





Chasing Small Business Certifications

Determining which certifications are right for your business

Jody King, PTAC Contract Specialist II
March 8, 2023

Anchorage: 1901 Bragaw Street Suite 199 • AK 99508 P: 907-786-7201 or 800-478-7232
Fairbanks: 3750 Bonita St. • AK 99701 • P: 907-456-7234 or 800-478-1701
www.ptacalaska.org

 Find us on Facebook



Request PTAC Services
The first step to working with PTAC is to register with us.
[start your REGISTRATION »](#)

Are you new to government contracting?
Government contracting is a more complex, involved business process than what is usually found in the private sector.
[ARE YOU READY for government contracting? »](#)
[THE 10-STEP APPROACH to government contracting »](#)

Introduction to PTAC

Procurement Technical Assistance Center (PTAC):

- Now part of the **APEX Accelerators** program 
- Free assistance with all aspects of government contracting, from cradle to grave (start to finish) for federal, state and local purchasing activity
- Free one-on-one appointments
- Free workshops (Special events and extended training session may have registration fees)
- The Alaska PTAC is one of 90+ other PTACs across the US, Puerto Rico, & Guam

<https://ptacalaska.org/>
<https://www.aptac-us.org/>
<https://www.apexaccelerators.us/#/>



UAA Business Enterprise Institute
UNIVERSITY of ALASKA ANCHORAGE

The Alaska PTAC is a program of the UAA Business Enterprise Institute and funded in part through a cooperative agreement with the Department of Defense Office of Small Business Programs



Alaska
PTAC
Helping Connect Business & Government In Alaska

Today's Discussion

- ❖ Certification Myths
- ❖ Defining Small Business
- ❖ Federal Certifications Overview
 - Program Overview & Benefits
 - Eligibility requirements
 - Application processes
 - Is this certification a good fit for your business?
- ❖ State and Commercial Certifications
- ❖ Got Certs? Now What?





Alaska
PTAC
Helping Connect Business & Government In Alaska

Certification Myths

Office of Business Development | Resources



- X Before you can begin business with the government your business must obtain the proper certifications. Small business certifications are like professional certifications; they document a special capability or status that will help you compete in the marketplace. Unlike permits and licenses, you do not need to obtain certifications to legally operate.
- ✓ However, in order to take advantage of business opportunities, such as government contracts, you may need to obtain some certifications.
- ✓ Federal, state and local governments offer businesses opportunities to sell billions of dollars worth of products and services. Many government agencies require that some percentage of the procurements be set aside for small businesses.
- ! Certifying your business can definitely help you successfully compete for government contracts.

Website removed

 Helping Connect Business & Government In Alaska

Certification Myths

- X** Because I am/have (fill in cert here,) they have to give me a contract!
- X** Agencies will pick me because of my small business certs.
- X** Primes will pick me based only on my small business certs.
- X** 8(a) certification will guarantee me contracts.
- X** I have to have all my certifications before bidding on government contracts.
- X** They have to give me preference because I am (fill in cert here.)



 Helping Connect Business & Government In Alaska



Small Business Certifications

Review of Federal Small Business Programs



Helping Connect Business & Government In Alaska

Federal Certifications

❖ **Self Certification - System for Award Management (SAM)**

- Small Business as defined by primary NAICS Codes & SBA Size Standards
- Minority Owned Business
- Woman Owned Business
- Veteran Owned Business





❖ **SBA Issued Certifications**

- 8(a) Business Development Program
- Historically Underutilized Business Zone (HUBZone)
- WOSB / EDWOSB*
- VOSB / SDVOSB*



https://dsbs.sba.gov/search/dsp_dsbs.cfm

❖ **3RD Party / SBA Issued Certification***

- WOSB – Woman Owned Small Business
- EDWOSB – Economically Disadvantaged Woman Owned Small Business



Helping Connect Business & Government In Alaska

Defining Small Business

What is a small business?

For the purpose of federal contracting programs, an entity can self-certify as a *small business* if:

- ❖ ...any **business entity organized for profit** (even if its ownership is in the hands of a nonprofit entity) with a place of business located in the United States or its outlying areas and that makes a significant contribution to the U.S. economy through payment of taxes and/or use of American products, material and/or labor, etc. "Concern" includes but is not limited to an individual, partnership, corporation, joint venture, association, or cooperative.
https://www.acquisition.gov/far/part-19#FAR_19_001
- ❖ the entity **falls under the size standard** for the NAICS code assigned to a solicitation or contract activity
 - **NAICS** = North American Industry Classification System (available from the U.S. Census Bureau at <https://www.census.gov/naics/>)
 - **Size Standard** = Based on either **Gross Annual Receipts** averaged over the past 5 years or **Number of Employees** averaged over the last 24 months
<https://www.sba.gov/document/support-table-size-standards>
 - NAICS codes are updated by the Office of Management and Budget through its Economic Classification Policy Committee every five years. New NAICS codes are not available for use in Federal contracting until SBA publishes corresponding size standards.





Socio-Economic Designations

Helping Connect Business & Government In Alaska

How are the business socio-economic designations applied?

“Small Disadvantaged Business Program – For the purpose of improving and stimulating this small business segment, EPA established a realistic Department-wide goal for the award of contracts to small business concerns owned and controlled by socially and economically disadvantaged individuals.”

<https://www.epa.gov/resources-small-businesses/socioeconomic-programs-small-businesses>

- ❖ For the purpose of federal contracting programs, an entity can self-certify their socio-economic status based on:
 - Size – must be a small business based on primary (or proscribed) NAICS code
 - Majority Ownership designations are applied to the business
 - Majority vs. Minority ownership
 - Management and control of day-to-day operation
 - FAR 52.219-1 Small Business Program Representation Definitions



https://www.acquisition.gov/far/part-52#FAR_52_219_1



System for Award Management

Helping Connect Business & Government In Alaska

Register Entity

Core Data

- ✓ Continue Update / Renewal
- ✓ Business Information
- ✓ IRS Consent
- ✓ Ownership Details
- ✓ Predecessor Details
- ➔ General Information
- Financial Information
- Executive Compensation Questions
- Proceedings Questions
- Review Core Data

Assertions

Representations and Certifications

Points of Contact

Small Business Certification

Submit Registration

Socio-Economic Categories:

Select any socio-economic categories which reflect the current status of your entity. If applicable, your small business status will automatically be derived from the receipts, number of employees, assets, or megawatt hours, and NAICS codes entered in the Assertions portion of the registration and displayed in the Representations and Certifications portion of this registration.

- Veteran Owned Business
 - Service Disabled Veteran Owned Business
- Woman Owned Business
- Women-Owned Small Business
- Joint Venture Women-Owned Small Business
- Joint Venture Economically Disadvantaged Women-Owned Small Business
- Community Development Corporation Owned Firm
- Minority Owned Business
 - Asian-Pacific American Owned
 - Subcontinent Asian (Asian-Indian) American Owned
 - Black American Owned
 - Hispanic American Owned
 - Native American Owned
 - Indian Economic Enterprise
 - Other than one of the preceding



Register Your Entity or Get a Unique Entity ID

Register your entity or get a Unique Entity ID to get started doing business with the federal government.

Get Started

Renew Entity



SBA Issued Certifications

Eligibility & Application:
 8(a) Business Development Program
 HUBZone
 WOSB / EDWOSB
 VOSB / SDVOSB

8(a) Business Development

The federal government tries to award at least 5% of all federal contracting dollars to small disadvantaged businesses each year. >

SBA Issued Certifications

Eligibility & Application:
 8(a) Business Development Program



Alaska
PTAC
Helping Connect Business & Government In Alaska

8(a) Program Benefits

The 8(a) program can be a valuable tool for **experienced** socially and economically disadvantaged small business owners, who have **already been in business for at least two years or more**, and are interested in expanding their footprint in the federal marketplace. The 8(a) program offers unique and valuable business assistance. The 8(a) certification does not guarantee contract awards but it is a dynamic tool to pursue and capture new opportunity from the government.



Certified firms in the 8(a) program can:

- Efficiently compete and receive [set-aside and sole-source contracts](#)
- Receive one-on-one business development assistance for their nine-year term from dedicated Business Opportunity Specialists focused on helping firms grow and accomplish their business objectives
- Pursue opportunity for mentorship from experienced and technically capable firms through the SBA Mentor-Protégé program
- Connect with procurement and compliance experts who understand regulations in the context of business growth, finance, and government contracting
- Pursue joint ventures with established businesses to increase capacity
- Qualify to receive federal surplus property on a priority basis
- Receive free training from SBA's 7(j) Management and Technical Assistance program

<https://www.sba.gov/federal-contracting/contracting-assistance-programs/8a-business-development-program>



Alaska
PTAC
Helping Connect Business & Government In Alaska

8(a) Eligibility

❖ **Program overview:** Sections 7(j)(10) and 8(a) of the Small Business Act (15 U.S.C. §§ 636(j)(10) and 637(a)) authorizes the U.S. Small Business Administration (SBA) to establish a **business development program**, which is known as the 8(a) Business Development program. The 8(a) program is a robust nine-year program created to help firms owned and controlled by socially and economically disadvantaged individuals.



❖ **Program qualifications:** To qualify for the 8(a) program, businesses must meet the following eligibility criteria:

- Be a [small business](#)
- Not have previously participated in the 8(a) program
- Be at least 51% owned and controlled by U.S. citizens who are socially and economically disadvantaged
- Have a personal net worth of \$850 thousand or less, adjusted gross income of \$400 thousand or less, and assets totaling \$6.5 million or less
- Demonstrate good character
- Demonstrate the potential for success such as having been in business for two years

8(a) certification lasts for a maximum of nine years. The first four years are considered a development stage and the last five years are considered a transitional stage. Continuation in the program is dependent on staying in compliance with program requirements.

The federal government fully defines who qualifies for the 8(a) program — including what counts as being socially and economically disadvantaged — in [Title 13 Part 124 of the Code of Federal Regulations](#).



Helping Connect Business & Government In Alaska

8(a) Program Benefits



The 8(a) certification qualifies your business as eligible to compete for the **program's sole-source and competitive set-aside contracts**. The government authorizes sole-source contracts to 8(a) participants for up to \$7 million for acquisitions assigned manufacturing [North American Industry Classification System \(NAICS\)](#) codes and \$4.5 million for all other acquisitions.

Entity-owned 8(a) program participants are eligible for sole-source contracts above these thresholds, but the Department of Defense requires approval of a formal justification if the 8(a) sole-source contract exceeds \$100 million; all other federal agencies require approval for sole-source 8(a) contract actions that exceed \$25 million.

8(a) program participants are eligible to compete for contract awards under other socio-economic programs or small business set-asides they qualify for.

<https://www.sba.gov/federal-contracting/contracting-assistance-programs/8a-business-development-program>



Helping Connect Business & Government In Alaska

8(a) Application Process

- ❖ **Application Website:** <https://certify.sba.gov/>
- ❖ To be application ready:
 - Entity registration must be up to date and active in SAM.gov
 - Review the [Application Tips for Success Guide](#)
 - Ensure that all needed supporting documents are on your computer as .pdf documents



The screenshot shows the 'certify.sba.gov' website interface. At the top, there are navigation links for 'Knowledge Base', 'Help', and 'Login'. Below that, there are two tabs: 'Mentor-Protege Program' and 'WOSB Program'. The main navigation bar has four steps: 1. Discover 8(a), 2. Should I Apply?, 3. Apply (highlighted in red), and 4. Existing 8(a)s. Under the 'Apply' step, there are three sub-steps: 'Prepare' (highlighted in red), 'Gather Documents', and 'Create your Account'. Below this, a message says 'Familiarize yourself with the application process by clicking through the links below'. There are four icons with text boxes: 'Application Preview' (document icon), 'Quick Start Guide' (rocket icon), 'Tip for Success' (lightbulb icon), and 'Local Assistance' (map icon).

Alaska PTAC
Helping Connect Business & Government In Alaska

Is this a good fit at this time?



However, is this program right for your business at this time?

- ❖ Participation in the 8(a) program is **one-time-only for firms and individuals** with the exception of entity-owned firms.
- ❖ Alaska Native corporations, Tribal-owned Native Hawaiian organizations, and Community Development Corporations may have multiple 8(a) firms.
- ❖ Some firms may be eligible for the 8(a) program, **but they may not be ready to contract with the federal government**.
 - “Potential for Success” = Contract Ready:
 - Administrative ability to maintain reporting and compliance requirements
 - Have the Ability, Capability, & Capacity for business growth
 - Suppliers & other support resources in place
 - Identified “stop points” for growth

Alaska PTAC
Helping Connect Business & Government In Alaska



SBA Issued Certifications

Eligibility & Application: HUBZone

HUBZone

The federal government tries to award at least 3% of all federal prime contracting dollars to HUBZone-certified small businesses each year. >



HUBZone Eligibility

❖ **Program benefits:** The government limits competition for certain contracts to businesses in **historically underutilized business zones**. It also gives preferential consideration to those businesses in full and open competition.

Joining the HUBZone program makes your business eligible to compete for the program's [set-aside contracts](#). HUBZone-certified businesses also get a 10% price evaluation preference in full and open contract competitions.

❖ **Program qualifications:** To qualify for the HUBZone program, your business must:

- Be a small business according to [SBA size standards](#)
- Be at least 51% owned and controlled by U.S. citizens, a Community Development Corporation, an agricultural cooperative, an Alaska Native corporation, a Native Hawaiian organization, or an Indian tribe
- Have its principal office [located in a HUBZone](#)*
- Have at least 35% of its employees [living in a HUBZone](#)*

You can find the full qualification criteria in [Title 13 Part 126 Subpart B of the Code of Federal Regulations](#) (CFR).

<https://www.sba.gov/federal-contracting/contracting-assistance-programs/hubzone-program>



HUBZone Map - Alaska

❖ The HUBZone map is changing on July 1, 2023. Check [this preview of the HUBZone map](#) now to **determine whether your principal office and employees will still be located in a HUBZone once the new map goes into effect on July 1, 2023**. Your firm's eligibility to participate in the program might be impacted on July 1, 2023, if your principal office is located, or your employees reside, in an area that will no longer qualify as a HUBZone.

❖ **Every five years the HUBZone program is required to update the HUBZone designations to ensure the program continues to serve the communities that are most in need of assistance.** Most areas stay the same but some change. **The 2023 map will be updated again in July 2028** to reflect changes to Qualified Census Tracts (QCTs) and Qualified Non-Metropolitan Counties (QNMCs), in 2026 to reflect expiring Redesignated Areas, and throughout any year to reflect new and expiring Governor-designated covered areas and Qualified Disaster Areas as appropriate.

❖ **Certified HUBZone firms that are no longer eligible on July 1, 2023 due to the map change may continue to participate in the HUBZone program through their following annual recertification.**

❖ For more information about the changes to the HUBZone map, view [SBA's map update guide](#) and our [HUBZone Map Changes: What You Need to Know](#) flyer.

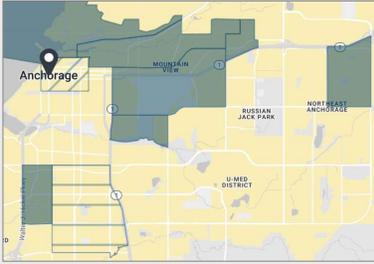
❖ SBA is committed to helping all current HUBZone firms during this transition. For additional questions, contact your local [SBA regional and district office](#) or email the [HUBZone Help Desk](#).

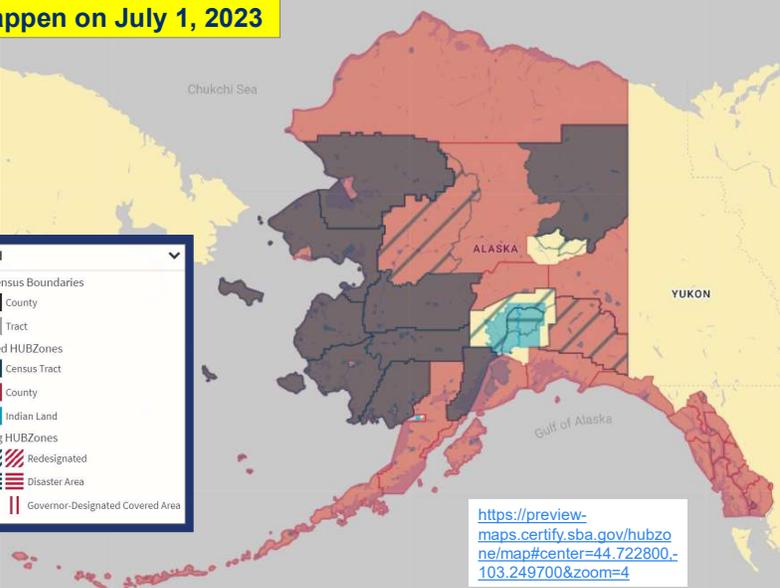


HUBZone Map - Alaska

Helping Connect Business & Government In Alaska

ALERT! HUBZone map changes happen on July 1, 2023



Legend

2020 Census Boundaries

- County
- Tract

Qualified HUBZones

- Census Tract
- County
- Indian Land

Expiring HUBZones

- Redesignated
- Disaster Area
- Governor-Designated Covered Area



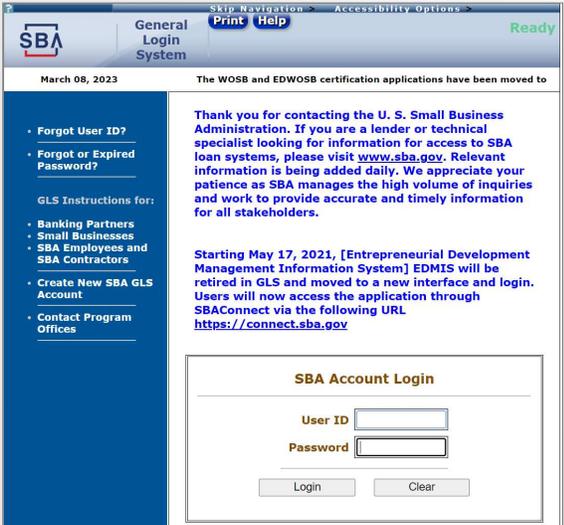
Preview HUBZone Map Effective July 01, 2023

<https://preview-maps.certify.sba.gov/hubzone/map#center=44.722800,-103.249700&zoom=4>



HUBZone Application Process

Helping Connect Business & Government In Alaska



<https://eweb.sba.gov/gls>

- ❖ **Application Website:** [General Login System \(GLS\)](#)
- ❖ **To be application ready:**
 1. Make sure you have a [SAM.gov](#) account.
 2. Make sure you have a [General Login System](#) account.
 3. Apply for HUBZone certification using the [General Login System](#). Log in, select "Access" and then "HUBZone" before completing the prompts.
 4. Check your email (including spam folder) for time-sensitive instructions to electronically verify your application within 2 business days.
 5. Submit all requested [supporting documentation](#) within three business days; your submission cannot be assigned for eligibility review until all required documents are submitted. Be prepared to respond to requests for additional information from the HUBZone team within 5 business days. Failure to do so may result in a decline or withdraw of your application.
 6. Check that your status was updated in DSBS and SAM. Within 48 hours of your approval, SBA will automatically update your status in DSBS and SAM.



Helping Connect Business & Government In Alaska

HUBZone Application Process

NEW ELIGIBILITY WORKBOOK TOOL!

SBA is testing a new [eligibility workbook tool](#) designed to help applicants organize, calculate, and present information related to their principal office and employee residency. Filling out the workbook tool and uploading it as part of your application will help expedite SBA's review of your HUBZone application.

We will be collecting feedback about the tool via email to hubzone@sba.gov. If you wish to utilize the workbook, please follow the link above, download it in Excel to your computer, input the information using the instructions on the first tab, save your completed workbook to your computer, and upload it with the other required documents as part of your application submission.

If you have questions about the workbook tool, reach out to hubzone@sba.gov or join one of our open calls every Tuesday and Thursday from 2:00 p.m. - 3:00 p.m. ET via toll-free number: 208-391-5817; Conference ID: 278 449 067, where members of our team answer questions to help firms navigate the certification process.

Document checklists

There is a new and improved [supporting documents checklist](#). You will be required to submit different supporting documentation based on your ownership structure.

<https://www.sba.gov/federal-contracting/contracting-assistance-programs/hubzone-program>



Helping Connect Business & Government In Alaska

Is this a good fit at this time?

However, is this program right for your business at this time?



- ❖ You'll need to **recertify for the HUBZone program once a year.** There is no limit to the length of time a business can participate as long as it continues to qualify. **A program examination will be required at least every three years.**
- ❖ HUBZone businesses must notify SBA if their business is involved in a merger or acquisition or if HUBZone residency drops below 20% while performing on a HUBZone contract.
- ❖ SBA may visit HUBZone businesses unannounced and conduct program examinations to verify the accuracy of any certification made or information provided as part of the HUBZone application or recertification process. For more information about continuing eligibility, view the [Recertification Fact Sheet](#).
- ❖ Certification considerations:
 - Unlike the 8(a) Program, you do not need to be in business a minimum length of time.
 - Compliance "reporting" is once a year or if not maintaining eligibility
 - Eligibility is location based without socio-economic considerations
 - Certification doesn't have a time limit as long as program eligible

Note: You must keep your GLS profile information up to date! All HUBZone notification emails will be sent to the POC information listed in the GLS account.

Alaska
PTAC
Helping Connect Business & Government In Alaska



Women-Owned Small Business

The federal government tries to award at least 5% of all federal contracting dollars to women-owned small businesses each year. >

SBA Issued Certifications

Eligibility & Application: WOSB / EDWOSB

Alaska
PTAC
Helping Connect Business & Government In Alaska

WOSB Program Benefits

SBA U.S. Small Business Administration

Program benefits

- ❖ To help provide a **level playing field for women business owners**, the government limits competition for certain contracts to businesses that participate in the Women-Owned Small Business (WOSB) Federal Contract program.
- ❖ These contracts are **for goods and services in specific industries** (identified via NAICS code) **where WOSBs are underrepresented**. Some contracts are restricted further to economically disadvantaged women-owned small businesses (EDWOSBs). SBA maintains [a list of those eligible industries and their NAICS codes](#).
- ❖ Joining the WOSB Federal Contract program makes a business **eligible to compete for federal contracts reserved for the program's certified participants**. These contracts are known as **"set-asides."** Provided they are eligible, WOSB-certified firms can still compete for contract awards under other socio-economic programs, including 8(a) and HUBZone.
- ❖ It is important to note that WOSB certification benefits only apply to **federal contracting opportunities**, rather than those in the private sector.

<https://www.sba.gov/federal-contracting/contracting-assistance-programs/women-owned-small-business-federal-contract-program>



Helping Connect Business & Government In Alaska

WOSB Program Eligibility

- ❖ To be eligible for the WOSB Federal Contract program, a business must:
 - Be a small business according to [SBA size standards](#)
 - Be at least 51% owned and controlled by women who are U.S. citizens
 - Have women manage day-to-day operations who also make long-term decisions
- ❖ To qualify as an EDWOSB within the program, a business must:
 - Meet all the requirements of the WOSB Federal Contract program
 - Be owned and controlled by one or more women, each with a personal net worth less than \$850,000
 - Be owned and controlled by one or more women, each with \$450,000 or less in adjusted gross income averaged over the previous three years
 - Be owned and controlled by one or more women, each \$6.5 million or less in personal assets
- ❖ Economic disadvantage standards have been aligned between the 8(a) Business Development program and the WOSB Federal Contract program. Please note that funds invested in an official retirement account are excluded from the assessment of an economically disadvantaged individual's personal net worth in both programs. 8(a) firms interested in pursuing EDWOSB certification may provide their most recent annual review letter (or acceptance letter, if in their first year) through applying at [WOSB.Certify.sba.gov](https://www.wosb.certify.sba.gov).
- ❖ Eligibility requirements for WOSB or EDWOSB qualification are fully defined in [Title 13 Part 127 Subpart B of the Code of Federal Regulations](#) (CFR). Firms can also get a preliminary assessment of whether they qualify at [WOSB.Certify.sba.gov](https://www.wosb.certify.sba.gov).





Helping Connect Business & Government In Alaska

WOSB Application Process

- ❖ **Application Website:** [WOSB.Certify.sba.gov](https://www.wosb.certify.sba.gov)
- ❖ To be application ready:
 - Entity registration must be up to date and active in SAM.gov
 - Create your account on the [WOSB.Certify.sba.gov](https://www.wosb.certify.sba.gov) website. This site uses the same login.gov process as the SAM website; you will use the same email address and password.
 - Review [Prepare](#):
 - These checklists identify the documents that applicants will be required to submit in the application process. Make sure that all needed supporting documents are on your computer as .pdf documents.
 - Within the checklists outlined below the required documents have been organized by the “cards” that will be filled out for the certification application.
 - ✓ [Women-Owned Small Business \(WOSB\) Preparation Checklist](#)
 - ✓ [Economically Disadvantaged Women-Owned Small Business \(EDWOSB\) Preparation Checklist](#)
- ❖ **Issuing decisions on certification:** Whenever practicable, SBA will make its determination within 90 calendar days after receipt of a complete package. If your application is deemed incomplete or otherwise does not meet program application requirements, an SBA representative may reach out to request additional information or documentation.





Helping Connect Business & Government In Alaska

WOSB Application Process



WOSB.Certify.sba.gov

Home **Prepare** **Should I Apply?** **Knowledge Base** **Help** **SBA Employees Only**

Announcements

- (Updated) Status of Annual Update Requirement for Approved Firms
- New List of Eligible Industries for the WOSB Federal Contracting Program
- To register for the WOSB overview webinar, please visit our Eventbrite page (<https://www.eventbrite.com/e/welcome-to-wosb-webinar-tickets-482397874027>).
- Federal Tax Returns Requirement to Determine Economic Disadvantage

The Women-Owned Small Business Federal Contract Program (WOSB Program) is to help provide a level playing field for women business owners. The federal government limits competition for certain contracts to businesses that participate in the WOSB Program.



These contracts are specific industries where WOSBs are underrepresented. Some contracts are restricted further to economically disadvantaged women-owned small businesses (EDWOSBs). SBA maintains a list of those eligible industries and their NAICS codes.

Getting certified as a WOSB Federal Contract Program participant makes a business eligible to compete for federal contracts set aside for the program.

Get started today!

Should I Apply?

Get Started

Login

Answer a few questions to discover if your company should pursue participation in SBA's Woman Owned Small Business (WOSB) Program?

WOSB.Certify Knowledge Base

Which of the following describes you?

Our knowledge base is organized in categories based on where an applicant is in the application process. Resources are also available and categorized for certified program participants.

You may click on one of the articles linked below or use our search to find a topic of interest.

Search

I am preparing to apply for WOSB certification:

- WOSB Applicant User Guide
- WOSB/EDWOSB Certify External Checklist
- WOSB/EDWOSB Certify Quick Start Guide
- WOSB/EDWOSB Before You Apply
- What is SAM UEI, TIN or MPIN
- How to Apply for the WOSB Certification Program
- WOSB Federal Contracting Program Assistance and Training
- What is Required in a Resume?
- How to Claim Your Business (WOSB Program)

I am in the process of applying for WOSB certification:

- WOSB Applicant User Guide
- WOSB/EDWOSB Certify Quick Start Guide
- WOSB/EDWOSB Apply and Submit
- Pending or Draft Status-How to Submit my Application
- Where do you upload TPC, 8(a), CVE certificate
- Why is Spouse Information Required (EDWOSB)
- Outside Employment
- What is a Letter of No Objection
- Document Related Issues



Helping Connect Business & Government In Alaska

WOSB 3rd Party Certification

- ❖ There are four organizations approved by SBA to provide third-party certification (TPC). You may contact them to learn more about their certification process and any associated costs. They are:
 - [El Paso Hispanic Chamber of Commerce](#)
 - [National Women Business Owners Corporation](#)
 - [U.S. Women's Chamber of Commerce](#)
 - [Women's Business Enterprise National Council](#)
- ❖ Once approved through one of these four TPCs, you will still need to upload your proof of citizenship and TPC-certified documentation to WOSB.Certify.sba.gov before bidding on WOSB set-aside contracts.
- ❖ If you gained third-party certification prior to October 2020, you will remain certified for the duration of existing contracts. After existing contracts expire, you will need to certify through WOSB.Certify.sba.gov to remain eligible for WOSB set-aside contracts.





Helping Connect Business & Government In Alaska

Is this a good fit at this time?



However, is this program right for your business at this time?

- ❖ SBA requires participants to annually attest to meeting program requirements set forth in 13 CFR 127. Annual attestation must be submitted within 30 days of the anniversary date of certification. Additionally, firms must undergo a program examination every three years conducted by SBA or a third-party certifier. Note: Annual attestation is currently in abeyance, meaning firms do not have to submit an attestation annually.
- ❖ Please visit the [WOSB.Certify.sba.gov Knowledge Base](https://www.wosb.certify.sba.gov) for in-depth resources on how to maintain your WOSB or EDWOSB status, including a step-by-step [instruction sheet](#).
- ❖ Upon completion of the recertification application, an SBA analyst will conduct a full review of the responses and uploaded documentation. A formal letter is issued once a decision is rendered.
- ❖ Certification considerations:
 - Unlike the 8(a) Program, you do not need to be in business a minimum length of time.
 - Compliance “reporting” is once a year – currently in abeyance
 - Certification doesn’t have a time limit as long as program eligible
 - EDWOSB sole-source opportunity under allowed NAICS codes

Note: In order to maintain their status with the WOSB program, firms need to update their SAM.gov profile annually, to ensure their [DSBS profile](#) remains active.



Helping Connect Business & Government In Alaska



Service-Disabled Veteran-Owned

The federal government tries to award at least 3% of annual federal contracting dollars to service-disabled veteran-owned small businesses. >

SBA Issued Certifications

Eligibility & Application:

VOSB / SDVOSB



Alaska
PTAC
Helping Connect Business & Government In Alaska

New VetCert Program

VOSB verification transferred from VA to SBA in 2023

As required by the National Defense Authorization Act (NDAA) of 2021, VA's Center for Verification and Evaluation was transferred to SBA effective January 1, 2023.



What this means for your business

- There is **no immediate action required** for VOSB or SDVOSB verified small business owners at this time.
- We will provide additional guidance for [self-certified SDVOSBs](#). The 2021 NDAA permits self-certified SDVOSBs up to one year after the transfer to remain self-certified.
- VOSBs or SDVOSBs verified by VA at the time of the transfer will not lose their status.

<https://www.va.gov/osdbu/verification/>



Alaska
PTAC
Helping Connect Business & Government In Alaska

New VetCert Program

Certification transfer from the VA and one-year extension



- ❖ Firms verified by the VA Center for Verification and Evaluation (CVE) as of January 1, 2023, are automatically granted certification by SBA for the remainder of the firm's eligibility period.
- ❖ SBA intends to grant a one-time, one-year extension of certification to current VOSBs and SDVOSBs verified by the VA as of the transfer date on January 1, 2023. This additional year will be added to the existing eligibility period of a current participant.
- ❖ New applicants certified by SBA after January 1, 2023, will receive the standard three-year certification period.

Grace period for self-certified firms

- ❖ The NDAA 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 January 1, 2024, will maintain their eligibility through the expiration of the grace period until SBA issues a final eligibility decision.
- ❖ VOSBs and SDVOSBs seeking sole-source and set-aside opportunities with the VA must be certified – there is no grace period.

<https://www.sba.gov/federal-contracting/contracting-assistance-programs/veteran-contracting-assistance-programs>



Helping Connect Business & Government In Alaska

VOSB / SDVOSB Eligibility

Benefits of SBA certification

- ❖ 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.
- ❖ Self-certified firms seeking these restricted-competition opportunities must apply to SBA for certification by December 31, 2023.

Eligibility requirements: To apply for certification with SBA 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.
- ❖ Have no less than 51% of the business owned and controlled by one or more veterans.
- ❖ For certification as a SDVOSB, have no less than 51% of the business owned and controlled by one or more veterans rated as service-disabled by the 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 if their spouse or appointed, permanent caregiver is assisting in that management.

<https://www.sba.gov/federal-contracting/contracting-assistance-programs/veteran-contracting-assistance-programs>





Helping Connect Business & Government In Alaska

VOSB Application Process

- ❖ **Application Website:** [Veteran Small Business Certification portal](#)
- ❖ To be application ready:
 - Entity registration must be up to date and active in SAM.gov
 - You will need to have your Unique Entity Identifier (UEI) number and Marketing Partner Identification Number (MPIN)
 - Review VetCert application FAQ Sheet for list of supporting documents: https://sba-cve-docs.s3.us-east-2.amazonaws.com/SBA_Document_Fact_Sheet.pdf
 - Make sure the have the supporting documents as .pdf files on your computer







Helping Connect Business & Government In Alaska

VetCert Portal



Veteran Small Business Certification (VetCert)

Veteran-owned small businesses can use this application to be certified by SBA to compete for federal contracts. Certified veteran-owned small businesses (VOSBs) will have the opportunity to pursue sole-source and set-aside contracts at the Department of Veterans Affairs under the VA's Vets First program. Certified service-disabled veteran-owned small businesses (SDVOSBs) will have the opportunity to compete for federal sole-source and set-aside contracts across the federal government.

Search for a Certified Veteran Small Business

Search By Business Name

Veteran small business support

Veterans contracting assistance programs.

Learn more about contracting opportunities for veterans and the Surplus Personal Property for Veteran-Owned Small Business programs

[View Contracting Opportunities](#)

Other SBA resources for veterans

Learn more about resources and opportunities available for veteran small businesses

[View Resources and Opportunities](#)

Contact SBA VetCert Support

Phone	800-862-8088
Online Support	FAQ
Hours	8 a.m - 6 p.m. ET

<https://veterans.certify.sba.gov/>



Helping Connect Business & Government In Alaska

VetCert Portal

Frequently Asked Questions and other assistance:

Our [SBA Veteran Small Business Certification fact sheet](#) will help you prepare your application and gather the correct documents

For more details about the transfer and SBA's Veteran Small Business Certification

- See our [Frequently Asked Questions](#)
- Email vetcert@sba.gov
- Call the dedicated toll-free call center at 800-862-8088, Monday – Friday, 8:00 am – 6:00 pm ET (excludes federal holidays).



MySBA

U.S. Small Business Administration

One login for multiple SBA programs

The SBA is dedicated to protecting your data. The steps required to register and sign in are necessary to ensure your information will stay safe with us.

Having Trouble Signing In?
Contact our Support Line: 1-833-572-0502

1 Sign In
Your SBA credentials help us protect your data.

Verification Options

Verify Identity

Sign In

Register Account

Sign in with your MySBA credentials to continue.
If you already have a Capital Access Financial System (CAFS) or Veteran Small Business Certification (VetCert) account, use those credentials to sign in.

Username *

[Forgot Username](#)

Password *

[Forgot Password](#)

Disclosures and Terms

This is a U.S. Small Business Administration federal government computer system that is for official use only. This system is subject to monitoring and anyone using this system expressly consents to such monitoring. Individuals found performing unauthorized activities may be subject to disciplinary action including criminal prosecution.

I have read and understand the disclosures above *

Sign In

U.S. Small Business Administration | 409 3rd St, SW, Washington DC 20416 | Tel - 1-833-572-0502

19



Alaska
PTAC
Helping Connect Business & Government In Alaska

Is this a good fit at this time?



However, is this program right for your business at this time?

- ❖ Certifying before the January 1, 2024 deadline is recommended – beat the panicked rush at the end of this year.
- ❖ Upon completion of the recertification application, an SBA analyst will conduct a full review of the responses and uploaded documentation. A formal letter is issued once a decision is rendered.
- ❖ Certification considerations:
 - Unlike the 8(a) Program, you do not need to be in business a minimum length of time.
 - Compliance “reporting” is once a year – recertification in three years
 - Certification doesn’t have a time limit as long as program eligible
 - Must have SDVOSB certification by 2024 to be eligible for SDVOSB Set-aside opportunities
 - VOSB Certification allows for sole-source opportunities for VA contracts



Alaska
PTAC
Helping Connect Business & Government In Alaska

State & Commercial Certification Overview



Even more small business
certifications



Helping Connect Business & Government In Alaska

DBE Eligibility

Department of Transportation – Certified through State Programs

DBE (Disadvantaged Business Enterprise)

The main objectives of the DBE Program are:

- To ensure that our contractors comply with DBE laws and requirements.
- To ensure that DBEs can compete fairly for federally funded transportation-related projects.
- To ensure that only eligible firms participate as DBEs.
- To assist DBE firms in competing outside the DBE Program.

Alaska Approved Disadvantaged Business Enterprise (DBE) Program

-  [Alaska Approved Small Business Enterprise \(SBE\) Program Plan](#)
-  [SBE Program Approved by FHWA](#)



<http://www.dot.state.ak.us/cvlrts/aucp.shtml>



Disadvantaged Business Enterprise:

Is your entity certified by a state certifying agency as a Department of Transportation Disadvantaged Business Enterprise?

Yes - DOT Certified DBE ▼



Helping Connect Business & Government In Alaska

Commercial Certifications

❖ **Supplier Diversity Programs**

- MBE – Minority Business Enterprise**
Northwest Mountain Minority Supplier Development Council <https://nwmsdc.org/>
- WBE – Woman Business Enterprise**
Women’s Business Enterprise National Council (WBENC) <http://www.wbenc.org/>
US Women’s Chamber of Commerce <http://www.uswcc.org/certification>
El Paso Hispanic Chamber of Commerce <http://www.ephcc.org/>
National Women Business Owners Corporation <http://www.nwbec.org/>
- DOBE – Disability-Owned Business Enterprise**
Disability Supplier Diversity Program <https://disabilityin.org/>
Coupa Suppliers <https://supplier.coupa.com/certifications/dobe-certification/>
- LGBT – Lesbian Gay Bisexual Transgender Business Enterprise**
National LGBT Chamber of Commerce <https://nglcc.org/lgbtbe-certification/>



Alaska
PTAC
Helping Connect Business & Government In Alaska



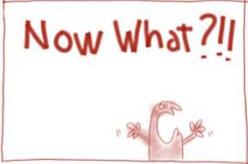
Have Certs?

Making the most out of small business certifications

Alaska
PTAC
Helping Connect Business & Government In Alaska

Got Certs?

- ❖ Got certifications? Now what...
 - Do the research:
 - SAM.gov – Contract Opportunities
 - FPDS.gov
 - SBA Agency Scorecards – which agencies have met goals?
- ❖ Respond to Sources Sought Notices & RFIs – request to have the solicitation set-aside for one of the programs under which you certified
- ❖ Promote your certifications! You've worked hard to gain them, now market them!
 - Have a government focused page on your website
 - Add to business cards and marketing material
 - Know when to push your certifications:
 - Industry Days
 - Additional value added for Prime's Small Business Subcontracting plans
- ❖ Calendar your recertification dates





Helping Connect Business & Government In Alaska

Questions?

Alaska PTAC Staff Contact Information

Anchorage: 1901 Bragaw Street, Suite 199, Anchorage AK
Phone: 907-786-7258

Carolyn Pratt, Program Manager	capratt@alaska.edu	907-786-7259
Jody King, Contract Specialist II	jking8@alaska.edu	907-786-7270
Craig von Holdt, Contract Specialist	cavonholdt@alaska.edu	907-786-7281

Fairbanks: 3750 Bonita Street, Fairbanks AK
Phone: 907-456-7288

Pierre Thompson, Center Director/Contract Specialist	pdthompson@alaska.edu
Cassandra Sewell, Contract Specialist	clsewell@alaska.edu
Kristen Sullivan, Program Specialist	khsullivan@alaska.edu

General email: info@ptacalaska.org **Website:** <https://alaskaptac.org>



How can the Alaska PTAC help you?