WELCOME!



Federal & State of Maryland Veteran-Owned Small Business Certifications and Updates



https://www.sba.gov/

U.S. Small Business

Administration

goMDsmallbiz.maryland.gov

Federal & State of Maryland Veteran-Owned Small Business Certifications and Updates

Danielle Davis VSBE Compliance Manager Caroline Henson Business Development Specialist





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

Danielle Davis

VSBE Compliance Manager

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goMDsmallbiz.maryland.gov

State of Maryland Veteran-Owned Small Business Enterprise (VSBE) Program

March 5, 2024

AGENDA





- Connect small businesses to greater economic opportunities
- Oversight, monitoring, and compliance of three preference procurement programs across over 70 state agencies/departments
- Conduct statewide outreach and training programs
- Host online resources for small business growth and development
- Maintain a robust website that provides 24/7 access to small business resources

https://gomdsmallbiz.maryland.gov

State Procurement Programs

Minority Business Enterprise (MBE) Program

- > Subcontracting program
- > 29% aspirational goal
- > Race and gender specific
- Application-based certification process
- Official certification unit @ MDOT
- > Annual renewal

Small Business Reserve (SBR) Program

- Prime contracting program
- > 15% set-aside
- > Race and gender neutral
- State-defined small business eligibility standards apply
- Online certification process (eMMA)
- > Annual renewal

Veteran-Owned Small Business Enterprise (VSBE) Program

- > Subcontracting program
- > 1% minimal goal
- > 3-Step certification process includes *veteran verification*
- Online application process (eMMA)
- > Annual renewal

State Procurement Programs

FY2023 Payment and Awards

Minority Business Enterprise (MBE) Program

- 8,000+ certified MBE firms
- \$1.2 Billion in awards
- \$991 Billion made in payments
- 1,516 Firms to Receive payment as an MBE in FY23

Small Business Reserve (SBR) Program

- 4,400+ certified SBR firms
- \$599 Million in payments
- 1,990 Firms to Receive payment as an SBR in FY23

Veteran-Owned Small
Business Enterprise
(VSBE) Program

- 750+ certified VSBE firms
- \$35.6 Million in Awards
- \$141 Million in payments
- 322 VSBE's received contracts in FY23

Poll #1



VSBE Program

MISSION:

Provides contracting opportunities on state-funded procurements from over 50 state agencies for certified veteran-owned small businesses.

HOW:

Only the work of a <u>certified VSBE</u> <u>firm</u>, performing either directly (prime contractors) or indirectly (subcontractors), can be counted toward the achievement of an established state contract goal.

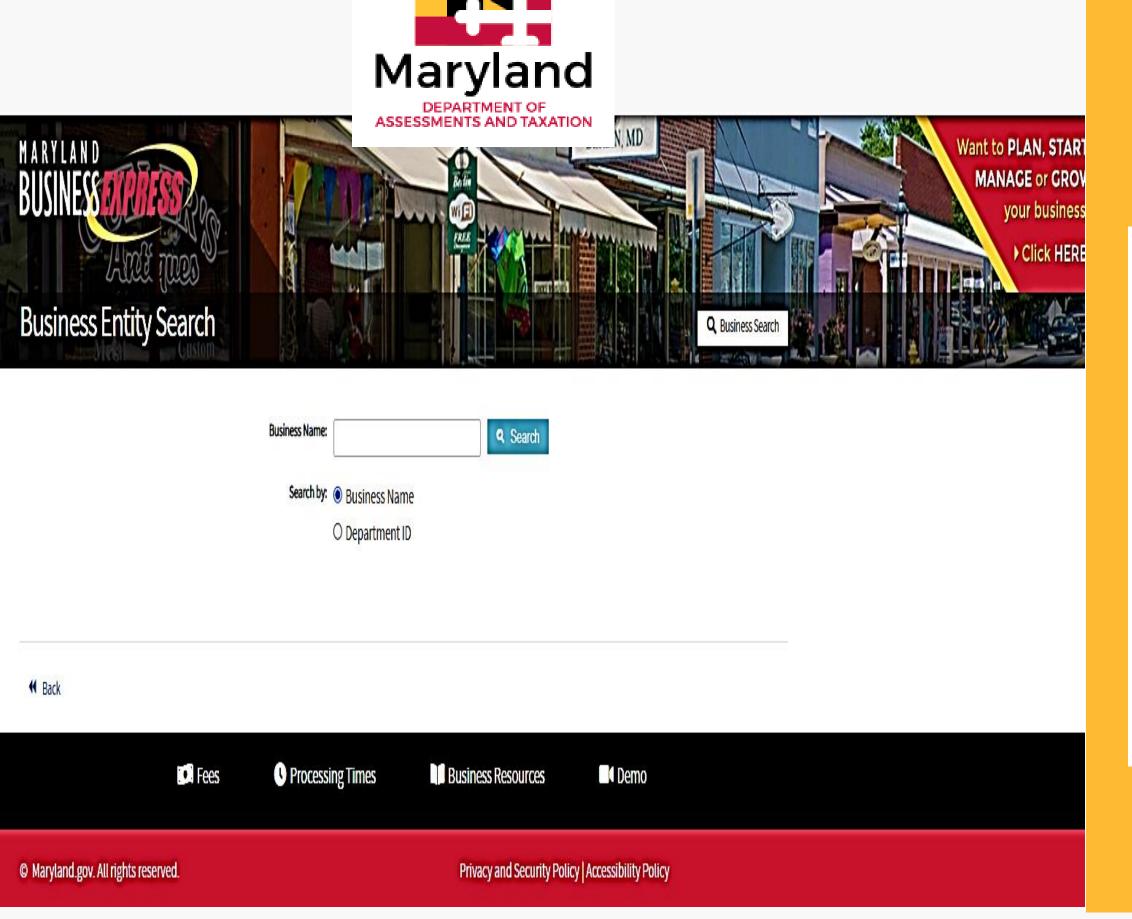
VSBE Program Eligibility Requirements

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.

Veteran-owned small businesses must meet the following eligibility standards:

- 1. Be a small business as defined by the <u>United States Small</u>
 <u>Business Administration in 13 C.F.R. 121.201</u> 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





Good Standing

All Maryland domestic and foreign business entities registered in Maryland must file an annual report or request an extension by April 15 to maintain their "good standing" status with the State
Department of Assessments and Taxation.

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

3- Step VSBE Certification Process



★★★★★
Complete Vendor
Registration

A Vendor registration in eMaryland Marketplace Advantage (eMMA) at www.emma.Maryland.gov



Veteran Verification

Complete the electronic veteran verification component from one of the following paths: **State-** Maryland Department of Veterans Affairs <u>or</u> **Federal-** SBA Federal VetCert

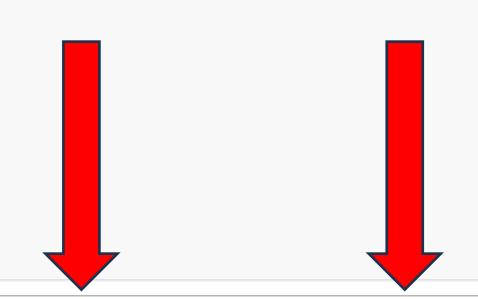


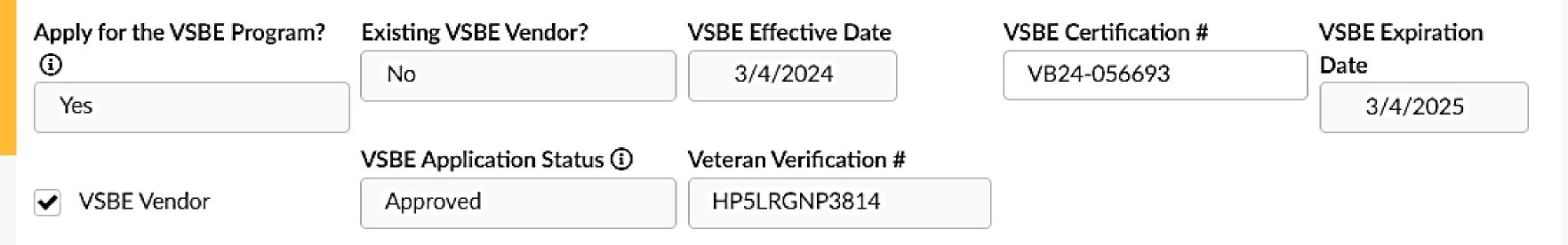
VSBE Application

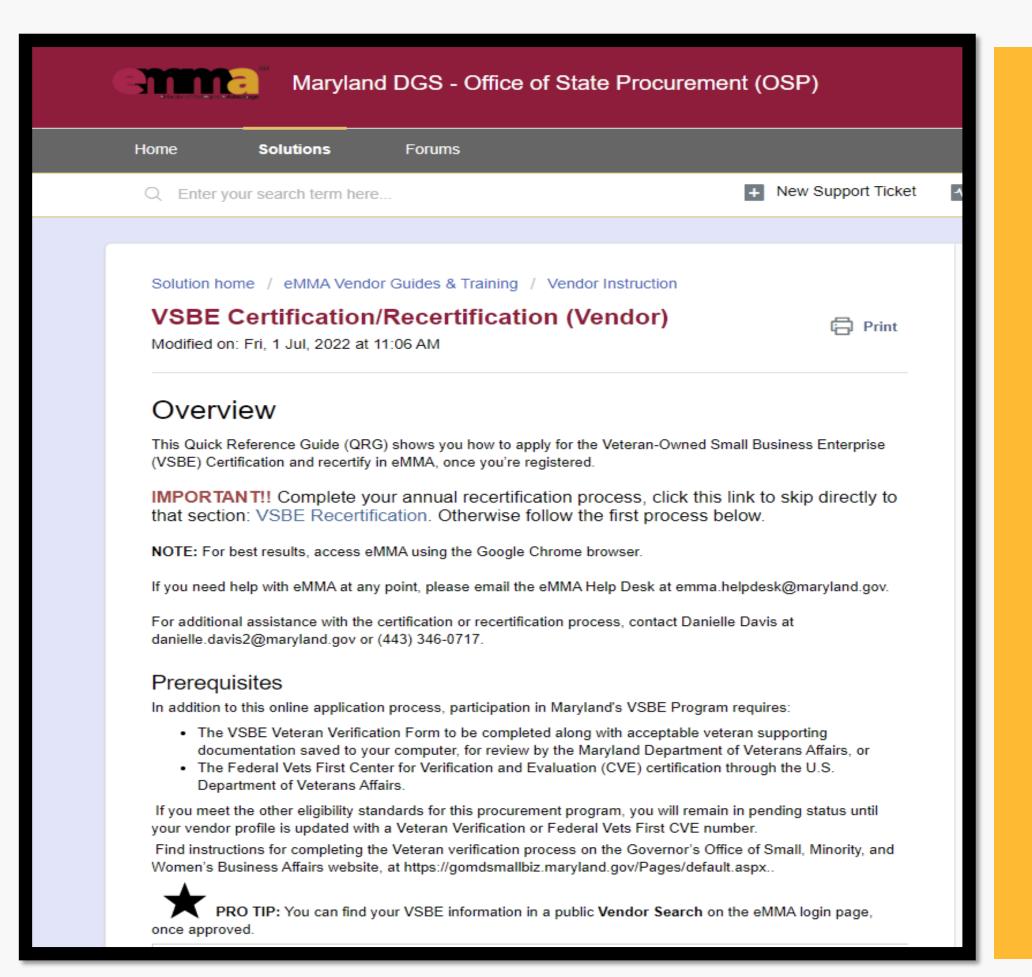
Complete the electronic
VSBE Application in eMMA,
under the vendor's Company
Profile and Document
section with providing the
veteran verification

VSBE Certification

Certification can take up to 2-3 business days. Once certified the business is assigned a VSBE Certification Number, a one- year expiration date and then becomes active in our Public Database as a VSBE.







VSBE QRG

Our step-by-step guide will walk you through the entire process with screenshots of each step. If you would like to schedule a one-on-one with me for assistance, you may email me as well!

https://mdprocurement.freshdesk.com/support/solutions/articles/70000584604

VSBE Recertification



CHECK YOUR VSBE CERTIFICATION

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.

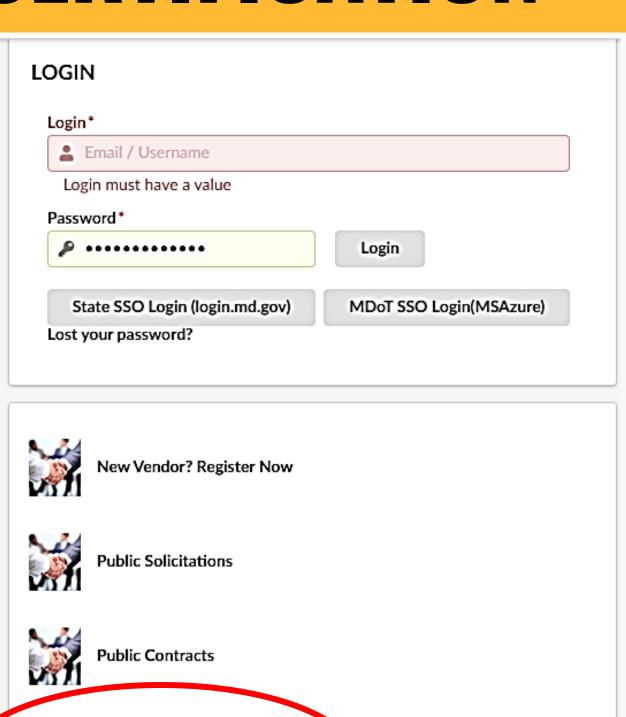
Qualified vendors may also complete the self-certification process for the Small Business Reserve (**SBR**) Program and Veteran-owned Small Business Enterprise (**VSBE**) Program.

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>.

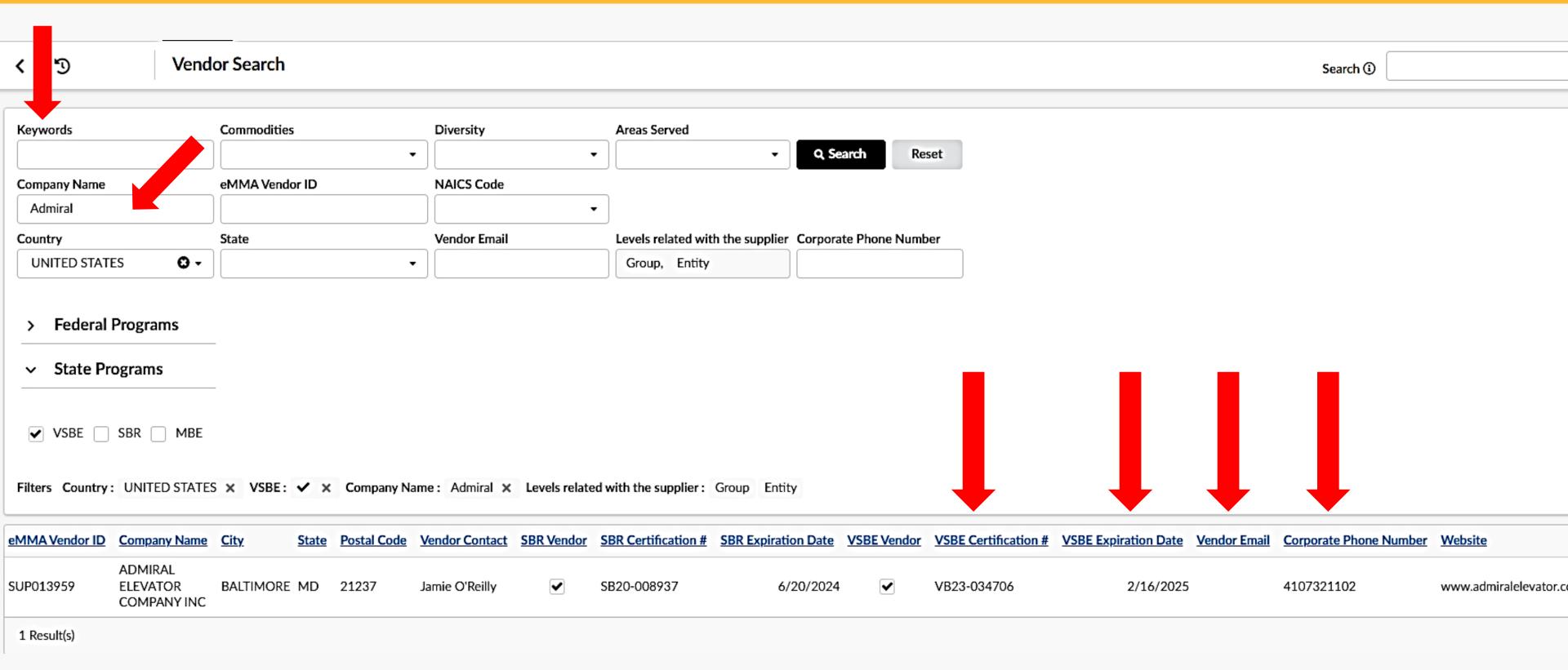
For additional training and resources, please go to the Maryland Procurement Academy homepage at <u>State of Maryland eMMA Training</u>



https://emma.maryland.gov/

Vendor Search

CHECK YOUR VSBE CERTIFICATION



eMMA

- The only platform to certify the public directory for VSBE's
- Matching system for open solicitations with your vendor United Nations Standard Products and Services Codes (UNSPSC) https://www.unspsc.org/
- View current solicitations over \$15,000
- Search Past Contracts awarded
- Becoming a full procurement to pay system for the State of Maryland



eMMA

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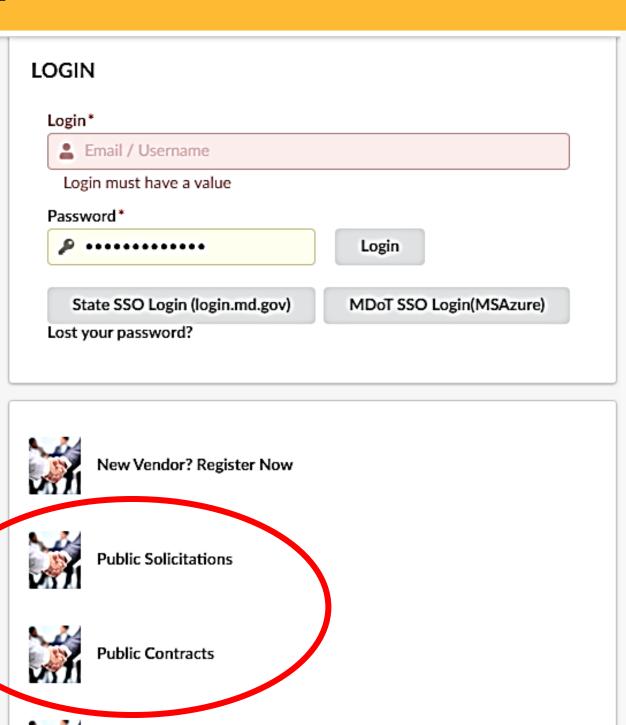
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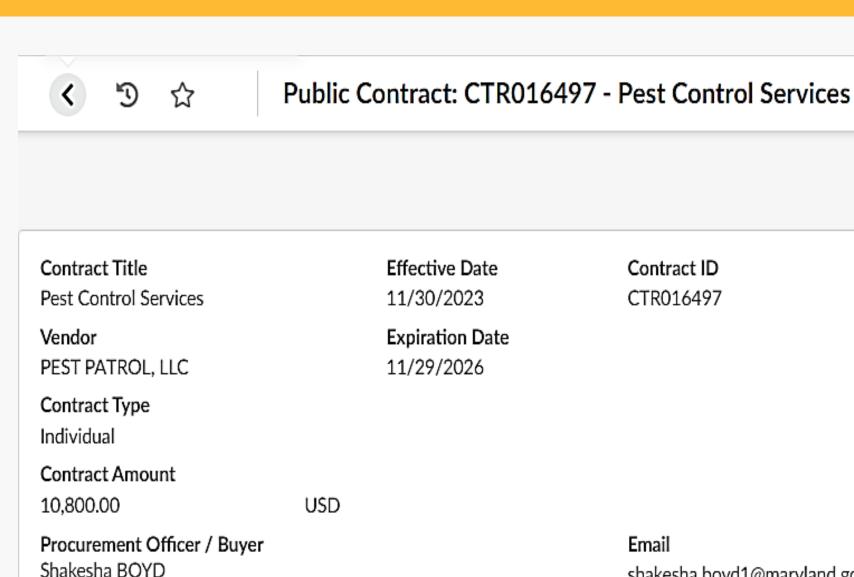


Vendor Search

Open Solicitations/Public Contracts

BA-688-200-001 - Supreme Court of Maryland (BPM0411

Title BA-688-200-001 - Supreme Court of Maryland Solicitation Type IFB: Invitation for Bid Main Category Building and Facility Construction and Maintenance Services Issuing Agency Department Of General Services Procurement Officer / Buyer Email Kimberly LANGKAM kimberly.langkam@maryland.gov Solicitation Summary Supreme Court of Maryland Project Cost Class H - Over \$15,000,000 Procurement Program Participation Goals VSBE Participation (%) 5.0 MBE Participation (%) African American MBE Participation (%) 8.0 Women-Owned MBE Participation (%) 11.0



Shakesha BOYD shakesha.boyd1@maryland.gov

Linked Solicitation

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Statewide Contract

Federal Funding

No

Green Contract

VSBE Goal

Yes

Outreach

Both our office and our participating agencies/departments are required to conduct outreach to our veteran-owned business community. There are several ways, you can engage with our office.

- Monthly News Bulletin
- Monthly VSBE Email from Danielle
- Quarterly Ready, Set, Grow Procurement Workshops
- VSBE specific hosted events
- State Agencies/Department hosted events
- Networking opportunities with other Resource Partners





LET'S WORK TOGETHER







1:52:26

Leveraging Your Certifications - December 14, 2023

StateMaryland • 76 views • 2 months ago



Writing A Business Plan to Access Capital - December 12, 2023

StateMaryland • 36 views • 2 months ago



VSBE Subcontracting Protocols - November 16, 2023

StateMaryland • 26 views • 2 months ago



Strategic Planning for Business - November 14, 2023

StateMaryland • 16 views • 2 months ago



MBE Rights & Responsibilities - October 26 2023

StateMaryland • 70 views • 4 months ago

LET'S **TOGETHER**

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

ATTENTION ALL VETERAN BUSINESSES, SMALL BUSINESSES and MINORITY BUSINESS ENTERPRISES

The Department of Maryland State Police is holding an Open House on

March 7, 2024

8:30 AM to 12:00 PM

1201 Reisterstown Road

Pikesville, MD 21208

(MSP Headquarters compound)

Building "C" (classroom)

An opportunity as a vendor to meet Procurement Officers who have the potential to buy the goods/services you provide.

LET'S WORK TOGETHER

VETERAN - OWNED SMALL BUSINESS CERTIFICATION WORKSHOP

Join us in Cambridge for an information packed session that includes how to register for Small Business Administration and State of Maryland contracting programs for veteran-owned businesses. Firms interested in the State's Veteran-Owned Small Business Enterprise Program may seek certification at this event. A continental breakfast will be provided. Registration Required.



LET'S WORK **TOGETHER**

Danielle.Davis2@maryland.gov

What's New



Governor Moore Announces \$10M for Small Businesses Across Maryland

Governor Wes Moore recently announced \$10 million for small business and community development grants within designated <u>Sustainable Communities</u>. The funds will be deployed by the <u>Maryland Department of Housing and Community Development</u> through the Project Restore 2.0 and Business Boost programs. Economic development organizations will be awarded \$8 million for Project Restore which will then be awarded to businesses through sub-grants to be used for rental assistance, equipment, and renovation of



vacant storefronts or buildings. The Business Boost program will award grants between \$20,000 and \$50,000 directly to new or expanding small business owners. Applications will open on March 13, 2024 for small business owners to apply through Business Boost and for economic development organizations to apply through Project Restore 2.0. Learn all the details and check your eligibility for both programs online.

https://dhcd.maryland.gov/Business/Pages/Small-Business-Grants.aspx

CHECK THIS OUT!

Resources

Each program collaborates to bring a variety of resource topics from subject matter experts to our small business community so that you have the tools and knowledge on how to be successful business here in Maryland.

Engaging with these resources, will help develop skills and networking to opportunities that await!





2024 DMV Veteran Shark Tank Pitch Competition

Who's eligible?

Business owners who are:

- 1. Active duty military
- 2. Veterans
- 3. Military spouses
- 4. Military children

YOU COULD WIN UP TO \$15,000!



- Application deadline: March 31, 2024 at 11:59pm EST
- Website for more information: www.dmvsharktank.org

CET STARTED





Veteran Shark Tank

https://form.jotform.com/230894734859170

Small Business Administration

https://www.sba.gov/business-guide/grow-your-business/veteran-owned-businesses

Maryland Small Business Development Center (SBDC)

https://www.marylandsbdc.org/

Mid-Atlantic Veterans Outreach Business Center (VBOC)

https://midatlanticvboc.com/

Maryland Business Opportunity Center

https://www.marylandboc.org/

Veteran Institute of Procurement

https://nationalvip.org/

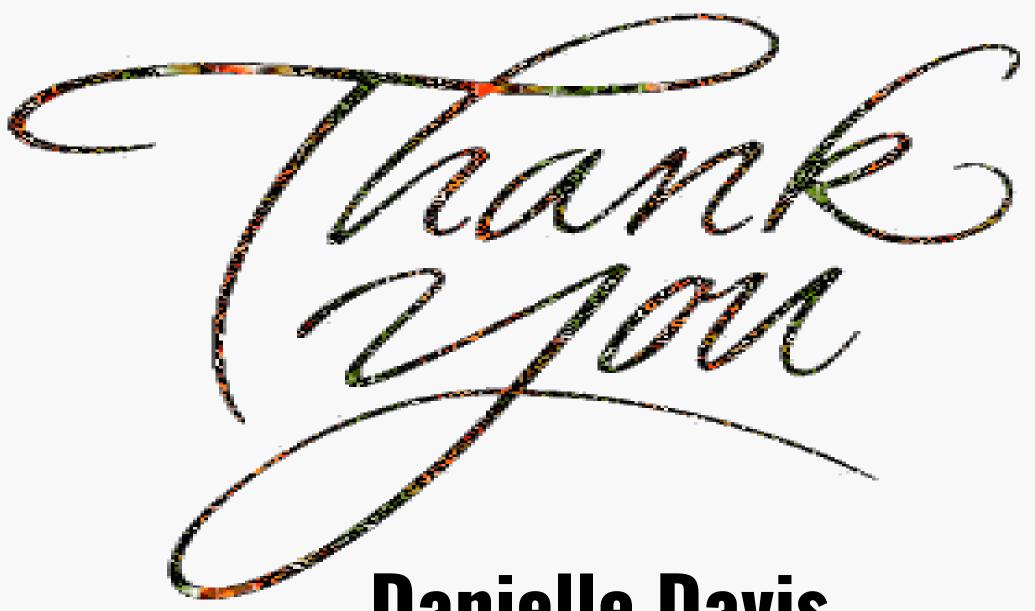
Maryland Procurement Technical Assistance Center (PTAC)

https://www.mdptac.org/

SCORE

https://www.score.org/

Resources



Danielle Davis

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U.S. Small Business Administration

Caroline Henson

Business Development Specialist Veterans Business Development Officer



https://www.sba.gov/

caroline.henson@sba.gov



SBA Veteran Small Business Certification Program (VetCert) Update

sba.gov/vetcert

veterans.certify.sba.gov

SBA History/Mission

- Established in 1953
- We help small businesses start, grow, expand and recover





The SBA Resource Partner Network

Access the right tools at the right time—wherever you are.



Approved and funded by the SBA



1,400+ partner offices nationwide



Find local resource partners near you at SBA.gov/local-assistance





WOMEN VETERAN ENTREPRENEURSHIP TRAINING PROGRAM

 Entrepreneurial training for women veterans as they start or grow a business.

(WVETP)









- WVETP consists of three grantees:
 - Veteran Women Igniting the Spirit of Entrepreneurship (V-WISE) -Institute for Veterans and Military Families at Syracuse University
 - LiftFund
 - **ONABEN** Beyond the Boots: A Veteran and Service Member Initiative



SERVICE-DISABLED VETERAN ENTREPRENEURSHIP TRAINING PROGRAM

(SDVETP)









- Entrepreneurial training for SDVs as they start or grow a business
- SDVETP consists of four institution grantees:
 - Entrepreneurship Bootcamp for Veterans with Disabilities – Saint Joseph's University
 - Veterans Entrepreneurial Training and Resource Network (VETRN)
 - Veteran Entrepreneurship Program – Oklahoma State University
 - Warrior Rising



VETERAN FEDERAL PROCUREMENT ENTREPRENEURSHIP TRAINING PROGRAM

(VFPETP)



Veterans Institute for Procurement (VIP)

- Three-day intensive programs held in MD
- Hands-on, market-based instruction that help VOSBs establish best practices for federal procurement
 - VIP START
 - VIP GROW
 - VIP ADVANCE
 - VIP INTERNATIONAL
 - VIP AEROSPACE
 - VIP INTERNATIONAL
- In 2022, VIP celebrated its 2000th graduate!

WWW.NATIONALVIP.ORG



Who Can Help with Procurement?

If you are looking to expand with government contracting, APEX Accelerators can help:

- Determine if your business is ready for contracting
- Help you register in the proper places to get involved in the government marketplace
- See if you're eligible for certifications

Maryland APEX ACCELERATORS

mdptac.org/



Basic Requirements for Federal Procurement

SAM.gov

• UEI

NAICS Code

Size Standards

• FAR





Types of Contracts

- Full and open competition
 - Prime contracts
 - Subcontracts
- Set-aside contracts for small businesses
 - Competitive set-aside contracts
 - Sole-source set-aside contracts



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
- As of January 1, 2024, self-certification is no longer accepted by the SBA
- The transfer provides veterans with a central support point for their small business certification needs



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 set-aside contracts across the federal government
- Certified VOSBs may also compete for sole-source and set-aside contracts from the VA



Certification Transfer from the VA & One-Year Extension

- Firms previously verified by the VA Center for Verification and Evaluation (CVE) as of January 1, 2023, have been automatically granted by the SBA for the remainder of the firm's eligibility period, along with a one-time, one-year extension
- New applicants certified by the SBA after January 1, 2023, will receive the standard three-year certification period





Self-Certified Firms

- Self-certified firms *were* granted a one-year grace period until January 1, 2024
- During the grace period, self-certified businesses were encouraged to file an application for certification and were able to continue to rely on their self-certification to compete for non-VA set-aside contracts
- The grace period for self-certified firms has officially come to an end as of January 1, 2024
- If a business was previously self-certified (but not officially certified by the SBA), then the business is no longer eligible for set-aside and solesource contracts under the VetCert program until they are approved by the SBA and have the official SBA Veteran Small Business Certification



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 **fact sheet** listing required documentation is available at **sba.gov/vetcert**.



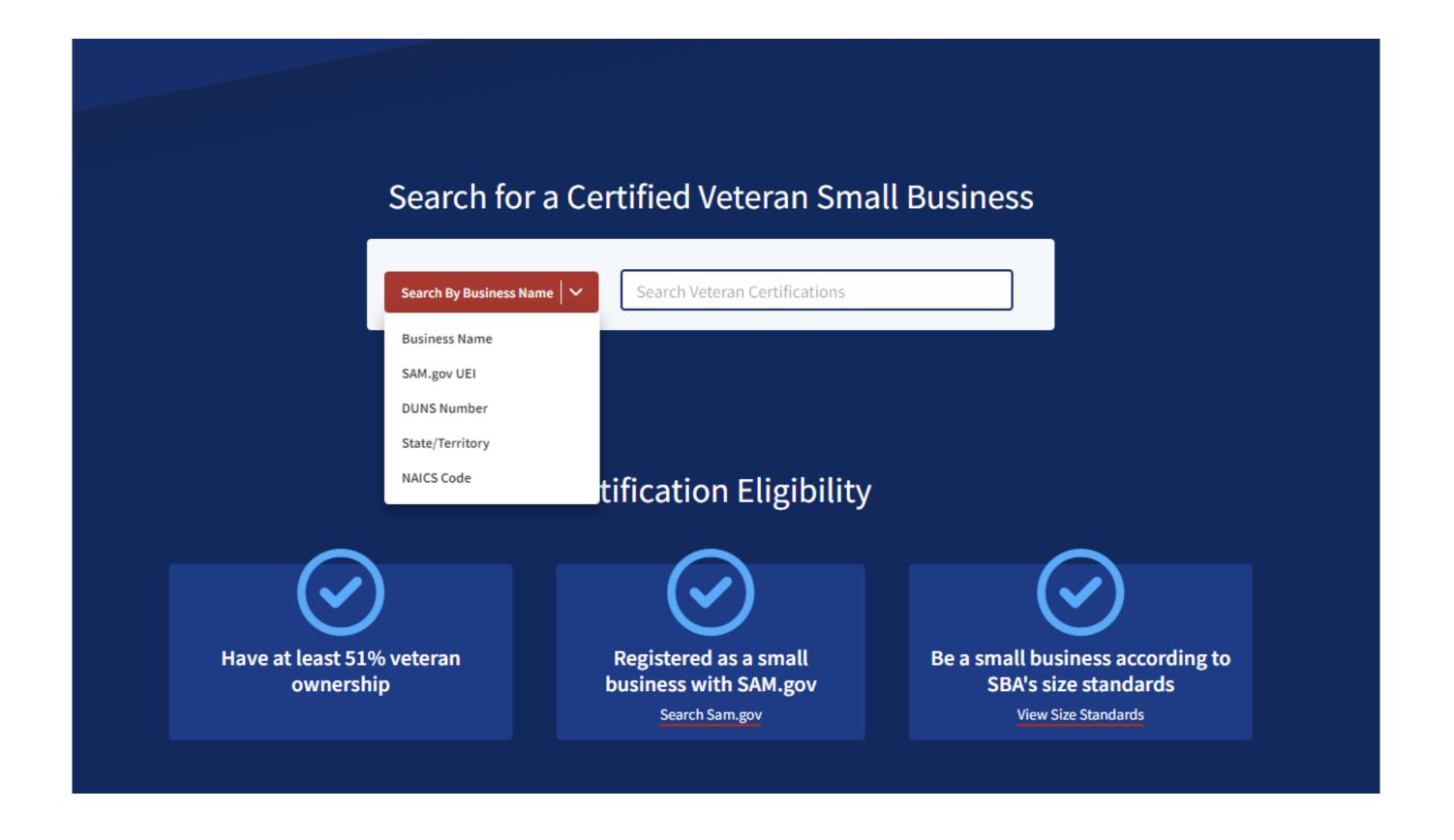
SBA's VetCert Portal

Landing Page to Login or Register a New Account

Veterans.certify.sba.gov









For More VetCert Information

- Visit SBA's website for general VetCert information
 - sba.gov/vetcert
- Email the VetCert Team
 - vetcert@sba.gov
- Contact the toll-free call center
 - > 800-862-8088
 - Monday -Friday, 8 a.m. 6 p.m. ET
 - Excludes federal holidays
- Visit the <u>Frequently Asked Questions</u> on the VetCert platform
 - veterans.certify.sba.gov/
- Caroline Henson, SBA Baltimore District Office Veterans Business Development Officer
 - Caroline.Henson@sba.gov







Mining Public Data Techniques



Videos & Slide Decks

eMaryland Marketplace Advantage (eMMA)

Procurement Forecast

Board of Public Works

Communicating with Confidence

goMDsmallbiz.maryland.gov



SMALL BUSINESS

WEBINAR SERIES

TRAINING & INSIGHTS FOR PROCUREMENT SUCCESS



2 WEBINARS MONTHLY



9AM-12PM



CLASSES LED BY SUBJECT MATTER EXPERTS

TO REGISTER VISIT:
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GOVERNOR'S OFFICE OF SMALL, MINORITY & WOMEN BUSINESS AFFAIRS goMDsmallbiz.maryland.gov

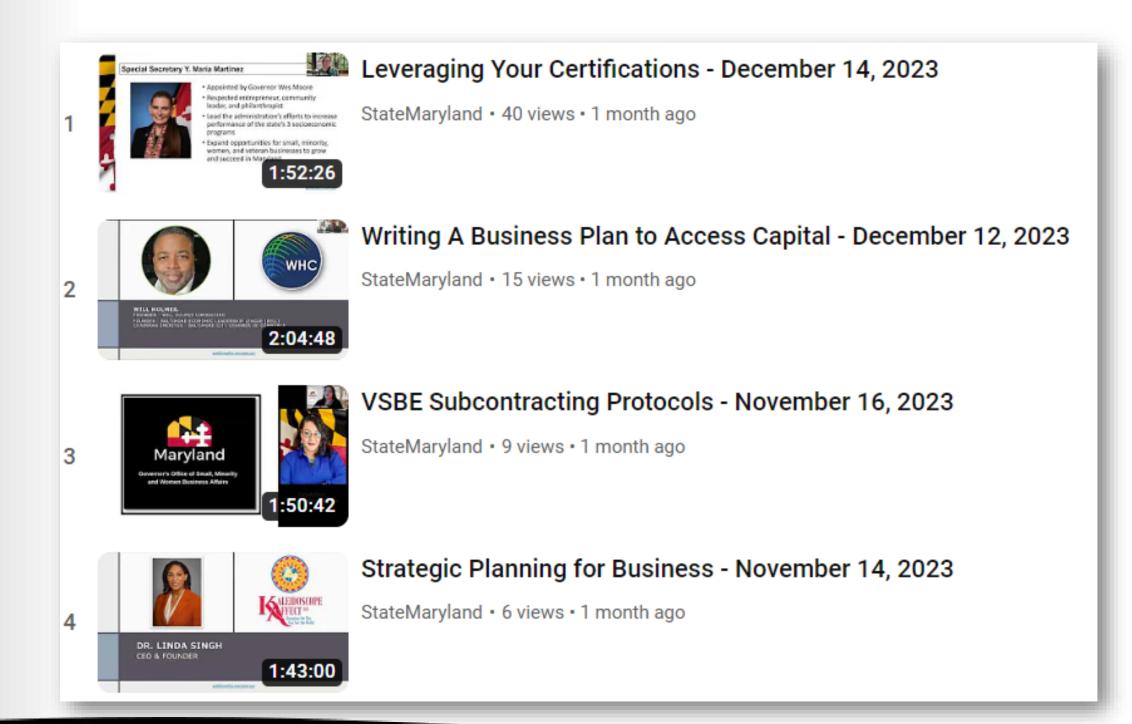


Keep Learning

- 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

Upcoming Webinars & Workshops



goMDsmallbiz.maryland.gov

Tuesday March 26, 2024

10 a.m.

Subcontracting in Maryland's
Minority Business Enterprise
(MBE) Program

Thursday March 28, 2024

10 a.m.

Navigating eMaryland
Marketplace Advantage
(eMMA)





https://gomdsmallbiz.maryland.gov

Thank You!