



# North Central Minority Supplier Development Council

***SERVING:*** Iowa, Minnesota, North Dakota,  
South Dakota, Wisconsin



An Affiliate Of The **NMSDC**  
National Minority Supplier  
Development Council

# NCMSDC Mission

The NCMSDC's mission is to provide business development services to corporate members and certified MBEs to enhance relationships and maximize business opportunities.

## CERTIFY

Certify minority-owned businesses and promote the value of certification

## DEVELOP

stakeholders and build capacity and capabilities



## CONNECT

Connect certified minority business entrepreneurs with NMSDC corporate members

## ADVOCATE

for minority businesses and promote the value proposition of minority supplier development

## NCMSDC Vision

The North Central Minority Supplier Development Council (NCMSDC) endeavors to become the ultimate link between corporations and minority-owned businesses with four major objectives:



### INCREASE

the dollar amount of purchasing from certified minority vendors by corporations while assisting Minority Business Enterprises (MBEs) in the creation of markets for their products and services.



### GROW

the number of minority businesses capable of supplying corporate buying needs and maintaining a database of MBEs for the use of corporate members.



### PROMOTE

the awareness of minority vendors and their capabilities in the business community while exchanging information on corporate purchasing programs.



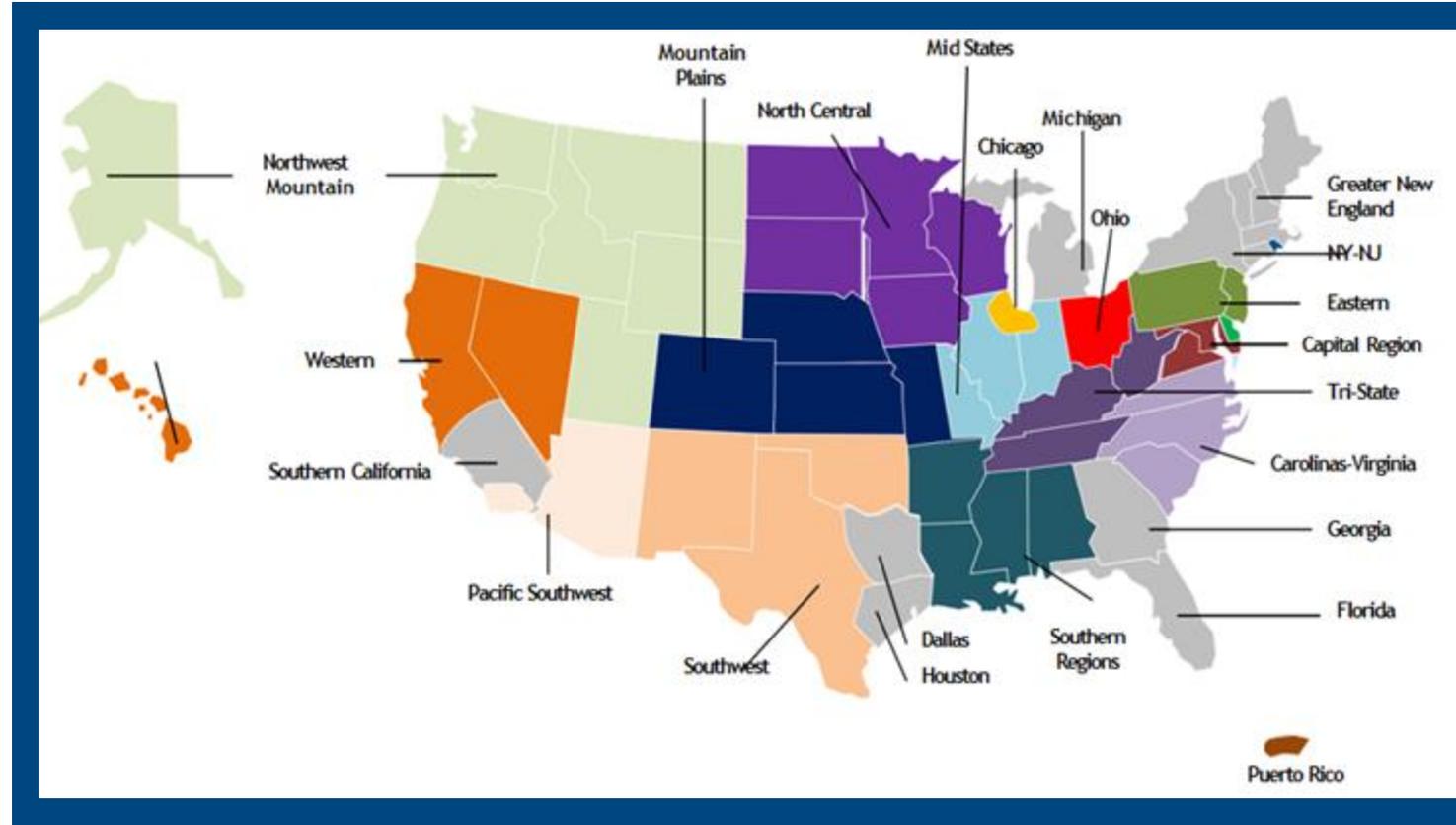
### ENCOURAGE

the cooperation of the business community in the purchase of products and services of MBEs by developing and conducting special programs to facilitate business relationships between such suppliers and corporate purchasing representatives.



## NCMSDC Landscape

- One of the 23 NMSDC Affiliates
- 24 National Corporate Members
- 39 Local Corporate Members
- 9 Non-Headquarter Active National Corporate Members (NCM)
- 72 Corporate Members
- 310 Certified MBEs
- Serving Iowa, Minnesota, North Dakota, South Dakota and Wisconsin





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# MBE CERTIFICATION BENEFITS

## *Certify • Develop • Connect • Advocate*

- ❖ Inclusion in (NMSDC) National database and access to your Regional Affiliate Council's supplier database, MBEs doing business with MBEs and forming joint ventures for success ([MBE2MBE Search Tool](#))
- ❖ Business Opportunity Exchange and networking events allow minority entrepreneurs to present themselves to prospective buyers in 1:1 Matchmaking Sessions
- ❖ Eligibility for participants in National Minority Supplier Development Council (NMSDC) and Regional Affiliate Council's (North Central MSDC) capacity building programs
- ❖ Request for proposals, business leads and alerts for procurement opportunities from Corporate Members



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# MBE Certification Criteria

- ❖ For-profit Enterprise
- ❖ Physically Located Within North Central MSDC Region  
*(Iowa, Minnesota, North Dakota, South Dakota, Wisconsin)*
- ❖ At Least 51% Ethnic Minority Owned  
*(ownership must be Real and Substantial, and Continuing)  
(ownership must have Contribution of Capital and Expertise of the business)*
- ❖ Ethnic Owner(s) Must Be U.S. Citizens
- ❖ Ethnic Owner(s) Must Operate, Manage And Control Firm  
*The ethnic minority owner(s) with majority ownership in the business, hold the highest executive titled position within the company: (i.e. CEO, President, Chairman, etc.)*
- ❖ The Company **Is Not** A Holding Company  
*A Holding Company is a parent corporation, limited liability company or limited partnership that owns enough voting stock in another company to control its policies and management*

# Qualified Ethnic-Minority

**U.S. Citizens who can validate  $\frac{1}{4}$  or 25% ethnic origin in one of the following categories:**

- ❖ Hispanic/Latino American
- ❖ American/Black
- ❖ Native American
- ❖ Asian Indian American
- ❖ Asian Pacific American

# Ethnic Minority Validation

For purposes of all NMSDC's programs, an ethnic-minority group member is an individual who is a U.S. Citizen with at least  $\frac{1}{4}$  or 25% minimum

***(third-party governmental documentation are needed to support claim of  $\frac{1}{4}$  or 25% required from applicant)***

The third-party governmental documentation to support the  $\frac{1}{4}$  or 25% ethnic origin can be:

1. *Birth Certificate of applicant (This document may or may not include race or ethnicity)*
2. *Birth Record of applicant (This document is a longer form that generally is produced at the time of birth, and in most cases, will include race or ethnicity)*
3. *Certified Certificate of Live Birth (This document looks similar to the birth record, and in most cases, will include the required race or ethnicity)*

# Groups Not Certifiable

- ❖ Asia Minor Region
- ❖ Spain
- ❖ Portugal
- ❖ Persian Gulf
- ❖ Europe
- ❖ North Africa (Egypt, Libya, Morocco, etc.)

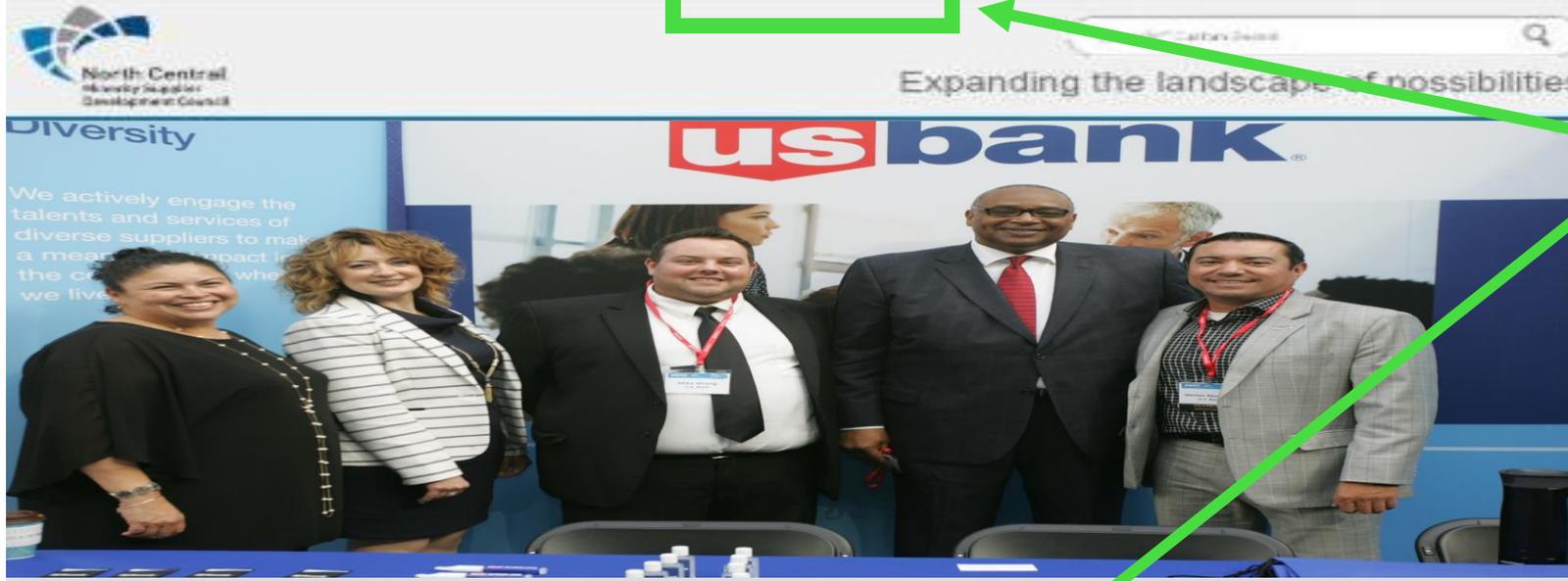
**Green Card Holders/Resident Aliens  
Are Not Eligible For MBE Certification**



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# MBE Certification Process

Go To Our Website: [www.northcentralmsdc.net](http://www.northcentralmsdc.net)



**NMSDC Central  
Certification Portal  
Link To  
Certification  
Database**

## Welcome to North Central Minority Supplier Development Council

Welcome to North Central Minority Supplier Development Council new website. North Central MSDC is an Affiliate of the National Minority Supplier Development Council. Our new website address is [www.northcentralmsdc.net](http://www.northcentralmsdc.net).

North Central MSDC services Iowa, Minnesota, North Dakota, South Dakota and Wisconsin.

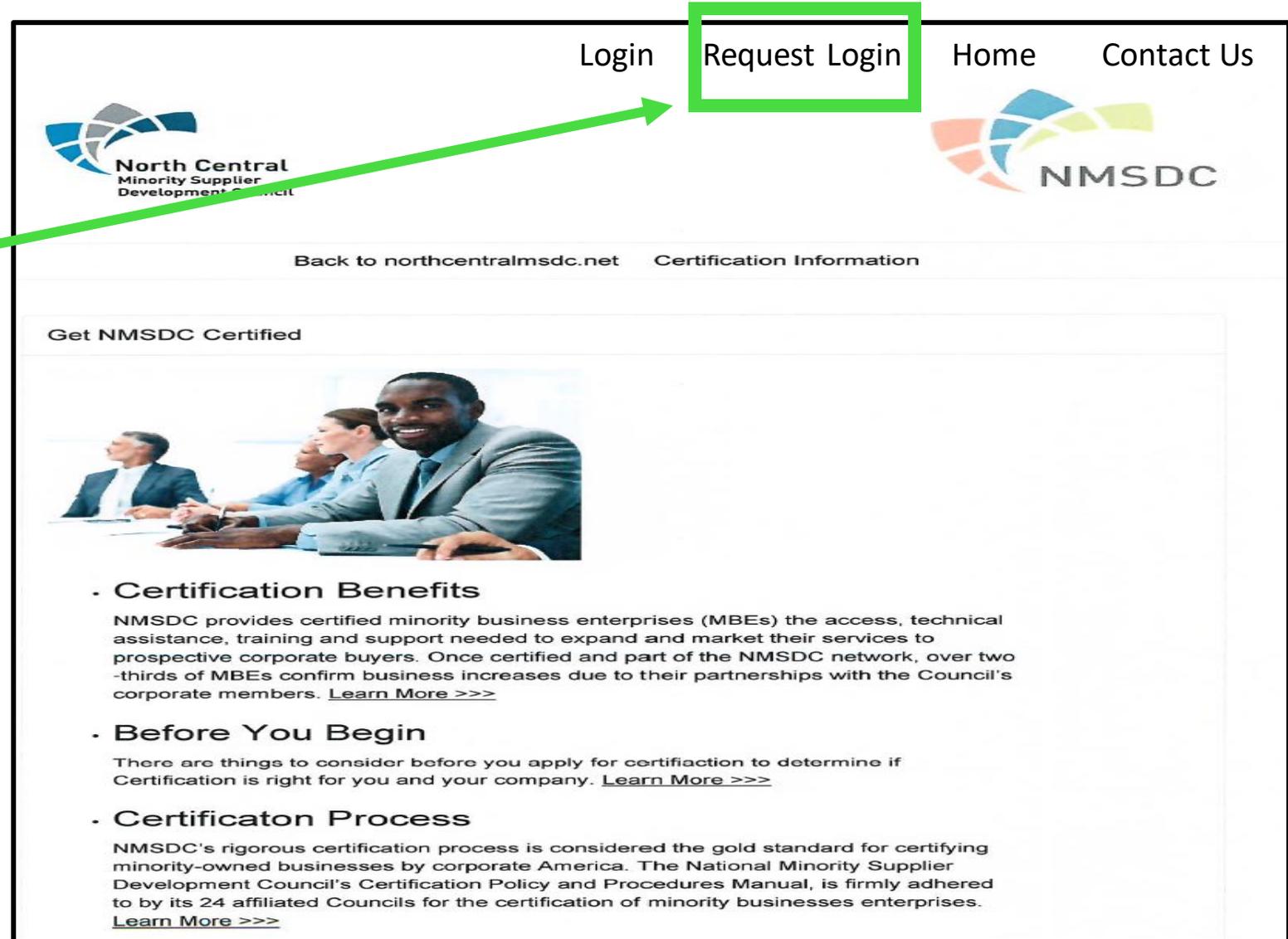
Active Minority Business Enterprises (MBEs) please follow the link below for MBE Certification Database "PM&SM".

<https://pro.primcompliance.com/CustomCertApp/ApplicationStart.aspx?=-AM&=-psBXDC=>

[NCMSDC INITIAL MBE CERTIFICATION](#)

# MBE Certification Process (cont.)

**NMSDC Central  
Certification Portal**  
•Select Request Login



North Central Minority Supplier Development Council

Login Request Login Home Contact Us

Back to northcentralmsdc.net Certification Information

Get NMSDC Certified



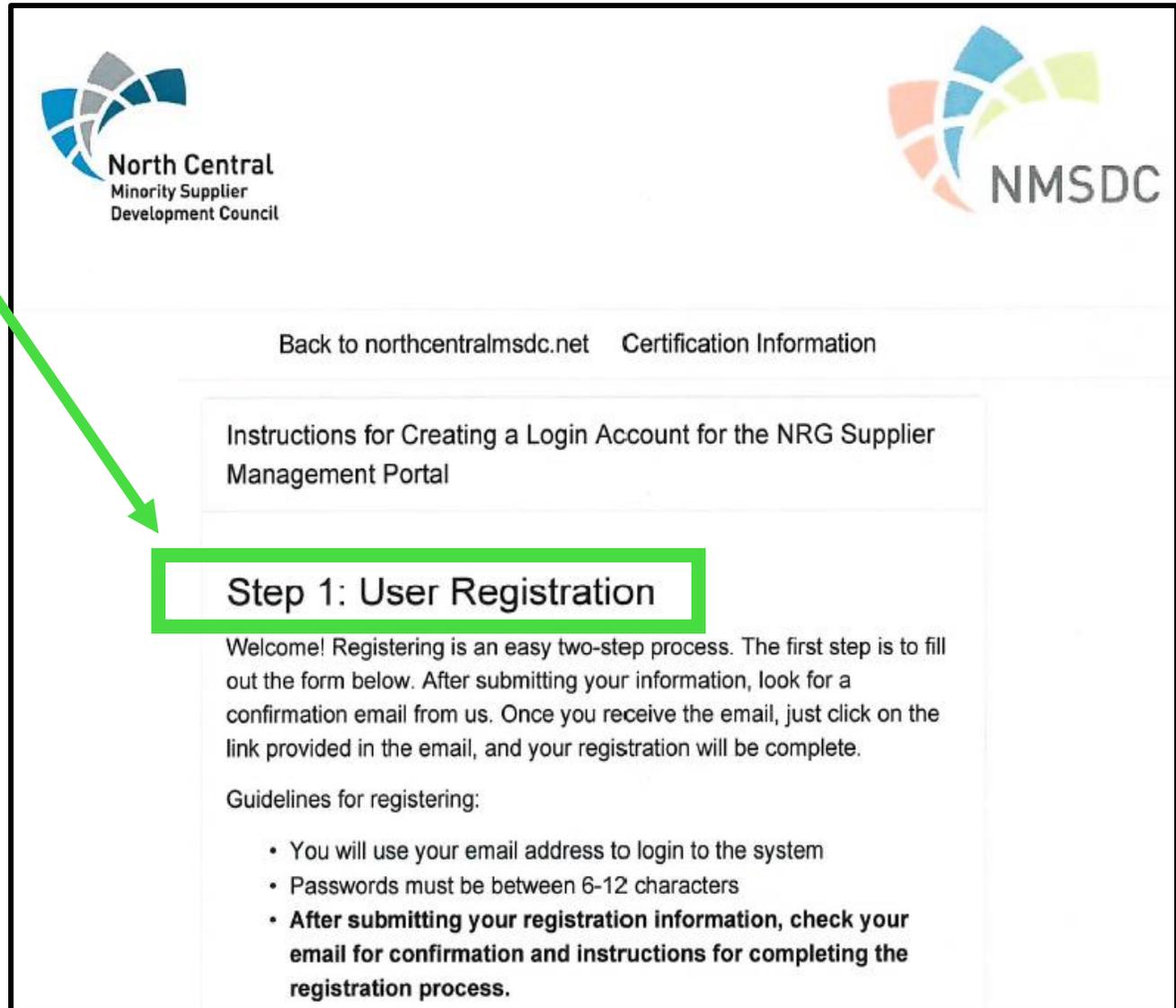
- **Certification Benefits**  
NMSDC provides certified minority business enterprises (MBEs) the access, technical assistance, training and support needed to expand and market their services to prospective corporate buyers. Once certified and part of the NMSDC network, over two-thirds of MBEs confirm business increases due to their partnerships with the Council's corporate members. [Learn More >>>](#)
- **Before You Begin**  
There are things to consider before you apply for certification to determine if Certification is right for you and your company. [Learn More >>>](#)
- **Certification Process**  
NMSDC's rigorous certification process is considered the gold standard for certifying minority-owned businesses by corporate America. The National Minority Supplier Development Council's Certification Policy and Procedures Manual, is firmly adhered to by its 24 affiliated Councils for the certification of minority businesses enterprises. [Learn More >>>](#)

# MBE Certification Process (cont.)

**Step 1: Submit Login Information**

**Step 2: Check E-Mail and Confirm Account**

**Step 3: Submit Online Supplier Registration**



The screenshot shows the North Central Minority Supplier Development Council (NMSDC) website. At the top left is the NCSDC logo, and at the top right is the NMSDC logo. Below the logos, there are navigation links: "Back to northcentralmsdc.net" and "Certification Information". The main content area is titled "Instructions for Creating a Login Account for the NRG Supplier Management Portal". A green box highlights the heading "Step 1: User Registration". Below this heading, there is a welcome message and a list of guidelines for registering.

North Central Minority Supplier Development Council

NMSDC

[Back to northcentralmsdc.net](#) [Certification Information](#)

Instructions for Creating a Login Account for the NRG Supplier Management Portal

**Step 1: User Registration**

Welcome! Registering is an easy two-step process. The first step is to fill out the form below. After submitting your information, look for a confirmation email from us. Once you receive the email, just click on the link provided in the email, and your registration will be complete.

Guidelines for registering:

- You will use your email address to login to the system
- Passwords must be between 6-12 characters
- **After submitting your registration information, check your email for confirmation and instructions for completing the registration process.**



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# MBE Certification Process *(cont.)*

## REQUIRED DOCUMENTS:

### All Businesses Are Required To Submit:

- ✓ Completed Application
- ✓ Fictitious Business Statement (if applicable)
- ✓ Driver(s) of all owner(s) (colored copy)
- ✓ Proof of US Citizenship
- ✓ Proof of Ethnicity
- ✓ Two years of Federal Tax Returns
- ✓ Financial Statements (Profit & Loss, Balance Sheet, Statement of Cash Flow)
- ✓ Notes Payable (if any)
- ✓ Foreign Entity Certificate (if applicable)
- ✓ Applicable Operating Business License or Permits
- ✓ Business Lease Agreements or Ownership Deed
- ✓ Occupational License or Business Taxes Receipt
- ✓ Resume(s) of all owner(s)
- ✓ Equipment Rental and Purchase Agreements (if applicable)
- ✓ Contract or Work History for the past three years
- ✓ Equipment owned or available
- ✓ Proof of Bonding Capability (if applicable)
- ✓ Bank Signature Card or letter from bank
- ✓ Proof of Capital Investment/Contribution
- ✓ Indian/Native Americans Blood Degree Certificate (if applicable)
- ✓ Declaration of Certification of Minority Status
- ✓ Non-refundable processing fee based on gross sales



# MBE Certification Process *(cont.)*

## REQUIRED DOCUMENTS:

### Additional Documents Must Also Be Submitted For Your Business Structure:

#### **LLCs Submit:**

- ✓ Certificate of Organization
- ✓ Articles of Organization  
(Amendments, if applicable)
- ✓ Operational or Organizational Agreement
- ✓ All Member/Unit Certificates
- ✓ Current LLC Member(s) Unit Ledger Book
- ✓ Proof of Unit Purchase
- ✓ Minutes of 1<sup>st</sup> Member(s) Meeting
- ✓ Minutes of Last Member(s) Meeting
- ✓ Minutes of the last meeting where members were identified and elected

#### **Corporations Submit:**

- ✓ Certificate of Incorporation
- ✓ Articles of Incorporation  
(Amendments, if applicable)
- ✓ Corporate Bylaws
- ✓ All Stock Certificates issued plus the next consecutive blank certificate (front and back)
- ✓ Current Stock Ledger
- ✓ Proof of Stock Purchase
- ✓ Minutes of 1<sup>st</sup> Organizational Board Meeting
- ✓ Minutes of organizational meeting or minutes of the meeting
- ✓ Minutes of the last meeting where officers were elected

#### **Partnerships Submit:**

- ✓ Partnership Agreements
- ✓ Buy out Rights
- ✓ Profit Sharing
- ✓ Current Partnership
- ✓ Financial Statement
- ✓ Third Party Agreements: management service agreements
- ✓ Certificate of limited partnership of certificate of formation
- ✓ General/Limited Partnership corporate documents
- ✓ (see LLCs/Corporations must submit documents) (if applicable)

#### **Franchises Submit:**

- ✓ Franchise Agreement



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## MBE Certification Process (cont.)

- ❖ The declaration page must be printed, read thoroughly by all owners, signed and dated by all owners (*the declaration page will generate a signature line for each owner listed in the application*), and notarized
- ❖ The declaration page must be uploaded in the document section of the application
- ❖ Acknowledgement of the above must be selected

## Declaration of Certification of Minority Status Form:

I (We) have completed and submitted the Minority Business Information System (MBISYS) form as requested by the North Central Minority Supplier Development Council and hereby certify that the information contained herein and all attachments submitted are true and correct and accurate to the best of my (our) knowledge and belief. I (We) understand that this Declaration of Certification and the criteria set forth have been developed according to the guidelines established by the NATIONAL MINORITY SUPPLIER DEVELOPMENT COUNCIL. The certification, when granted, will be for a one (1) year period. I (We) further understand that completion and submission of this form, together with all attachments hereto, is not necessarily the sole criteria for determining certification of minority status by the North Central Minority Supplier Development Council.

I (We) acknowledge that if the Council discovers that a statement has been made herein which the applicant knows to be false, the certification process will be terminated immediately. I (We) agree that all materials submitted with this package shall become the property of the Council.

I (We) further agree that once certified, the continued certification by the North Central Minority Supplier Development Council will be according to the guidelines, rules and regulations of the North Central Minority Supplier Development Council and the NATIONAL MINORITY SUPPLIER DEVELOPMENT COUNCIL and may be amended from time to time. Termination of my (our) status may be based upon, but not necessarily limited to, any one of the following:

1. Cessation of business operation by the minority business concern.
2. Discovery that any false information was knowingly supplied to the North Central Minority Supplier Development Council in the completion of this form or as contained in any attachments submitted.
3. Failure to provide timely notice or withholding of any notice to the North Central Minority Supplier Development Council of the transfer or loss of ownership and/or management and control of the business concern by its minority group members.
4. Failure or refusal to allow the North Central Minority Supplier Development Council and/or its representative access to the company's place of business upon reasonable notice and demand for the purpose of a site visit.
5. Sale, exchange, or transfer of ownership of the minority business concern, if such transfer results in the loss of control and ownership of the business concern by the minority group members.

I (We) understand and agree that the North Central Minority Supplier Development Council reserves the right to request any further and additional information that it may deem necessary to substantiate the information and representations made by the applicant (applicants) for certification. I (We) declare that the company in whose name this application is being submitted is at least fifty-one percent (51%) owned by one or more minority individuals (as defined herein) and such individuals

The undersigned hereby agrees (agree) to hold North Central Minority Supplier Development Council harmless for any and all claims, demands, and damages whatsoever arising out of the presentation of this application and all attachments hereto to the North Central Minority Supplier Development Council harmless for any and all liability in connection with the certification of the information contained in this application.

The undersigned hereby declares (declare) under penalty of perjury that all statements made in this application and any attachments hereto are true and correct. I understand that the Application Fee is non-refundable.

Business Name \_\_\_\_\_

Signature of all Proprietor, Partners and President of the Corporation \_\_\_\_\_

Date \_\_\_\_\_  
Date \_\_\_\_\_

Please have this form NOTARIZED, retain a copy of this form for your files and return the original and the attachments to:  
North Central Minority Supplier Development Council, 111 3rd Avenue South, Suite 240, Minneapolis, MN 55401

State of \_\_\_\_\_

County of \_\_\_\_\_

On \_\_\_\_\_, 20\_\_\_\_, before me, (name) \_\_\_\_\_ the undersigned Notary Public, personally appeared (name) \_\_\_\_\_, personally known to me, or proved to me on the basis of satisfactory evidence, to be the person(s) whose name (s) is/are subscribed to the within instrument, and acknowledged to me that he/she they executed in the same in his/her their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s) of the entity upon which the person(s) acted, executed the instrument. WITNESS my hand and official seal.

Notary Public \_\_\_\_\_ (Seal)

Commission Expires \_\_\_\_\_

NOTE: Public Law 99-272, the "Consolidated Omnibus Budget Reconciliation Act of 1985," which amends Section 16 of the Small Business Act, establishes penalties of up to a \$50,000 fine or imprisonment of up to five years, or both, for misrepresenting, in writing, the status of any concern or small business owned and controlled by socially and economically disadvantaged individuals (a "DBE") in order to obtain for oneself or another any prime subcontract to be awarded as a result or in furtherance or any provision of federal law that specifically references Section 8(D) if the Small Business Act for a definition of eligibility.

I acknowledge that I will print a copy of the Declaration of Certification of Minority Status to be signed by the Proprietor, Partners, or President of the Company, notarized, and submitted to the Council along with the non-refundable processing fee and required documentation requested in the next section of this application.

[Print the Declaration](#)

Owner Signature(s)



# MBE Certification Process

Online Application Which Includes Uploading Of Required Documents, Credit Card Payment Of Non-refundable Processing Fee And Submission Of Application

- ❖ ***A complete application and all required documents must be submitted***
- ❖ ***The certification process can take between 30 - 90 days once the application is complete and all required documents have been received***
- ❖ ***A On-Site Visit will be conducted with all owners of the business prior to committee review***

***Submission Of Application, Required Documents And Processing Fee Are Completed Through The NMSDC CENTRAL CERTIFICATION PORTAL ONLY Mailing These Items To The Regional Affiliate Council Is Not Acceptable***

<b>Fee Category by Annual Revenue (Millions)</b>	<b>Class 1 &lt; \$1.0 M</b>	<b>Class 2 \$1.0 – \$9.9 M</b>	<b>Class 3 \$10.0 - \$49.9 M</b>	<b>Class 4 \$50.0 M</b>
<b>Initial Certification Fees</b>	<b>\$300</b>	<b>\$400</b>	<b>\$500</b>	<b>\$750</b>
<b>Recertification Fees</b>	<b>\$250</b>	<b>\$250</b>	<b>\$350</b>	<b>\$500</b>



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# MBE Certification Application Process

- ❖ Initial Application/Documents Review, Desk Audit Completed By Certification Manager/Certification Specialist  
*(MBE will be contacted once application has been submitted, application and documents will go through a desk audit, additional information/documents may be requested)*
- ❖ Certification Manager/Certification Specialist will Schedule an **On-Site Visit** With All Owners Of The Business Prior to Committee Review –**Currently Virtual Site Visits**
- ❖ Certification Review Committee Reviews MBEs Application And Documents For Certification  
*(committee meets once a month)*
  - Committee Will Determine The Following:**
    - Hold – Request additional information and/or documents
    - Deny – Send a denial letter with reason for the denial, MBE is given the opportunity either to appeal or re-apply after a year of denial date
    - Approve – Certification Review Committee Chair sends new MBEs certification report to Board of Directors for approval
- ❖ Board of Directors Approval *(this can take up to 7-10 business days)*



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# MBE Certification Process *(cont.)*

- MBE Receives Email Welcome Letter From President/CEO
  - PDF of MBE Certification Certificate
  - Current Calendar of Events
  - Information on **MBE2MBE** Networking in NMSDC Central Portal
  - Current North Central MSDC Newsletter
  
- MBE Attends Post-Certification Orientation
  - Review of I'm Certified – What Next
  - Review of NMSDC Essential Standard on How To Help You Grow Your Business

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# YOUR CHECKLIST TO GET STARTED

- Keep North Central MSDC updated with changes to your Company Profile
- Be Part of the News – Share your success stories and get visibility
- Participate in Webinars, Events, and Workshops hosted by the North Central MSDC
- Monitor North Central MSDC emails & Constant Contact communications for upcoming events and opportunities
- Be Persistent; it will take time to succeed



# READY TO DO BUSINESS?

## Be Prepared

- Action Plan –
  - Who am I targeting?
  - What are my strengths?
  - Why me?
  - How can I deliver?
- Know your audience – Research companies you are targeting (MBEs & Corporations)
- Get registered in your target companies' Supplier Registration Portals
- Update your collateral to suit the targeted client and the occasion
- Perfect your Elevator Pitch



# PUT THINGS IN MOTION

## Execute Your Plan

- Attend North Central MSDC/NMSDC Events
- Look for MBE Sponsorship opportunities
- Get Involved with the North Central MSDC as a volunteer at events
- Find Corporate & MBE Mentors
- Ask for introductions
- Give Back- participate in supporting diverse businesses
- Network, network, network



# NEW – MBE2MBE SEARCH TOOL!

Do business and form alliances with fellow MBE firms...



Dear Certified MBE:

We are pleased to announce the roll-out of the **MBE2MBE** Search Tool and the **MBE2MBE** Collaboration Survey.

As an NMSDC-certified MBE this should provide expansion of relationship-building opportunities with other MBEs certified by your local affiliate. Once you log in (using the password provided by your local affiliate), you will be provided with the ability to either "Opt-In" or "Opt-Out" of using this module. If you decide to "Opt-In" you will be required to sign off on the Terms of Use Agreement (printable) that is provided.

Based on your decision, you will be sent a system generated email that confirms the option you have chosen.

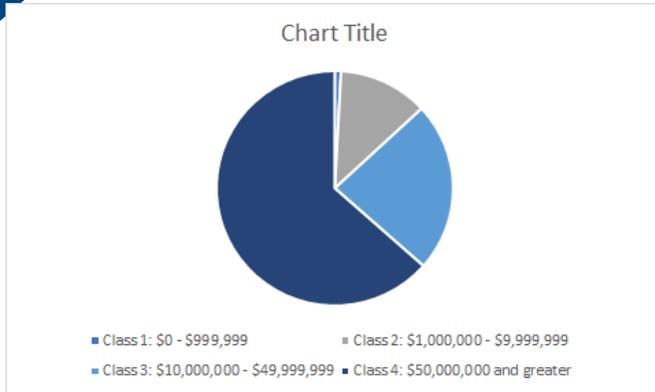
Carefully review the attached document which provides pertinent information regarding access and utilization of this new module.

Please contact your affiliate if you have any questions, or need additional assistance.

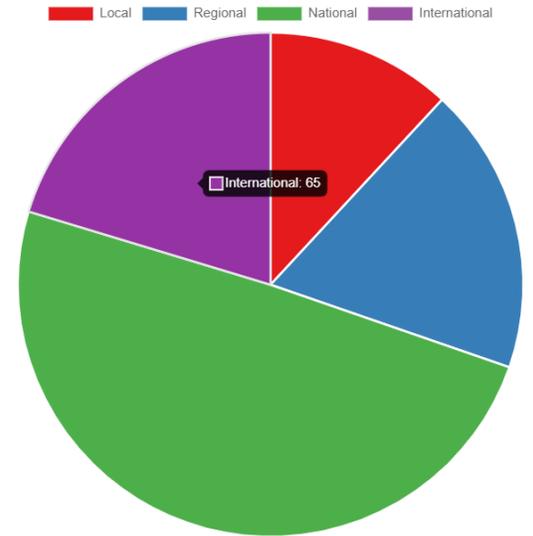
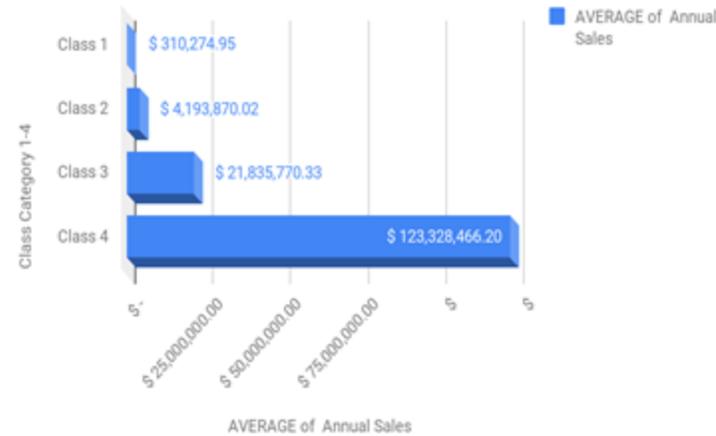
*Thank you for being an invaluable constituent of the NMSDC!*

[MBE2MBE Search Tool and the MBE2MBE Collaboration Survey](#)

# NCMSDC MBEs



Average Annual Sales Per Class



## NCMSDC MBEs by Class Category

	Class 1   Less Than \$1 Million 38.12% (122)
	Class 2   \$1M to \$10M 40% (128)
	Class 3   \$10M to \$50M 16.56% (53)
	Class 4   Over \$50M 5.31% (17)

## Average Annual Sales

Class 1	\$307,000.00
Class 2	\$4,300,000.00
Class 3	\$18,260,000.00
Class 4	\$154,295,430.03

## Market Coverage

Local		38
Regional		59
National		158
International		65

# NCMSDC National Corporate Members (Headquartered)



# NCMSDC Local Corporate/Government Members



TRANSAMERICA®



LAND O'LAKES, INC.

# NCMSDC (9) Non-Headquartered Active

National Corporate Members





### Manufacturing Suppliers | 7



### Retail & Apparel | 2



### Government | 2



### Construction | 3



### Education | 3



### Advertising, Entertainment, Media and Sports | 3



### Technology | 2



### Transportation | 2



### Automotive | 2



### Healthcare | 11



### Food & Beverage | 8



### Financial Services | 9



### Consumer Products | 5



### Utilities | 8



### Professional Services | 8



# CONTACT US – YOUR NCMSDC TEAM!



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[@NrthCntrlMSDC](https://www.instagram.com/NrthCntrlMSDC)

# Thank You

## Q & A



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