



# Small Business Outreach & Community Engagement

Hosts:

Aleesha Roedel, Eastern Washington PTAC & Jody O'Connor, Tri-Cities PTAC

Guest Speaker:

Pamela Jorden, OMWBE

# Agenda

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- Opening/housekeeping
- Office of Minority and Women's Business Enterprises (OMWBE) 101
  - Certifications: What are they and where to apply/resources for assistance
- What is PTAC?
  - Services offered
  - What is Bid Match? How to participate
- Q & A
- Closing



Washington State Office of  
**MINORITY &  
WOMEN'S**  
Business Enterprises

**Certification 101**

**October 13, 2021**

# Today's Discussion

- OMWBE Mission
- What is Certification?
- Certification Types
- Why Get Certified?
- Certification Eligibility
- Certified Firm Directory
- Q&A



# About Us

Since 1983, OMWBE has helped businesses owned by minorities, women, and other underrepresented communities access contracting and procurement opportunities in state government. We are passionate about offering a seamless, positive, and timely experience with our office.

At OMWBE, our most valuable resource is our people, with a diversity of backgrounds, skills, ideas, and life experiences that enhance our ability to deliver thoughtful services to our customers.



## OMWBE Purpose

To be a vital and trusted resource for businesses owned by minorities, women and other under-represented communities to gain access, visibility, and contracting opportunities in procurement.

We work to promote equity in how Washington State spends its resources in the private sector by eliminating barriers to equitable participation in public spending and contracting.

# OMWBE Mission



To create and implement programs that provide maximum opportunity for participation of businesses owned by minorities, women, and other under-represented communities in public contracting.

# OMWBE Vision

OMWBE is dedicated to:

- Eliminating systemic and institutional oppression in contracting in the State of Washington;
- Driving innovation, strengthening, and diversifying overall statewide economic growth;
- Empowering public entities to recognize and embrace the value of minority, women, and other under-represented communities' owned businesses.





# OMWBE's Four Pillars

## Certification

- Certify minority and women owned businesses.
- Maintain a directory so state agencies, primes, and educational institutions can find firms to work with.
- State: 2,400
- Federal: 1,473

## Supplier Diversity

- Report the annual spend with certified firms. Posted on our website.
- Met with 63 state agencies, 8 higher educational institutions, and 22 prime contractors on their inclusions plans and best practices.

## Linked Deposit Loan Program

- Access to capital program for certified firms.
- Reduced interest rates on qualifying loans by up to 2%.
- \$175 million available and 11 participating banks.

## Governor's Subcabinet on Business Diversity

- Seeks statewide, big-picture solutions that are long-term and sustainable.
- Support and educate on how to improve contracting with certified firms and how to tailor efforts to be inclusive.

# What is Certification?

OMWBE certifies small businesses that are owned & controlled by minorities, women, and other disadvantaged individuals.

OMWBE certifies business in order to increase contracting opportunities for the certified businesses with state and local governments.

# Certification Types

## Federal Certification

- Disadvantaged Business Enterprise (DBE)
- Airport Concession Disadvantaged Business Enterprise (ACDBE)
- Small Business Enterprise (SBE)

## State Certification

- Minority Business Enterprise (MBE)
- Minority Woman Business Enterprise (MWBE)
- Woman Business Enterprise (WBE)
- Combination Business Enterprise (CBE)
- Socially and Economically Disadvantaged Business Enterprise (SEDBE)

# Why Get Certified?

- Your firm anticipates working with state agencies, local governments, school districts, and public universities.
- Federally-funded transportation projects have mandatory goals for participation of certified firms.
- State agencies and colleges have supplier diversity goals.
- Some private companies also use OMWBE's certified firms to fulfill their supplier diversity goals.

# Certification Eligibility

## Business:

- Business is for-profit
- Gross receipts under \$23.98 million
- Licensed to do business in Washington State

## Owner of the Business:

- Woman or minority owned
- At least 51% ownership
- Show financial investment of capital or expertise
- Need to have knowledge/experience in the field seeking certification in
- Both legal and control over the business
- Independently perform the services
- Owners must be economically disadvantaged
- Personal Net Worth of owner is under \$1.32 million





# Where do I start my certification application?

## Create an account on the Certification Portal

- [Washington State Office of Minority & Women's Business Enterprises Certification Management System \(diversitycompliance.com\)](https://diversitycompliance.com)
- “Apply For/ Renew Certification” | “Create Account”

## Online Application

- Choose state or federal. Start a federal application if you want both state and federal certifications

## Complete online application and upload documents

# Types of Documents

- Affidavit of Certification
- Personal and business taxes (3 years)
- Personal Net Worth Statement
- Business formation and operating documents
- Resume(s)
- Proof of initial investment
- List of equipment

# Application Process Time

- Up to 60 days for State Certification
- Up to 90 days for Federal Certification
  - Federal certification requires an onsite visit



# OMWBE Directory of Certified Firms

- ✓ Businesses that appear in the directory are currently certified with OMWBE.
- ✓ Designed to help buyers and contracting officers more quickly locate certified firms for upcoming procurement and contracting opportunities.

# Questions?

# What is PTAC?

Procurement Technical Assistance Centers

# About PTAC

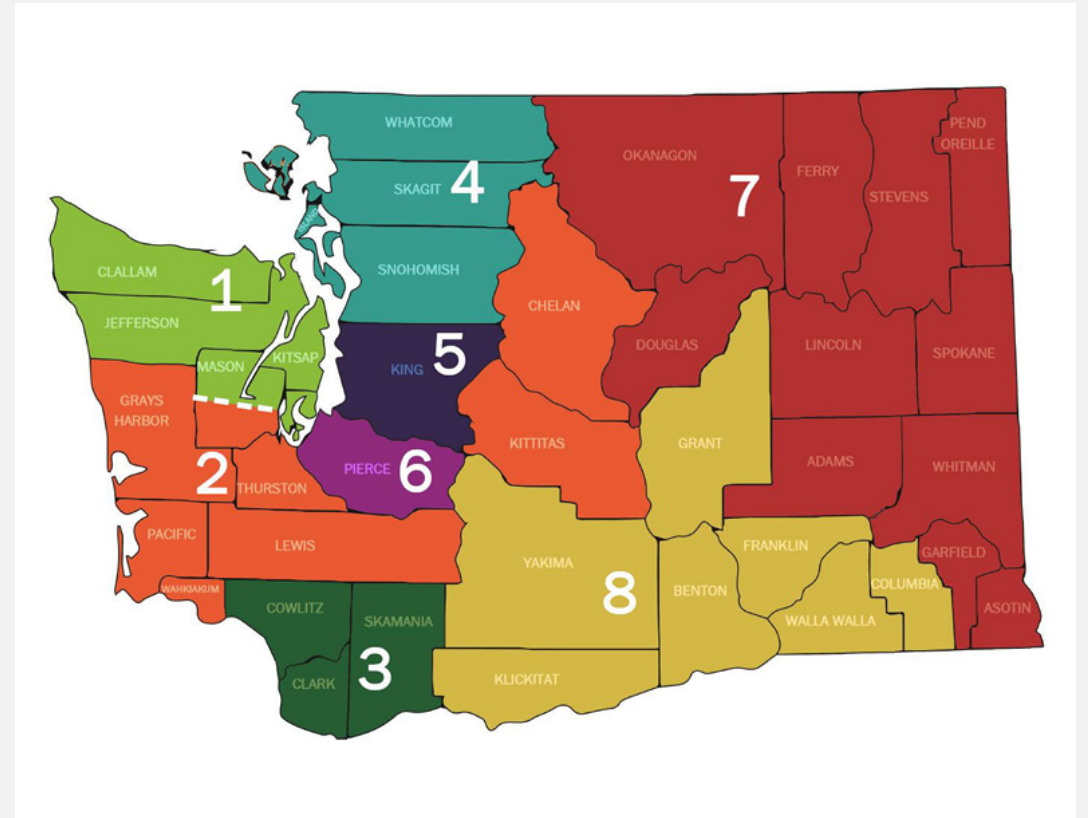
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- Congress established the Procurement Technical Assistance Cooperative Agreement Program in 1985 as part of the Department of Defense (DoD) Authorization Act
- PTAC was designed to assist businesses (focusing on small businesses) with **federal, state and local government contracting**
- The program is funded by the federal government through the United States Department of Defense's (DoD) Defense Logistics Agency and locally by Greater Spokane Inc. & Tri-City Regional Chamber of Commerce
- The majority of services provided by PTAC are FREE to our business clients

# Services

**We assist small businesses who wish to sell to federal, state, and local governments.**

- Certifications & registrations
  - Finding opportunities to bid
  - Interpreting solicitations and regulations
  - Marketing to government buyers
  - ...and much more
- 
- We provide these services through:
  - Workshops
  - One-on-one Counseling Sessions
  - Matchmaking events
  - Optional Bid Match service (fee-for service)



# Why are these PTAC services important?

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Every year, billions of dollars are spent by government funded entities at the local, municipal, county, state and federal level for services and supplies – so there are many opportunities to do business with them.

Federal government entities are **required to ‘level the playing field’** by contracting/subcontracting a specified percentage of their service contracts and supply purchases to small businesses in categories determined to be “disadvantaged” by U.S. Census data.

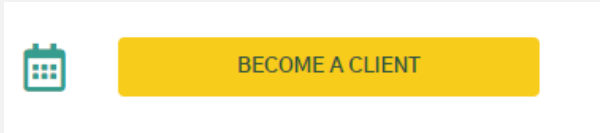
Our communities in SE and Eastern Washington have so many businesses that are qualified to take advantage of the laws and SBA contracting requirements, but they simply don’t know it.

Many of these businesses may qualify for certification for priority status.

Navigating the government contracting sites and requirements to get your business involved is daunting! We’re here to help!

# How can you become a PTAC client?

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- It's easy and it's FREE
  - [Washington PTAC - PTAC - Washington State Procurement Technical Assistance Center](#)
  - Click on “Become a client” and fill out the information about your business
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- It's best to use Google Chrome or Firefox, rather than Internet Explorer
  - Once registered, your PTAC Counselor will contact you to get started – it's that easy!



- Home
- Contact Your Nearest Center
- Events Calendar
- My Events
- My Information
- Library of Documents
- Resource Links
- Logout

## Welcome PTAC Client!

As a PTAC client you have access to many resources which we are expanding constantly. Please refer back to this page for any notices, additional references, templates or links that we may have added since your last visit!

You may sign up for Washington PTAC Training Events, Workshops or Conferences here as well as access an expanded Library of Documents on the left-hand menu.

Please note you will find any outstanding survey requests that we have made of you that are awaiting your completion. *Surveys provide important feedback for our program's continued improvement as well as our continued funding. We appreciate your response.*

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### New Links and Notices

[For Veteran Owned Businesses](#)  
[On Line Training Modules](#)



# SAM

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## System for Awards Management (SAM)

- Must have your business registered in SAM to sell to the federal government
- FREE to register and renew – if someone offers to ‘help’ at a cost, contact your PTAC Counselor
- Register once, renew annually
- Before registering, you must have:
  - A DUNS number - FREE from Dun and Bradstreet
  - Taxpayer Identification Number (TIN) and Taxpayer Name associated with your TIN.
  - Bank information (so the government can pay you via direct deposit to your account)
  - NAICS Code (North American Industry Classification System)

<https://sam.gov/content/home>

An official website of the United States government [Here's how you know](#) ✓

Home Search Data Bank Data Services Help

**SAM.GOV®**

Official U.S. Government Website  
100% Free

**The Official U.S. Government System for:**

- Contract Opportunities**  
(was fbo.gov)
- Contract Data**  
(Reports ONLY from fpds.gov)
- Wage Determinations**  
(was wdol.gov)
- Federal Hierarchy**  
Departments and Subtiers
- Assistance Listings**  
(was cfda.gov)
- Entity Registration**  
Including Disaster Response Registry
- Entity Reporting**  
SCR and Bio-Preferred Reporting
- Exclusions**

**Register Your Entity**  
Register your entity to get started doing business with the federal government.

- Get Started
- Renew Entity
- Check Registration Status

Already know what you want to find?

Select Domain... e.g. 1606N020Q02

# What Small Business Certifications Might You Qualify For?

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## Federal Certifications:

- Historically Underutilized Business Zones (HUBZones)
- Woman-Owned Small Business (WOSB)
- Veteran-Owned Small Business (VOSB)
- 8(a) Business Development Program

# What is the HUBZone Program?

- Historically Underutilized Business Zones (HUBZones) are areas of the country designated by the government as economically disadvantaged because of high unemployment, poverty, and other conditions
- Some contracts are set-aside for competition among HUBZone firms exclusively, and others are sole-source
- Helps small businesses in urban and rural communities gain preferential access to federal contracts
- Sections of Eastern Washington are currently designated HUBZones, which can benefit your small business
- To qualify, a business must be small, owned and controlled by U.S. citizens, have its principal office located in a designated HUBZone, and have at least 35% of its employees residing in a HUBZone
- You can find out if your small business is in a HUBZone by going to [HUBZone Map \(sba.gov\)](https://www.sba.gov/hubzone-map)

# SBA HUBZone Qualification Report

[View on HUBZone Map](#)



Pasco, WA 99301, USA

46.230505°, -119.092232°



Qualified HUBZone

Census Tract

# What is the Women-Owned Small Business (WOSB) Program?

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- The Women-Owned Small Business (WOSB) Federal Contract Program allows set-asides for WOSBs in industries where firms are under-represented
- Must be a small business based on SBA Size standards
- WOSBs must be at least 51% owned and controlled by women who are U.S. citizens
- Have women manage the day-to-day operations and make long term decisions

# What is the Veteran-Owned Small Business Program?

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- This program is reserved for small business owners who are U.S. Veterans, and includes those who are determined to be Service-Disabled (SDVOSB) Veterans
- This certification adds credibility to the owner's claimed veteran or service-disabled veteran status, and can prove to be an effective marketing tool within both government and commercial marketplaces
- The business must be at least 51% owned and controlled by one or more veterans/SDVs, and have one or more veterans manage the day-to-day operations and make long-term business decisions



# What is the 8(a) Business Development Program?

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- The 8(a) Business Development Program offers a broad scope of assistance to firms that are minority owned businesses
- One of the program's major benefits is that 8(a) firms can receive federal contracting preferences in the form of set-aside and sole-source awards
- Generally limited to small businesses that are “unconditionally owned and controlled by one or more socially and economically disadvantaged individuals who are of good character and citizens of and residing in the United States” and that demonstrate “potential for success”



# Local PTAC Client Success Stories

PTAC

## Analytical Lab in Grant County:

- Assistance with SAM account profile and HUBZone Certification at the request of the business and the US Army Corps of Engineers
- Result: Awarded contract valued at **over \$106,000**

## Construction firm in Benton County:

- SAM update and referral to Request for Proposal (RFP) from Veterans Construction Enterprises
- Guidance and support from PTAC resulted in two awards at Yakima Training Center valued at **over \$250,000**

## Engineering firm in Kennewick:

- Proposal requirements support which resulted in a Hanford contract award of over **\$1.2 Million**

# Essential Marketing Tools

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Your Basic Marketing Tools will START with these three things:

- Capability Statement
- Effective Elevator Speech
- Consistent Public Profiles



# What is a Capability Statement?

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A sufficient outline of your company capabilities and how they relate to government procurement.

## Attributes of a Strong Capability Statement

- It is formatted so the reader does not have to hunt for information
- It is **relevant** to the reader
- It tells the contracting officer **what they want to know!**

## So...what does a Contracting Officer want to know?

- Contact Info
- Pertinent codes (DUNS #, CAGE and NAICS Codes)
- Geographical Coverage/Availability
- Areas of Expertise/Core Competencies
- Past Performance or Customers
- Small Business Disadvantage Certifications (8a, HUBZone, DBE, WOSB, VOSB, etc.)

### **Extra/relevant to your industry**

- Key personnel experience
- Industry licenses, quality assurance certs, bonding levels
- Security Clearances

# Ways You Will Use Your Capability Statement

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- Use as follow-up after phone calls and/or appointments
- Use as a take-away with your “elevator speech”
- Include with proposals/quotes as appropriate
- Offer on your website as a PDF
- Give to contacts at tradeshow, meetings, and events

## CAPABILITY STATEMENT



### Washington PTAC Technical Assistance Center

Kate Hoy, Procurement Specialist

(360) 464-6042

[khoy@thurstonedc.com](mailto:khoy@thurstonedc.com)

Website: [www.WashingtonPTAC.org](http://www.WashingtonPTAC.org)

## CORE COMPETENCIES

We are a provider of one-on-one confidential evaluation and guidance services for small businesses who wish to contract with the government.

- 8(a) Applications
- Market Feasibility and Research
- Local government registrations
- SAM Registration Guidance
- HUBZone Certification
- State Procurement Assistance
- Proposal Reviews
- Strategy Development

## PAST PERFORMANCE

### Thurston Economic Development Council

*Lacey, Washington*

*Length of Contract: 2010 – Present*

**Scope of Work:** To provide assistance as needed to help clients navigate the government procurement process.

### Department of Defense

*Washington DC*

*Length of Contract: 2003 – Present*

**Scope of Work:** To provide assistance as needed to help clients navigate the government procurement process

## DIFFERENTIATORS

As the premiere go-to source for government procurement assistance in Washington State for over 14 years, we offer free services to small business owners.

- 3 Certified CVE counselors
- Counselors average 13 years experience
- Continuous training
- Dept. of Defense Award Winner 2016

## COMPANY DATA

The Washington Procurement Technical Center was founded in 2002, and has grown to include 8 locations strategically located throughout the state.

*We are strategic partners with*



## PERTINENT CODES

DUNS: 1234567a

NAICS: 624190, 611710, 624310

*We accept checks, P-Cards, credit cards and cash.*

# Elevator Speech

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A sufficient verbal introduction of your company to another.

## Attributes of a Strong Elevator Speech

- Introduction as opposed to sales pitch
- Key information is included in first several sentences
- Follow up with a hard copy take away (business card, capability statement)
- Is respectful of the person's time and attention span
- Professional

Tells the person you are speaking to **what they want to know**

# What are Public Profiles?

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Where contracting officers will go to verify your story

**Make sure your story is consistent!**

- SAM
- SBA's Dynamic Small Business Search (DSBS) database
- OMWBE/DBE Directory
- Your Website



# Govology

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- Online support community for small businesses pursuing government contracting opportunities.
- The Govology team connects small businesses with trusted knowledge, resources, experts, and support so they may learn, prepare, connect, and win contracts.
- Live monthly webinars and on-demand training on many topics related to government contracting
- Become a PTAC client, and you get these services FREE with our PTAC code!

## Cart

✔ "Game Changer: An Update on the SBA's Universal Small Business Mentor-Protege Program" has been added to your cart.

[Continue shopping](#)

Product name

Price

Quantity

Total

How To Get Involved With Hurricane Season Recovery Projects

\$25.00

– 1 +

\$25.00



Game Changer: An Update on the SBA's Universal Small Business Mentor-Protege Program

\$75.00

– 1 +

\$75.00



Insert  
Code

Coupon code

Apply >

Click  
Apply

Sub-total

\$100.00

Grand total

\$100.00

Continue to payment >

**Access Govology Pro-level webinars and  
on-demand courses**

**FREE!**

**Use your PTAC coupon code!**



# Vendor Registrations

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**PTAC can help you find the appropriate registration websites for your business:**

Examples include:

- Local – School Districts, Parks & Recreation, Cities, Ports, Police and Fire Districts, etc.
- Counties
- State- Dept. of Enterprise Services
- Federal – SAM, Hanford, Army Corps of Engineers

# What is Bid Match?

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**FIND GOVERNMENT OPPORTUNITIES WITH JUST ONE CLICK!**

**RECEIVE FEDERAL, STATE, AND LOCAL SOLICITATIONS IN YOUR E-MAIL EVERY DAY!**

- Bid opportunities from city, county, state, and federal governments across the United States.
- Service monitors hundreds of procurement websites daily.
- Each state has their own Bid Match – Washington Businesses can access WA Bid Match Service for only \$165 per year\*.
- Learn more about how Bid Match works in this brief [5-minute video](#)
- OMWBE State-Certified firms can access one year of Bid Match free

# Events and PTAC YouTube

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- Washington PTAC Events: <https://washingtonptac.ecenterdirect.com/events>
  - **Government Contracting 101:** October 15<sup>th</sup> at 12 p.m.
  - **Teaming Partnerships in Government Contracting:** October 21<sup>st</sup> at 9:00 a.m.
  - **Contract Changes and Legal Disputes:** November 4<sup>th</sup> at 9:00 a.m.
  - **Annual networking events (potentially virtual): Alliance Northwest, Meet The Bigs, and Bridging Partnerships Small Business Symposium**
- Past Presentation Recordings: [Washington PTAC – YouTube](#)



# Thank you!

## Any Questions?

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360.664.9775

<https://www.surveymonkey.com/r/MZ6JY6F>

Please tell us how we did today