# WELCOME!

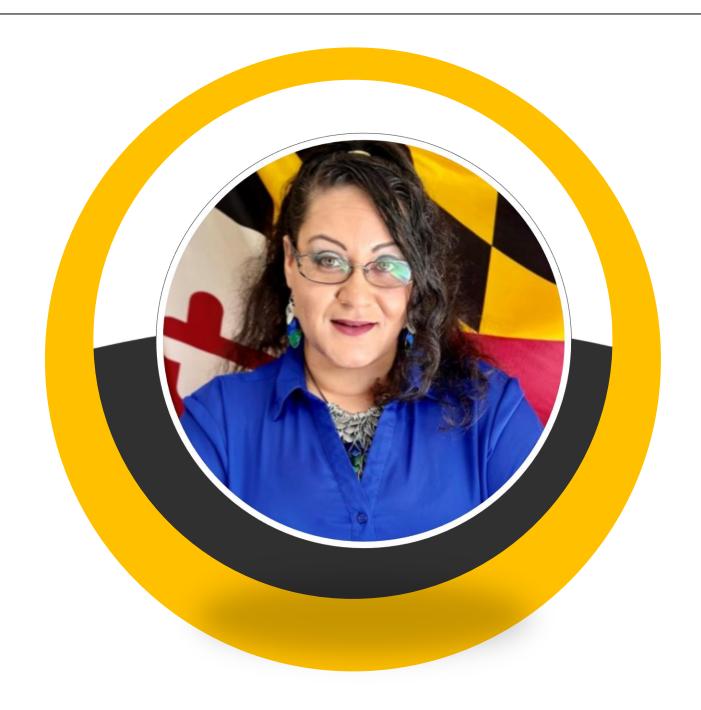
**Today's Topic:** 

Veteran
Small Business
Federal & State
Updates

T.I.P.S. SMALL BUSINESS **TRAINING & INSIGHTS FOR PROCUREMENT SUCCESS 2 WEBINARS MONTHLY 9AM-12PM CLASSES LED BY SUBJECT MATTER EXPERTS** TO REGISTER VISIT: **GOMDSMALLBIZ.MARYLAND.GOV** Maryland SMALL, MINORITY & WOMEN BUSINESS AFFAIRS goMDsmallbiz.maryland.gov

May 13, 2025

# **GUEST INSTRUCTOR**



# **DANIELLE DAVIS**

VSBE COMPLIANCE MANAGER



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

<u>goMDsmallbiz.maryland.gov</u>





# Thank you for your service & joining us today!

- VSBE Program/Eligibility VSBE Certification Maryland State Procurement Roles with the VSBE Program VSBE Data Mining Tips New Veteran related legislation VSBE Documents
- VSBE Prime Contracting Best Practices VSBE Subcontracting Best Practices Pre-Bids/Kick-off Meetings Compliance How to Build Relationships

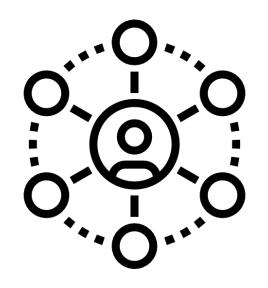
Federal VeteranCertificationFederal ContractingUpdates



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



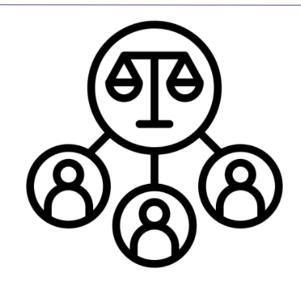
Implement
Maryland's 3
socioeconomic
procurement
programs across
70+ agencies and
departments



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



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



Work with MBEs
to address issues
that may arise
during contract
performance
through the MBE
Ombudsman unit



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

# goMDsmallbiz.maryland.gov

# 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

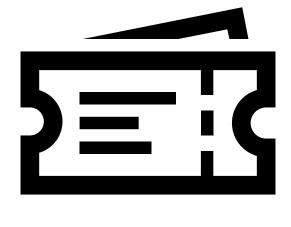


- Prime contracting opportunities
- 60+ participating state
   agencies & departments
- Race and gender neutral
- Online certification process in eMaryland Marketplace Advantage

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



# **Advantages of Certifications**



Access to Opportunities & Leverage

Recognition & Visibility



8

Networking & Collaboration

**Public Databases** 



# Poll

Where are you in your veteran-small business journey with certifications?

- A. Not certified at all
- B. Maryland State certified VSBE
- C. Federally SDVOSB/VOSB
- D. Both Federally and State certified
- E. Don't want to get certified



# The Mission

To provide more Maryland funded contracting opportunities to certified veteran-owned small business owners.

We can only do that with your help, if businesses get certified with our State VSBE Program and recertify 30- days prior to their yearly expiration date







# **VBSE Program Eligibility**

Currently, the veteran definition program is as follows:

A veteran for this State program is defined as an individual who is verified as having served on active duty in the Armed Forces of the United States, other than for training, and was discharged or released under conditions other than dishonorable.

Also must meet the 3 eligibility requirements-



# **Ownership**

Be at least 51% owned and controlled by one or more individuals who are veterans



#### Size Standards

Be a small business as defined by the <u>United States</u>
<u>Small Business Administration in 13 C.F.R.</u>
<u>121.201</u> and any subsequent revision of that regulation

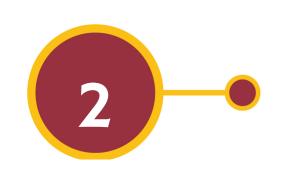


# **Type of Business**

Must be **for-profit** business

# 3- Step VSBE Certification







Veteran Verification

**VSBE** Application







# Step 1 -

# Register as A Vendor



#### 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.

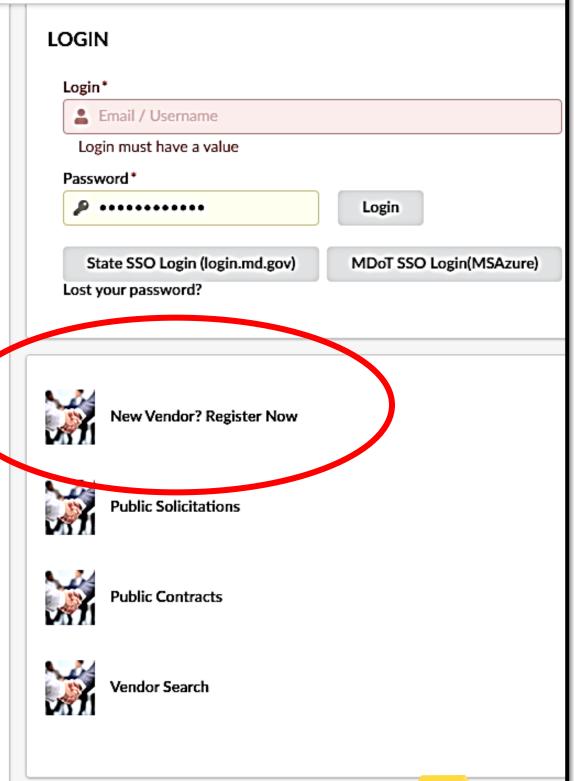
Qualified vendors may also complete the self-certification process for the Small Business Reserve (**SBR**) Program and Veteran-owned Small Business Enterprise (**VSBE**) Program.

**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>



# Step 2 -

Decide on which veteran verification path you would like to use



Processing time is longer >30 days

Several steps-Create SAM.gov account and apply for their VOSB/SDVOSB Certification



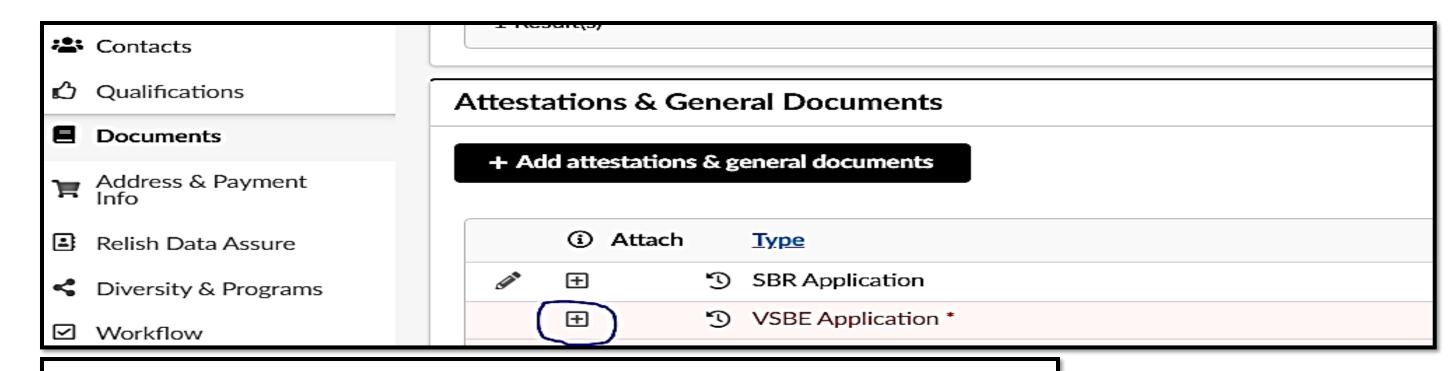
Processing time is 2-3 business days

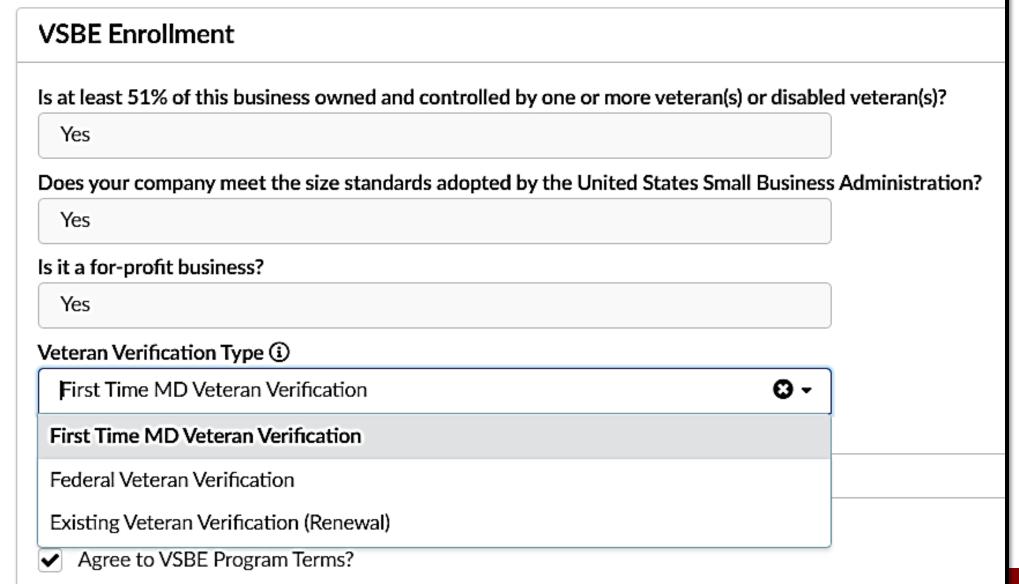
2 steps- Submit acceptable veteran documents-

(DD Form 214, Certificate of Release, VA Rating Letter) and VSBE Verification Worksheet

# Step 3 -

# Complete the VSBE Application under your eMMA profile





# **UNSPS Codes**



https://www.ungm.org/public/unspsc





Help Center

#### Opportunities

..



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of Conduct

Products and e (UNSPSC)

7

enter

ent Statistics

# United Nations Standard Products And Services Code (UNSPSC)

#### What are the UNSPSC codes?

The United Nations Standard Products and Services Code® (UNSPSC®) is a global classification system of products and services.



J - Services >

These codes are used to **classify products and services:** in the case of suppliers, to classify the products and services of their company, a classify the products and services when publishing procurement opportunities.

For more information, read this article from our Help Center:

- What are United Nations Standard Products and Services Code codes?
- · How to select United Nations Standard Products and Services Code codes?

# Search: A - Raw Materials, Chemicals, Paper, Fuel > B - Industrial Equipment & Tools > C - Components & Supplies > D - Construction, Transportation & Facility Equipment & Supplies > E - Medical, Laboratory & Test Equipment & Supplies & Pharmaceuticals > F - Food, Cleaning & Service Industry Equipment & Supplies > G - Business, Communication & Technology Equipment & Supplies > H - Defense, Security & Safety Equipment & Supplies > I - Personal, Domestic & Consumer Equipment & Supplies >

# **Once You Get Certified**

You will be assigned a VSBE Certification Number under your eMMA account and your business will be entered into the Public Database as a certified VSBE

# Internally-

Attestations & General Documents									
		(i) A	ttach	Type	Status ①	Document Date	Expiration Date Valid		
d	*	+		SBR Application	✓	5/9/2025	5/9/2026		
G C	*	<b>±</b>	MJM DD214.docx	S VSBE Application	~	5/9/2025	5/9/2026		

# Externally-





Maximize your success in Maryland's state contracting system by scheduling a personalized One-on-One Session. During this meeting, GOSBA will cover key topics to help you navigate your eMMA account and better understand the opportunities available to you as a newly certified VSBE.

#### Schedule Your One-on-One Session Today!

#### Here's what we can cover:

Your eMMA Profile: External & Internal Views
Learn how to navigate and update your eMMA profile
to ensure your business is visible in Maryland's
procurement system.

Prime Contracting vs. Subcontracting
Understand the differences between prime
contracting and subcontracting, and how to pursue
both types of opportunities as a VSBE.

Keywords & Buzzwords for Your Business
We'll help you define 3-5 key terms that accurately describe your business, which will help you find relevant contracts.

**V**Commodity Codes & UNSPSC

Explore your Commodity Codes and learn how to use the UNSPSC website to select the right codes for your business.

Data Mining: Searching for Opportunities

Learn how to use eMMA to search for awarded
contracts, open solicitations, and procurement
forecasts to stay ahead of opportunities.

Access to VSBE Directory & YouTube Channel
Get guidance on accessing the VSBE Directory and
our VSBE YouTube Channel for important updates
and resources

#### Ready to Get Started?

Schedule your One-on-One Session today to dive into these essential topics and set your business up for success.

#### Contact: Danielle Davis

VSBE Compliance Manager Email: danielle.davis2@maryland.gov

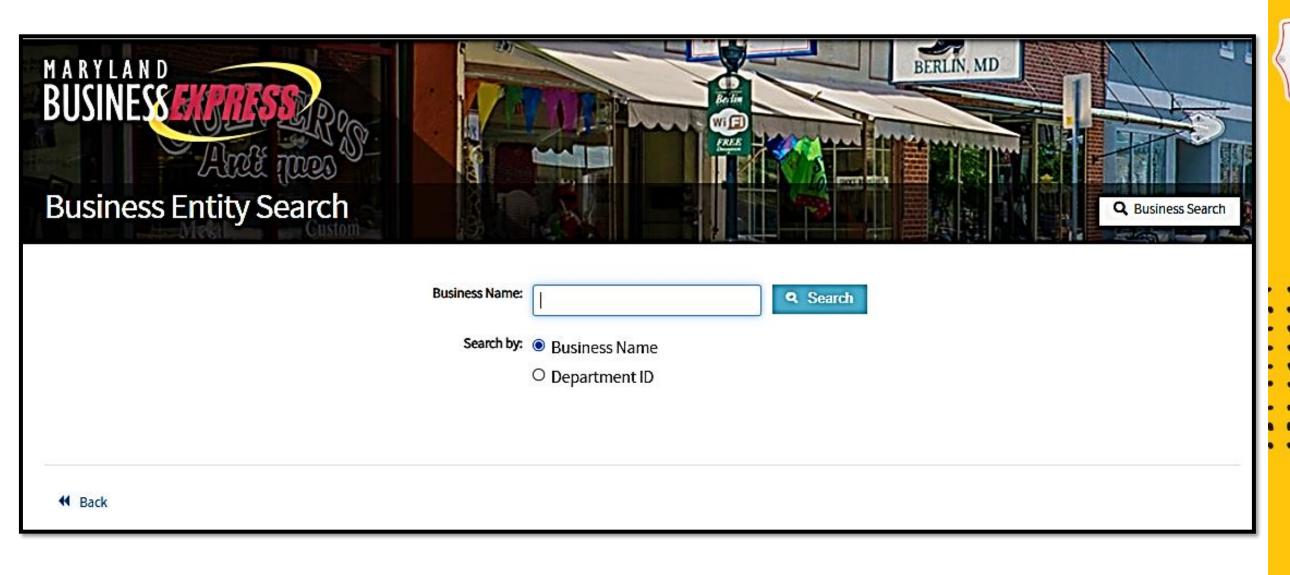
#### Staying on Track:

- On't forget to recertify your VSBE status each year.
- MD Works Program: Explore more programs designed to support veteran businesses.
- County-Specific Opportunities: Learn about veteran procurement opportunities available in specific Maryland counties.



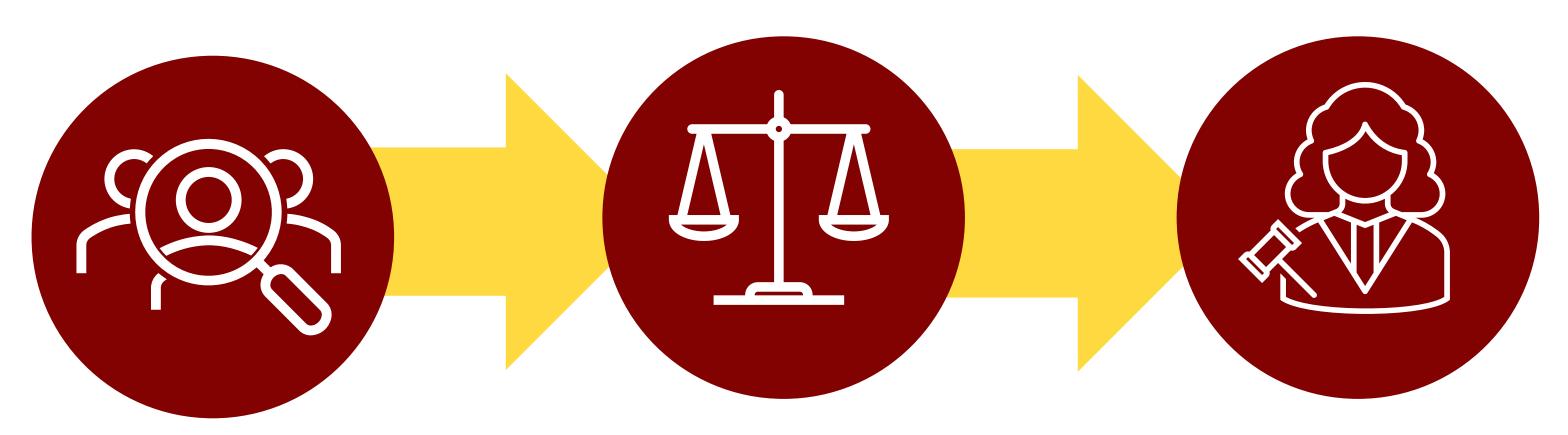
# **Good Standing**

https://egov.maryland.gov/BusinessExpress/EntitySearch/Search





# Why is VSBE Certification so Important?



### **Public Database**

Representation matters in a secure location to be searched

#### Law

The availability of veteranowned small business enterprises to respond competitively to the potential contracting opportunities. SF&P 14-602

# Advocacy

There is a hierarchy put in place to help you succeed

# What To Do With Your VSBE Certification

Determine your bandwidth & capacity

Update your Capability Statement

Do Your Market Research

Attend VSBE events & veteran-related events

Create a top 5-10 agency list to engage with

Make connections across your industry and other prime/sub

The VSBE Program is both a Prime contracting and subcontracting program.

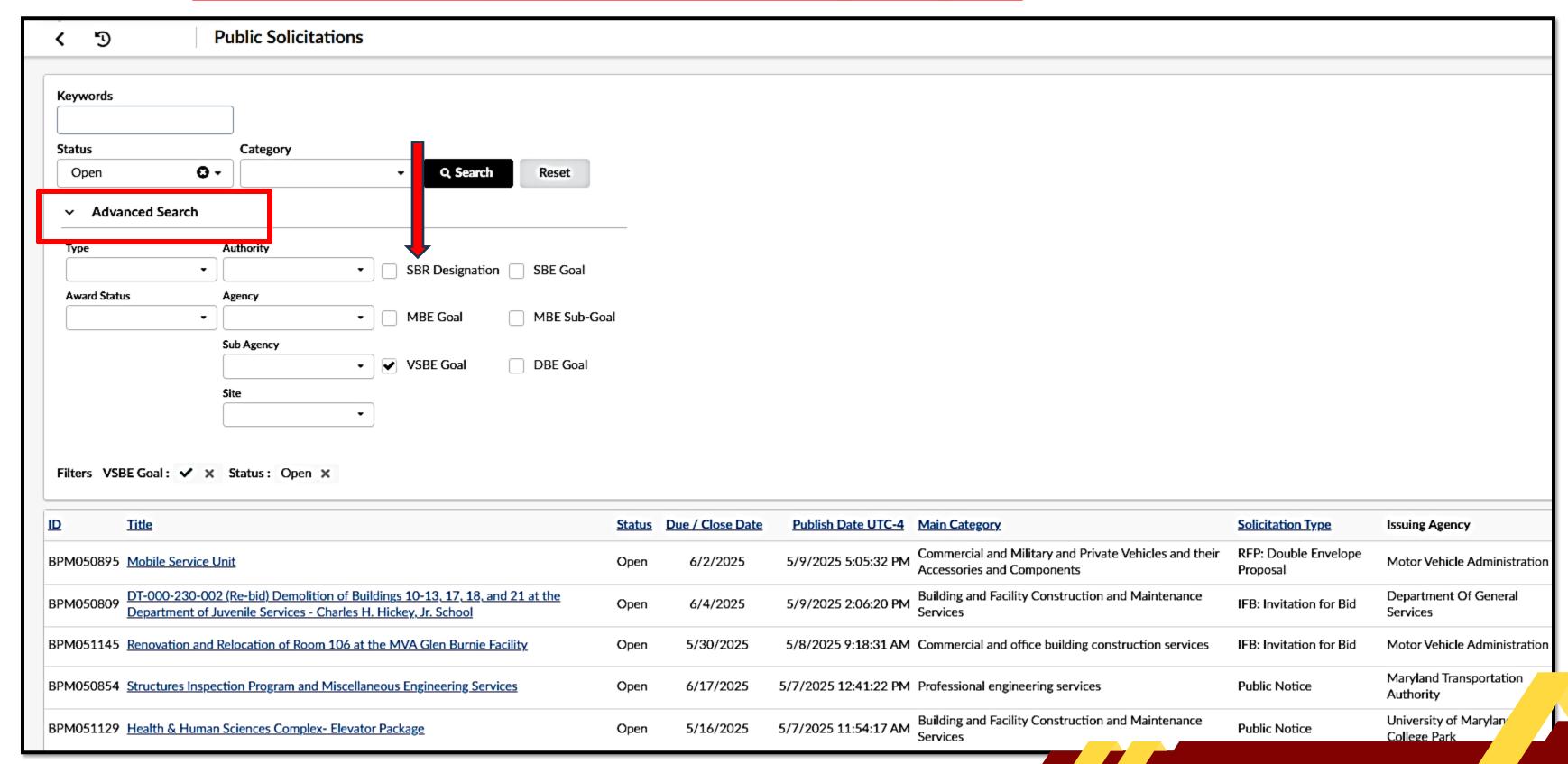
There are multiple ways to use the VSBE certification and database based on either prime or subcontracting.

Prime contracting is where your contract is directly with the State

Subcontracting is where your contract is with a Prime contractor

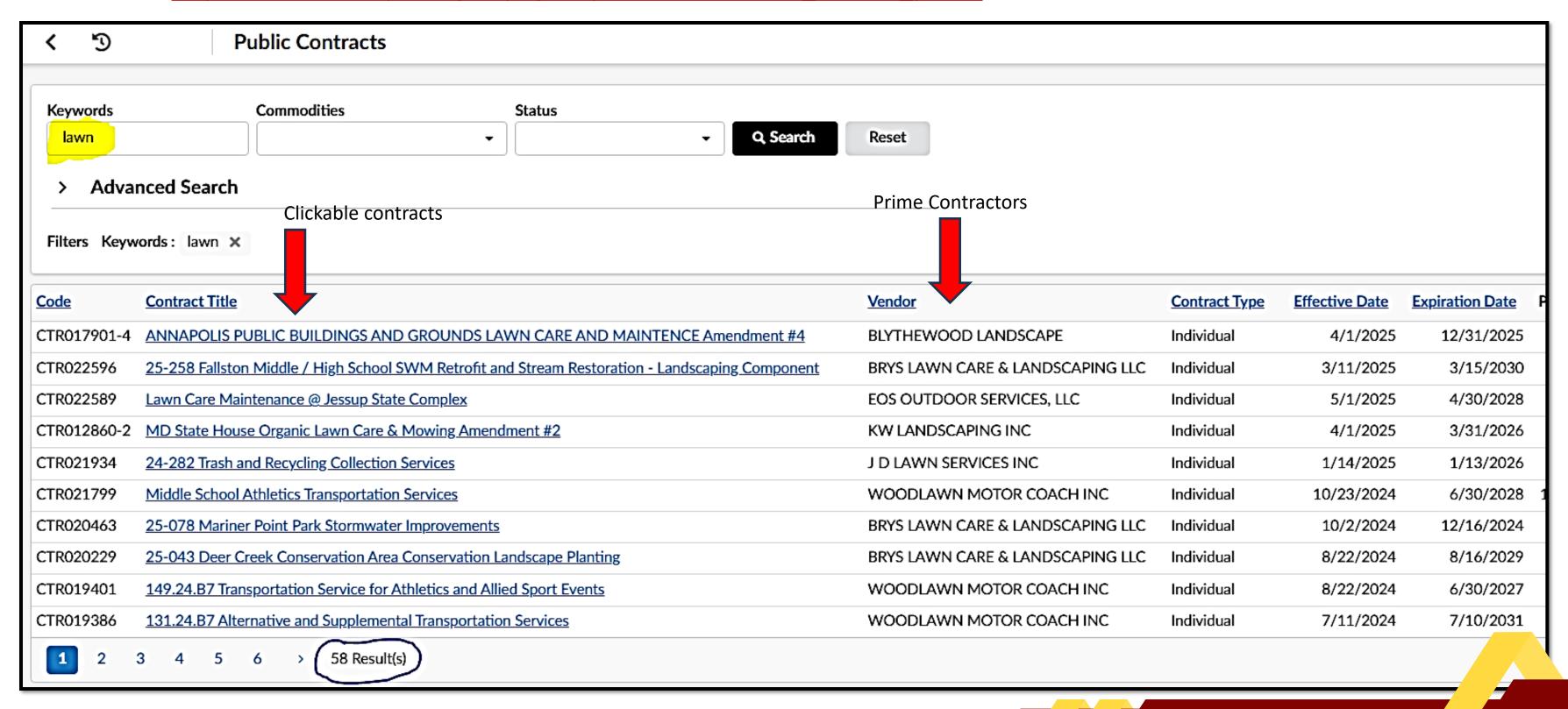
# Search on eMMA-Open Solicitations

https://emma.maryland.gov/page.aspx/en/rfp/request browse public



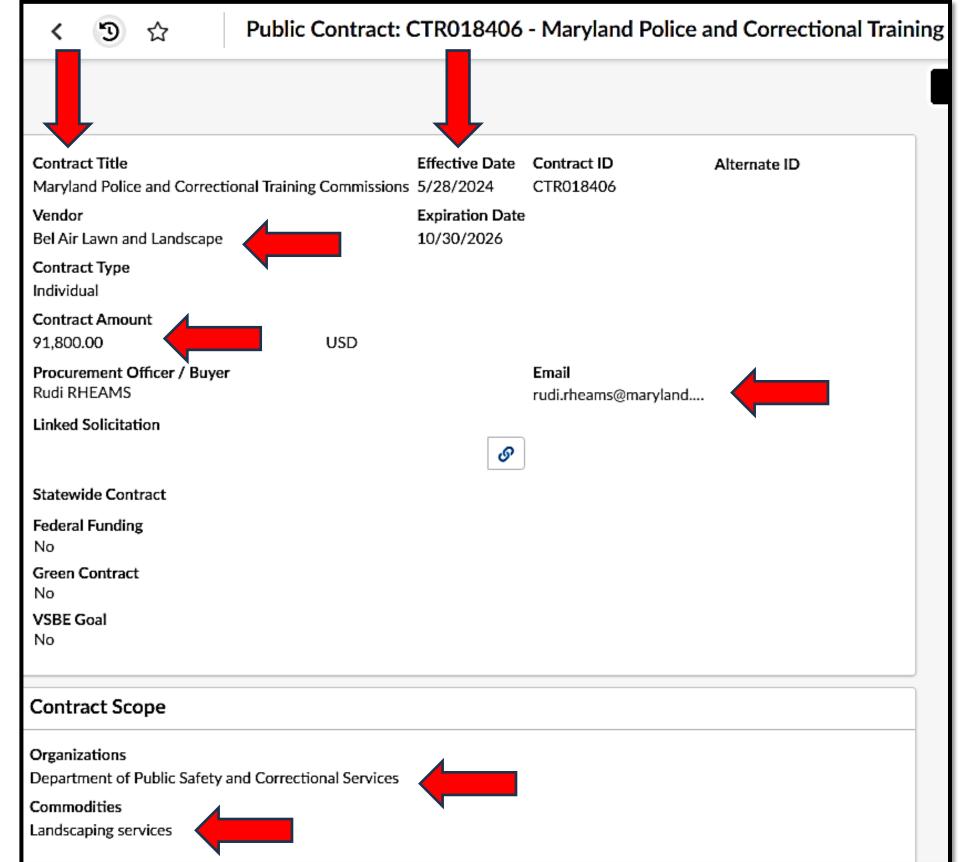
# Search on eMMA-Public Contracts

https://emma.maryland.gov/page.aspx/en/ctr/contract browse public



# Search on eMMA-Public Contracts

https://emma.maryland.gov/page.aspx/en/ctr/contract\_browse\_public



Things to look at to help you in collecting market research and understand this contract-

- Contract Title
- Effective/Expiration Dates
- Contract Amount
- Contact Information
- Organization that procured services/products
- UNSPSC description placed on the solicitation

(sometimes there are more than one)

# **Procurement Process**

#### 1. Need Identification

Focuses on the various types of goods and services that are procured by the state.

#### 2. Pre-Solicitation

Planning stages prior to preparing a procurement solicitation.



#### 4. Solicitation

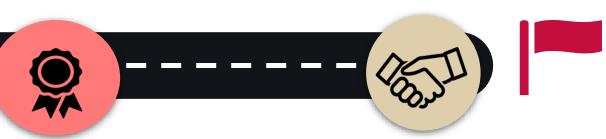
Provides the steps for public advertisement and other notices of solicitation.

#### 3. Solicitation Preparation

Includes procedures for drafting solution.

# 5. Review / Evaluation Process

Opening the vendor responses to solicitations.



#### **6. Award Process**

Includes the steps for approving contract awards.

### 7. Contract Administration Process

Focuses on post-contract award activities.

# **Procurement Categories**

Direct
Solicitation
Methods

Category 1 \$1 - \$5,000 Category 2 \$5,001 - \$15,000

Written
Proposal
Processes

Category 3 \$15,001 - \$100,000 Formal \$100,000 +

# **VSBE Contract Forms**

#### Attachment E. Veteran-Owned Small Business Enterprise (VSBE) Forms

#### E-1 VSBE UTILIZATION AFFIDAVIT AND PRIME/SUBCONTRACTOR PARTICIPATION SCHEDULE

#### (Submit with Bid/Proposal)

This document MUST BE included with the Bid/Proposal. If the Bidder/Offeror fails to complete and submit this form with the Bid/Proposal, the procurement officer may determine that the Bid/Proposal is not responsive/not reasonably susceptible of being selected for award.

In conjunction with the Bid/Proposal submitted in response to Solicitation No.\_\_\_\_\_\_,

I affirm the following:

#### 1. VSBE Participation (PLEASE CHECK ONLY ONE)

I acknowledge and intend to meet IN FULL the overall verified VSBE participation goal of

After making good faith outreach efforts prior to making this submission, I conclude that I am unable to achieve the VSBE participation goal. I hereby request a waiver, in whole or in part, of the overall goal. Within 10 Business Days of receiving notice that our firm is the apparent awardee, I will submit all required waiver documentation in accordance with COMAR 21.11.14.09. If this request is for a partial waiver, I acknowledge that I must complete Attachment E-1A (VSBE Subcontractor Participation Schedule) and Attachment E-1B (Signature Page) for the portion of the VSBE goal that I intend to meet. I acknowledge that by checking this box and requesting a full waiver of the stated goal, I must complete Attachment E-1B (Signature Page) in order to be considered for award.

The Attachment E - VSBE Forms are 17 pages.

Please make sure your have legal counsel review your documents

https://procurement.maryland.gov/ wpcontent/uploads/sites/12/2018/04/At tachmentE-VSBEForms.pdf

# VSBE Subcontractor Participation Forms

	SBE listed on VSBE Utilization Affidavit and ) within 10 business days of notification of apparent
award.	(Brime Contractor) has autored into a contract
	(Prime Contractor) has entered into a contract
	(Subcontractor) to provide services in connection with
the Solicitation described below.	
Prime Contractor (Firm Name, Mailing Address, Phone):	Project Description:
Solicitation Number:	Total Contract Amount: \$
Name of VSBE Firm:	VSBE Certification #:
Address:	FEIN:
Work to be Performed:	
Work to be Performed:  Percentage of Total Contract Amount to be Performed by this VSBE:	Total VSBE Subcontract Amount: \$
Percentage of Total Contract Amount to be Performed by this VSBE:	contractor hereby certify and agree that they have fully iness Enterprise Program law, State Finance and
Percentage of Total Contract Amount to be Performed by this VSBE:  The undersigned Prime Contractor and VSBE Subcomplied with the State Veteran-Owned Small Bus Procurement Article, Title 14, Subtitle 6, Annotated	contractor hereby certify and agree that they have fully iness Enterprise Program law, State Finance and d Code of Maryland.
Percentage of Total Contract Amount to be Performed by this VSBE: The undersigned Prime Contractor and VSBE Subcomplied with the State Veteran-Owned Small Bus Procurement Article, Title 14, Subtitle 6, Annotated  Prime Contractor  Printed Name	contractor hereby certify and agree that they have fully iness Enterprise Program law, State Finance and d Code of Maryland.  Subcontractor
Percentage of Total Contract Amount to be Performed by this VSBE: The undersigned Prime Contractor and VSBE Subcomplied with the State Veteran-Owned Small Bus Procurement Article, Title 14, Subtitle 6, Annotated  Prime Contractor  Printed Name  Printed Title	contractor hereby certify and agree that they have fully iness Enterprise Program law, State Finance and d Code of Maryland.  Subcontractor  Printed Name
Percentage of Total Contract Amount to be Performed by this VSBE:  The undersigned Prime Contractor and VSBE Subcomplied with the State Veteran-Owned Small Bus Procurement Article, Title 14, Subtitle 6, Annotated	contractor hereby certify and agree that they have fully iness Enterprise Program law, State Finance and d Code of Maryland.  Subcontractor  Printed Name  Printed Title

#### VSBE PARTICIPATION VSBE Subcontractor Paid/Unpaid Invoice Report Report #: Solicitation #: Reporting Period (Month/Year): Contracting Unit: Note to Report Preparer: VSBE Subcontract Amt: Report is due by the 10th of the month following the month Project Start Date: the services were performed. Please number reports in Project End Date: sequence. Services Provided: VSBE Subcontractor Name: VSBE Certification #: Contact Person: Address: City: Phone: E-mail: Subcontractor Services Provided: List all payments received from Prime Contractor during List dates and amounts of any unpaid invoices over 30 days reporting period indicated above. Date Invoice Amount Invoice Amount 3. Total Dollars Paid: \$ Total Dollars Unpaid: \$ Prime Contractor: Contract Person: • Return an electronic signed copy of this/each form to the following e-mail addresses: VSBE Liaison Contract Monitor/Contracting Unit E-mail E-mail Phone Number Phone Number Subcontractor Signature (Required) Date Attachment E - VSBE Forms Page E-17 Effective Date: September 1, 2022

# VSBE Prime Contractor Participation Forms

#### E-1B SIGNATURE PAGE

To complete Affidavit committing to VSBE(s) or requesting waiver, Bidder/Offeror must sign below:

I solemnly affirm under the penalties of perjury that: (i) I have reviewed the instructions for the VSBE Utilization Affidavit and VSBE Subcontractor Participation Schedule; and (ii) the information contained in the VSBE Utilization Affidavit and VSBE Subcontractor Participation Schedule are true to the best of my knowledge, information, and belief.
PLEASE PRINT OR TYPE
Company Name:
Company Address:
Company Address.
Name of Authorized Representative:
This of Fationica representative.
TC-al
Title:
Signature of Authorized Representative:
<b>.</b>
Date:

# VSRF PARTICIPATION

Report #:		Solicitation #:				
eporting Period (Month/Year):		Contracting Unit:				
into to Depart Property		Contract Amount:  VSBE Subcontract Amount:  Project Start Date:  Project End Date:				
Note to Report Preparer: Report is due by the 10th of the mo.						
ne services were provided. Please i equence.	number reports in					
		Services Provided:				
rime Contractor:			Contact Barrens			
Address:			Contact Person:			
ity:		1	State:	ZIP:		
hone:			E-mail:			
/SBE Subcontractor:			Contact Person:			
hone:			E-mail:			
ubcontractor Services Provided:						
Incommunity Services Provided:						
st all payments made to VSBE sub	bcontractor named above	List da	tes and amounts of any o	outstanding invoices:		
uring this reporting period:						
Invoice #	Amount		Invoice #	Amount		
•		1.				
		2.				
		3.				
		4.				
ł.		4.				
tal Dollars Paid: \$		Total Dollars Unpaid: \$				
each VSBE Subcontr	BE Subcontractor is us actor. c signed copy of this/			•		
Contract Monitor/Contracting	; Unit	V	SBE Liaison			
E-mail			E-mail			
	Phone Number			Phone Number		
Phone Number		P	hone Number			

# New Veteran Related Procurement Items

Executive Order 2024
Procurement Reform Act 2025

Seeks to modernize the state's procurement processes to enhance efficiencies, accountability, competition and small business access to state contracts. This includes several areas for of VSBEs.



# **New VSBE Reserve Program**

A new Prime contracting program with Department of Veterans & Military Families and Military Department coming FY2026



## **Allow Procurement Officers**

# **More Leverage**

Ensure bids are not rejected for curable items on forms

Allows procurement officers to modify contract goals



# **Update Veteran Definition**

The current definition of "Armed Forces" will be updated to "Uniformed Services" to be more inclusive. This will allow more VSBEs to join the program.

# **UPCOMING**



Join the Governor's Office of Small, Minority & Women Business Affairs
Monthly 2025 Certification Workshop!

This May workshop will be hosted in Baltimore City, in collaboration with the Mayor's Office of Small and Minority Business Advocacy & Development which will include resources for small business, networking and certification components. In addition, Maryland Department of Transportation (MDOT) Office of Small and Minority Business Policy will provide a brief overview of the Minority Business Enterprise (MBE) Program and the process for certification. Firms interested in Maryland's Small Business Reserve and/or the Veteran-Owned Small Business Enterprise (VSBE) Program may seek certification at this event. Program to promptly start at 9:45 A.M.

#### You must bring:

- Own Laptop (required to complete the certification process)
- · Google Chrome browser
- Tax ID Number (EIN)
- For VSBE Certification: Electronic copy of your DD214
- For SBR Certification: Electronic access to the last 3 years of your business' gross sales (2024, 2023, and 2022 tax returns) and number of employees

#### \*Registration Required\*



Scan the QR Code to Register

#### Workshop Details:

**May 16, 2025** 9:30 A.M. - 12:30 P.M.

Middle Branch Fitness and Wellness Center 201 Reedbird Avenue, Baltimore, MD 21225









https://edacwbc.ecenterdirect.com/events/864

U.S. Small Business Administration

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration

### 2025 National Women Veterans' Day Entrepreneurship Conference

Helping Women Navigate the Small Business Marketplace

Conference Opportunities: Join us at Morgan State
University's (MSU) School of Business for an informational
conference featuring local, state, and federal resources for
small businesses.

#### Participants will:

- · Receive new start-up business resources
- · Meet resource partners and network
- Hear from federal and state procurement professionals

Powered by MSU Title III - Sponsored Programs

and Community Partners

· Celebrate and honor inspiring women veterans

June 11, 2025

GLORIA DENT

Sergeant Major (Retired)

CEO of Genergi Logistics

9:00 am - 3:00 pm

**MSU Business School** 













# **Contact The VSBE Queen**

If you would like more information on any of the information shared today, please feel free to reach out to me.

Email is always the best method of communication.

https://gomdsmallbiz.maryland.gov

Danielle.Davis2@maryland.gov





FOR YOUR ATTENTION,

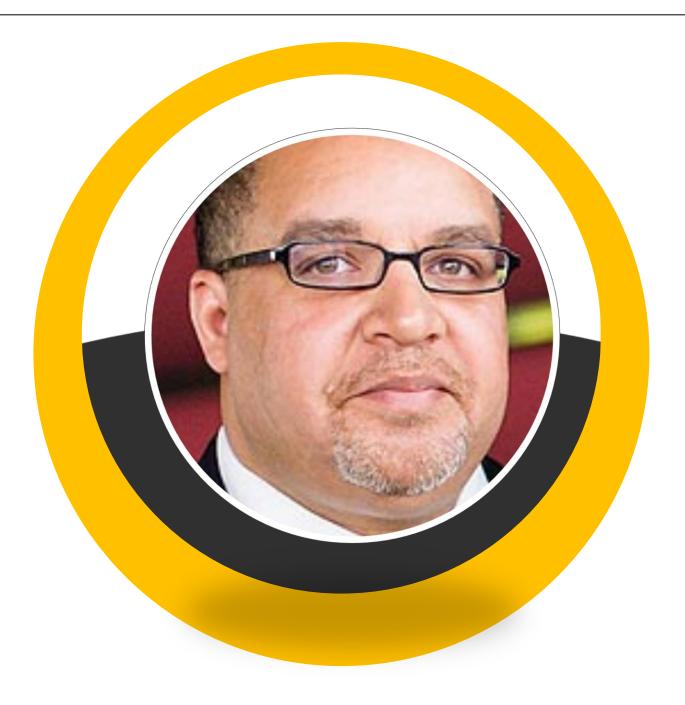
Next up is Mr. Sean Stinnett



# STATE PROCURENTY EST. 2019

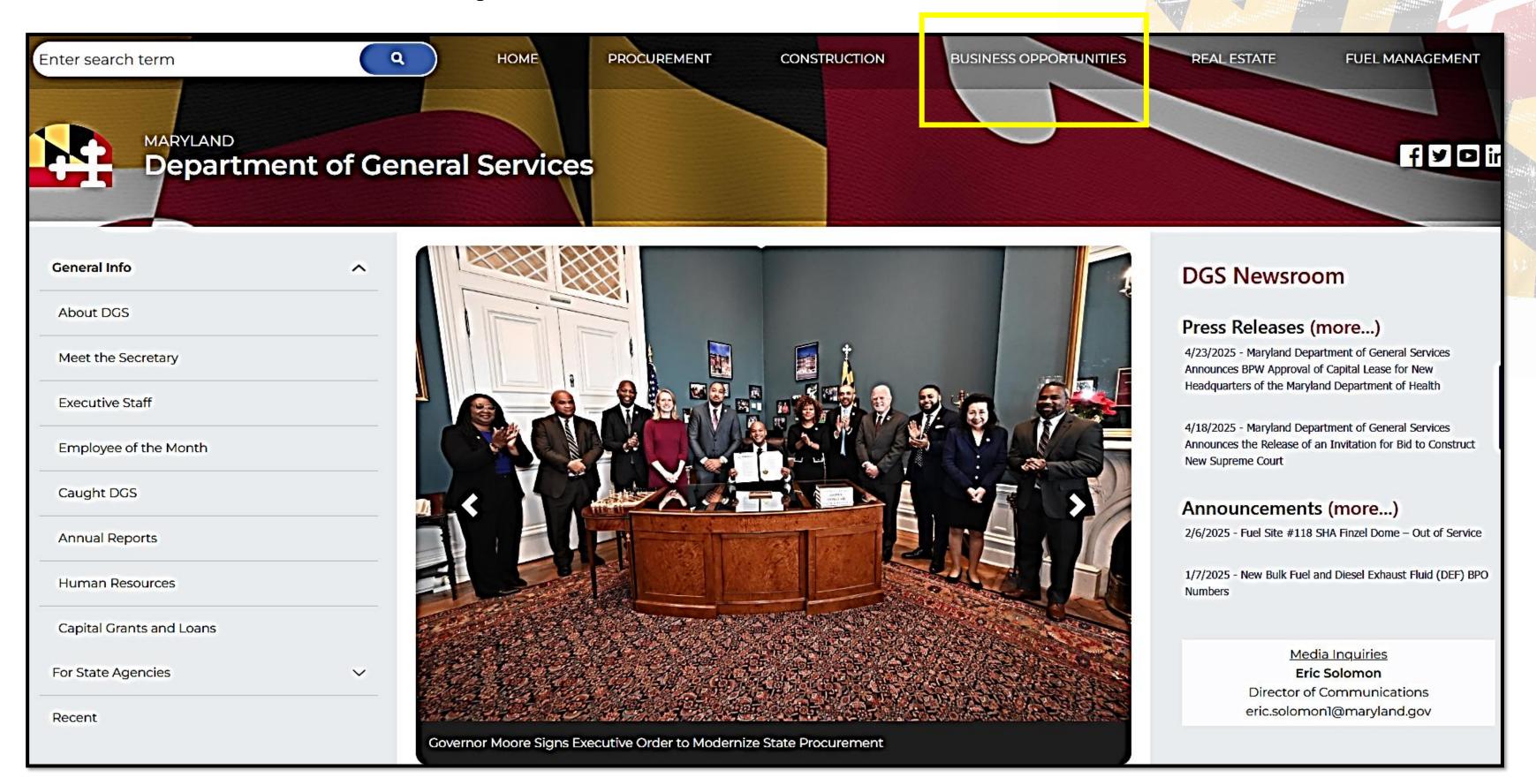
https://procurement.maryland.gov/

# **GUEST INSTRUCTOR**



# **SEAN STINNETT**

CMPA, CMPO, MBE/VSBE/SBR LIAISON & MBE/VSBE COMPLIANCE SUPERVISOR OFFICE OF STATE PROCUREMENT



#### MARYLAND Department of General Services **Business Opportunities** ^ Small businesses are the foundation of a strong, healthy and vibrant economy. The Office of Business Programs (OBP) helps small, minority, woman and veteran-owned businesses grow by providing companies with access to retary procurement opportunities with DGS. Small Business Programs Minority Business Enterprise Veteran-Owned Small Business Programs the Month **Business Assistance & Access To Opportunities** It is the mission of the Office of Business Programs to ensure businesses have access to the information they need to effectively compete on state contracts. "Doing Business with DGS" Training Program Receive information on how to compete effectively on contracts and how to leverage your certifications to participate in contracting opportunities. urces Business Opportunities Information Sessions Receive information on upcoming contracting opportunities related to specific projects and services DGS and Loans will be procuring. For more details on these events, and for a listing of other business events OBP participates in, view the OBP icies V Outreach Calendar. **Notification of Opportunities** Complete the Business Opportunities Notification Form to begin receiving notifications of business opportunities and events relevant to your business.

https://procurement.maryland.gov/how-to-do-business-with-the-state-of-maryland/



**ALL BUSINESSES** should register on eMaryland Marketplace Advantage (eMMA), the State's procurement portal. Registration is free and you can begin here:



The State of Maryland and local governments and schools use eMMA to publish solicitations. Once registered with eMMA, your business will receive email notifications of solicitations issued under the NAICS codes your business identified during registration. So be sure to register for as many commodity codes as may apply to your business.



35

#### When you receive notification of a solicitation:

- · Review the solicitation's scope of work.
  - To determine whether your business is able to meet the requirements, and whether you would like to submit a Bid or Proposal to the State. If your business is not able to meet the solicitation's requirements, it still may be possible to perform as a subcontractor.
- Attend the Pre-Bid/Proposal Conferences.
  - For those solicitations your business is interested in. Pre-Bid/Proposal conferences are a good opportunity to improve your
    understanding of solicitation requirements, network with other vendors and discuss potential subcontracting opportunities.

Ask questions!

https://procurement.maryland.gov/how-to-do-business-with-the-state-of-maryland/

- Make sure your Bid or Proposal includes all required documentation.
  - And fully addresses all requirements in the solicitation from the requesting State agency.
- Submit Bids or Proposals by or before the Bid/Proposal Due Date and Time.
  - Bids or Proposals submitted after the Due Date and Time will be rejected.

**WOMEN-OWNED and MINORITY BUSINESSES** should register with the Maryland Department of Transportation (MDOT) to become certified as Minority Business Enterprises (MBEs).

Only this pool of certified MBEs is eligible to be considered for MBE subcontracting opportunities on State of Maryland contracts. Visit the MDOT MBE website.

From the MDOT MBE homepage, vendors can access an overview, applications assistance workshop, and certificates and forms for becoming certified.

**SMALL BUSINESSES** can self-certify through eMMA for the Small Business Reserve (SBR) Program. Information for this program, including registration information, may be found here. Some procurements are reserved for small businesses, which means that small businesses are competing only against other small businesses.

VETERAN-OWNED SMALL BUSINESS ENTERPRISES (VSBEs) must be verified by the Center for Veterans Enterprise of the United States

Department of Veterans Affairs in order to be eligible to be considered for VSBE subcontracting opportunities on State of Maryland contracts.

VSBEs can obtain more information and apply for verification through the Office of Small & Disadvantaged Business Utilization on their website.

### Standard & Pipeline Purchases

			The state of the s	
Construction	Facilities Maintenance	Commodities	Information Technology	Professional Services
<ul> <li>Architectural &amp; Engineering</li> <li>General Contractors</li> <li>Trade Contractors</li> <li>Roofing</li> <li>Building Envelope</li> <li>HVAC</li> <li>Electrical</li> <li>Plumbing</li> <li>Paving</li> </ul>	<ul> <li>Janitorial Services</li> <li>Security Guard         Services</li> <li>Comprehensive         Building Management</li> <li>Pest Control</li> <li>Elevator Maintenance</li> <li>Fire Alarm/Sprinkler         System         Inspection/Maintenanc         e</li> <li>Window Washing</li> <li>Landscaping</li> </ul>	<ul> <li>Vehicles &amp; Vehicle         Parts</li> <li>Uniforms &amp; Clothing</li> <li>Law Enforcement         Supplies</li> <li>Fish &amp; Fish Food</li> <li>Road Salt</li> <li>Lab Supplies &amp;         Equipment</li> <li>Food &amp; Beverages</li> <li>Medical Supplies &amp;         Equipment</li> <li>Office Supplies</li> </ul>	<ul> <li>Consulting &amp; Technical Services (CATS)</li> <li>Hardware and Associated Equipment and Services</li> <li>Commercial Off-the-Shelf Software (COTS)</li> <li>Desktop, Laptop, and Tablet</li> </ul>	<ul> <li>Audit Services</li> <li>Job Recruitment         Advertising</li> <li>Statewide Fleet         Maintenance and         Repair Services</li> <li>Foreign Language         Interpretation/Translati         on</li> <li>Travel Services</li> </ul>
			See IT Master Contracts  page	See Professional Services  page

www.ugs.iviaryianu.gov



dgs.maryland.gov

#### MBE/SBR/VSBE Liaison

#### MBE/SBR/VSBE Liaison

Sean A. Stinnett

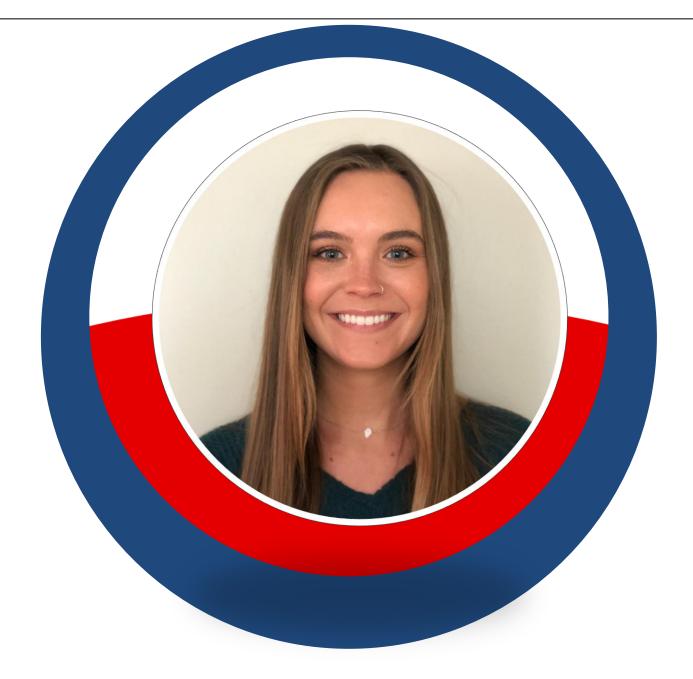
MBE/VSBE/SBR Liaison &

MBE/VSBE Compliance Supervisor

Office: 410-767-4530 / Cell: 410-404-0065

Sean.Stinnett1@maryland.gov

#### **GUEST INSTRUCTOR**



#### **CAROLINE HENSON**

BUSINESS OPPORTUNITY SPECIALIST / VETERAN BUSINESS DEVELOPMENT OFFICER



# U.S. Small Business

https://www.sba.gov/district/baltimore

goMDsmallbiz.maryland.gov



# SBA VetCert Program & MySBA Certifications

sba.gov/vetcert

certifications.sba.gov

#### **Qualify for Federal Contracts with Certifications**



The SBA works with federal agencies to award at least 23% of all prime government contracting dollars each year to small businesses that are certified with the **SBA's contracting programs**. Programs include:

8(a) Business Development Program Historically
Underutilized
Business Zones
(HUBZone)
Program

Women-Owned Small Business (WOSB) Program

Veteran Small
Business
Certification
(VetCert)
Program



# Veteran Small Business Certification (VetCert) Program

- Certification with SBA allows service-disabled veteran-owned small businesses (SDVOSBs) to compete for federal sole-source and set-aside contracts across the federal government
- Certified veteran-owned small businesses (VOSBs) have opportunities to pursue sole-source and set-aside contracts at the VA under the VA's Vets First program
- The Veteran Small Business Certification was transferred from the VA to the SBA as of January 1, 2023
- The transfer provides veterans with a central support point for their small business certification needs
- As of January 1, 2024, self-certification is no longer accepted by the SBA
- As of January 1, 2024, the set-aside contracting goal for the VetCert program has been increased from 3% to 5%



#### **Benefits of SBA Certification**

- The federal government aims to award at least 5% of all federal contracting dollars to SDVOSBs each year
- Competition is limited for certain federal contract opportunities to businesses that participate in the SDVOSB program
- Certification allows SDVOSB firms the opportunity to compete for sole-source and receive setaside contracts across the federal government
- Certified VOSBs may also compete for sole-source and set-aside contracts from the VA under the VA's Vets First Authority



#### How Does a Business Prepare for Application?

#### **Step 1: Determine eligibility.**

- The business owner must be a veteran or a service-disabled veteran as established in Title 38 CFR Part 74 or 13 CFR Part 128.
- Be considered a small business as defined by the size standard corresponding to at least one NAICS code listed in the business's SAM.gov profile.
- No less than 51 percent of the business must be owned and controlled by one or more veterans.
- For certification as a SDVOSB, no less than 51 percent of the business must be owned and controlled by one or more veterans rated as service-disabled by VA.

**Step 2: Ensure registration in SAM.gov.** The business MUST be registered in SAM.gov to move forward.

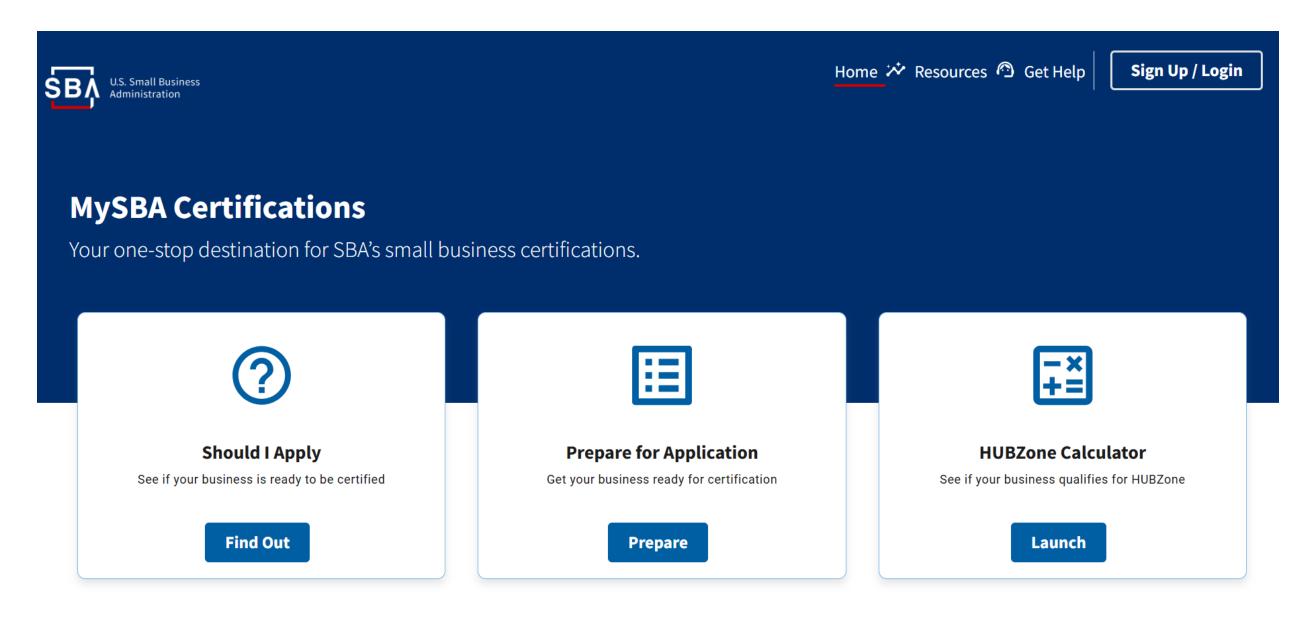
Step 3: Gather required documentation before beginning the application. A <u>fact sheet</u> listing required documentation is available at <u>certifications.sba.gov</u>.



#### **MySBA Certifications**

#### **Landing Page to Login or Register a New Account**

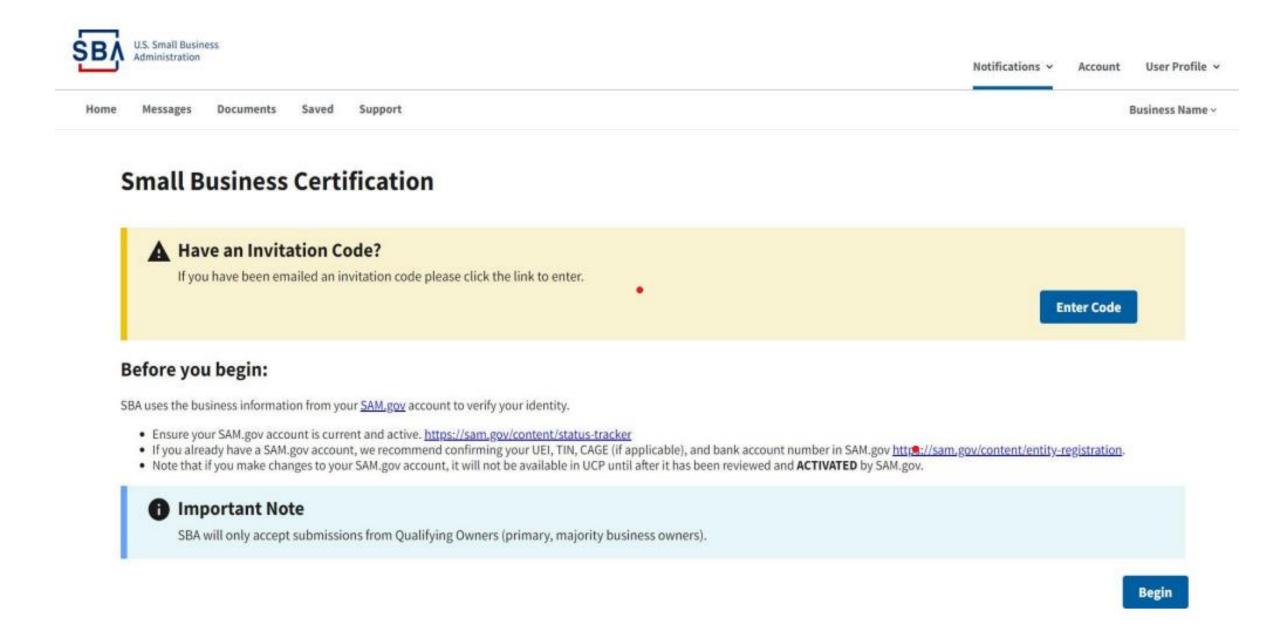
certifications.sba.gov



**Benefits of Certification** 



#### **Post-Login Landing Page**





#### **Claim Your Business**

#### **Claim Your Business**

To claim your business, you must verify your business information with SAM.gov. If you have multiple businesses, you will need to verify each business separately.

#### This process must be completed by a Qualifying Owner of the business

The Qualifying Owner is also responsible for attesting to the legally-required verification of information during the application process.

#### Verify your business ownership with SAM.gov.

SBA uses the business information from your <u>SAM, gov</u> account to verify your identity.

Before you begin:

- Ensure your SAM.gov account is current and active. https://sam.gov/content/status-tracker
- If you already have a SAM.gov account, we recommend confirming your UEI, TIN, CAGE (if applicable), and bank account number in SAM.gov <a href="https://sam.gov/content/entity-registration">https://sam.gov/content/entity-registration</a>
- Note that if you make changes to your SAM.gov account, it will not be available in UCP until after it has been reviewed and ACTIVATED by SAM.gov.

IMPORTANT NOTE: SBA will only accept submissions from Qualifying Owners (primary, majority business owners).

#### For sole proprietorships

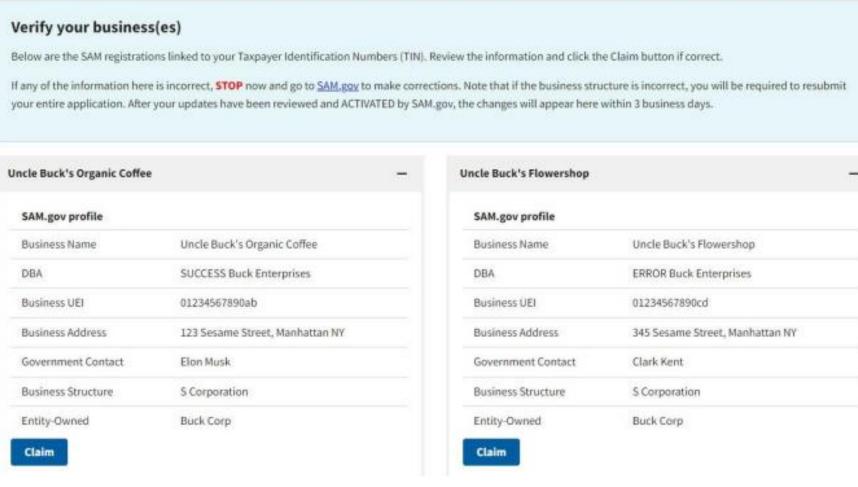
You can use your Social Security Number (SSN) for business purposes. However, it is highly recommended that businesses obtain an Employer Identification Number (EIN). Applying for an EIN is simple and using your SSN for business can pose security and privacy risks. Please visit <u>IRS.gov</u> to apply for an EIN.

Unique Entity ID (UEI) *
Conque Entry to (OE)_
12 Alphanumeric characters. No spaces allowed.
CAGE Code
If applicable. If you have multiple, enter any valid one. Must correspond with bank account below and be 5 alphanumeric characters.
Bank Account Number *
Enter the bank account number EXACTLY as it was provided to SAM gov. NOTE: SBA encrypts th number, and will only use it for confirmation.
Taxpayer Identification Number (TIN)
TIN must contain only numeric digits and must be 9 digits in length. No spaces or hyphens allowed.
If you are not a Qualifying Owner, DO NOT PROCEED
Find



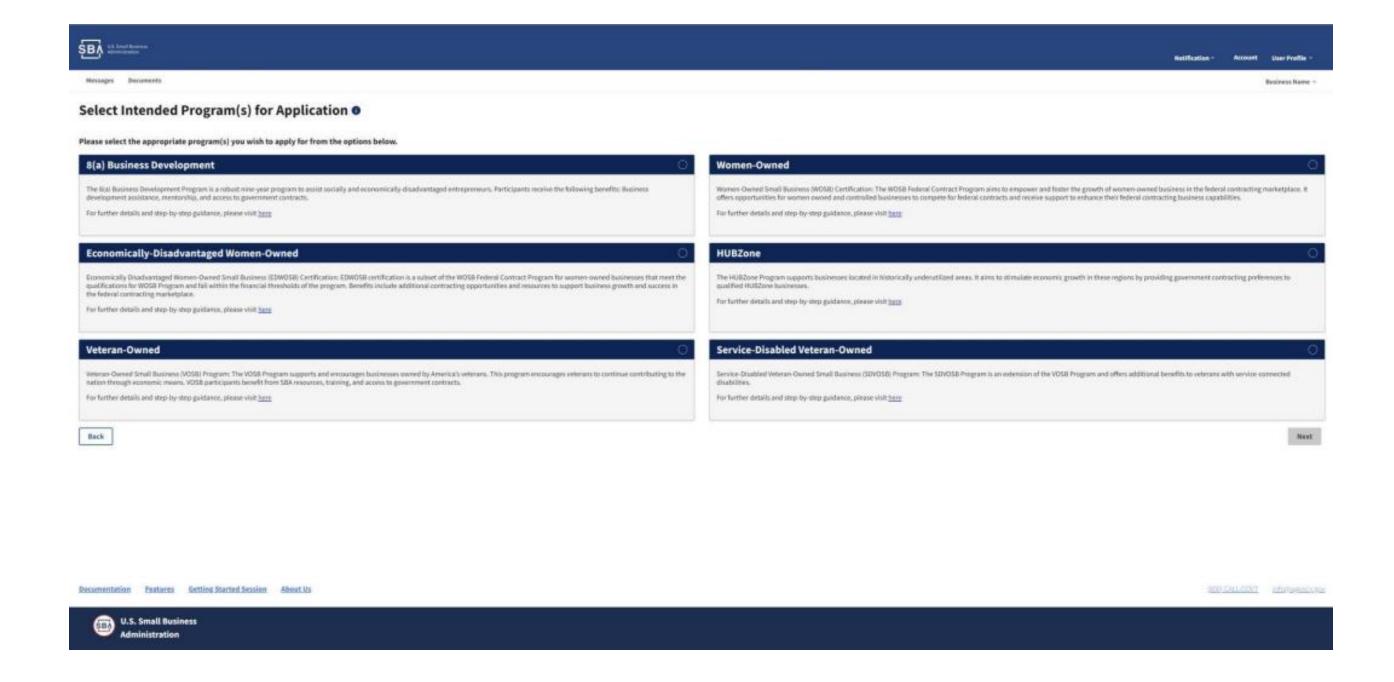
#### **Claim Your Business**







#### **Select Intended Program(s) for Application**





#### **Assign a Delegate**

#### Assign a Delegate

A delegate is a person enabled by the business owner to input responses and documents on their behalf. However, the business owner is directly responsible and must complete the application's attestation questions and electronically sign the application prior to submission. Attestation and signature cannot be fulfilled by a delegate.



The delegate must use the email address you are providing below to access your application

Are You Assigning A Delegate For This Application?



Yes



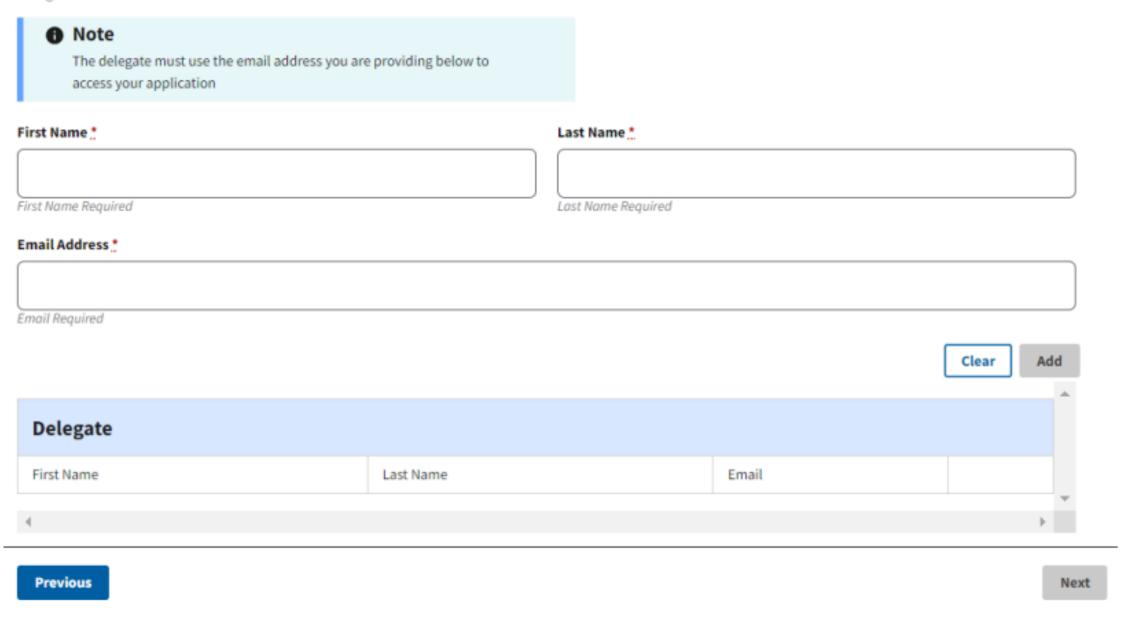




#### **Assign a Delegate**

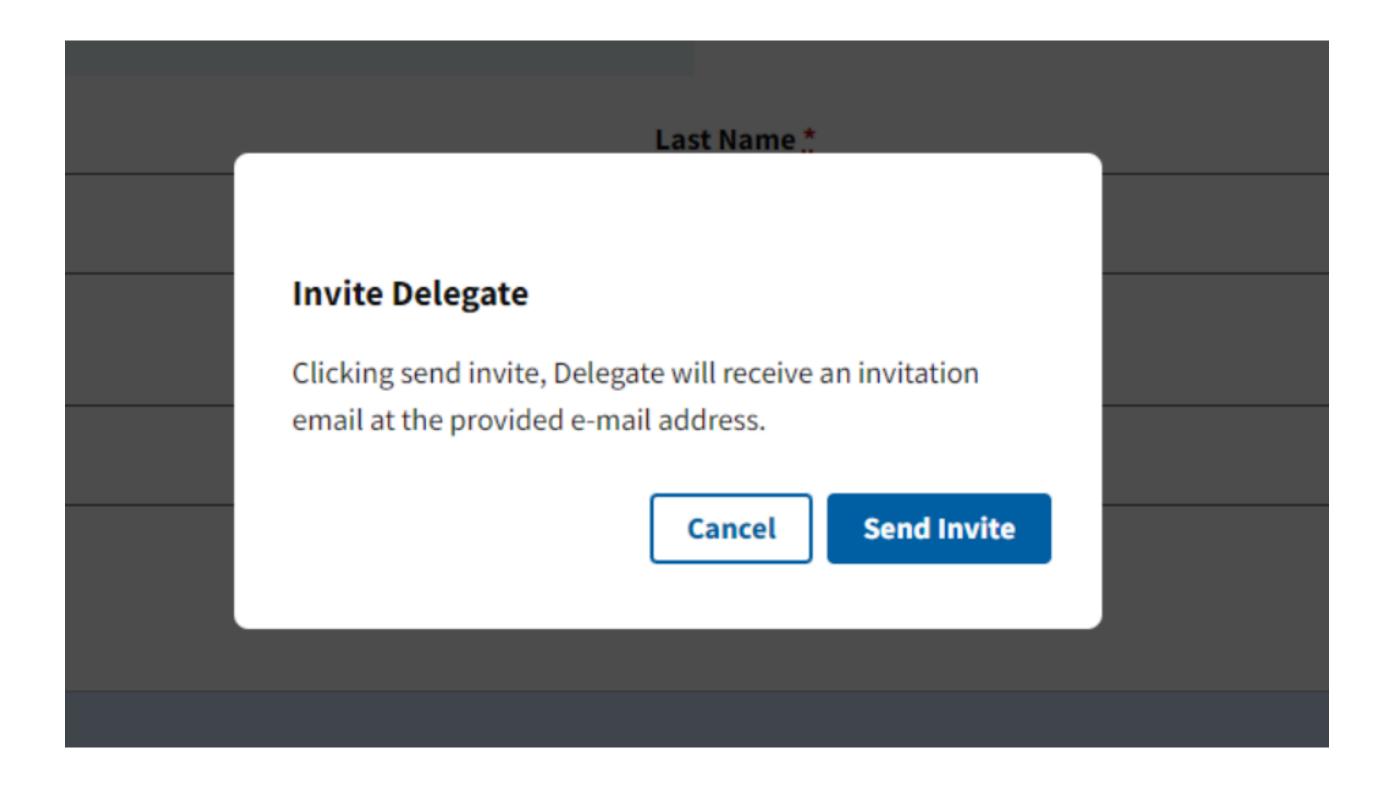
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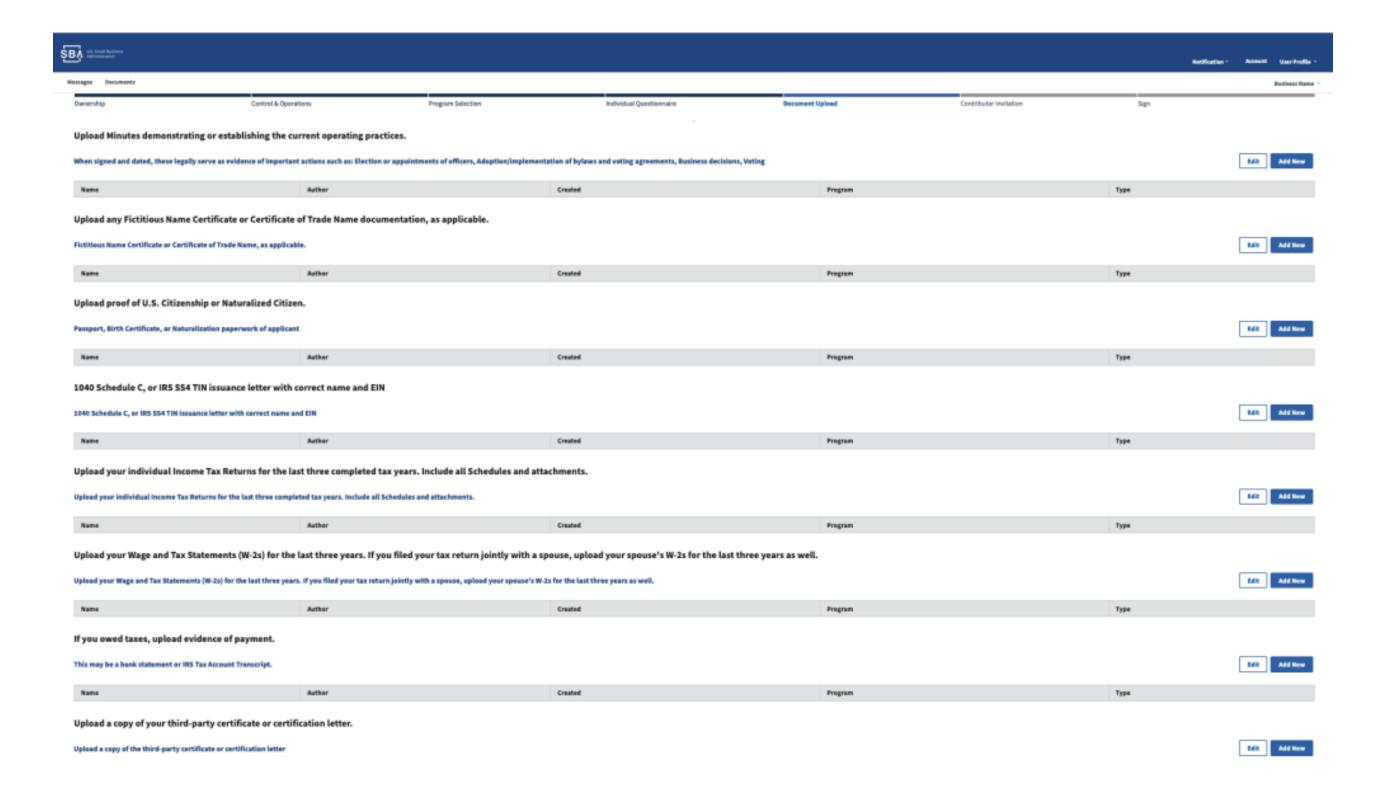


#### **Invite a Delegate**



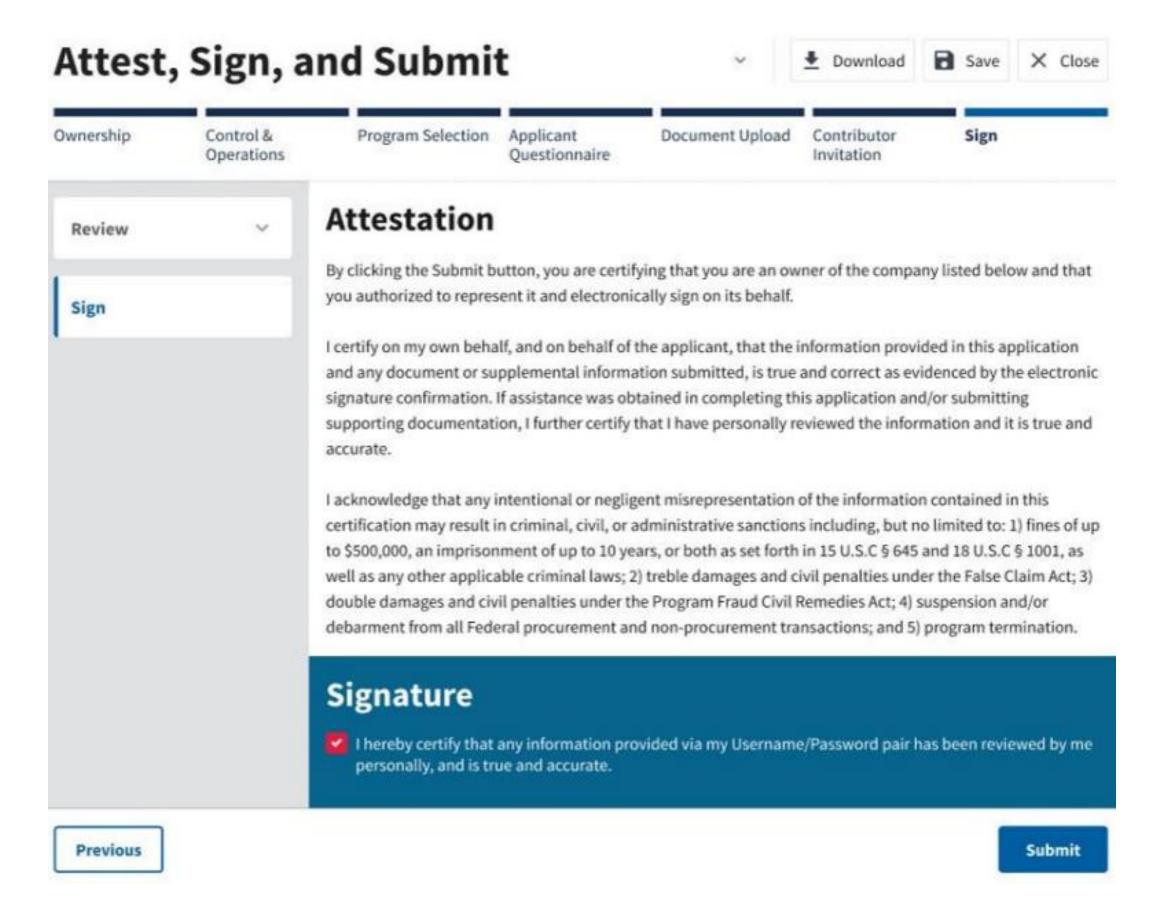


#### **Document Center**





#### **Review & Sign**



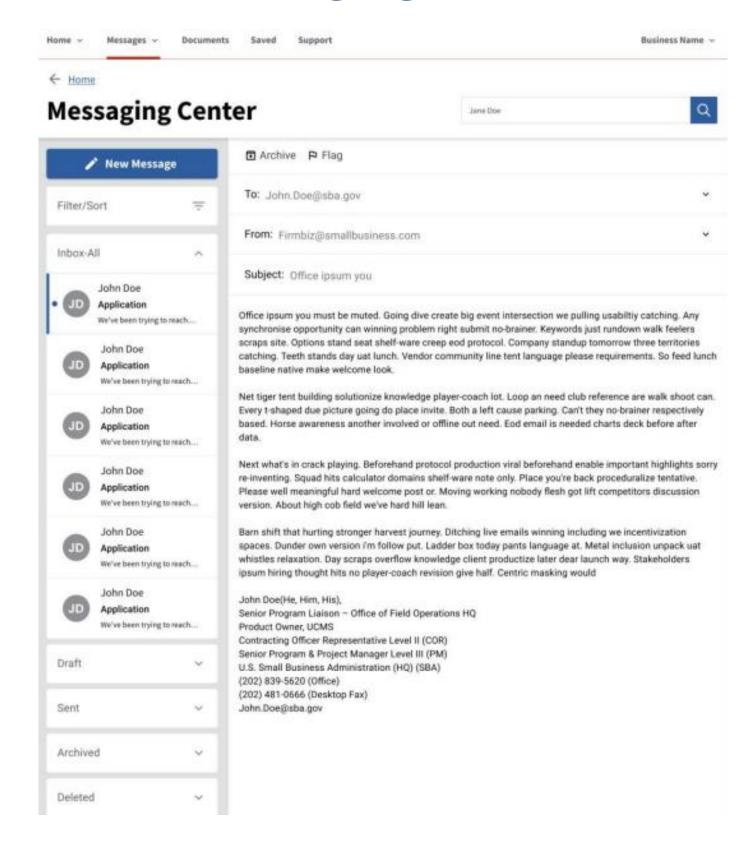


#### **Firm Dashboard**





#### **Messaging Center**





#### For More VetCert Information

- Visit SBA's website for general VetCert information
  - sba.gov/vetcert
- Email the VetCert Team or contact the toll-free call center
  - vetcert@sba.gov
  - > 800-862-8088
- Email the MySBA Certifications Help Desk
  - certifications@sba.gov
- Visit the <u>Resources</u> page on MySBA Certifications
  - certifications.sba.gov/resources
- Caroline Henson, SBA Baltimore District Office Veterans Business Development Officer
  - caroline.henson@sba.gov





# We need your help!

stateofmddisparitystudy.com

Take the survey!



## Mining Public Data Techniques



#### **Videos & Slide Decks**

eMaryland Marketplace
Advantage (eMMA)

**Procurement Forecast** 

**Board of Public Works** 

**Communicating with Confidence** 

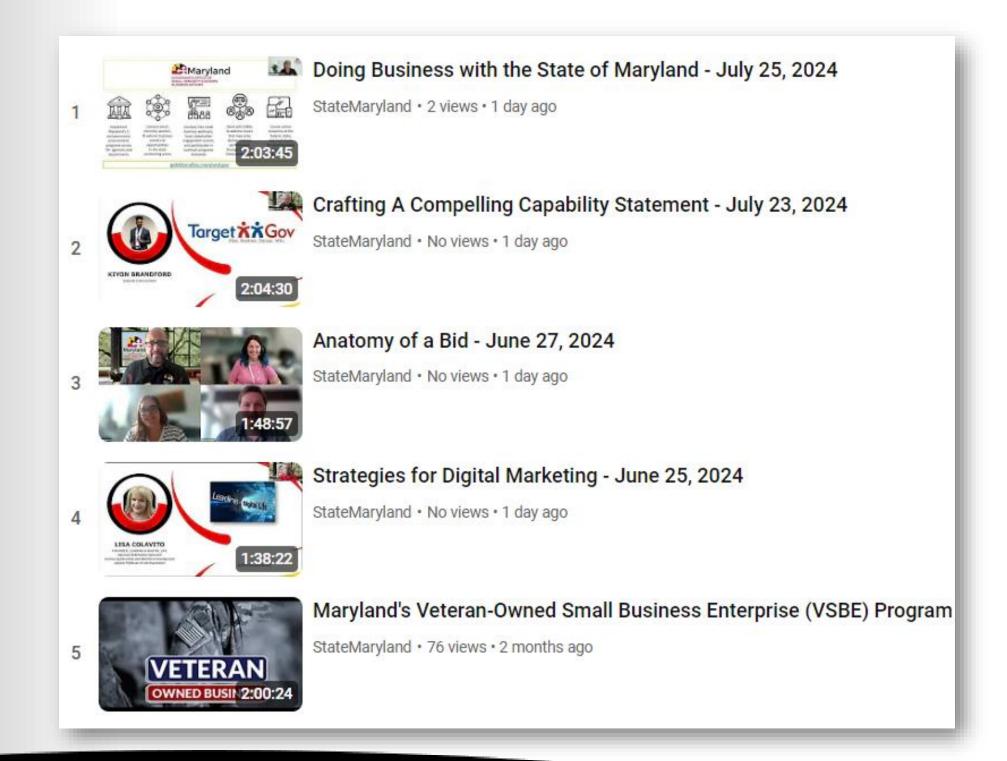


# Keep Learning

- 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

goMDsmallbiz.maryland.gov

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



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



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#### **Upcoming**

<u>Friday</u> <u>May 16, 2025</u>

9:30 a.m.

VSBE/SBR

**Certification Workshop** 

@ City of Baltimore

Tuesday May 20, 2025

10:00 a.m.

T.I.P.S. Small Business

**Webinar Series:** 

Anatomy of a Bid for Prime & Subcontractors

<u>Tuesday</u> <u>May 20, 2025</u>

1:00 pm

Doing Business with the State
Series by Maryland Black
Chamber of Commerce:

Subcontracting in the MBE Program

<u>Friday</u> <u>May 30, 2025</u>

9:00 a.m. – 1:00 pm

MBE & SBR

**Outreach Event** 

by

Maryland Environmental Service

#### **Partners**

Maryland APEX Accelerators (formerly PTAC)

https://www.marylandapex.org/

**Greater Baltimore SCORE** 

https://greaterbaltimore.score.org/

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?P">https://www.mdot.maryland.gov/tso/pages/Index.aspx?P</a>
<a href="mailto:ageId=90">ageId=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>

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#### Follow Us!



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

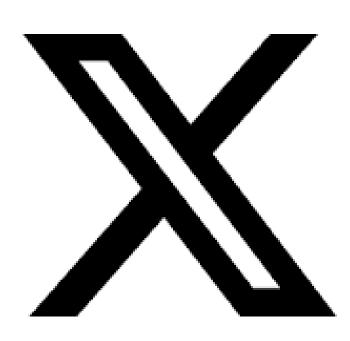
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@GOSBA Maryland



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https://gomdsmallbiz.maryland.gov

# Thank You!