

# Is Certification Right For You?

“How and Why to Get WBE Certified”

# Your WBE Partners



Your growth is our *business*.

- Women's Business Enterprise National Council (WBENC) – Washington, DC



WOMEN'S BUSINESS ENTERPRISE  
NATIONAL COUNCIL

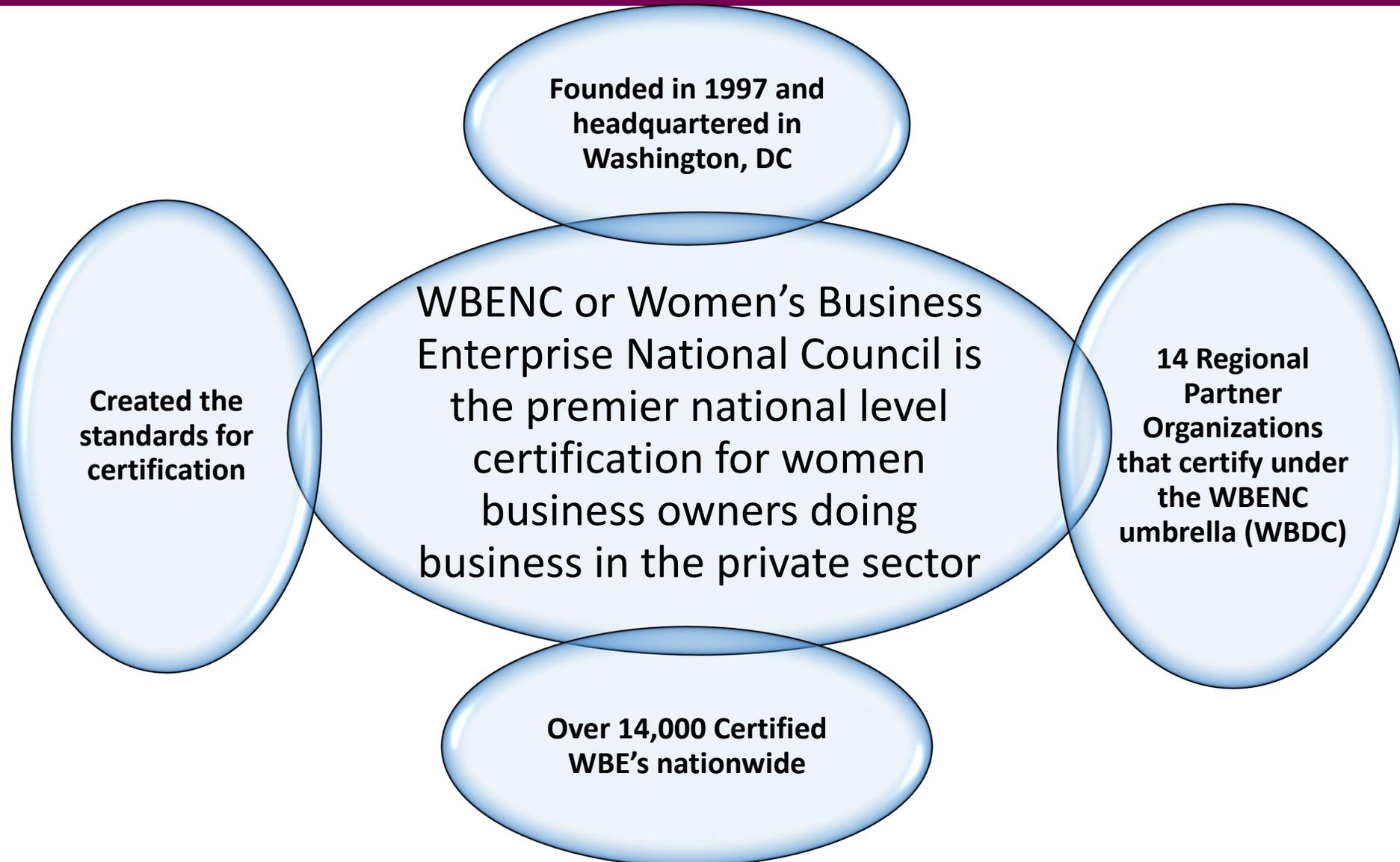
JOIN FORCES. SUCCEED TOGETHER.

- Women's Business Development Center (WBDC) – Chicago



Your growth is our *business*.

# About WBENC



# About WBDC



Your growth is our *business*.

- **Vision:** The Women's Business Development Center envisions a diverse world where all business owners compete and succeed equally in the marketplace and achieve economic independence.
- We have offices located in:
  - Minneapolis
  - Chicago
  - St. Louis
  - Milwaukee
  - Kansas City



Your growth is our *business*.



# WBDC Certification Profile

Over **2000**  
certified  
WBEs  
&  
**70+** local  
corporate  
partners

We certify in **9**  
**states:** Illinois,  
Wisconsin,  
Iowa, Kansas,  
Nebraska,  
Missouri,  
Minnesota,  
North and  
South Dakota

**Top Five  
Industries:**  
Consulting  
Services  
Construction  
Manufacturing  
Professional  
Services  
Advertising/  
Marketing

We offer  
workshops,  
seminars,  
conferences  
and  
networking  
opportunities

# Is Certification Right for You?

- Is your product/service targeted at corporations, mass retail and/or government agencies?
  - *Do you have a product or service that they buy?*
- Does your business have the capacity to deliver quality service/products on large contracts?
  - *A corporation will do business with you because of your capabilities, certification is the cherry on top*
- Are you clear that WBE certification is a marketing tool and DOES NOT guarantee or entitle your company will receive contracts?



# Value of Certification



WOMEN'S  
BUSINESS  
DEVELOPMENT  
CENTER

Your growth is our *business*.

- Access and Recognition
  - Current list of supplier diversity and procurement executives at hundreds of major U.S. Corporations and federal, state, and local government entities that accept WBENC certification.
  - Opportunity to do business with major corporations and other WBEs
- Capacity Development
  - Workshops
  - Webinars
  - Attend WBENC national events
  - Community of support among WBENC-Certified WBEs
- Promote Your Business
  - Marketing tool
  - Use of Women Owned Logo
  - Grow your network

**WBENC**

WOMEN'S BUSINESS ENTERPRISE  
NATIONAL COUNCIL

JOIN FORCES. SUCCEED TOGETHER.

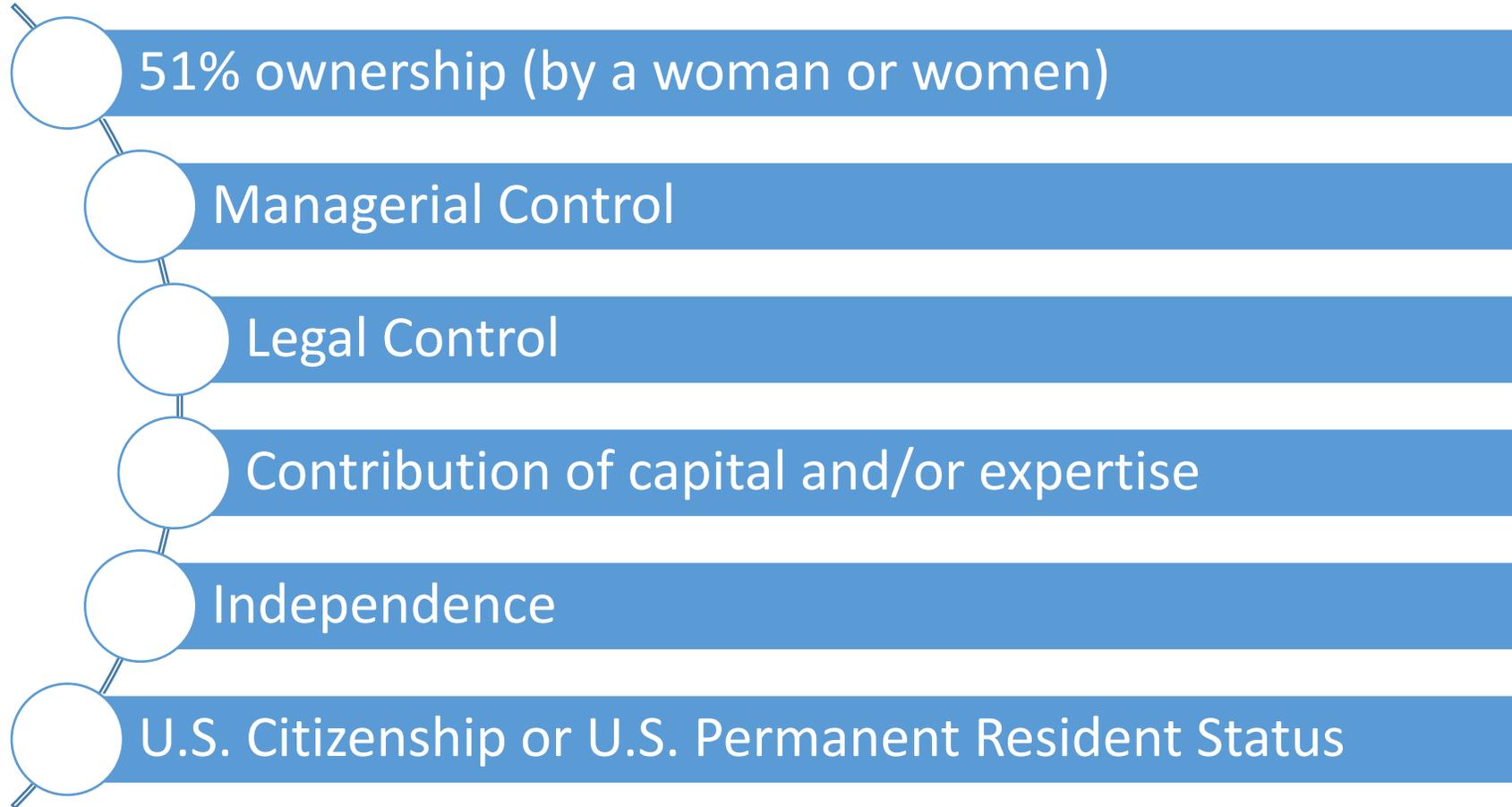
# MN Corporate Partners



Your growth is our *business*.



# WBE Certification Criteria

- 
- 51% ownership (by a woman or women)
  - Managerial Control
  - Legal Control
  - Contribution of capital and/or expertise
  - Independence
  - U.S. Citizenship or U.S. Permanent Resident Status

# Steps to Apply



Your growth is our *business*.

- 1. Determine Eligibility
  - Read WBENC standards and procedures document
- 2. Compile the necessary documents
  - Treat this application like you would applying for college, **READ** all materials provided and gather your documentation first
- 3. Complete online application and pay application fee
- 4. WBDC Receives Your Application
  - Once application is received the 60-90 day window to complete begins
- 5. **OWNER** will receive email of application status and any requests for more information

# Steps to Apply



Your growth is our *business*.

- 6. Certification Staff Review Application
  - Q&As about application will be sent through WBENCLink
- 7. Application will then be reviewed by Certification Committee
  - This committee meets **ONCE** a month to vote on files, depending on when you apply will determine which meeting your application will go to, your patience during this time is appreciated
- 8. Site Visit is scheduled with owner
  - Letter from WBENCLink will be sent notifying you that we are ready to conduct a site visit
  - You will receive an email from WBDC staff to arrange a time
- 9. Final determination is made
- 10. Female owner is contacted with results (approve or deny)

# Application Fee

The non-refundable processing fee is based on your company's gross annual revenues:

Under \$1M  
\$350

\$1M – \$4.99M  
\$500

\$5M – \$9.99M  
\$750

\$10M - \$49.999  
\$1000

\$50M and up  
\$1250

# Documentation Required

## • Mandatory documents to be uploaded

- ✓ Signed Sworn WBENC Affidavit notarized by a 3<sup>rd</sup> party
- ✓ WBENCLink User Agreement 3.7
- ✓ History of business
- ✓ Resumes of owners, board of directors, and management team
- ✓ Proof of Gender and U.S. Citizenship for female owner(s)
- ✓ Financial statements for the business
- ✓ **Three** years' Federal Income Tax returns as filed with the IRS or extension filed
- ✓ Bank signature authorization card
- ✓ Proof of capital and/or equity investment by female owner(s)
- ✓ List of all full/part time employees by name, position, and length of service/date of hire
- ✓ Employee payroll for the month prior to submitting the application
- ✓ W-2s and/or 1099 forms from *every* officer, director, or owner receiving compensation
- ✓ All legal documents based on company structure

# Documentation Required

## • Required documents to be uploaded

- ✓ Assumed Name/DBA Certificate (Doing Business As)
- ✓ Professional and Business License(s)
- ✓ Power of attorney
- ✓ Debt instruments (currently active or initiated within 3 years of application)
- ✓ Equipment rental and purchase agreements
- ✓ Real estate leases
- ✓ Management/consulting agreements
- ✓ Service agreements
- ✓ Affiliate/subsidiary agreements
- ✓ Union agreement(s)
- ✓ Franchise Agreements
- ✓ Trust agreements that involve the 51% female ownership
- ✓ Voting agreements and other equity interests including stock options, warrants, buy/sell agreements and right of first refusal
- ✓ If an out-of-state corporation, proof of authority to do business in the state where application is made
- ✓ Schedule of advances made to corporation by shareholders for the preceding three years

# Site Visit

- We conduct site visits with all new applicants
- We conduct site visits every three years for renewal applicants
- Site visits are conducted at the company HQ
- We will conduct site visits at the home for home based companies
- Only the woman or women making 51% of ownership can be present in the meeting



# Confidentiality

## Confidentiality is High Priority

All committee members and site visitors sign confidentiality agreements

WBENCLink2.0 uses highly secure B2GNow online system

Confidential information is NOT shared with corporate members

If certification is discontinued for any reason, all records are shredded

# A Few Tips

Be aware of your deadlines  
(read the emails we send you)

Gather all documents in advance of submitting your online application

Be as flexible as possible when it comes to scheduling your site visit

Submit a cover sheet addressing each document you are not sending

Read the WBENC Standards & Procedures before applying

# Woman Owned Small Business Certification

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WBENC is an approved third-party certifier of WOSB Certification

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You must be certified with the WBDC as a WBE before we can certify your company as a WOSB

# WOSB Certification



- Criteria:
  - The applicant company must be “small” in its primary industry in accordance with SBA’s size standards
  - The applicant company must be at least fifty-one percent (51%) unconditionally and directly owned and controlled by one or more women who are U.S. citizens
  - Management and daily operations must be controlled by one or more of the women owners

# WOSB Certification

- Criteria:
  - The women owners must make long-term decisions for the business
  - For corporations only:
    - Women must make up a majority of the Board of Directors OR have a majority of the Board votes through weighted voting
    - Women must make up 51% of the voting power, sit on the Board AND have enough voting power to overcome any supermajority requirement

# WOSB Certification

- Documentation Required:
  - Proof of ACTIVE registration in System for Award Management (SAM), [www.sam.gov](http://www.sam.gov)
  - One of the following:
    - 1<sup>st</sup> page of IRS form 941 (for previous four quarters)
    - W-3 from previous year
    - Current list of employees (ONLY if previous two items do not apply)
- [www.wbenc.org/government](http://www.wbenc.org/government)

# Resources

- [www.wbdc.org](http://www.wbdc.org)
- <https://www.wbdc.org/certification-services/apply/>
- [www.wbenc.org](http://www.wbenc.org)
- [www.wbenclink.org](http://www.wbenclink.org)
- <http://www.wbenc.org/documentation-required-for-wbenc-certification/>

# Additional Certifications

Mark Cooper  
Area Manager  
Procurement Technical Assistance Center (PTAC)





# Certifications in Minnesota

## **GOVERNMENT AGENCIES:**

- **Federal** - U.S. SBA
  - 8a
  - HUBZone
  - WOSB/EDWOSB
- **State** - State of Minnesota
  - TG/ED/VO: W/MBE, Disabled, Geographic, Veteran
- **Regional/State** - Met Council, MN DOT, MAC, and City of Minneapolis
  - DBE
- **Local** – Hennepin/Ramsey counties, City of St. Paul
  - Central CERT Program - SBE, WBE, MBE

# Certifications in Minnesota

## **GOVERNMENT AGENCIES:**

- **Common Criteria**

- Most have small business size standards for the firm
  - Federal & Regional – SBA Table of Size Standards
  - State & Local – State of MN Size Standards
- Some have personal net worth (PNW) standards
  - Federal – 8(a), SDB, EDWOSB
  - Regional – DBE



# Federal Certifications

## SBA Small Business Procurement Programs

- 8(a)
  - *Benefits:* 9 year program, sole source contracts, restricted competition, business development assistance
  - *Criteria:* Socially and economically disadvantaged, 2 years in business, direct ownership of company, U.S. citizen, personal net worth below \$250K for entry. Net worth cannot exceed \$750K while certified

<http://www.sba.gov/content/8a-business-development>



# Federal Certifications

## SBA Small Business Procurement Programs

- HUBZone
  - *Benefits:* sole source contracts, restricted competition, 10% price preference on certain contracts
  - *Criteria:* Business is located in a HUBZone and at least 35% of employees live in a HUBZone, 51% owned by a U.S. citizen

<http://www.sba.gov/hubzone/>

*\*Historically Underutilized Business Zone (HUBZone)*

# Federal Certifications

## Self Certification

- Small Disadvantaged Business (SDB)
  - *Benefits:* Agency and prime contractor goals (5%)
  - *Criteria:* Socially and economically disadvantaged, direct ownership of company, U.S. citizen, personal net worth below \$750K, *believe in “good faith” that you are eligible*

<http://www.sba.gov/aboutsba/sbaprograms/sdb/index.html>

**Register: System for Award Management (SAM)** <https://www.sam.gov>

# Federal Certifications

## Federal Self Certification

- Women-Owned Small Business (WOSB)
  - *Benefits:* Agency and prime contractor goals (5%)
  - *Criteria:* 51% owned, controlled, and managed by a woman
  - Register :* At SBA [www.sba.gov](http://www.sba.gov) or WBENC (dual certification) at [www.wbenc.org/Government](http://www.wbenc.org/Government).
- Economically Disadvantaged Women-Owned Small Business (EDWOSB)
  - *Benefits:* Agency and prime contractor goals (5%)
  - *Criteria:* 51% owned, controlled, and managed by a woman
  - Register :* At SBA [www.sba.gov](http://www.sba.gov)

# Federal Certifications

- Veteran/Service Disabled Veteran Small Business (VOSB/SDVOSB)
  - *Benefits:* Agency and prime contractor goals (3%)
  - *Criteria:* 51% owned, controlled, and managed by a veteran/serviced-disabled veteran

***Registration:***

**System for Award Management (SAM)** <https://www.sam.gov>

**Verification:**

**Center for Veterans Enterprise (CEV)** <http://www.vetbiz.gov/>



# State WBE Certifications

- **State of MN** – Dept. of Administration
  - TG/ED/VO: WBE, MBE, Disabled, Geographic, Veteran
    - *Benefits:* Goals & Price Preferences (up to 6%)
- **Regional/State** - Met Council, MnDOT, MAC, City of Minneapolis
  - DBE (Disadvantaged Business Enterprise)
    - *Benefits:* Goals (Vary by agency)
- **Local** – Hennepin/Ramsey counties, St. Paul
  - Central CERT Program - SBE, WBE, MBE
    - *Benefits:* Goals (Vary)



# Where You Should Certify...

**...Depends on Your Target Market**

- **Public Sector - Go directly to agency with whom you want to do business**
- **Private Sector - WBDC or MMSDC**



# MN PTAC Services



Assistance with winning government contracts  
(focus on federal)

- Assistance with Certifications and Registrations
- Help you with contracting information
- Review of bid package prior to submittal
- Bid Matching Search Services
- Guidance on marketing to the government
- Register for counseling at:  
<http://www.mn.gov/admin/ptac>

# Questions?



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