



CERTIFICATION WORKSHOP SERIES



Welcome

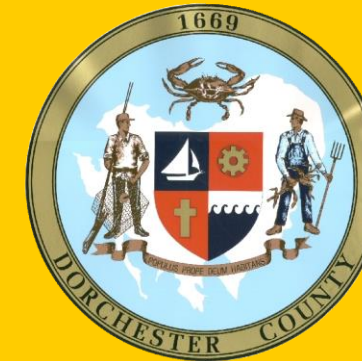


Danielle Davis

Maryland's First VSBE Compliance Manager



Thank You!



Dorchester County
Maryland

DORCHESTER
water moves us
DORCHESTER COUNTY
ECONOMIC DEVELOPMENT



Resource Overview To Lender Partners



Presented by
Eastern Region
Small Business
Development Center

Contact Information

- Salisbury University Office
 - Scott Hines, Director
 - sxhines@salisbury.edu
 - Sumathy Chandrashekar, Consultant
 - sxchandrashekar@salisbury.edu
 - Mia Diehl, Administrative Assistant
 - SWSBDC2@salisbury.edu
- Chesapeake College Office
 - Richard Loeffler, Consultant
 - rloeffler@chesapeake.edu
 - Vanette Seals, Administrative Assistant
 - vseals@chesapeake.edu



WHO I am Why I'm Here

- West Point Graduate, MBA
- 25 plus years business experience CEO, CFO, President
- Desire to Give Back/Educate
- Provide an Impact and be a part of the Community



WHO are we?

- Partnership between U.S. Small Business Administration and University System of Maryland
- Collaboration
 - Private enterprise
 - Government
 - Higher Education
 - Local Economic Development



WHY are we here?

- Our vision is to create a more vibrant, prosperous Maryland
- Support Small Businesses
 - New Start-Ups
 - Existing business expansion
 - Distressed businesses



WHERE are we?

- National network of 62 lead organizations
- Six regions in Maryland
 - Lead Center at College Park
- Eastern Region (8 Counties) hosted by
 - Purdue School of Business
 - Salisbury University
- Office at Salisbury University & Chesapeake College



WHAT do we do?

- Counseling (confidential and no-cost to client)
 - Assessments
 - Business and Marketing plans
 - Cash Flow Statements
 - Technical Assistance
- Training/Workshops/Seminars
 - Core & Specialty topics
- Research Libraries



Set-Up for Success

- Small business survival challenge (BLS)
 - 80% survive 1st year
 - 50% survive 5th year
 - 30% survive 10th year
- Avoid the common pitfalls



The Business Plan



**If you don't know
where you're going
...how will you get
there?**

“The business that fails to plan, plans to fail.”



SBDC Services

- Technical Assistance

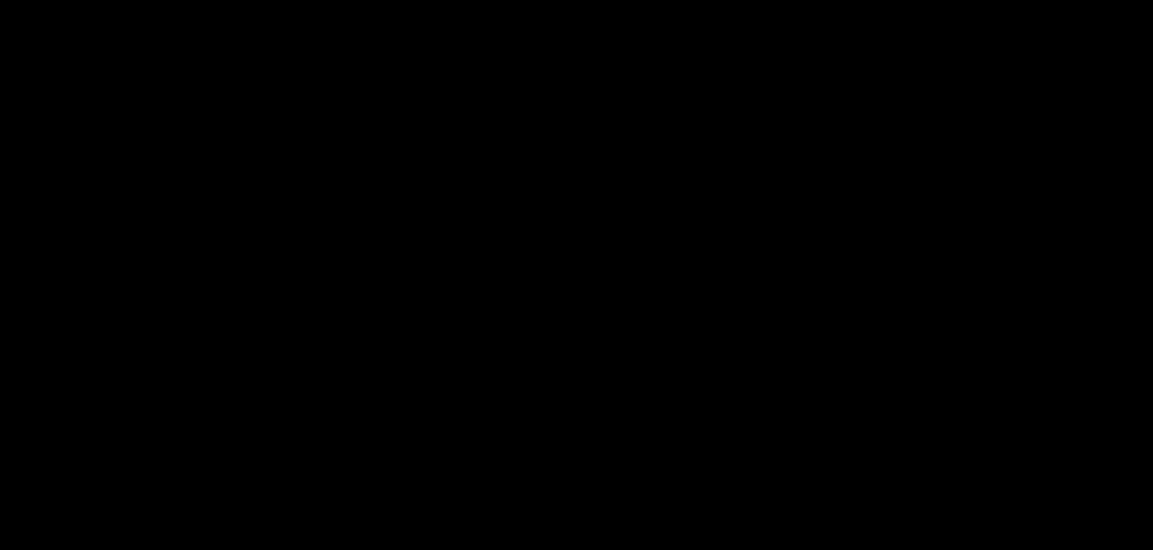
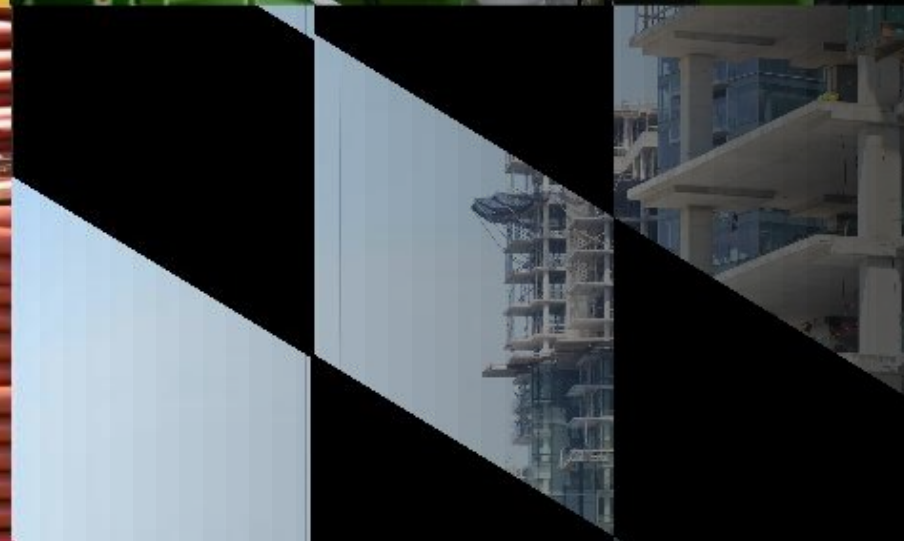
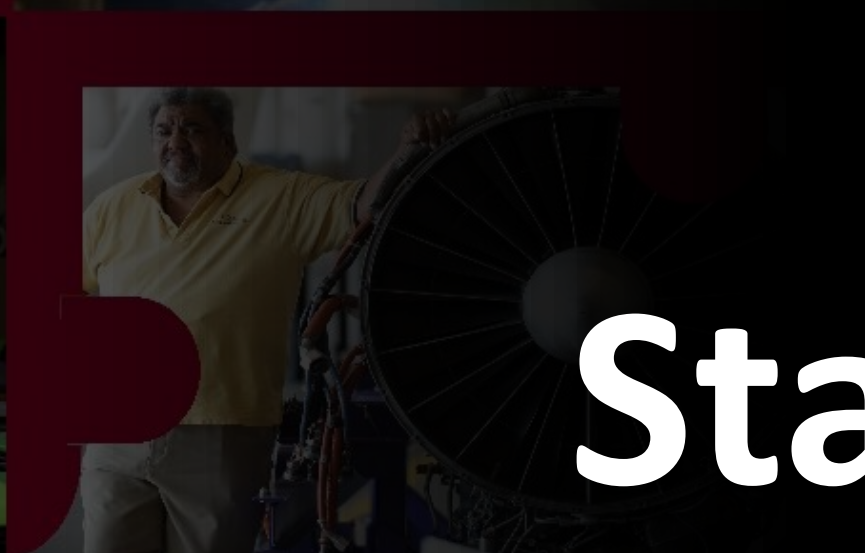
- Business Sustainability
- Loan Packaging
- 8(a) Certification Application
- MDoT MBE/DBE Application
- Government Procurement
- Market Research
- Accounting Set UP
- Veteran/Woman/Minority Owned Certifications
- Contract/RFP review
- Training, Workshops, Classes
- Research and Resource Provider
- Business Evaluations/Sale Assistance
- Legacy/Transitioning Development



Service Requests

- Referrals encouraged from SBDC Partners or direct inquiries from prospective Clients
- Introductory meeting scheduled
- Online registration initiates business consulting support





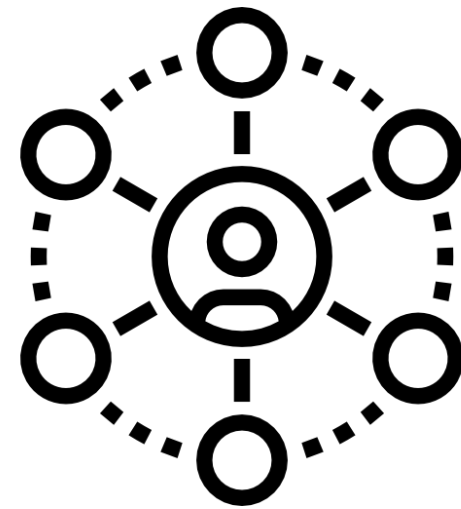
State of Maryland



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



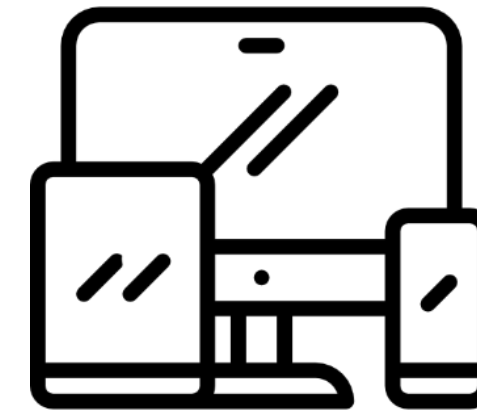
Implement
Maryland's 3
socioeconomic
procurement
programs across
70+ purchasing
units



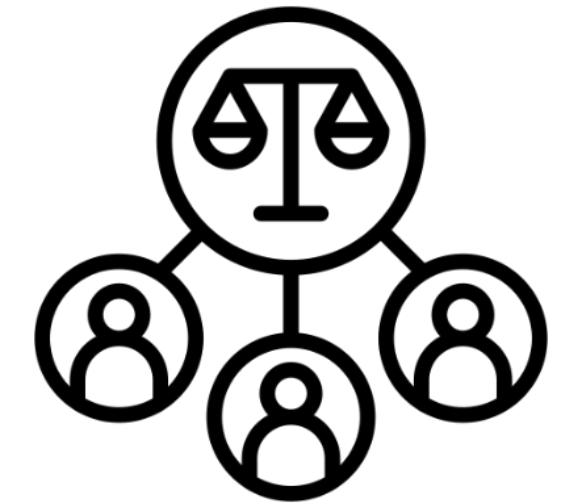
Connect small,
minority, women,
& veteran business
owners to
opportunities
in the state
contracting arena



Host free small
business training
webinars and
business
development
events



Curate online
resources at
the federal,
state, and
local levels



Home of the
newly-formed
MBE
Ombudsman
Unit

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.

Maryland's Socioeconomic Procurement Programs

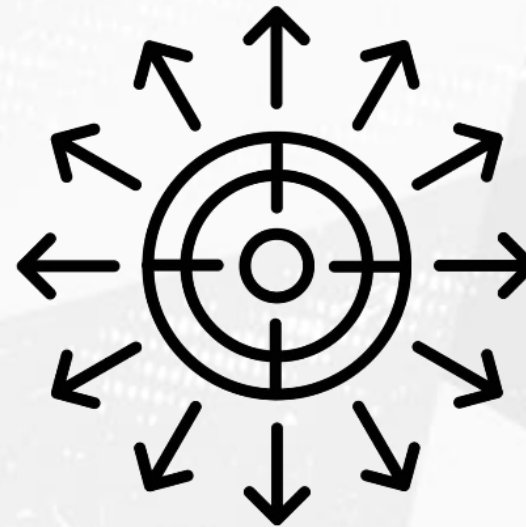


- 9,000+ certified MBE firms
 - \$2.2 Billion in awards in FY24
 - \$1.6 Billion made in payments
 - 1,724 Firms to Receive payment as an MBE in FY24
- 950+ certified VSBE firms
 - \$124 Million in Awards in FY24
 - 727 Prime contracts made to VSBE's contracts in FY24
 - 104 VSBE firms received payments in FY24
- 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

MBE Ombudsman Unit



Serves as an internal resource across the 70+ agencies and departments engaged in the MBE Program



Serves as an external resource to certified MBEs, prime contractors, legislators, and stakeholder organizations



Ensures MBE Program implementation and compliance during contract performance to effect better outcomes

Minority Business Enterprise

(MBE) Program



MBE OMBE

The MBE Certification is currently held under the Maryland Department of Transportation's (MDOT) Office of Minority Business Enterprise. Vendors can complete other federal/state certifications also under this office which includes DBE, SBE, and Airport Concessions. <https://www.mdot.maryland.gov/tso/pages/Index.aspx?PageId=90>



MBE Home

Directory of Certified Firms

How to Use Directory of
Certified Firms

Certifications & Forms

Certification Management

Expansion of Services

Small Business Reserve
(SBR) Certification

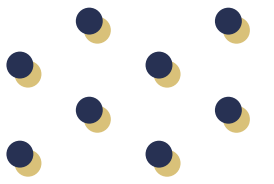
Certification Application

Small, Minority & Disadvantaged Business



Maryland's Official Certification Agency

MBE Certification Process



Steps to Certification

1. Application – Applicant submits a complete application and supporting documentation to Office of Minority Business Enterprise (OMBE) . All applications can be submitted online.
Please Note: The Federal DBE/ACDBE program requirements are separate from Maryland's MBE Program. Applicants are not required to seek both DBE/ACDBE and MBE certifications.
2. Investigation – An investigator reviews documentation submitted by applicant, conducts an on-site/job-site visit and prepares an investigative report.
3. Evaluation – The application and supporting documentation is evaluated to determine whether the firm meets the DBE/ACDBE/SBE program requirements. The Certification Review Committee evaluates whether the applicant firm meets Federal Certification program requirements.
4. Determination – A written determination is issued from OMBE.
[DBE_ACDBE_SBE_Certification Overview.pdf \(maryland.gov\)](#)
5. **All Maryland firms or Out of State firms applying for MBE certification must be registered and in Good Standing with the Maryland Department of Assessment and Taxation (SDAT).** Use the following link to check a firms **Good Standing** status or register a business [Register Your Business Online](#), or contact SDAT at 888-246-5941.



Small Business Reserve (SBR)

Certified Small Business Program



SBR Certification Process



The SBR program is a free, same day certification for prime contractors who meet the eligibility standards based on industry, number of employees and gross sales standards.

Small Business Reserve (SBR) Program

Maryland's Prime Contracting Program for Certified Small Businesses

- Same day self-certification
- Close to half a Billion dollars in state-funded contracts paid to Certified Small Businesses (CSBs) in FY2024
- An average of 30% of all state-funded open solicitations are SBR Designated for Certified Small Businesses (CSBs)

Check out the details below and JOIN TODAY!



SBR Eligibility Standards



Certified Small Businesses must meet the following eligibility standards:

For the purposes of a Small Business Reserve Procurement, a small business is a for-profit business, other than a broker, that meets the following criteria:

- A. It is independently owned and operated;
- B. It is not a subsidiary of another business;
- C. It is not dominant in its field of operation; and
- D. Either:

Industry: Must not exceed employees and gross sales below for the most recent 3 years

- Wholesale- did not employ more than 50 persons and operations did not exceed an average of \$4,000,000
- Retail- did not employ more than 25 persons and operations did not exceed an average of \$3,000,000
- Manufacturing- did not employ more than 100 persons and operations did not exceed an average of \$2,000,000
- Service- did not employ more than 100 persons and operations did not exceed an average of \$10,000,000
- Construction- did not employ more than 50 persons and operations did not exceed an average of \$7,000,000
- Architectural and engineering- services of the business did not employ more than 100 persons and operations did not exceed an average of \$4,500,000

Veteran-Owned Small Enterprise (VSBE) Program



VSBE Certification Process



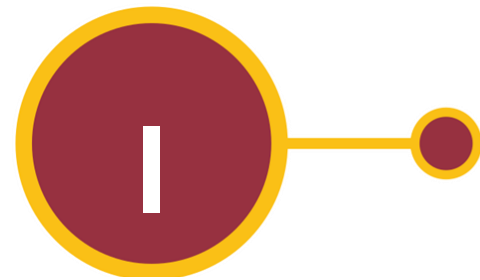
The VSBE is both a prime and subcontracting certification program for veteran-owned small businesses that meet the following eligibility standards:

1. Be a small business as defined by the [United States Small Business Administration in 13 C.F.R. 121.201](#) and any subsequent revision of that regulation
2. Be at least 51% owned and controlled by one or more individuals who are veterans
3. Must be **for-profit** business

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.



3- Step VSBE Certification



Complete Vendor
Registration



Veteran Verification



VSBE Application



Business 101- Maryland Business Express



PLAN
your business

Turn your great idea into a great business



START
your business

Register, file and launch your business



MANAGE
your business

Run your business and prepare for success



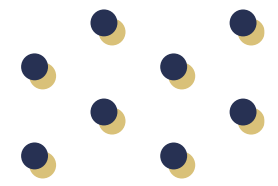
GROW
your business

Find new funding, locations & customers



<https://businessexpress.maryland.gov/>

Maryland Department of Assessment & Taxation (SDAT)



Business Name:

Search by: ☒ Business Name

☐ Department ID



[Back](#)

Fees

Processing Times

Business Resources

Demo

All Maryland domestic and foreign business entities registered in Maryland must maintain their "good standing" status with the [State Department of Assessments and Taxation](https://egov.maryland.gov/BusinessExpress/EntitySearch/Search).

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

Business 101- NAICS CODES & UNSPSC CODES

<https://www.census.gov/naics/>

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

United States[®]
Census
Bureau

North American Industry Classification System

Main History Development Partners Federal Register Notices FAQs Reference Files ▾ NAPCS

NAICS Search

Enter keyword or 2-6 digit code

2022 NAICS Search Go

Enter keyword or 2-6 digit code

2017 NAICS Search Go

Enter keyword or 2-6 digit code

2012 NAICS Search Go

Introduction to NAICS

The North American Industry Classification System (NAICS) is the standard classifying business establishments for the purpose of collecting, analyzing U.S. business economy.

NAICS was developed under the auspices of the Office of Management and the [Standard Industrial Classification \(SIC\) system](#). It was developed jointly [Committee \(ECPC\)](#), [Statistics Canada](#), and Mexico's [Instituto Nacional de Estadística y Geografía](#) to provide a level of comparability in business statistics among the North American countries.

This official U.S. Government Web site provides the latest information on products, services, and various NAICS reference files and tools. Additional information on the background and history of NAICS is available in the [History](#) section of this Web site.

United Nations[®]
United Nations Standard
Products and Services
Code

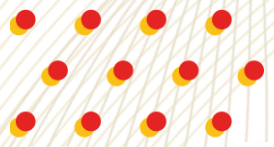
WELCOME

United Nations Standard Products and Services Code[®] (UNSPSC[®])

The **United Nations Standard Products and Services Code[®] (UNSPSC[®])**, owned by the United Nations Development Programme (UNDP), is an open, multi-sector standard for efficient, accurate classification of products and services.

The UNSPSC offers a single global classification system that can be used for:

- Company-wide visibility of spend analysis
- Cost-effective procurement optimization
- Full exploitation of electronic commerce capabilities



eMMA

<https://emma.maryland.gov/>

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 [Frequently Asked Questions](#) and [Quick Reference Guides](#). Any questions please contact the eMMA Help Desk at eMMA.helpdesk@maryland.gov.

For additional training and resources, please go to the Maryland Procurement Academy homepage at [State of Maryland eMMA Training](#)

LOGIN

Login*

 Email / Username

Login must have a value

Password*



Login

State SSO Login (login.md.gov)

MDOT SSO Login(MSAzure)

[Lost your password?](#)



New Vendor? Register Now



Public Solicitations



Public Contracts



Vendor Search



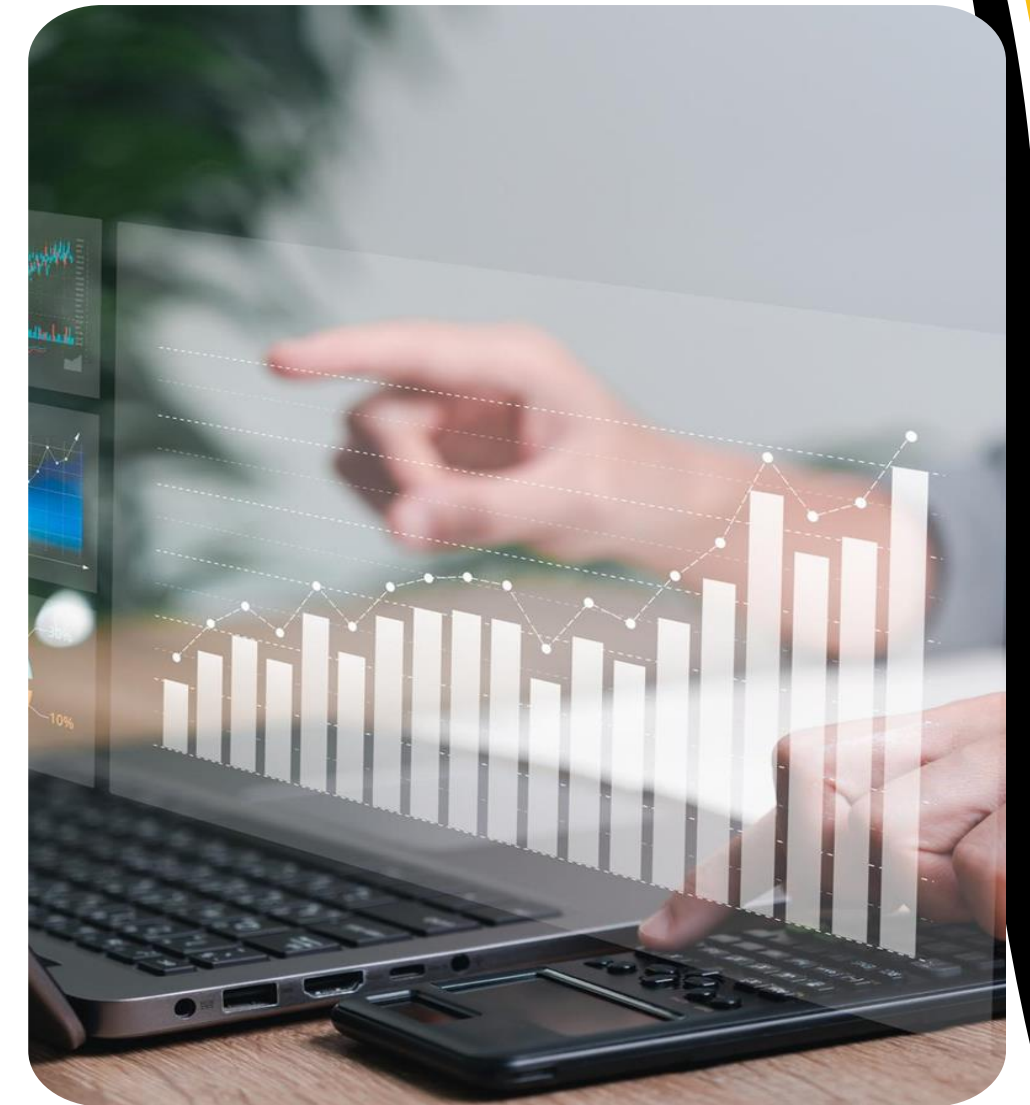
eMMA Registration TIPS

Password- Must be 12 characters including an upper case, a lower case, a number and a symbol.

EIN Tax ID Number- You must have this 9-digit number to register your business as a vendor.

Commodity Codes- UNSCPS Codes- each business must place at least one of these codes under your account. It is best to write that down to manually input that number.

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



MOST COMMON TYPES OF SOLICITATIONS



Understanding **MARYLAND PROCUREMENT**

What's the difference between an IFB and an RFP?

Invitation for Bid

- Lowest **price** wins
- Requirements are **clearly defined**
- **No negotiations** after bid submission
- Often used for **routine services**
- Award based on a **responsive bid from a responsible bidder**

VS

Request for Proposals

- Evaluated on **best value**, not just price
- Includes **technical approach** to statement of need
- **Allows for negotiation** and clarification
- Ideal for **complex or customized** solutions
- Scored on weighted criteria

Choosing the right method ensures fairness, value, and better outcomes for Maryland.

What's New



MARYLAND PROCUREMENT REFORM **RULE OF TWO**

If at least two certified small businesses can perform the work, a contract is reserved exclusively for competition amongst certified small businesses.

This means more opportunities for certified small businesses to succeed as prime contractors, helping to build a more inclusive and equitable economy.

- ✓ Creates jobs and **expands opportunity** across the state
- ✓ Strengthens the vendor base and promotes competition, **improving outcomes and value** for Maryland
- ✓ Helps the state **achieve policy goals** related to equity, inclusion, and economic impact
- ✓ Levels the playing field and **fosters business growth** in underserved sectors

UPCOMING



T.I.P.S.
SMALL BUSINESS
WEBINAR SERIES

TRAINING & INSIGHTS FOR
PROCUREMENT SUCCESS

- 2 WEBINARS MONTHLY
- 9AM-12PM
- CLASSES LED BY SUBJECT MATTER EXPERTS

TO REGISTER VISIT:
GOMDSMALLBIZ.MARYLAND.GOV

 **Maryland**
GOVERNOR'S OFFICE OF
SMALL, MINORITY & WOMEN
BUSINESS AFFAIRS
goMDsmallbiz.maryland.gov

Virtual via Zoom- Registration is required

**T.I.P.S. Small Business Webinar Series: Doing Business with the
State of Maryland**

Tuesday, July 22, 2025 @10AM

https://us06web.zoom.us/webinar/register/WN_9pUSx2V1R5qecm

[zeW4 69Q#/registration](https://us06web.zoom.us/j/zeW469Q?registration)

THANK
YOU

