Benefits of a Diverse-Business Certification

Session: 215

DEFINITION OF A BUSINESS CERTIFICATION

1. A Professional certification that documents a special capability or status that will help you compete in the marketplace.
2. It allows you to take advantage of business opportunities, i.e. government contracts.

SBA-Certified vs. Self-Certified

SBA-Certified
- These programs were created to assist specific businesses in securing federal contracts only issued by SBA administrators.

Self-Certified
- You can determine for yourself if your business meets the requirements by referring to the Federal Acquisition Regulation & SBA guidelines.
- Generally, no application is required to self-certify.
Business Certification & Qualification

- Minority Business Enterprise (MBE) 8(a) program
  1. Must be in a minority group: African Americans, Hispanic Americans, Native Americans, Asian Pacific Americans and Subcontinent Asian Americans.
  OR
  2. If not considered minority, you must provide substantial evidence and documentation showing you have been subjected to bias or discrimination and are economically disadvantaged.

- Women Business Enterprise (WBE)
  1. At least (51%) owned or controlled by one or more women;
  2. The women must be U.S. citizens; and
  3. The business must qualify as small according to SBA’s standards.

  Refer to: www.sba.gov/wosb

- Service-Disabled Veteran (SDVBE)
  1. Any person who served honorably on active duty in the Armed Forces of the United States; and
  2. Have at least a twenty percent (20%) disability that is service-connected meaning that such disability was incurred or aggravated in the line of duty in the active military, naval or air service. (SBA doesn’t certify SDVBE.)

  Refer to SBA Office of Veteran’s Business Development: www.sba.gov/veterans
Business Certification & Qualification

- Small Business Enterprise (SBE)
  1. A continuing, independent, profit business which performs a commercially useful function with residence in the state;
  2. Has total gross receipts of no more than ten million dollars ($10,000,000) averaged over a three-year period, or
  3. Employs no more than ninety-nine (99) persons on a full-time basis.

Business Certification & Qualification

- Small Disadvantaged Business
  1. Must be 51% or more owned and controlled by one or more disadvantaged person(s);
  2. Must be socially and economically disadvantaged;
  3. Must be small, according to SBA’s size standards.

Refer to: [www.sba.gov/sdb](http://www.sba.gov/sdb)

Other Business Certifications

Other local community State Certifications vary:

- Small & Emerging Business Development (SEBD) Certification [Assists with entrepreneurial training, legal needs, marketing, computer & accounting skills]
- Women’s Business Development Center ([www.wbdc.org](http://www.wbdc.org)). Free webinars and certification
- National Minority Supplier Development Council ([www.NMSDC.org](http://www.NMSDC.org))
- Women Business Enterprise National Council ([www.WBENC.org](http://www.WBENC.org))
Benefits – Diverse Certification

- Informal networking and target marketing opportunities at national conferences and Business Fairs
- Partnering opportunities with other certified businesses
- Free Webinars
- Access to mentoring, education and capacity development
- Participation in their social media profiles
- Use of the particular certified seal or logo on your marketing material
- Scholarship eligibility

Benefits – Diverse Certification

- Marketing tools make companies take you seriously
- Potential opportunities for business:
  - Some companies are required to report the names of certified-only diverse contractors thus are more likely to use you.
  - Companies in the private sector have supplier diversity goals and often seek those with certifications = MORE WORK!
  - Helps you get on a company’s preferred vendor list.
  - Example: Title Source looks for women or minority owned businesses.
    [www.titlesource.com](http://www.titlesource.com)

See the sample page following.

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SAMPLE PAGE

Supplier Diversity Profile (optional)

Certificate Details:

* Certificate Number:
* Certificate Type:
* Certification Authority:
* Certification Status:
* Certificate Effective Date:
* Certificate Expiration Date:

Certificate Type: Minority Business Enterprise (MBE)  SELECT ONE OR MORE:
- African American Male
- African American Female
- Asian Indian American Male
- Asian Indian American Female
- Asian Pacific American Male
- Asian Pacific American Female
- Hispanic American Male
- Hispanic American Female
- Native American Male
- Native American Female
- Women-Owned Small Business Concern (WOSB)
- Veteran Business Enterprise (VBE)
- Disabled Veteran Business Enterprise (DVBE)
- Disabled Business Enterprise (DBE)
- Small Business Enterprise (Certified by U.S. SBA) (SBE)
- HubZone Small Business Concern

Submit
Registration Process

1. Identify your DUNS, which is used to identify and track your business. Log onto www.sam.gov or Dun & Bradstreet at www.dnb.com

2. Identify your EIN (Employer Identification Number) aka Federal Tax Identification.

3. Identify your NAICS (North American Industry Classification System) code. These codes are used to classify the industry a particular business occupies.
   - Visit www.census.gov/eos/www/naics to find your code.
   - The Notary NAICS is 541199

Registration Process, cont.

4. Register with SAM (System for Award Management) at:
   - www.SAM.gov
   - An online federal maintained database of companies wanting to do business with the federal government.
   - Agencies search for prospective vendors.

5. Register with the GSA (General Services Administration) Schedule.
   - Used to establish long-term, government-wide contracts.
   - It increases your opportunity for contracts across all levels of government.
   - For more information go to www.gsa.gov/schedules
Registration Process, cont.

6. **Make sure your business is financially sound.** This means if you receive a contract, don’t expect to receive the money immediately. Have a clear plan of how your business will stage the benefits of the contract.

7. **Search Federal Business Opportunities for Contracting Opportunities.** A good online service is FedBizOps [www.fbo.gov](http://www.fbo.gov)

8. **Market your Business!**
   a. Determine which agencies could use your service and get to know them;
   b. Identify their contracting procedures;
   c. Register with other agencies for diverse business certifications

**RESOURCES**

- Small Business Administration (SBA)  
  [www.sba.gov](http://www.sba.gov)
- SCORE (SBA partner)  
  [www.sba.gov/score](http://www.sba.gov/score) & [www.SCORE.org](http://www.SCORE.org)  
  or 800-634-0245
- Register for government contracting:  

**QUESTIONS**
Instructor Information

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