### GOOD MORNING!



### Eduardo D. Hayden

Small Business Outreach Manager





### Collaborating Partner

Thank You!

### **WELCOMING REMARKS**





### **Melonie Johnson**

President & COO

https://mgmnationalharbor.mgmresorts.com



To do business with MGM scan the QR code below



### WELCOME!

### KEYNOTE



### Maria Martinez

**Special Secretary** 

www.gomdsmallbiz.maryland.gov



www.goMDsmallbiz.maryland.gov



GOVERNOR'S OFFICE
SMALL, MINORITY & WOME
BUSINESS AFFAIRS











www.goMDsmallbiz.maryland.gov







# Lisa Mitchell Sennaar SBR

Compliance Manager

Governor of the State of Maryland, to

GOVERNOR'S CITATION
CEREMONY







https://norrisaccountingservice.com/

# Deon Norris President & CEO



Managing Partners



Amber Dozier Co-Founder

**Brittanye Briscoe**Chief Creative Officer



https://www.abcdandcompany.com/





Managing Partners



Durecia Moorer Chief Marketing Officer

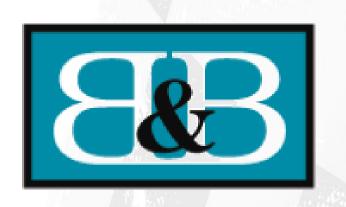
Corey Briscoe
COO

ABOD SI company

https://www.abcdandcompany.com/







https://awarenessispower.com/

# Patricia Bender CEO & President





### Bernard Young Founder / President & CEO



https://www.metrolaundryservice.biz/

## Steven Young coo











# PROCUREMENT PROGRAMS OVERVIEW

# Lisa Mitchell Sennaar SBR Compliance Manager

lisa.sennaar@maryland.gov

# Procurement Overview and Maryland's Socioeconomic Procurement Program Certifications

June 10, 2025

Presented by
Lisa Mitchell Sennaar
Small Business Reserve Program
Compliance Manager







Wes Moore Governor



Aruna Miller Lt. Governor



Y. Maria Martinez
Special Secretary



GOVERNOR'S OFFICE OF SMALL, MINORITY & WOMEN BUSINESS AFFAIRS



Implements
Maryland's 3
socioeconomic
procurement
programs across
70+ agencies and
departments



Connects small, minority, women, & veteran business owners to opportunities in the state contracting arena



Conducts free small business webinars, hosts stakeholder engagement events, and participates in outreach programs statewide



Partners with MBEs to resolve issues that arise during contract performance through the MBE Ombudsman unit



Curates online resources at the federal, state, and local levels for small business growth and development

### **Open & Transparent**



### **State Finance and Procurement Articles**

https://mgaleg.maryland.gov/mgawebsite/Laws/Statutes



### Code of Maryland Regulations (COMAR), Title 21

https://dsd.maryland.gov/Pages/COMARHome.aspx

### Maryland's Socioeconomic Procurement Programs



- Prime & subcontracting opportunities
- 70+ participating state agencies & departments
- · Race & gender specific
- Application-based certification process with MDOT's Office of Minority Business Enterprise



- Prime & subcontracting opportunities
- 50+ participating state
   agencies & departments
- Veteran specific
- Online certification process in eMaryland Marketplace Advantage



- Prime contracting opportunities
- 60+ participating state
   agencies & departments
- Race and gender neutral
- Online certification process in eMaryland Marketplace Advantage

No cost to obtain or maintain certification. Annual renewal requirements apply.

### Maryland's Socioeconomic Procurement Programs



- 9,000+ certified MBE firms
- \$2.2 Billion in awards in FY24
- \$1.6 Billion made in payments
- 1,724 Firms to Receive
   payment as an MBE in FY24



- 950+ certified VSBE firms
- \$124 Million in Awards in FY24
- 727 Prime contracts made to
   VSBE's contracts in FY24
- 104 VSBE firms received
   payments in FY24
   www.goMDsmallbiz.maryland.gov



- 5,300+ certified SBR firms
- \$483 Million in payments
- Over 2,000 Firms received payment as an SBR in FY24
- 29% increase in Certified
   Small Business database



- Only the work of certified MBEs can be counted toward an established contract goal.
- MBE certification is performed and managed by the Office of Minority Business Enterprise.
- This unit hosts a monthly application assistance workshop to prepare small businesses that are beginning the application process.

https://www.mdot.maryland.gov/tso/pages/index.aspx?pageid=114



- The Small Business Reserve (SBR) Program, provides small businesses with the opportunity to participate as prime contractors by establishing a unique marketplace where small businesses compete against other small businesses instead of larger, more established, companies.
- Self certification can only be completed online through the vendor registration process on the state's eProcurement platform - eMaryland Marketplace Advantage (eMMA) Vendors must register for an eMMA account. After registering in eMMA, vendors may access and complete a SBR application.
- Only vendors that complete the SBR application in eMMA are eligible for awards of Small Business Reserve Designated procurements.

https://gomdsmallbiz.maryland.gov/Pages/sbr-Program.aspx



- Only the work of a certified VSBE firm, performing as either a prime contractor or a subcontractor, can be counted toward an established VSBE contract goal.
- Certification in the VSBE Program requires three (3) steps:
  - STEP 1: Vendor Registration
  - STEP 2: Veteran Verification
  - STEP 3: VSBE Certification
- Vendor Registration VSBE firms must be registered as a vendor on the state's e-Procurement platform - eMaryland Marketplace Advantage (eMMA).

https://gomdsmallbiz.maryland.gov/Pages/VSBE-Program.aspx

Enter search term

**Quick Links** 

About Us

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Legislation and Policy

HOME MBE PROGRAM MBE OMBUDSMAN

SBR PROGRAM

VSBE PROGRAM

RESOURCES

**FORECAST** 

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Q



### **NEW Program Seals**

Program seals are now available to certified vendors. Certification status will be verified during the procurement process.





No cost to obtain or maintain certification. Annual renewal/review requirements apply.

#### Welcome to eMaryland Marketplace Advantage (eMMA)



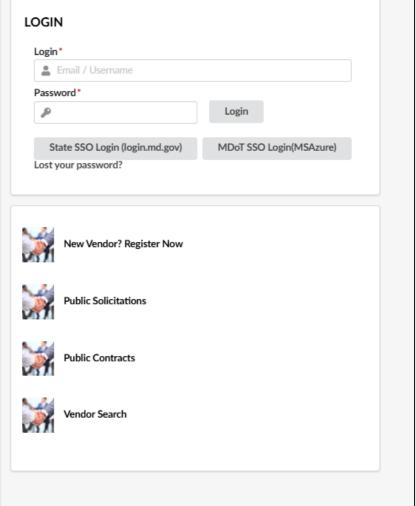
eMMA is Maryland's new online procurement platform used to connect the vendor community with contracting opportunities from state, county, and local government entities. Registered vendors will receive notices of bid opportunities, can submit bid responses online, and may obtain bid results online.

Qualified vendors may also complete the self-certification process for the Small Business Reserve (SBR) Program and Veteran-owned Small Business Enterprise (VSBE) Program.

eMMA facilitates an open, transparent, and efficient procurement process. We look forward to doing business with you!

Additional information can be found in the <u>Frequently Asked</u>
<u>Questions</u> and <u>Quick Reference Guides</u>. Any questions please contact the eMMA Help Desk at <u>eMMA.helpdesk@maryland.gov</u>.

For additional training and resources, please go to the Maryland Procurement Academy homepage at <u>State of Maryland eMMA Training</u>



**SBR Certification and Recertification (Vendors)** 

VSBE Certification/Recertification (Vendor)

### Welcome to eMaryland Marketplace Advantage (eMMA)



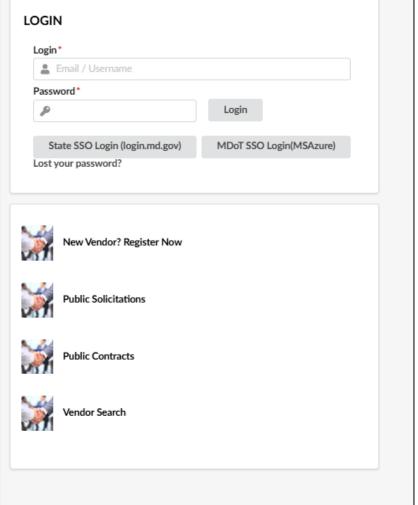
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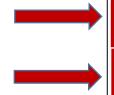
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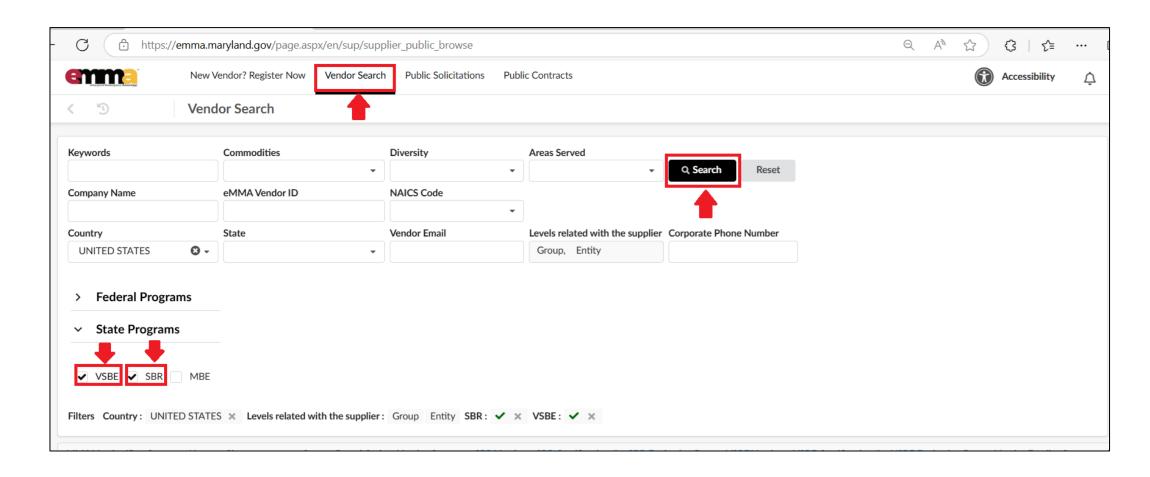




https://procurement.maryland.gov/vendor-training-and-resources/

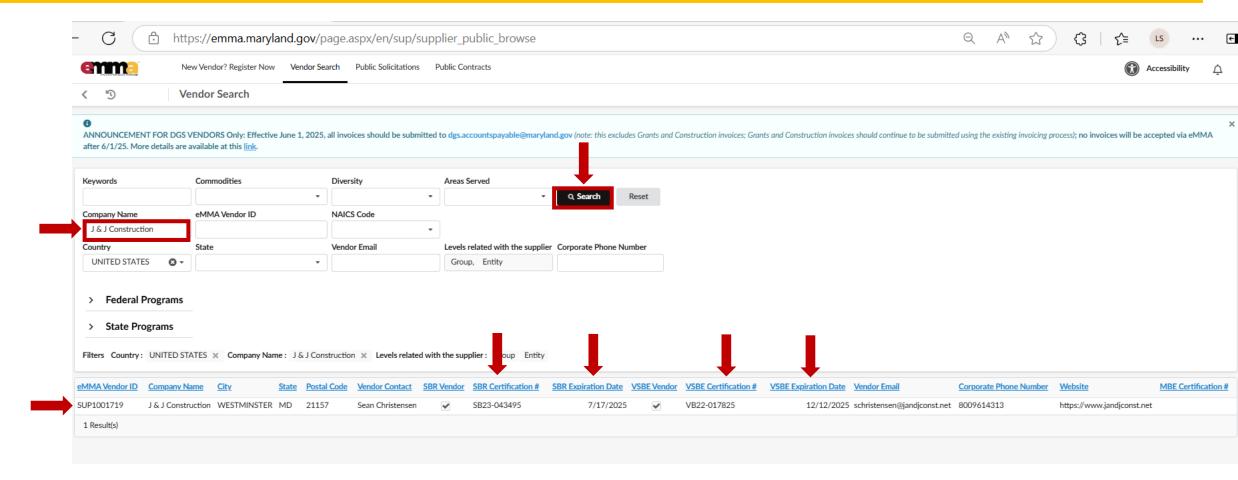


### Verifying VSBE and SBR Verification



https://emma.maryland.gov/page.aspx/en/sup/supplier\_public\_browse

### Verifying VSBE and SBR Verification



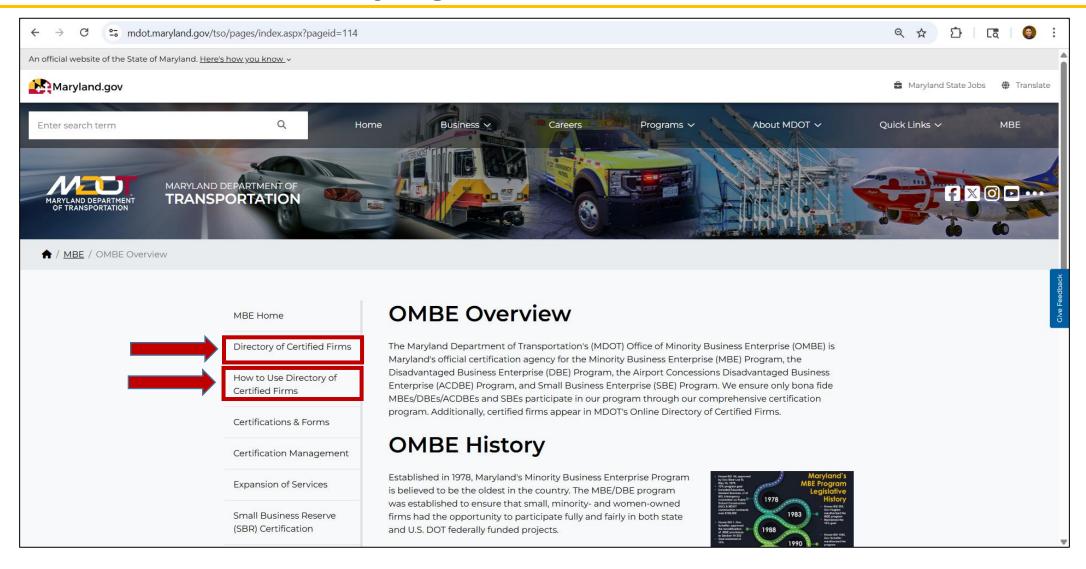
Vendor Search: eMaryland Marketplace Advantage (eMMA)

#### **MBE Certification**



https://mdot.maryland.gov/tso/pages/index.aspx?pageid=90

#### **Verifying MBE Certification**



#### **Verifying MBE Certification**



#### **Vendor Roles**



- Builds relationships with MBEs and VSBEs
- Responds to solicitations from state purchasing units
- Legal contact with the state purchasing units
- Names MBEs and VSBEs in the solicitation response
- Follows state regulations and procedures
- Receives payment from state purchasing units



- Builds relationships with prime contractors
- Responds to requests from prime contractors
- Legal contract with prime contractor
- Follows prime contractor's policies and procedures
- Receives payment from the prime contractor
- Verifies payments from prime contractor with the state's purchasing unit

#### Doing Business with the State of Maryland

The State's online public bid board is eMaryland Marketplace Advantage (eMMA)

All solicitations over \$15,000 must be published on eMMA All awards over \$50,000 must be published on eMMA

All vendors receiving a contract award from the State must be in good standing with the Department of Assessments and Taxation

The Board of Public Works approves all contracts \$200,000 and above before final "Notice to Proceed" can be awarded

MBE, VSBE, and SBR
Liaisons are positioned
within each state
purchasing unit

#### **Searching for Solicitations on eMMA**

Welcome to eMaryland Marketplace Advantage (eMMA)



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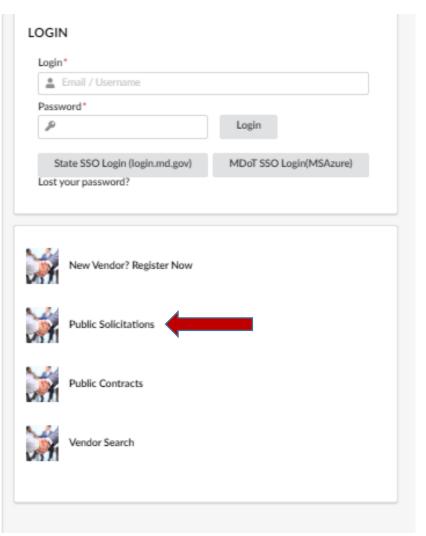
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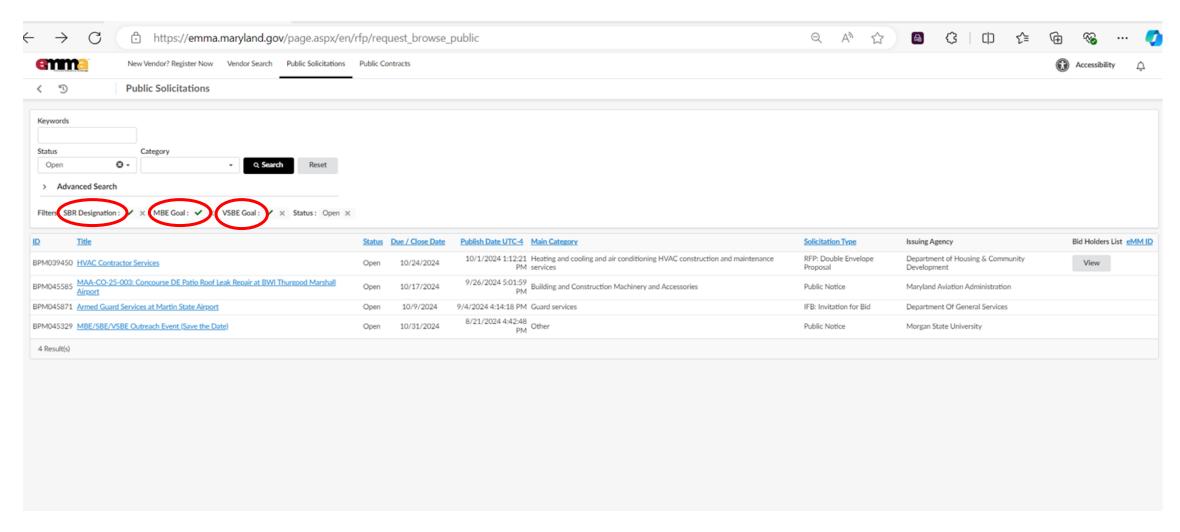
<u>Questions</u> and <u>Quick Reference Guides</u>. Any questions please contact the eMMA Help Desk at <u>eMMA.helpdesk@maryland.gov</u>.

For additional training and resources, please go to the Maryland Procurement



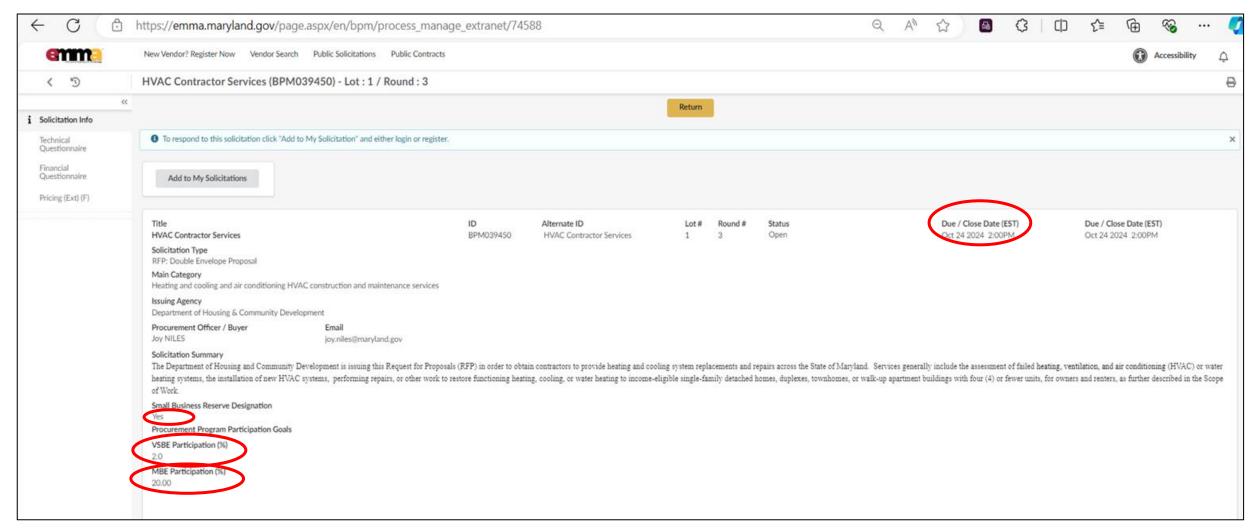
https://emma.maryland.gov/page.aspx/en/usr/login?ReturnUrl=%2fpage.aspx%2fen%2fbuy %2fhomepage

#### **Searching for Solicitations on eMMA**



https://emma.maryland.gov/page.aspx/en/usr/login?ReturnUrl=%2fpage.aspx%2fen%2fbuy %2fhomepage

#### **Searching for Solicitations on eMMA**



https://emma.maryland.gov/page.aspx/en/usr/login?ReturnUrl=%2fpage.aspx%2fen%2fbuy %2fhomepage



# Visit Our Website to Find Free Training & Insights for Procurement Success(T.I.P.S.) Webinars & To Stay Connected!

- February 11, 2025
   Prime Contracting in Maryland's Small Business Reserve(SBR) Program -
- May 13,2025
   Veteran Small Business Federal & State Updates
- June 17, 2025
   Maryland MBE Rights & Responsibilities

https://gomdsmallbiz.maryland.gov/Pages/TIPS-Webinar-Series.aspx

#### **GOSBA Main Office**

410-697-9600-

#### **MBE Compliance Managers**

Karen Reyes karen.reyes@maryland.gov 410-697-9608 (O)

Tiara Randolph tiara.randolph@maryland.gov 410-697-9596 (O)

#### **VSBE Compliance Manager**

Danielle N. Davis danielle.davis2@maryland.gov 410-697-9607 (O)

#### **SBR Compliance Managers**

Lisa Mitchell Sennaar lisa.sennaar@maryland.gov 410-697-9613 (O)

Tanita Johnson tanita.johnson1@maryland.gov 410-697-9619 (O)

https://gomdsmallbiz.maryland.gov/Pages/Contact-Us.aspx

#### Office of Minority Business Enterprise (OMBE)

Local: 410-865-1269

Toll Free: 1-800-544-6056

TTY: 1-800-735-2258

Email: <u>mbe@mdot.maryland.gov</u>

#### Office of Minority Business Enterprise Director

Jan Walker-Emeogo Phone: 410-865-1269

Email: mbe@mdot.maryland.gov

### Office of Minority Business Enterprise MBE Intake Operations Manager

Jillian Lord 410-865-1257

https://www.mdot.maryland.gov/tso/pages/index.aspx?pageid=90



# Disparity Study Online Vendor Questionnaire

The State invites ALL business owners to participate in an online vendor questionnaire to share your experiences with discrimination, if any, and its impact on your ability to conduct business in the State's marketplace.

**Online Vendor Questionnaire** 



# Mining Public Data Techniques



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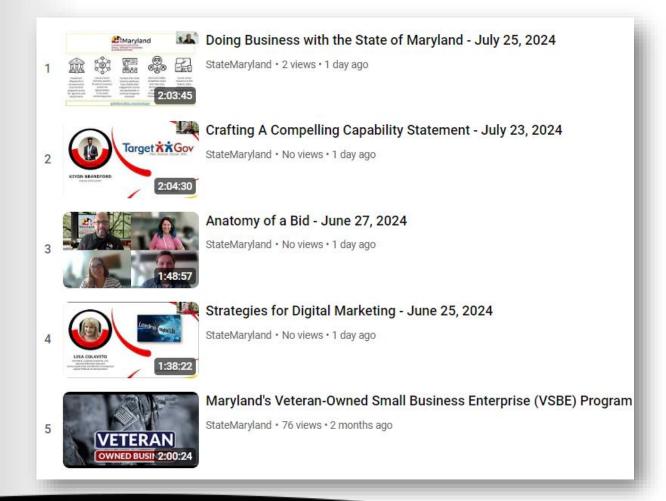


### Keep Learning

- 2 free webinars every month
- No cost to attend
- Register in advance to receive the participation link
- Download the presenter's slide deck
- Access video recordings of all classes on our YouTube playlist

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# T.I.P.S. Webinar Series Playlist



https://www.youtube.com/playlist?list=PLlgoHh4Po1J0W63akD6aGAU8JmT0qzOrX

#### **Partners**

Maryland APEX Accelerators <a href="https://www.marylandapex.org/">https://www.marylandapex.org/</a>

Greater Baltimore SCORE <a href="https://greaterbaltimore.score.org/">https://greaterbaltimore.score.org/</a>

Maryland Women's Business Center (MWBC)

https://marylandwbc.org/

Baltimore-Metro Women's Business Center (Balt-Metro WBC)

https://www.baltmetrowbc.org/

Maryland Small Business Development Center (SBDC)

https://www.marylandsbdc.org/

#### Resources

Governor's Office of Small, Minority & Women Business
Affairs

https://gomdsmallbiz.maryland.gov/Pages/default.aspx

Maryland's Office of Minority Business Enterprise (OMBE)
<a href="https://www.mdot.maryland.gov/tso/pages/Index.aspx?">https://www.mdot.maryland.gov/tso/pages/Index.aspx?</a>
<a href="PageId=90">PageId=90</a>

Maryland Department of Commerce
Maryland Financial Incentives for Business
<a href="https://commerce.knack.com/maryland-funding-incentives">https://commerce.knack.com/maryland-funding-incentives</a>

Maryland Entrepreneur HUB <a href="https://marylandentrepreneurhub.com/">https://marylandentrepreneurhub.com/</a>

#### State Agencies, Procurement & Resource Partners

Maryland Department of General Services Comptroller of Maryland Maryland Department of Housing & Community Development Maryland Department of Human Services Maryland Lottery and Gaming Maryland Department of Public Safety & Correctional Services Maryland State Police MDOT - Office of Small and Minority Business Policy MDOT – Maryland Port Administration MDOT – State Highway Administration MDOT – Maryland Aviation Administration MDOT – Maryland Transit Administration

MDOT – Maryland Transportation Authority

MDOT - Motor Vehicle Administration

Capital Region Minority Supplier Development Council Prince George's County Office of Procurement Prince George's County Economic Development Corporation Anne Arundel County Purchasing Division Towson University <u>University of Maryland – College Park</u> Washington Suburban Sanitary Commission – WSSC Water Washington Metropolitan Area Transit Authority Maryland Women's Business Center Maryland Small Business Development Center Meridian Management Group

U.S. Internal Revenue Service

#### Follow Us!



Governor's Office of Small, Minority & Women Business Affairs

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OF SMALL, MINORITY & WOMEN BUSINESS AFFAIRS



https://gomdsmallbiz.maryland.gov

# Thank You!