

CERT Certification

Program Overview
Eligibility Requirements
Application Process

Jef Yang



Central CERT Certification Program

Why get Certification?

- Government ordinances require Cities, Counties, States, and the Federal government to do a certain amount of business with Local, Small, Women, and Minority-owned Firms.
- City of Saint Paul's goals are 25% of overall purchases, contracts, and projects.
- Certification ensures that your business meets the requirements to be considered a local, small, woman, and/or minority owned company.



Central CERT Certification Program

What is the CERT Program

- The Central (CERT) Certification Program is a joint effort by the City of Saint Paul, City of Minneapolis, Hennepin County, and Ramsey County to certify local small, small minority-owned, and small woman-owned business enterprises (SMWBEs). When these government entities are looking to contract with or purchase from local SWMBEs, they access the list of CERT certified businesses.
- “One-stop shop” for certification process for four local government small business inclusion programs.
- Mission: To maximize opportunities for local small businesses through exceptional services, innovative practices, strategic partnerships, and ensuring social and economic justice to our local small businesses.
- Also apply for CERT thru the State of MN’s Small Business Certification Portal. www.sbcg.mn.gov



Central CERT Certification Program

How governments use CERT

1. Provides access to local small, small minority-owned and small women-owned business enterprises
2. Provides access to contractors and suppliers.
3. Help companies and organizations to direct business to local small business owners.
4. Creates a space for certified businesses to do B-to-B business.
5. Provide a means by which to establish good faith efforts by contractors on government projects.
6. Provides access to a number of community partners and resources throughout the metro.
7. Provide a means by which to diversify supplier chain for Corporations.



Central CERT Certification Program

Application Overview

1. Applying for CERT is FREE, and Certification is FREE.
2. One application can get you up to 3 certifications depending on the ownership make up of your company – Small, Woman, and/or Minority.
3. Currently, processing is taking 3-4 weeks.
4. Certification is valid for 3 years.
5. Online application can be found at: <https://cert.smwbe.com>
6. Application can be started and saved, to be completed at another time.
7. Register username/password first before you can access the application.
8. Approval is done via email notification. Certificate also emailed.



Central CERT Certification Program

Eligibility Requirements

1. Be in the CERT geographic location.
2. Meet SBA Small Business Size Standards
3. For-Profit Businesses only
4. Must be in business for 1-year....If less than 1 year, firm must provide documentation of generating revenue.
5. No Franchises, Brokers, or Manufacturer's Reps.
6. Affiliation: Firm cannot be affiliated, be a subsidiary of a dominant firm, or firm cannot be owned by owner of a dominant firm.



Central CERT Certification Program

Location, location, location

CERT Geographic Counties:

Anoka, Benton, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Sherburne, Stearns, Washington, and Wright; and the Wisconsin counties of Pierce and St. Croix.



Central CERT Certification Program

SBA Small Business Size Standard

1. Small Business Size Standards are published by the US Small Business Administration and is available on the CERT website.
2. You must select the most appropriate NAICS Industry Code for your business. Code book and description is available on CERT website.
3. Size Standard is based on Annual Gross Revenues for your firm, averaged over the 3 most recent years.
4. We take 3 years of tax returns or your company's internal financial documents.



Central CERT Certification Program

CERT Application Process

1. Account Registration
2. Answer Questions
3. Data Entry Sections
4. Attach Documents
5. Sign & Submit Application



Central CERT Certification Program

Account Registration



Central CERT Certification Program

CERT Website – www.cert.smwbe.com



[OUR MAIN SITE](#)

[CONTACT SUPPORT](#)

CERT System

[Log In](#)

Account Access

Lookup Vendor accounts or reset user passwords

[Account Lookup](#)

[Forgot Password](#)

Vendor Certification

Search and/or join our database of certified vendors

[Apply for / Renew Certification](#)

[Central CERT Directory](#)

CERT Contracting Opportunities

[City of Saint Paul Procurement Opportunities](#)

[Ramsey County](#)

[Hennepin County](#)

[City of Minneapolis](#)

CERT Resources Links

[MN Small Business Certification Portal \(DBE, TGB/ED, and CERT\)](#)

[SBA Size Standard](#)

Related Links

[Association of Women Contractors](#)

[National Association of Minority Contractors of Upper Midwest](#)

[North Central Minority Supplier Development Council](#)

[Native Diversification Network – Procurement Technical Assistance Center](#)

[Minnesota Procurement Technical Assistance \(MN PTAC\)](#)

[Metropolitan Economic Development Association](#)

[WomenVenture](#)

[SBA-Minnesota](#)

[State of MN TG/ED Small Business Program](#)

[Minnesota American Indian Chamber of Commerce](#)



Central CERT Certification Program

CERT System

Log In

Account Access

Lookup Vendor accounts or reset user passwords

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Vendor Certification

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CERT Resources Links

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Starting an Application



Central CERT Certification Program



Ramsey County



City of Saint Paul



City of Minneapolis



Hennepin County

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[SBA-Minnesota](#)

[State of MN TG/ED Small Business Program](#)

[Minnesota American Indian Chamber of Commerce](#)

[Women's Business Development Center-MN](#)

CERT System

[Home/Login](#)

System Access Login

Username:

Password:

Remember username

- [Apply for Certification](#)
- [Contact Us & Support](#)
- [Forgot Password](#)
- [Account Lookup](#)
- [Help/First Time Users](#)

The CERT System provides an easy way for eligible small, minority, and woman owned business to apply for and manage certifications. This web-based software system replaces the cumbersome paper application and supporting documents with an online process that saves time for businesses and CERT Program staff.

The NFL Business Connect program is the National Football League’s Super Bowl and special event supplier diversity initiative.

This fall the Minnesota Super Bowl LII Host Committee, in partnership with the NFL, will launch the Super Bowl LII Business Connect program. The program will serve as a conduit for qualified, diverse and underutilized businesses in Minnesota to compete for contracting opportunities that will be generated by Super Bowl LII in 2018. The Super Bowl LII’s Business Connect Program is focused on creating contract and business development opportunities for certified minority-, woman-, veteran-, lesbian, gay, bisexual and/or transgender-owned qualified, diverse businesses. Experienced, event-ready, local businesses in the region must register by April 30, 2017 to participate in the program’s contracting opportunities.

Who We Are

Small Business Program contacts for the three jurisdictions

Vendor Lists

To obtain a copy of the most updated CERT business list, please go to the City of St. Paul's CERT website:

<https://www.stpaul.gov/departments/human-rights-equal-economic-opportunity/contract-compliance-business-development/central>

From there, scroll down to the heading "CERT Business List." To do a keyword search in the PDF document, please hit "Control + F" and a search bar will appear.

Applications

[Online \(new applications and renewals\)](#)

Paper applications are no longer accepted.

[Eligibility Criteria](#)

[Small Business Size Standards](#)

Dashboard

Displaying records assigned to

No information available
for display in dashboard.

Certification Center

 If your firm holds active certifications (SBE/MBE/WBE/DBE/HUB/etc) from any organization, [submit a request](#) to add them to your account.

Key Actions

[Renew/Apply for Certification](#)

[Take a Training Class](#)

Alerts

No Activated Alerts. [View Pending Alerts.](#)

System News

Special Features for Vendors

If your firm is certified (SBE, DBE, MBE, WBE, etc.), active records will appear in the "Certification Center" on the left side of this Dashboard. You can take two important actions:

1. **Add a date alert** to an active certification to remind you of an upcoming renewal. You can add multiple alerts to any active certification -- for example 90 days, 60 days, and 30 days before the renewal is due.
2. If your firm holds a certification that is not listed, [submit a missing certification request](#). Our customer support team will review the supporting documentation and take action to add the record to ensure your profile is complete and up-to-date.

Training Classes & Events

Learn more about the system with our regular training classes and see upcoming events relevant to your business. [View details.](#)

- [View events & RSVP today](#)

[View all System News](#)

Certification Application: Available Applications



Thank you for your interest in the CERT Program. The Central Certification (CERT) Program is a small business certification program, created to make it easier for businesses like yours to take advantage of a wide range of business opportunities throughout the local marketplace. By so doing, the Program seeks to promote market growth, increase competitiveness, and create jobs among participating businesses, as well as to improve the quality of life for area residents.

Rather than operating separate certification efforts, Hennepin County, Ramsey County, and City of Saint Paul, are collaboratively sponsoring a "one-stop shop" for certification. Eligible business owners who want to be certified by any or all of the participating jurisdictions can submit a single, standard application to a central processing location. Each application received is then evaluated using a uniform set of certification criteria.

Participating businesses instantly boost their market exposure because they are included in a CERT directory. Participating businesses are also eligible to participate in various activities specifically for certified vendors sponsored by the CERT Collaborative.

If you have any questions regarding the certification process, need assistance with completing the application, or would like more information regarding the CERT Program, contact us at (651) 266-8900 or cert@ci.stpaul.mn.us.

Select an application type below to commence the process. Submitting an application is the first step towards certification as a Small Business, Minority Owned, and/or Woman Owned Enterprise. Further documentation will be required to complete the process. **Please read all displayed information prior to and during the application process.**

Firms currently certified with the CERT program must select the Recertification Application. Eligible firms certified with other qualifying agencies (Minnesota UCP DBE, Minnesota Department of Admin WBE or MBE in the Targeted Group Small Business Program, NCMSDC MBE, WBENC WBE) may submit a Reciprocal Application. All other firms new to the program must submit a New Application. Potential applicants are encouraged to review the [eligibility criteria](#) prior to starting the application process.

This online application is only for CERT program certifications. If you are seeking to update information on your certification or renew a certification for a certification listed that is not a CERT certification (for example DBE), please contact the appropriate certifying agency.

Your participation in the CERT Program is greatly valued. Thank you for your efforts.

Hennepin County, Ramsey County, City of Saint Paul
CERT JPA Collaborative Executive Board

Need
[Download the user manual](#)
[Sign up for Training](#)

Support >>
[Hide All](#)

Select an Option

- [New Application](#)
New application for Small, Minority, and/or Woman Business Enterprises.
- [Reciprocal Application](#)
Reciprocal application for Small, Minority, and/or Woman Business Enterprises.
- [Recertification Application](#)



Note: firms currently certified by the CERT Program should not submit a New Application. Instead submit a RECERTIFICATION Application. Eligible firms certified with other qualifying agencies may submit a RECIPROCAL Application.

Potential applicants are encouraged to review the [eligibility criteria](#) prior to starting the application process.

If you are unsure of your firms elibility for certification, we recommend that you contact our office at 651-266-8900 or cert@ci.stpaul.mn.us to verify this be next section or submit any materials.

- Home
- View >>
- Search >>
- Message >>
- Settings >>
- Help & Support >>
- Logout

[Show All](#) [Hide All](#)

Company & Contact Information

Select a company type and application auto-fill option. Confirm or enter your personal and company email addresses to permit us to contact you quickly for needed.

YOUR EMAIL ADDRESS *

COMPANY EMAIL *

COMPANY TYPE *

APPLICATION AUTOFILL * Use existing account information to auto-fill application

Eligibility Requirements

The following basic criterion is used to evaluate eligibility for certification. However, meeting these basic items does not guarantee that an application will be only intended as a general overview to see if your firm should apply for certification with the CERT Program.

Is your firm currently certified by the CERT Program?

Yes No

Is your firm based in Minnesota, with its headquarters in the 15 county metropolitan area?

Yes No

Has your firm been in operation for at least one (1) year or, in operation for less than one year and is able to provide documentation showing that it has a history of generating revenue while performing the business function represented in its application for certification or, if a professional service, is able to provide documentation showing that it possesses applicable licenses or professional certifications or credentials?

Yes No

Certification Application: Document List Preview for Corporation

In addition to completing an application form, you will be required to submit supporting documents with your application. These documents can be submitted in electronic or hardcopy format, but must be all of the same format (e.g. all electronic or all hardcopy). Applications submitted with electronic documentation are able to be received by the organization and reviewed faster. Processing of applications submitted with hardcopy documentation cannot begin until the documents are received by the organization.

Mandatory documents must be submitted with your application; there are no exceptions. **Required** documents must be submitted if applicable to the type of your firm and of its work. If you have any questions, please contact the organization before starting.

Review the items below **before** beginning the process to ensure you are able to and are comfortable providing the requested information. If you are unable or unwilling to provide the **Mandatory** documents, **do not proceed**. Failure to submit the attachments without an explanation as to why any such attachment was not provided will result in a delayed processing and your firm could ultimately be denied certified.

This document list will continue to be available after you start the application (click the **Documents** tab). You can also print the list to [your printer](#) or a [PDF file](#).

Check this box and click **Continue** to start the application process.

ALERT: to ensure security of your application, only **YOU** will have access to this application once it is created. By starting the application, it will be assigned to you throughout the process, and no one else can access unless you reassign it to another user for completion or explicitly grant access by clicking the Utilities tab and adding a user to the Access List.

Application Timeline: you will have **90 days** to complete and submit this application. Otherwise, the record will self-delete on **8/31/2017**. Periodic reminders will be sent to you by email up to that point. A deleted application cannot be recovered; you will need to start again.

Continue

Return

Mandatory Documents

All **mandatory** documents must be provided with the application. Failure to submit a mandatory document will result in a delay in processing and/or could result in denial.

Affidavit (New Application)

[Download Form](#) -- Download, fill in, sign, and attach to application.

Tennessee Warning Notice

[Download Form](#) -- Download, sign and upload Tennessee Warning Notice



- [←](#) [→](#) [📄](#) [🖨️](#)
- [Home](#)
- [View >>](#)
- [Search >>](#)
- [Message >>](#)
- [Settings >>](#)
- [Help & Support >>](#)
- [Logoff](#)

[Show All](#)

[Hide All](#)

Affidavit (New Application)

[Download Form](#) -- Download, fill in, sign, and attach to application.

Tennessee Warning Notice

[Download Form](#) -- Download, sign and upload Tennessee Warning Notice

Resumes for all owners/officers/managers

[Download Form](#) -- Use attached form OR similar format.

Statement of Responsibilities for each owner/officer/manager

Tax Returns OR Financial Statements from previous 3 years

IRS Form W-9

[Download Form](#)

Articles of Incorporation

Corporate Minutes/Written Actions

Stock Certificates

Required Documents

Required documents must be provided when applicable to your firm. Failure to submit a required document was not provided will result in a delay in processing and/or could result in denial.

Business or Professional Licenses (if applicable)



Certification Application: Main Summary

Help & Support

- Main
- Documents
- Signature
- Submit
- Utilities
- Cert List

Jef Yang's Muscle Movers
 Application Type: **New Application**
 Application Number: **4986359**

Application status: **Incomplete**
 Application started: **8/31/2017**

0% complete

Fill in each of the sections noted below by clicking the **Process** buttons. You can complete the sections in any order, and the system will save your information as you go. Once all sections have been completed, the application will be complete and you will be able to sign and submit.

The Contact Person noted below is the only user authorized to access this application. If someone else needs access, change the contact by clicking the drop down menu or grant them access on the Utilities tab.

Need Help?

[Download the user manual](#)

[Sign up for Training](#)

Application Information

Application Type	New Application
Certifying Agency	CERT Program
Business Name	Jef Yang's Muscle Movers
Current Status	Incomplete
Application Number	4986359
Date for Deletion	8/31/2017 (Extend)
Contact Person	Jef Yang <input type="button" value="v"/> (Add user not on list)

This is the assigned user for this application. To ensure security of the application, only **YOU** have access to this application unless you explicitly reassign it to another user for completion or explicitly grant access by clicking the **Utilities** tab and adding a user to the **Access** list.

Sections and Documentation

Section	Actions	Status
Company Information	<input type="button" value="Process"/>	Incomplete: 1 completed of 18 required; 0 completed of 3 optional
Individual Owner Information	<input type="button" value="Process"/>	Incomplete: 0 completed of 1 required; 0 completed of 0 optional
General Ownership Information	<input type="button" value="Process"/>	Incomplete: 0 completed of 12 required; 0 completed of 1 optional
Document List	<input type="button" value="Process"/>	Incomplete: 0 attached of 9 mandatory; 0 attached of 8 required

Signature and Submittal

Section	Actions	Status
Signature	<input type="button" value="Sign"/>	
Submittal	<input type="button" value="Submit"/>	

in as:
 g
 n's Muscle



Jef Yang's Muscle Movers
Application Type: New Application
Application Number: 4986359

0% complete

Please answer all questions as completely as possible and that are applicable to your business. Questions highlighted in red are required and must be completed in order to submit your application. Questions highlighted in yellow are optional; please complete all those that apply to your business.

Click Save Draft frequently while filling out the form to ensure that your information is saved. Once saved, you can return to the section at any time to continue. Some questions may not be shown in this section due to your company type.

Save Draft Save & Return to Application Summary Cancel

* required entry

Section Status

Company Information Section Status Incomplete
- 17 incomplete out of 18 required
- 3 incomplete out of 3 optional

Section Questions

A.1. Company Name *

Text input field for Company Name

A.2. Doing Business As (DBA)

Text input field for Doing Business As (DBA)

A.3. Street Address *

Form for Street Address including Address line 1, 2, 3, City (Vadnais Heights), State (MN), Zip, and Zip4.

A.4. Mailing Address *

Certification Application: Individual Owner Information



- Main
- Documents
- Signature
- Submit
- Utilities
- Cert List

Application Type: **New Application**
 Application Number: **4986359**

Application status: **Incomplete**
 Application started: [Date]

8% complete

Please answer all questions as completely as possible and that are applicable to your business. Questions highlighted in red are required and must be completed in order to submit your application. Questions highlighted in yellow are optional; please complete all those that apply to your business.

Click **Save Draft** frequently while filling out the form to ensure that your information is saved. Once saved, you can return to the section at any time to continue. Some questions may not be shown in this section due to your company type.

Note: To use this form, click **Add Owner** to start. Fill in all information and save. Click **Add Another Owner** to continue detailing the ownership of the company until 100% of the ownership has been listed. Submitting an application with less than 100% ownership detailed will result in a delayed review and possible denial of certification.

Question Color Code

- Required & incomplete
- Optional & incomplete
- Complete

Information saved.

- Save Draft
- Save & Return to Application Summary
- Cancel

* required entry

Section Status

Individual Owner Information Section Status	Incomplete - 1 incomplete out of 1 required
---	---

Section Questions

[Add Another Owner](#)

Owner #1

Owner's Name * [Delete entire owner](#)

? HELP	Prefix	First Name *	Middle Name	Last Name *	Suffix
	<input type="text"/>				

Background Information

? HELP	Title:	<input type="text"/>
	Home Phone: *	<input type="text"/>
	Home Address: *	<input type="text"/>

Gender: Required only for MBE/WBE applicants.
 Male Female

Ethnic Group: Check all that apply; required only for MBE/WBE applicants.
 African American Asian American



- Main
- Documents
- Signature
- Submit
- Utilities
- Cert List

Application Type: **New Application**
Application Number: **4986359**

Application status
Application status

8% complete

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Click **Save Draft** frequently while filling out the form to ensure that your information is saved. Once saved, you can return to the section at any time to continue. Some questions may not be shown in this section due to your company type.

Question Color

- Required & incomplete
- Optional & incomplete
- Complete

Save Draft

Save & Return to Application Summary

Cancel

*** required entry**

Section Status

General Ownership Information Section Status

Incomplete
- 12 incomplete out of 12 required
- 1 incomplete out of 1 optional

[Hide All](#)

Section Questions

C.1. Is the company an affiliate, owner, or subsidiary of another business? *

If yes, provide details below and attach supporting documentation to the Document List.

No

Yes

Name of Business	Address	Type of Business

This is a "stretchy" table -- it will expand as you save lines. [To add more lines, save page.](#) To clear a line, delete data from all fields in the line and [save page.](#) If the question shading turns gray, the question is complete. You can ignore any extra blank lines -- they will be automatically removed when you submit the application.

C.2. Is the company a broker? *

Yes

No

C.3. Is the company a franchise? *

Yes



Certification Application: Document List

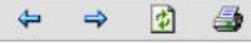
- Main
- Documents
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 Application Number: 4986359

Application
 Applica

8% complete

Note that some documents are required due to the nature of your firm. Failure to submit the attachments without an explanation as to why any such attachment was not provided will result in a delay in processing and/or could result in denial.



- Home
- View >>
- Search >>
- Message >>
- Settings >>
- Help & Support >>
- Logoff

Instructions for attaching files » [click here to show](#)

Note: this application allows faxing of documents to the system. To use this option, click the **Attach All Docs Via Fax** button below or any individual Fax link to display a page. Additional instructions will be included on the cover page. Please note that as a condition of your application for certification, you are required to maintain in your office the original documents provided. The CERT Program may review these original documents, including the signed and notarized certification affidavit, during any site visit, if applicable. The CERT Program reserves the right to inspect in person and/or request original documents by mail of any supporting document at any time during the term of certification.

Status

Document List Status	Incomplete: 0 attached of 9 mandatory; 0 attached of 8 required
Document Format	Electronic documents only. This document checklist is used to securely and confidentially attach electronic documents to your application.

[Show All](#) [Hide All](#)

- Refresh List
- Attach All Docs Via Fax
- Return

Mandatory Documents

Mandatory documents cannot be marked as not applicable. All mandatory documents must be attached. Do not attach other files in lieu of the requested documents; doing so may result in a delay in processing and/or delay in processing. If unsure how to proceed, please contact Customer Support.

Attach (Refresh)	Document (Refresh)	Download Form	Document Description (Refresh)	Status (Refresh)
Attach Fax	Affidavit (New Application)	Download	Download, fill in, sign, and attach to application.	NOT attached
Attach Fax	Tennessee Warning Notice	Download	Download, sign and upload Tennessee Warning Notice	NOT attached
Attach Fax	Resumes for all owners/officers/managers	Download	Use attached form OR similar format.	NOT attached
Attach Fax	Statement of Responsibilities for each owner/officer/manager		-	NOT attached
Attach Fax	Tax Returns OR Financial Statements from previous 3 years		-	NOT attached
Attach Fax	IRS Form W-9	Download	-	NOT attached
Attach Fax	Articles of Incorporation		-	NOT attached
Attach Fax	Corporate Minutes/Written Actions		-	NOT attached
Attach Fax	Stock Certificates		-	NOT attached

- Refresh List
- Attach All Docs Via Fax
- Return

Required Documents

Required documents that are not relevant to your firm can be marked as not applicable. Please use caution when reviewing the document list as failure to submit the attachments without an explanation as to why any such attachment was not provided will result in a delay in processing and/or could result in denial.

Certification Application: Main Summary



- Main
- Documents
- Signature
- Submit
- Utilities
- Cert List

Application Type: **New Application**
 Application Number: **4986359**

Application status:
 Application started:

8% complete

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Need
[Download the user](#)
[Sign up](#)
[Training](#)

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Signature and Submittal

Section	Actions	Status
Signature	Sign	
Submittal	Submit	

Tips for completing application

- Answer all SCREENING QUESTIONS.
- Complete all Sections of the application. Don't leave anything blank. Enter "O" or "N/A."
- Gather and attach all applicable documents .
- Be sure to e-Sign and Submit application.



Central CERT Certification Program

Now I'm Certified, WHAT'S NEXT?

Register with these entities and locate opportunities:

Hennepin County:

<http://www.hennepin.us/business/work-with-henn-co/contracting-with-hennepin-county>

Ramsey County Register on DemandStar

<https://www.ramseycounty.us/businesses/doing-business-ramsey-county/contracts-vendors/how-contract-ramsey-county>

City of Minneapolis:

<http://www.minneapolismn.gov/finance/procurement/index.htm>

City of Saint Paul Supplier Portal:

<https://www.stpaulbids.com>



Central CERT Certification Program

Questions?

Serena Boyce

cert@ci.stpaul.mn.us

651-266-8904



Central CERT Certification Program