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Welcome!

TOPIC:

**FEDERAL
U.S. SMALL BUSINESS
ADMINISTRATION (SBA)
UPDATE FOR
VETERAN-OWNED
BUSINESSES**

January 11, 2023



Maryland

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

DANIELLE DAVIS

**VSBE PROGRAM
COMPLIANCE MANAGER**

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

- Connect small businesses to greater economic opportunities
- Oversight, monitoring, and compliance of three socioeconomic procurement programs across 70 state agencies/departments
- Conduct statewide outreach and training programs
- Host online resources for small business growth and development

<https://gomdsmallbiz.maryland.gov>

STATE PROCUREMENT PROGRAMS

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

Minority Business Enterprise (MBE) Program

- Subcontracting program
- 29% aspirational goal
- Race and gender specific
- Application-based certification process
- Annual renewal

Veteran-Owned Small Business Enterprise (VSBE) Program

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

MBEs and VSBEs are encouraged to perform as a prime contractor.

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

- 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
- Be at least 51% owned and controlled by one or more individuals who are veterans
- Must be for-profit business

*A veteran 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, per state regulations.

VSBE PROGRAM



3-STEP CERTIFICATION PROCESS

STEP 1- REGISTRATION

Register as a vendor in eMMA; Identify interest in VSBE under
“Procurement Programs”
Complete “Vendor Registration”

STEP 2- VERIFICATION

Verify veteran status through one of the 2 accepted
verification units: Maryland Department of Veterans Affairs
or US Department of Veterans Affairs (Federal CVE)

STEP 3- CERTIFICATION

Complete VSBE Application
(Under “Documents,” complete the VSBE Application and entering
your valid Veteran Verification number)

Once the vendor is approved, they will be assigned a VSBE Certification Number (VBXX-XXXXXX)



STEP 1- REGISTRATION

- Visit <https://emma.maryland.gov/>
- New Vendor? Register Now
- eMMA is the official database for VSBE's
- All solicitations over \$15,000 must be publicly posted (advertised) on eMaryland Marketplace Advantage (eMMA).

The screenshot shows the homepage of the eMaryland Marketplace Advantage (eMMA) website. At the top, there is a navigation menu with links for 'New Vendor? Register Now', 'Vendor Search', 'Public Solicitations', and 'Public Contracts'. Below the navigation is a 'Login' section with a form for entering an email/username and password, along with buttons for 'Login', 'State SSO Login(SecureAuth)', and 'MDoT SSO Login(MSAzure)'. A 'Lost your password?' link is also present. In the main content area, there is a large 'emma' logo and a welcome message. Below the logo, there is a paragraph describing eMMA as Maryland's new online procurement platform. Further down, there is information about the Small Business Reserve (SBR) Program and the Veteran-owned Small Business Enterprise (VSBE) Program. At the bottom, there is a link to 'Frequently Asked Questions' and 'Quick Reference Guides', and contact information for the eMMA Help Desk. On the right side, there is a vertical list of navigation links: 'New Vendor? Register Now', 'Public Solicitations', 'Public Contracts', and 'Vendor Search'. The 'New Vendor? Register Now' link is circled in brown, and a brown arrow points to it from the right.

STEP 2- VETERAN VERIFICATION

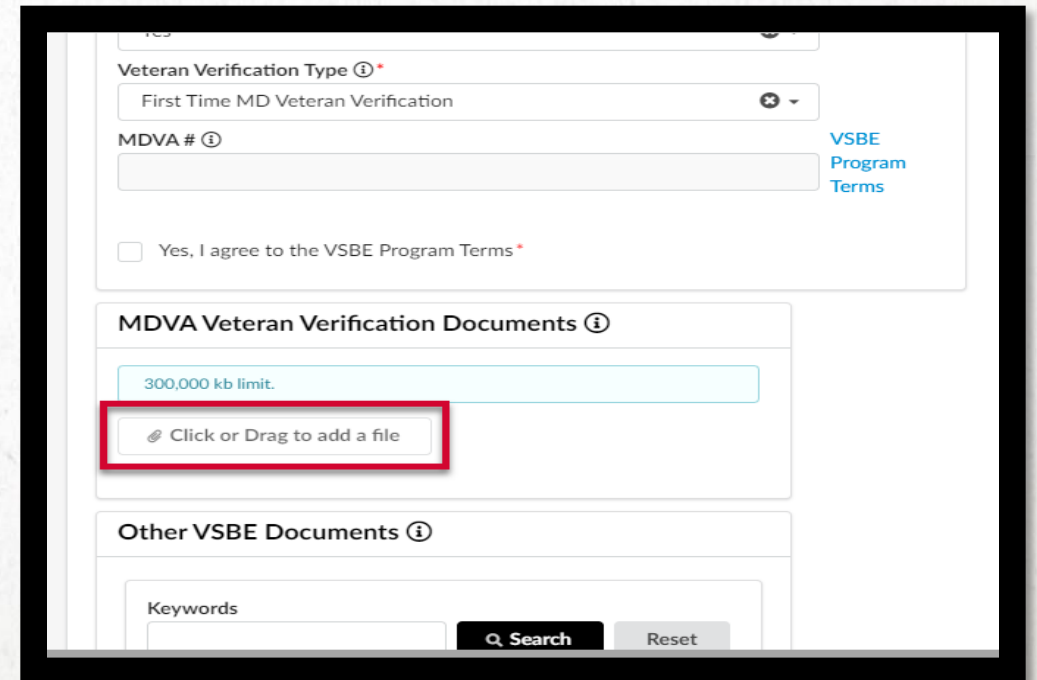
Two options for the Veteran Verification:

Vendors are able to enter either their **Federal SAMS UEI # (12 digits)**



A screenshot of a web form showing a dropdown menu for 'Veteran Verification Type'. The menu is open, displaying two options: 'Federal Veteran Verification' and 'Vets First CVE'. The 'Vets First CVE' option is highlighted with a red rectangular border. To the right of the dropdown, there is a link for 'VSBE Program Terms'.


Vendors are able to be verified with the Maryland Department of Veteran Affairs with the **VSBE Verification of Veteran Status form** and upload their **veteran supporting documentation**.



A screenshot of a web form for 'MDVA Veteran Verification Documents'. The form includes a dropdown for 'Veteran Verification Type' set to 'First Time MD Veteran Verification', a text input for 'MDVA #', and a checkbox for 'Yes, I agree to the VSBE Program Terms'. Below these is a section for document uploads with a '300,000 kb limit' and a button that says 'Click or Drag to add a file', which is highlighted with a red rectangular border. At the bottom, there is a search bar with 'Keywords' and buttons for 'Search' and 'Reset'.

STEP 2- VETERAN VERIFICATION CONT.

VSBE Verification of Veteran Status



Maryland Department of Veterans Affairs
VERIFICATION OF VETERAN STATUS

INSTRUCTIONS – The small business owner seeking veteran verification for participation in Maryland's Veteran-Owned Small Business Enterprise (VSBE) Program shall complete SECTION A and upload the completed form, along with proof of veteran status, into their existing vendor profile in eMaryland Marketplace Advantage (www.emma.maryland.gov).

SECTION A - Veteran Information

NAME: _____

STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: (____) _____ EMAIL: _____

LEGAL NAME OF BUSINESS SEEKING CERTIFICATION IN MARYLAND'S VSBE PROGRAM:

TITLE OF APPLICANT (Veteran's relation to the applicant business):

Acceptable Documentation	Proof of veteran status requires a COPY to be uploaded in eMMA of one of the following: DD214, DD215, Discharge Papers, or a copy of the United States Department of Veterans Affairs Rating Decision.
---------------------------------	---

This section to be completed by the Maryland Department of Veterans Affairs only.
The Maryland Department of Veterans Affairs certifies the following (check the box that applies):

MDVA Number: _____

Veteran in accordance with Title 38 USC.

Disabled veteran in accordance with the Code of Federal Regulations.

Not a veteran.

Vendors who wish to have their veteran verification completed with the state, will need to complete the Verification of Veteran Status Form, Section A only in this pdf document. Save the document to your computer and upload in Step 3 along with Acceptable veteran documentation.

<https://gomdsmallbiz.maryland.gov/SiteAssets/Pages/VSBE-Program/VSBE%20Veteran%20Verification%20Form.pdf>

STEP 3- VSBE APPLICATION

Use these Navigations to access the VSBE Application in your eMMA portal:

- Click on "Company Profile"
- To the left of the screen, select the "Documents" tab
- Within the "Documents" tab, scroll down to the "Attestations & General Documents" section
- Select the "+" box next to the VSBE Application
- Complete the VSBE Application
- "Save & Close" and "Submit" the application

The screenshot shows the "Edit document : Attestations & General Documents" page. On the left, there is a "Document" tab. On the right, there are two buttons: "Save" (black) and "Archive" (yellow). The main content area contains several questions with dropdown menus:

- Question 1: "Is at least 51% of this business owned and controlled by one or more veteran(s) or disabled veteran(s)?" with a dropdown menu labeled 'a'.
- Question 2: "Does your company meet the size standards adopted by the United States Small Business Administration?" with a dropdown menu labeled 'b' and a link to "USSBA Size Standards Tool".
- Question 3: "Is it a for-profit business?" with a dropdown menu labeled 'c'.
- Question 4: "Veteran Verification Type" with a dropdown menu labeled 'd'.

At the bottom, there is a link for "VSBE Program Terms".

VSBE RECERTIFICATION

- All certifications are only good for **ONE YEAR**
- A vendor will only have 30-days prior to their expiration date to complete the recertification in eMMA for VSBE and SBR Programs.
- **If a vendor does not renew in eMMA:**
 - Their account turns to expired
 - They lose their VSBE certification number
 - They are no longer indicated as a VSBE in the Public database
 - No awards or payments can be counted towards the VSBE statewide goals



[Solution home](#) / [eMMA Vendor Guides & Training](#) / [Vendor Instruction](#)

VSBE Certification/Recertification (Vendor)



Modified on: Fri, 1 Jul, 2022 at 11:06 AM

Overview

This Quick Reference Guide (QRG) shows you how to apply for the Veteran-Owned Small Business Enterprise (VSBE) Certification and recertify in eMMA, once you're registered.

IMPORTANT!! Complete your annual recertification process, click this link to skip directly to that section: [VSBE Recertification](#). Otherwise follow the first process below.

NOTE: For best results, access eMMA using the Google Chrome browser.

If you need help with eMMA at any point, please email the eMMA Help Desk at emma.helpdesk@maryland.gov.

For additional assistance with the certification or recertification process, contact Danielle Davis at danielle.davis2@maryland.gov or (443) 346-0717.

Prerequisites

In addition to this online application process, participation in Maryland's VSBE Program requires:

- The VSBE Veteran Verification Form to be completed along with acceptable veteran supporting documentation saved to your computer, for review by the Maryland Department of Veterans Affairs, or
- The Federal Vets First Center for Verification and Evaluation (CVE) certification through the U.S. Department of Veterans Affairs.

If you meet the other eligibility standards for this procurement program, you will remain in pending status until your vendor profile is updated with a Veteran Verification or Federal Vets First CVE number.

Find instructions for completing the Veteran verification process on the Governor's Office of Small, Minority, and Women's Business Affairs website, at <https://gomdsmallbiz.maryland.gov/Pages/default.aspx>.

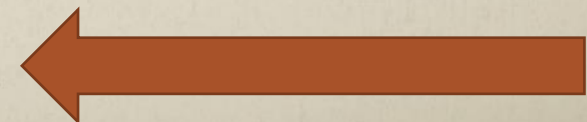


PRO TIP: You can find your VSBE information in a public **Vendor Search** on the eMMA login page, once approved.

VSBE QUICK REFERENCE GUIDE

A STEP-BY-STEP GUIDE ON BOTH THE CERTIFICATION AND RECERTIFICATION PROCESS!

Click on Link





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


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 SBR PROGRAM REPORTING TOOLKIT

 MBE PROGRAM REPORTING TOOLKIT

 VSBE PROGRAM REPORTING TOOLKIT



Calling all veteran entrepreneurs. Join the VSBE Program today!

Attention SBR & VSBE Vendors
If you are experiencing problems with certification or recertification in eMMA, call us for assistance at 410-697-9600.

TOP WEBSITE PICKS

- NEW - 2022 Expanding Opportunities Magazine
- eMaryland Marketplace Advantage (eMMA)
- Maryland Financial Incentives for Businesses
- Maryland Business Express
- Maryland Entrepreneur Hub
- SBR Liaisons
- MBE Liaisons
- VSBE Liaisons
- MBE Rights & Responsibilities
- FY2021 Customer Service Annual Report

MINING PUBLIC DATA

eMaryland Marketplace Advantage (eMMA)

- Video
- Slide Deck

Procurement Forecast

- Video
- Slide Deck

Board of Public Works

- Video
- Slide Deck



U.S. Small Business
Administration

Caroline Henson

Business Development Specialist
Veterans Business Development Officer





U.S. Small Business
Administration

Veteran Small Business Certification Program (VetCert)

December 2022

From the Administrator

- **Goal: Increase the VOSB and SDVOSB industrial base**
- **Objectives:**
 - **Simplify** the preparation and submission of certification documentation and data
 - **Streamline** the certification review process without compromising due diligence
 - **Shift** resources and funding from certification activities to training and growth activities
- The program is a top priority for SBA Administrator Isabella Casillas Guzman to ensure that veteran and service-disabled veteran business owners receive their certification and have access to the federal marketplace.

VOSB = Veteran-Owned Small Business

SDVOSB = Service-Disabled Veteran-Owned Small Business

Veteran Small Business Certification Program

- The National Defense Authorization Act of 2021 officially requires VA's CVE responsibilities to be transferred to the SBA as of **Jan 1, 2023**, and for the SBA to establish a government-wide certification program.
- The SBA program name for certifying VOSBs and SDVOSBs is the **Veteran Small Business Certification Program, or VetCert.**
- The final rule for the program was published on November 29, 2022, in the [Federal Register](#).
- The program will launch to the public and begin accepting new applications on January 9, 2023.

Highlights of the New SBA Certification Program

- Along with the transfer to the SBA, there are changes to both the process and system to receive certification and make it easier for owners to have someone assist them in preparing their application.
- After the grace period expires for SDVOSBs, all VOSBs and SDVOSBs will be expected to be certified by the SBA to receive sole source or set aside awards from federal agencies.
- Agencies will continue to receive SDVOSB goaling credit for awards made to self-certified SDVOSB on non-SDVOSB set aside or sole source contracts. The SBA intends to reevaluate self-certification for goaling purposes once this program is launched.
- The SBA VetCert program provides reciprocal certification for businesses with remaining eligibility in the WOSB and 8a programs.
- Business-friendly approach to ownership requirements that aligns veteran certifications with the 8a and WOSB programs.
- Joint ventures do not require certification although the managing partner must be SBA certified and the joint venture must request designation.

Policy Highlights – Key Changes

- After January 1, 2023, SDVOSBs will need to be certified by the SBA to receive sole-source or set aside contracts from any federal agency
 - SDVOSB government-wide goal is still 3%
 - Agencies can still rely on self-certification for goaling purposes
- VOSBs continue to need to be certified for sole-source and set aside contracts from the VA under its Vets First Authority
 - Other federal agencies do not have a mandate or authority to award contracts to VOSBs
- The SBA has both the certification system (for small businesses to apply/reapply) and the search tool (for the public & acquisition professionals)
 - SAM.gov will not accurately reflect SDVOSB/VOSB certification status
- WOSB and 8(a) firms will have their certifications recognized if the qualifying individual(s) are the same across programs

Policy Highlights – Key Changes (cont.)

- **One Year Extension** - Companies that were verified by the VA Center for Verification and Evaluation (VA CVE) prior to January 1, 2023, will automatically receive a 1-year extension to their program term (4 years vs. 3 years)
- **One Year Grace Period** - Companies may self-certify through 2023, but must also submit an application to SBA for a final determination
- **Certification will not be for a specific NAICS code**; as long as a business is small in one NAICS it has listed in its SAM.gov registration, it will meet the definition for “currently operates” and be certified. It also must be small & currently operate in the NAICS of any contract for which it is claiming SDVOSB status
- **Final Rule** takes steps to harmonize & simplify definitions of ownership, control, day to day operations, and standard hours across certification programs
- OHA handles appeals & protests
- **Surplus Property Program** is opened to VOSB & SDVOSB businesses

Benefits of SBA Certification

- The SBA provides small businesses the opportunity to access resources such as training, business counseling, access to capital, and more.
- Most resources such as counseling, training, classes, financial readiness assessments, etc., are offered at little to no cost to all small businesses.
- Certification allows firms the opportunity to compete in the federal marketplace and for sole-source and set-aside contracts. Self-certified firms do not qualify for VA contracting opportunities.

Eligibility

To apply for certification as a VOSB or SDVOSB, a firm must meet the following requirements:

- Be considered a small business as defined by the size standard corresponding to any NAICS code listed in the business's SAM profile.
- No less than 51 percent of the business owned and controlled by one or more veterans.
- For certification as a SDVOSB, no less than 51 percent owned and controlled by one or more service-disabled veterans. For those veterans who are permanently and totally disabled and unable to manage the daily business operations, the spouse or permanent caregiver qualifies.



One-Year Certification Extension

For businesses currently verified by the VA:

- Administrator Isabella Casillas Guzman intends to grant a one-time, one-year extension to current VOSBs and SDVOSBs verified by the VA as of the transfer date on January 1, 2023.
- The extension will allow the SBA to process applications from new entrants into the program and grow the base of certified firms.
- The additional year will be added to the existing eligibility period of a current participant.

For new applicants:

- New applicants certified by the SBA after January 1, 2023, will receive the standard three-year certification period.

Grace Period for Self-Certified Businesses

- The 2021 National Defense Authorization Act (NDAA) of 2021 grants a **one-year grace period for self-certified SDVOSBs until January 1, 2024.**
- During the grace period, self-certified businesses have one year to file an application for SDVOSB certification and may continue to rely on their self-certification to compete for non-VA SDVOSB set-aside contracts.
- Self-certified SDVOSBs that apply before the expiration of the one-year grace period will maintain eligibility until the SBA makes a final eligibility decision.

Transfer of VA Verified Businesses to SBA

- The transfer of VA verification to the SBA requires nothing from the business owner.
- The SBA is accepting all businesses verified by the VA as SBA-certified.
- All documents and data will be transferred via data transfer so that those documents will reside in the new SBA system.



What Does This Mean for VOSBs and SDVOSBs?

If you are a VOSB or SDVOSB that is VA CVE verified as of the January 1, 2023, transfer date:

- The SBA has granted a one-time, one-year certification extension as of the transfer date for firms verified by the VA prior to January 1, 2023.
- The one-year extension will be reflected in the SBA Veteran Small Business search tool.
- If the business applies for and receives recertification during the extension period, their new three-year certification begins from the date of expiration.
- For all verified businesses, as your verification expiration date approaches, you can apply for re-certification through the SBA's new certification program.

If you are a VOSB or SDVOSB with an expired verification (or it will expire before Jan 1, 2023):

- The recommended next step is to self-certify in SAM.gov so that you have federal contracting opportunities through all federal agencies, aside from the VA, until 2024.
- Once the SBA begins accepting applications in January 2023, you will be able to submit a new application through the program.

What Does This Mean for VOSBs and SDVOSBs? (cont.)

If you are a VOSB or SDVOSB that has applied for VA verification before the cutoff date and have not yet received a decision:

- The VA stopped accepting applications for verification on October 24, 2022.
- The VA intends to resolve all active applications in their pipeline prior to the SBA's assumption of responsibility.
- Contact the VA to check the status of your application if you applied before the cutoff date.

Recertification for all VOSBs or SDVOSBs with a currently active certification will not be an option until a later date in 2023.

- The one-year certification extension serves to mitigate the need for recertification until the option becomes available in the new SBA application program. The SBA will actively communicate when the recertification option becomes available.

Does the Transfer Affect VA's "Veterans First" Authority?

- There is no effect on VA's Veterans First contracting authority. VA will continue to implement this policy utilizing the SBA's certification program and database for verification purposes as of January 1, 2023.
- There is no government-wide VOSB program, but the VA will retain its unique authority to award set asides and sole source VA contracts to VOSBs.
- VA's database of verified firms will also transfer to the SBA, who will own and maintain the database. VA contracting officers will use the SBA's database to confirm a firm's eligibility when awarding VA SDVOSB or VOSB set aside and sole source contracts.
- For all other agencies, SDVOSBs will need to be certified by the SBA to be eligible for set aside and sole source awards.

How Does a Business Prepare for Application?



Step 1: Determine eligibility.

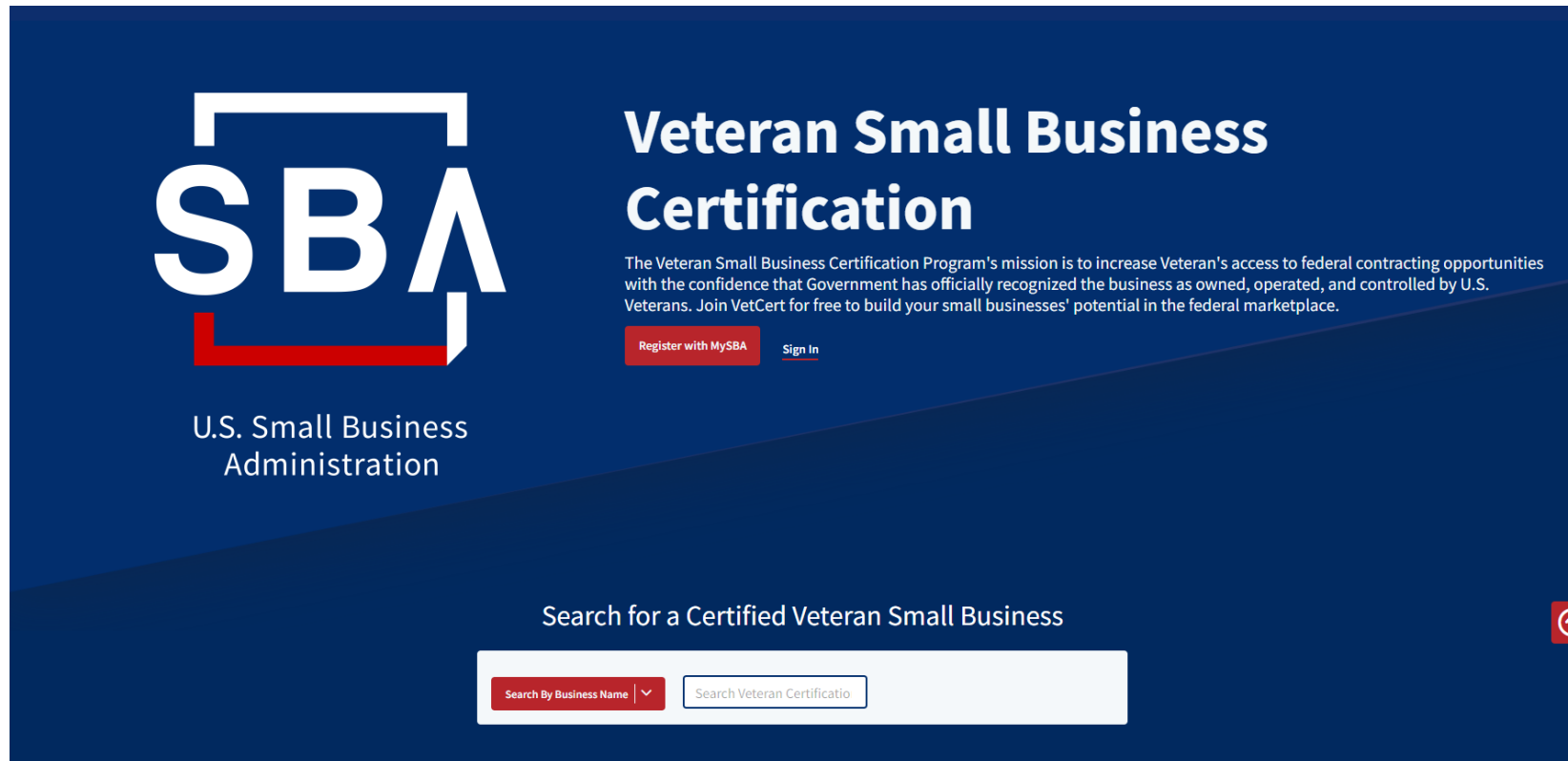
- The business owner must be a veteran or a service-disabled veteran as established in Title [38 CFR Part 74](#) or [13 CFR Part 125](#).
- Be considered a small business as defined by the size standard corresponding to at least one NAICS code listed in the business's SAM.gov profile.
- No less than 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.
- For those veterans who are permanently and totally disabled and unable to manage the daily business operations of their business, their business may still qualify for certification as an SDVOSB if their spouse or appointed permanent caregiver is assisting in that management.

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.

First Look: SBA's Veteran Small Business Certification Program

Landing Page to Login or Register a New Account



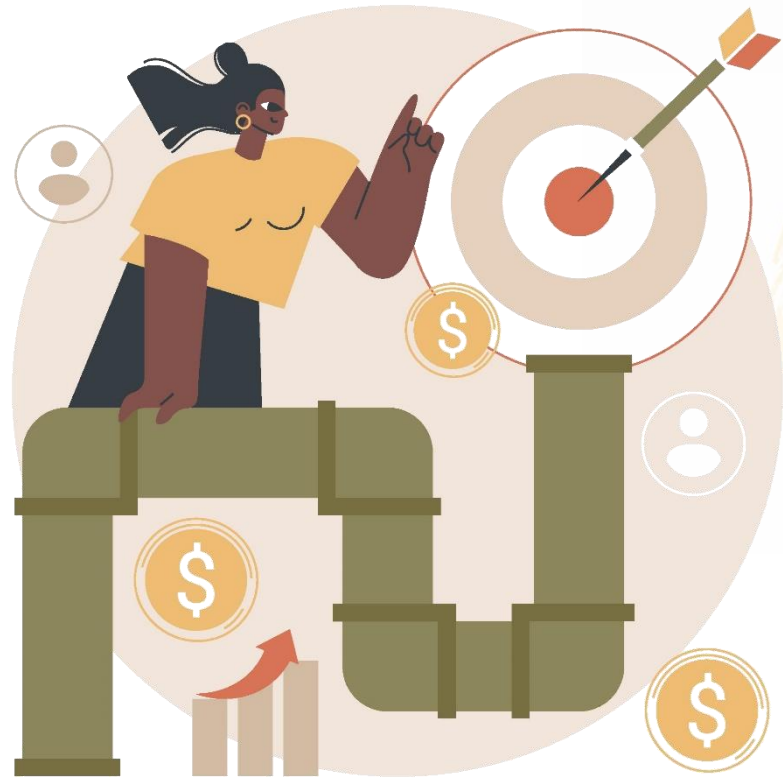
The screenshot shows a landing page for the SBA's Veteran Small Business Certification Program. The page has a dark blue background with white and red text and graphics. On the left, the SBA logo is displayed in white, with a red horizontal bar underneath the letters 'B' and 'A'. Below the logo, the text "U.S. Small Business Administration" is written in white. To the right of the logo, the title "Veteran Small Business Certification" is written in large white font. Below the title, a paragraph of text explains the program's mission: "The Veteran Small Business Certification Program's mission is to increase Veteran's access to federal contracting opportunities with the confidence that Government has officially recognized the business as owned, operated, and controlled by U.S. Veterans. Join VetCert for free to build your small businesses' potential in the federal marketplace." Below this text are two buttons: "Register with MySBA" in red and "Sign In" in white with a red underline. At the bottom of the page, there is a search bar with the text "Search for a Certified Veteran Small Business" above it. The search bar contains a dropdown menu labeled "Search By Business Name" and a text input field labeled "Search Veteran Certificatio". A red button with a white arrow icon is located to the right of the search bar.

Note: The system is still under development.

For More Information

- More information is available on SBA's website: <https://www.sba.gov/vetcert>
- For questions about CVE's transfer to SBA, or if you would like to receive monthly email updates, please email: cvetransfer@sba.gov

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10 a.m.

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Thursday, January 26, 2023

10 a.m.

State Procurement 101

Upcoming Workshops


Friday, February 3, 2023

10 a.m.

Small Biz Resource Connections:
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Resources & Partners

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

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

**Maryland's Office of Minority Business Enterprise
(OMBE)**

<https://www.mdot.maryland.gov/tso/pages/Index.aspx?PageId=90>

**Maryland Department of Commerce
Maryland Financial Incentives for Business**

<https://commerce.knack.com/maryland-funding-incentives>

Maryland Small Business Development Center (SBDC)
<https://www.marylandsbdc.org/>

**Maryland Procurement Technical Assistance
Center (PTAC)**

<https://www.mdptac.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/>

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<https://marylandentrepreneurhub.com/>

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