



CERTIFICATION WORKSHOP SERIES



Welcome



Danielle Davis

 **Maryland's First VSBE Compliance Manager**

Thank You!

TOWSON

CHAMBER OF COMMERCE



THE **STARTUP**



BALTIMORE COUNTY
DEPARTMENT OF ECONOMIC &
WORKFORCE DEVELOPMENT



**The StarTUP at the Armory
WELCOMES**

***Maryland's
Small
Businesses***

THE STARTUP

**TU TOWSON
UNIVERSITY**

OUR TEAM



LAUREN JAN
ASSISTANT DIRECTOR

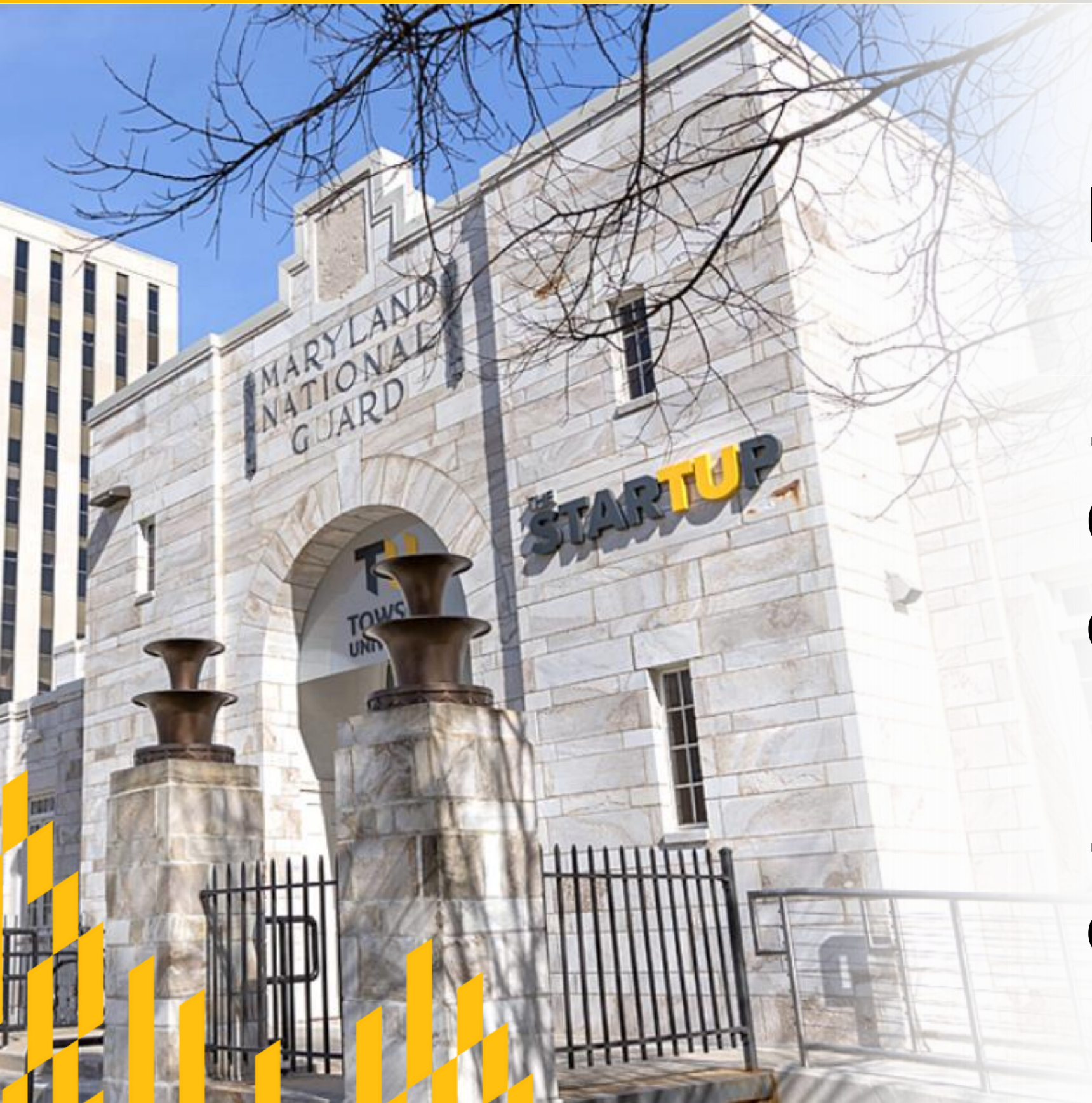


LEARI JONES
**BUSINESS &
PROGRAMMING
SPECIALIST**



ARDYS RUSSAKIS
EXECUTIVE DIRECTOR

THE ARMORY



1933 - One of the last military armories built in Maryland

2019 - Overhauled by Greenberg Gibbons as part of the Towson Row development

2021- The StarTUp at the Armory opened to the public

THE FRONT DOOR OF *ENTREPRENEURSHIP*

Co-working Space

- 6,000 sq. ft, featuring functional seating, 148 workstations all containing power access
- Free Wifi and Lockers
- Supporting over 18,000 visitors annually
- All for **NO COST OR MEMBERSHIP**

307 Washington Ave, Towson, MD

Monday - Thursday 8:30 AM - 5:30
PM

Fridays 8:30 AM - 4:00PM



THE **STARTUP**

THE FRONT DOOR OF ***BUSINESS ENGAGEMENT***

Conference Rooms

- 5 Rooms with space for **groups of 5 - 98**
- Supporting Hybrid and In-person meetings
- Working with over 1000 different organizations, annually
- Available **by reservation**



COMMUNITY PROGRAMMING

StarTUp Accelerator

- 8-week Residency, 62 Ventures Supported
- \$10,000 Equity-Free Stipend
- Incorporated, Early-stage Maryland Ventures
- 1+ year residency to 2nd floor office space,
- Next program--June-July 2026
- Applications are open!



COMMUNITY programming

Entrepreneurship Bootcamp

- 1-day program
- Hands-on workshop
- Mentorship
- Build connections



**Empowering entrepreneurs
with training, mentorship,
and connections!**

**INTERESTED IN OUR
NEXT BOOTCAMP?**

LET US KNOW HERE!



Sponsored by



COMMUNITY PROGRAMMING

ATHENA^{PowerLink}® Baltimore

- 1-year Mentorship Program
- Women in Business Speaker Series (*2 Fall, 2 Spring*)
 - Past Panels:
 - Trades, Finance, Government Contracting, CPG, Marketing
 - Past Speakers:
 - Comptroller Brooke Lierman, April Richardson ESQ.,

Upcoming Events--Women in Business Speakers Series

- **Spring and Summer 2026**
 - Women in Male-Prominent Industries
 - Speaker Elda Devarie of EMD SALES, Inc, one of the fastest growing International Foods Distributors in the Mid Atlantic Region.

PARTNERSHIPS



BALTIMORE COUNTY

Economic Workforce Development

Technical, Financial, and Marketing strategy help

Monthly Small Business Support
Every Last Wednesday, 11am - 2pm

Logistics

Bathrooms:

- Located in the co-working space to left
- Two single-occupancy restrooms here to the right of the conference room

WIFI

- TU-OpenAccess, network no password needed

If you need any assistance throughout the day, look for anyone wearing a **StarTUP t-shirt**. We are here to help!

VSBE/SBR PROGRAM CERTIFICATION WORKSHOP

14 NOVEMBER 2025



AGENDA

INTRODUCTIONS	3
MBE LIAISON	4
VSBE & SBR PROGRAM	5
FY25 SPEND TOTALS	6

INTRODUCTIONS

PROCUREMENT LEADERSHIP & SUPPORT



Alex Webb
Director of Procurement
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Donna Powell
Manager,
Supplier Engagement & Development
dfpowell@towson.edu



LIAISON

ADMINISTRATION | ADVOCATE | COMPLIANCE | OUTREACH

Liaison (noun)

A designated representative within a Maryland state agency or institution responsible for advancing supplier diversity and ensuring compliance with the state's MBE, VSBE and CSB (SBR) procurement goals.

Primary responsibilities include:

- ☐ Coordinating and participating in vendor outreach events
- ☐ Enforcing MBE/VSBE/CSB participation goals in procurement
- ☐ Ensuring prime contractors adhere to MBE/VSBE/CSB subcontracting commitments
- ☐ Leading and supporting contract dispute resolution efforts
- ☐ Promoting MBE/VSBE/CSB opportunities to internal and external stakeholders
- ☐ Providing guidance and support to MBE/VSBE/CSB -certified vendors
- ☐ Reporting and tracking MBE/VSBE/CSB participation, contract awards, payments, and goal attainment



VSBE & SBR PROGRAMS



Towson University is committed to transparency, efficiency, partnership and inclusive procurement programs:

- ☐ VSBE: Supports veteran-owned small businesses
- ☐ SBR: Reserves contracts for certified small businesses
- ☐ Code of Maryland Regulations (COMAR) Title 21



FY25 SPEND TOTALS - VSBE

TU CONTRACT AWARDS

(Including Corp. Card)

TOTAL: 28K/\$80M

NEW VSBE CONTRACT AWARDS

PRIME: 4/\$151K

SUBCONTRACTOR: 3/\$41K

CONTRACT PAYMENTS

PRIME: \$84K

SUBCONTRACTOR: \$ 6.84K

VSBE PARTICIPATION: .24%



FY25 SPEND TOTALS - SBR

TU CONTRACT AWARDS

(Including Corp. Card)

TOTAL: 28K/\$80M

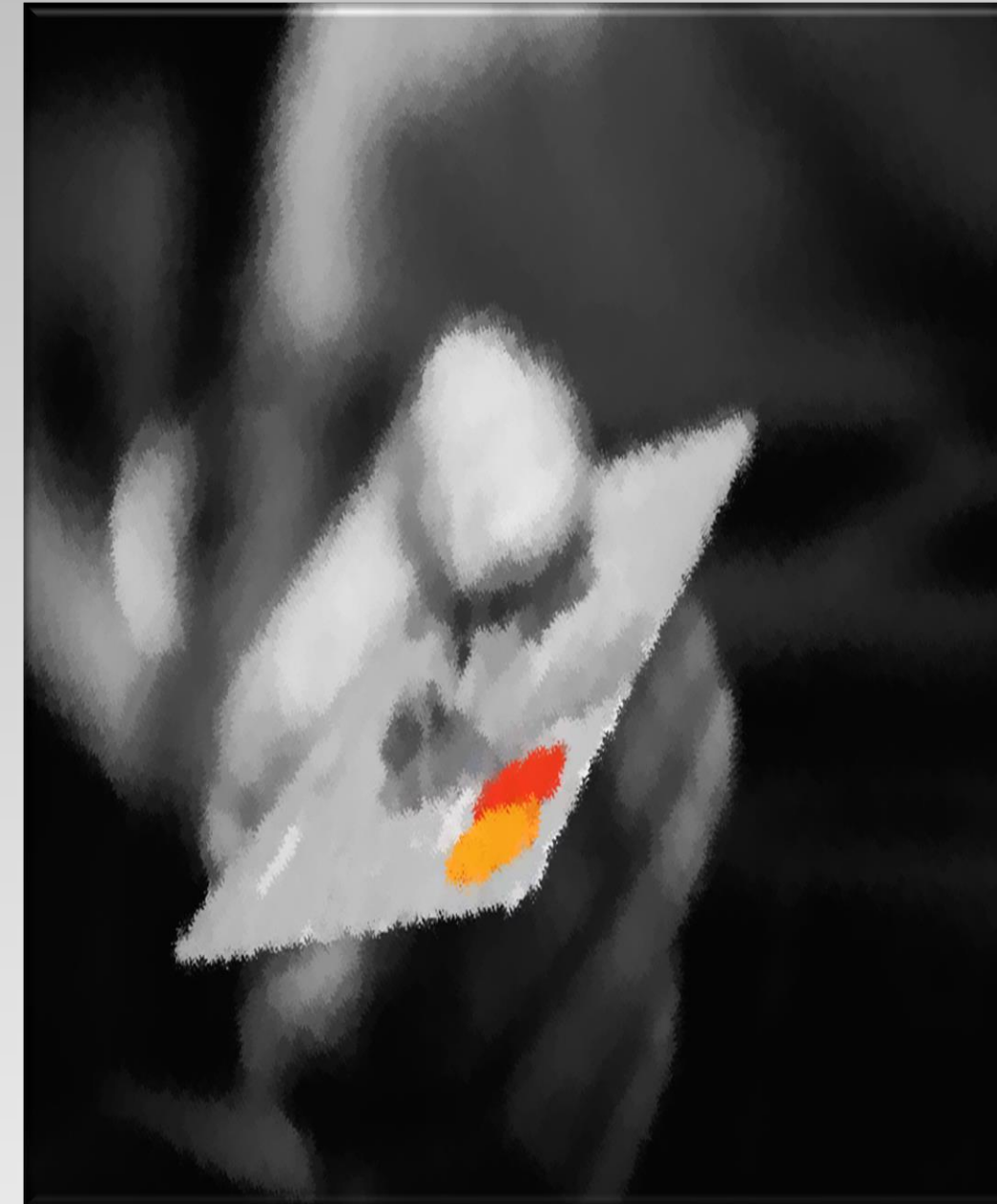
NEW SBR CONTRACT AWARDS

DESIGNATED SBR: 19/\$ 1.08M

NON-DESIGNATED SBR*: 761/\$7.7M

CONTRACT PAYMENTS*: \$6.86M

SBR PARTICIPATION: 10.85%



**: Includes Corporate Card Totals*

FY25 SPEND TOTALS - MBE

TU CONTRACT AWARDS

(Including Corporate Cards)

TOTAL: 28K/\$80M

NEW MBEs CONTRACT AWARDS

PRIME:	47/\$ 2.65M
SUBCONTRACTOR:	67/\$ 8.77M
TOTAL:	114/\$11.4M

MBE PARTICIPATION: 14.16%



**THANK YOU
FOR
ATTENDING**





Mission

To advance social and economic mobility for all Marylanders by removing barriers, investing in inclusive opportunities, and aligning state resources to support historically underserved communities and businesses.

Vision

A Maryland where every resident—regardless of race, geography, or background—can access the tools, networks, and systems needed to thrive and contribute to a more equitable and prosperous state.

Maryland Department of Social and Economic Mobility

**Building Opportunity and Mobility
for all Marylanders**

<https://economicmobility.maryland.gov>

The Department of Social and Economic Mobility integrates three existing offices:

Office of Minority Business Enterprises

Search Certified Businesses

MBE Events Calendar

Get your MBE / DBE/ ACDBE Certifications

<https://www.mdot.maryland.gov/tso>

Office of Small, Minority & Women Business Affairs

Minority Business Enterprise (MBE) Program

Small Business Reserve (SBR) Program

Veteran-Owned Small Business Enterprise (VSBE) Program

MBE Ombudsman Unit

Procurement Forecasts

<https://gomdsmallbiz.maryland.gov>

Office of Social Equity

Programs and Resources

Events

Press Releases

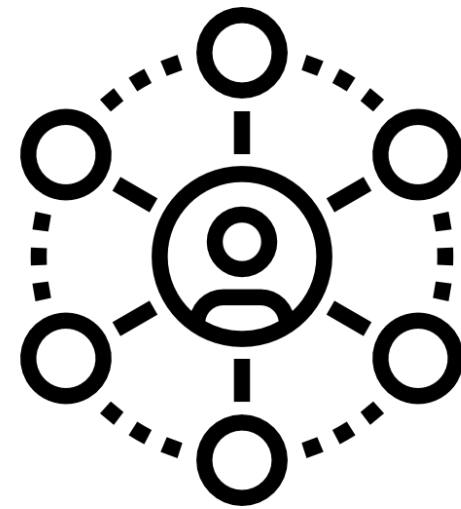
<https://ose.maryland.gov>



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



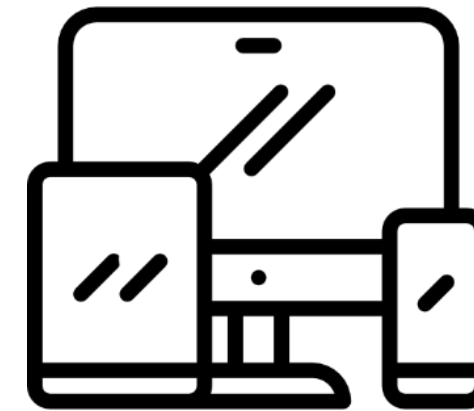
Implement
Maryland's 3
socioeconomic
procurement
programs across
70+ purchasing
units



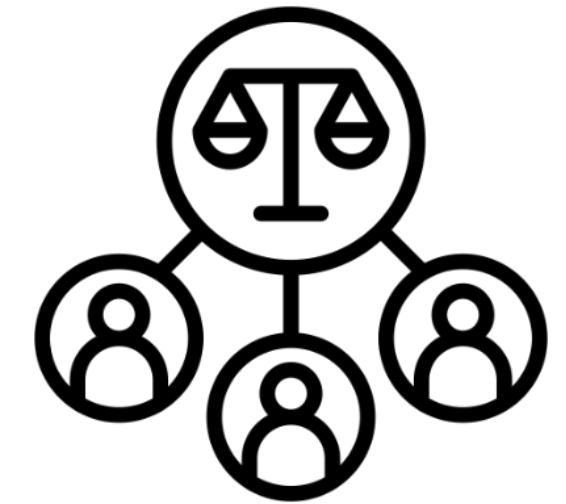
Connect small,
minority, women,
& veteran business
owners to
opportunities
in the state
contracting arena



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

<https://economicmobility.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



- Certified Small Business Program
- 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. Now good for 3 years!

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
- 5,500+ 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

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



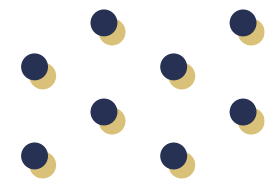
GROW
your business

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>

Minority Business Enterprise (MBE) Program



MBE OMBE

The MBE Certification is DoSEM's 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

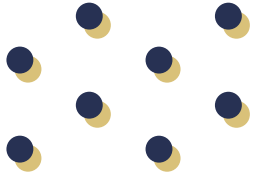
Certification Application

Small, Minority & Disadvantaged Business



Maryland's Official Certification Agency

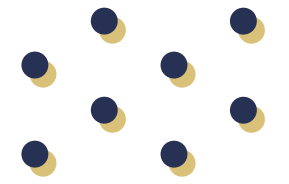
MBE Certification Process



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.

MBE Document Checklist



Types of Certification

Federal (Only) [DBE/ACDBE/SBE Certification](#)

OMBE highly recommends applicants complete the Uniform Certification Application for firms seeking DBE certification. OMBE will use this single application to evaluate candidates for eligibility in both programs simultaneously. Applicants can also elect to be evaluated for ACDBE certification in addition to the MBE and DBE Certifications.

[More Info](#)

State (Only) [MBE Certification](#)

MBE-certified firms can fulfill the minority participation goals established on State-funded contracts.

[More Info](#)

[DBE Interstate Certification](#)

Interstate Certification is available to DBE firms that are already certified by their home state.

[More Info](#)

Document Checklist

[DBE/ACDBE/SBE](#)[SBE Only](#)[MBE Only](#)

<https://www.mdot.maryland.gov/tso/pages/index.aspx?pageid=91>



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 **Uniformed Services** 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- 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 and services, 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[®]
Standard
Products and Services
Code

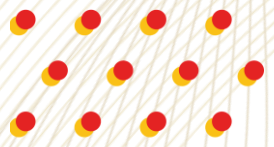
WELCOME

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



UNSPSC CODES

<https://www.ungm.org/Public/UNSPSC>

< 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**.

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



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

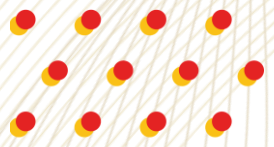
- [What are United Nations Standard Products and Services Code codes?](#)
- [How to select United Nations Standard Products and Services Code codes?](#)

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 >
- J - Services >

eMMA

- eMaryland Marketplace Advantage is the home for all solicitations and past awarded contracts over \$15,000
- It is your responsibility to make sure your account information is accurate and updated in eMMA
- All state agencies/departments, primes and communities use our public databases of certified vendors
- Designed to be a match making system based on vendor accounts



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 small business vendors may also complete two self-certification processes to become eligible for the following certifications/programs:

- 1) The Certified Small Business - CSB Certification (includes the Small Business Reserve (**SBR**) and Small Business Preference (**SBP**) Programs) and/or
- 2) The Veteran-Owned Small Business Enterprise (**VSBE**) Program Certification.

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 *

Login must have a value

Password *

Login

SSO Provider ⓘ



New Vendor? Register Now



Public Solicitations



Public Contracts



Vendor Search





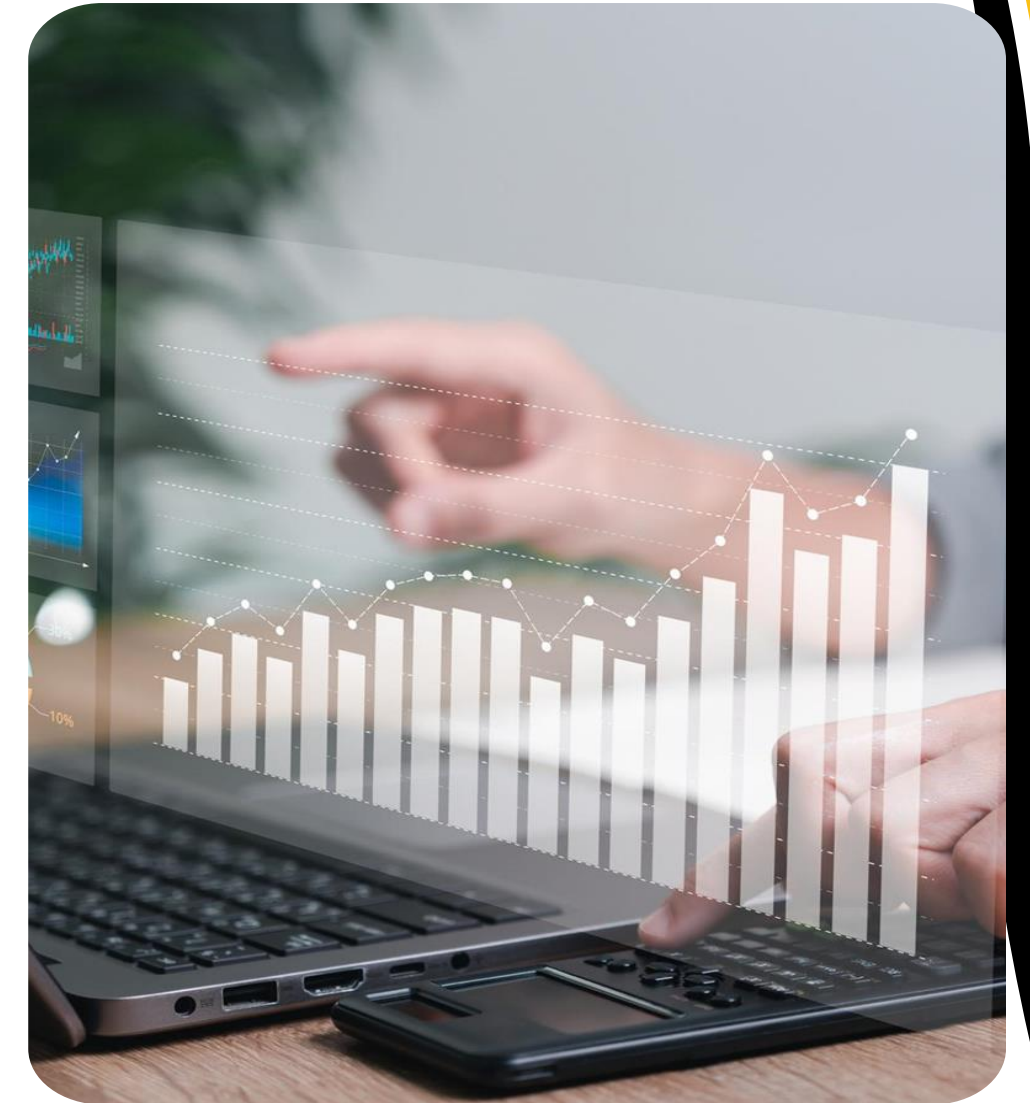
eMMA Registration TIPS

Your Own laptop- not compatible with mobile devices

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.

Rolling Out!

What to expect from Maryland's Landmark Procurement Reform Act



Expanded Small Business Reserve (SBR)

Contracts up to \$1M reserved for certified small businesses



Faster Payments

Reduces payment timelines under SBR contracts



More Flexibility

Contract adjustments expand opportunities for MBEs and VSBES



Simplified Process

Makes secondary competitions faster and more efficient for certain procurements



Oral Presentations

Facilitates clearer communication between vendors and State evaluation committees



THANK
YOU

