencies and campuses
- MBE certified bids are eligible for preference if bid is no more than 5% higher than the apparent low bid or competitive proposal that is no more than 5% lower than the most advantageous offer

U.S. and Wisconsin Department of Transportation - Disadvantaged Business Enterprise Program (DBE)

- Free to apply
- Must be at least 51% owned, operated and fully controlled on a daily basis by a member or members of a disadvantaged group (African Americans, Native Americans, Hispanic Americans, Asian-Pacific Americans, Asian-Indian Americans, Women)
- Persons not in a "presumed" disadvantaged group may still show eligibility
- Must meet SBA size criteria AND have average annual gross receipts not to exceed \$23.98 million
- Business must perform or seek to perform transportation related work for federally funded state and local transportation agencies
- Covers state transportation agencies - highway, transit, airport projects

National Minority Supplier Development Council

- Certification fees vary by council (regional) and can be found on their individual websites
- Must be at least 51% minority-owned, operated and controlled (individual at least 25% African American, Native American, Hispanic American or Asian-American)
- Eligible for:
 - Business opportunity fairs, customized executive education & networking opportunities
 - Inclusion in and access to national database of more than 12,000 certified minority suppliers
 - Referrals to corporate buyers of minority suppliers

U.S. Small Business Administration - 8(a) Business Development Program

- Free to apply
- Must be a “small business” under SBA guidance
- Must be at least 51% owned and controlled by U.S. citizens who are economically and socially disadvantaged
- Eligible for sole source awards and set asides for small disadvantaged businesses
- Offers specialized business training, counseling and marketing assistance

Common Mistakes to Avoid

- Applying before understanding all of the requirements
- Failing to undergo necessary restructuring
- Pursuing certifications without a business purpose
- Misrepresenting the role of veteran or service-disabled veteran within the company

Review

- Diversity certifications are only tools
- Obtain the certifications that help you meet your business goals
- Get organized before applying for certification

Questions?

Thank You!