

Message from the District

Periodically we will feature our district directors from around Region V. This issue we will feature Eric Ness, SBA Wisconsin District Director.

In 1994, Congress enacted the Federal Acquisition and Streamlining Act, which established a goal of 5% of Federal contract dollars to be awarded to women-owned businesses.

In FY2000, only 2.3% of federal procurement dollars, or \$4.6 billion, went to women-owned businesses. We have a long ways to go to reach that 5% goal and this could be a golden opportunity for women-owned businesses, which are currently the fastest growing segment of the small business community.

SBA can assist you in taking advantage of the opportunities to obtain federal contracts, financing, and management assistance. Some of the tools we have available to help you in your business are Small Business Development Centers, Service Corps of Retired Executives, and Women's Business Centers. In addition, there are numerous helpful web-sites, such as:

- <http://www.womenbiz.gov>
- <http://pronet.sba.gov>
- <http://www.sba.gov/womeninbusiness/>

These tools have helped many women succeed in business. Why not give them a try? If you would like further information on any of the programs or resources in this newsletter, we urge you to contact your District Women's Business Owner Representative.

SBA on the Web...

SBA maintains an extensive web page with over 9.5 millions hits per week. Check out information on the Microloan program or any of SBA's other financing programs. We even have an On-line Women's Business Center full of valuable information and ideas to help you grow your business. Visit us at <http://www.sba.gov> or the Online Women's Business Center at <http://www.onlinewbc.gov>.

Woman Owned Business Success Story

Kate Hill is a small business owner who two and a half years ago started Heartland Information Research (HIR), a research and management consulting firm that serves clients from start-up businesses to government agencies. Amazingly, HIR, on their first attempt, was able to land a government contract. 'Focus on Women' asked Kate for tips for other women business owners. Here are Kate's suggestions:

1. Build a reputation without certifications. HIR's philosophy was to build a viable company first. Know your core competencies. Knowing what they are and how to market them, makes all the difference in developing new business.

This approach helps establish a strong company reputation, a solid referral base and avoids becoming dependent on markets only available to certified businesses.
2. Develop a useful business plan. At HIR, we developed a detailed plan, that we've modified several times. We've decided to target both the public and private sector, providing us with a diversified base.
3. Associate with individuals and organizations that provide helpful resources. We made a conscious effort to identify and meet individuals who could provide assistance. These relationships provided opportunities and leads, including a few that turned into very large projects.
4. Learn by doing. HIR found a contract that was small but fit very well with the services HIR offered. With help from the SBA office they learned about the RFP process and were able to use this knowledge to develop a winning proposal on the very first attempt. With this contract we worked hard to do an outstanding job in both content and delivery. We continue to improve our in-house writing skills and are working on developing a more competitive pricing structure. The goal is to repeat our initial success.
5. With our business well established in the community and in target markets, we'll work on gaining competitive advantage by obtaining state and federal certification. We'll work on obtaining 8(a) certification.

Kate Hill is a small business owner in Milwaukee, Wisconsin.

Contracting & Certification 101

How is a women owned business defined?

For purposes of the Federal government, a women-owned business is defined as "...

A small business concern –

1. which is at least 51 percent owned by one or more women; or, in the case of any publicly owned business, at least 51 percent of the stock is owned by one or more women; and
2. Whose management and daily business operations are controlled by one or more women."

Is there an advantage to being a women-owned business?

Federal agencies and contractors are encouraged to buy a portion of their goods/services from a women-owned business (WOSB) or sometimes referred to as Women Business Enterprises (WBE).

(Check out your state and a local municipality for programs that target doing business with WOSB.)

What types of goods or services does the government buy?

Yes the government buys items for the Defense Department, like tanks, planes and weaponry, but the government also buys many services:

- Resume writing
- Staffing services, including medical personnel
- Research services, including marketing studies
- Medical billing & medical transcription services
- Laundry, dry cleaning & alteration services
- Utilities and housekeeping services
- Environmental training and certification

How do I locate contracts?

Utilize the Procurement Technical Assistance Centers (PTACs) in your area (see PTAC directory on page 3.)

Familiarize yourself with government Web sites. As of January 1, 2002, <http://www.fedbizopps.gov> became the sole source for federal procurement

opportunities that exceed \$25,000. You may sign up to automatically receive procurement information.

Above all you need to market your business. Get to know the federal agencies in your area and the purchasing officer for that agency.

Am I required to certify my business?

The federal government does not certify women owned businesses as such. For most federal government contracts you only need to indicate that you are 51% owned and operated by a woman.

You should register on PRO-Net as a women-owned small business. You may do that at <http://pro-net.sba.gov>. A Prime Contractor may ask if you are certified as WOSB. In this case there are organizations that certify WOSB. These certifiers have been accepted by more than 400 national corporations.

Women's Business Enterprise National Council, <http://www.wbenc.org>, 312-853-3477 Regional office in Chicago (IL) or 734-677-1400 in Ann Arbor (MI) National Women Business Owners Corp., 800-675-5066, located in Washington D C.

Local certifiers may also exist – check with your state SBA office.

What is PRO-Net?

Pro-Net is an electronic gateway of procurement information -- for and about small businesses. It is a search engine for contracting officers, a marketing tool for small firms and a "link" to procurement opportunities and important information. It is designed to be a "virtual" one-stop-procurement-shop. Registration is free at <http://pronet.sba.gov>

Are there other certifications that I may seek?

Our certification chart gives other programs that you could consider including:

- Small Disadvantaged Business, <http://www.sba.gov/sdb/> or call 202-205-8885 (Washington D.C.)
- Hub-Zone, <http://www.sba.gov/hubzone/> or call 202-205-8885
- 8(a) Business Development Program, call your state SBA office.

The Federal Department of Transportation (DOT) designates state agencies to certify businesses as Disadvantaged Business Enterprises (DBE). Women are eligible to be certified DBE.

Can women-owned businesses be certified as minority owned?

No, minority certification indicates an ethnic owned company based on majority owners' minority group. Members are U.S. citizens, who are African American, Hispanic American, Native American, Asian Pacific American, and Asian Indian American. The minority group or individual must own at least 51% of the business. In the case of a publicly owned business, those minority group members must control at least 51% of operations.

**Region V
SBA District Offices**

Have any questions or comments? Give your local Women's Business Owner Representative a call. We'd be glad to help you.

Illinois: Chicago
Carole J. Harris
(312) 353-1825
carole.harris@sba.gov

Illinois: Springfield
Valerie Ross
(217) 492-4416
valerie.ross@sba.gov

Indiana
Joyce Able
(317) 226-7272
joyce.c.able@sba.gov

Michigan
Catherine Gase
(313) 226-6075 x223
catherine.gase@sba.gov

Minnesota
Cynthia Collett
(612) 370-2312
cynthia.collett@sba.gov

Ohio: Cincinnati
Bonnie Schenck
(513) 684-2814
bonnie.schenck@sba.gov

Ohio: Cleveland
Rosemary Darling
(216) 522-4180
rosemary.darling@sba.gov

Ohio: Columbus
Juanita Bailey
(614) 469-6860
juanita.bailey@sba.gov

Wisconsin
Mary Trimmier
(414) 297-3941
mary.trimmier@sba.gov

The SBA offers its programs and services to the public on a non-discriminatory basis.

SBA's Midwest

Procurement Technical Assistance Centers (PTACs)
Check your state for satellite PTACs

ILLINOIS

ILLINOIS DEPT. OF COMMERCE & COMMUNITY AFFAIRS
Phone: 217-557-1823
Website: <http://www.commerce.state.il.us>

INDIANA

Indianapolis
INDIANA SMALL BUSINESS DEVELOPMENT CORPORATION
GOVT MARKETING ASST GRP
Phone: 317-264-5600
Website: <http://www.gmagonline.org>

Portage
PARTNERS IN CONTRACTING CORPORATION
Phone: 219-762-8644
Website: <http://www.piccorp.org>

MICHIGAN

Flint
FLINT-GENESEE ECONOMIC GROWTH ALLIANCE
Phone: 810-238-8364
Website: <http://www.growthalliance.com>

Jackson
THE ENTERPRISE GROUP OF JACKSON, INC.
Phone: 517-788-4680

Kalamazoo
SOUTHWEST MICHIGAN TECHNICAL ASSISTANCE CENTER
WESTERN MICHIGAN UNIVERSITY
Phone: 616-387-2004

Livonia
SCHOOLCRAFT COLLEGE
Phone: 734-462-4438
Website: <http://www.schoolcraft.cc.mi.us/www-outreach/bdc/bdc.htm>

Southgate
DOWNRIVER COMMUNITY CONFERENCE ECONOMIC DEVELOPMENT
Phone: 734-281-0700 ext. 129

Traverse City
NORTHWEST MICHIGAN COUNCIL OF GOVERNMENTS PTA CENTER
Phone: 231-929-5036

Warren
WARREN, CENTER LINE, STERLING HEIGHTS CHAMBER OF COMMERCE
Phone: 810-751-3939
Website: <http://www.michigantac.org>

Big Rapids
WEST CENTRAL MICHIGAN EMPLOYMENT & TRAINING CONSORTIUM
Phone: 231-796-4891

MINNESOTA

MINNESOTA PROJECT INNOVATION INC.
PROCUREMENT TECHNICAL ASSISTANCE CENTER
Phone: 612-347-6745
Website: <http://www.mpi.org>

OHIO

South Point
LAWRENCE ECONOMIC DEVELOPMENT CORPORATION
PROCURE OUTREACH CENTER
Phone: 800-408-1334 or 740-377-4550
Website: <http://www.lawrencecountyohio.org>

Columbus
OHIO DEPARTMENT OF DEVELOPMENT
PROCUREMENT TECHNICAL ASSISTANCE CENTERS OF OHIO
Phone: 614-644-1637 or 800-848-1300

Youngstown
MAHONING VALLEY ECONOMIC DEVELOPMENT CORPORATION
Phone: 330-759-3668

WISCONSIN

Madison
MADISON AREA TECHNICAL COLLEGE
BUSINESS PROCUREMENT ASSISTANCE CENTER
Phone: 608-258-2350
Website: <http://www.madison.tec.wi.us/bpac/>

Milwaukee
WISCONSIN PROCUREMENT INSTITUTE, INC.
Phone: 414-270-3600
Website: <http://www.wispro.org>

Business Certification Opportunities for Women - Region 5 Only

	Federal Programs				State Programs		
	Note: At this time there is no certification procedure <i>required</i> for women-owned businesses for Federal procurement. However, you are encouraged to self-certify your business as a woman-owned small business (WOSB) in SBA's PRO-Net database.				No STATE Government Certification Program for Women in: <u>Michigan</u> , <u>Ohio</u> , <u>Wisconsin</u>		
	<u>8(a) Business Development Program</u>	<u>Small Disadvantaged Business Program</u>	<u>HUBZone Program</u>	<u>U.S. Department of Transportation</u>	<u>MINNESOTA Department of Administration</u>	<u>ILLINOIS Department of Central Management Services</u>	<u>INDIANA Department of Administration</u>
<i>Business Size</i>	Must be small business by SBA size standards.				Varies	Below \$14 million in annual gross sales (for the most recent fiscal year)	Must be small business by SBA size standards.
<i>Citizenship</i>	Owned and Controlled by U.S. citizens			U.S. citizen or permanent resident	Not applicable	U.S. citizen or permanent resident.	U.S. citizen or permanent resident
<i>Social Qualification</i>	Socially disadvantaged person(s) who owns and controls at least 51% of their company. See http://www.sba.gov for more information.		<ul style="list-style-type: none"> ▶ Principal office located within a HUB Zone (see http://www.sba.gov/hubzone/ for map). ▶ At least 35% of firm's employees must be HUBZone residents. 	Socially disadvantaged person(s) who owns and controls at least 51% of their company.	Targeted Group (TG) (include women, substantially physically disabled, and specific minorities)	51% owned, managed and daily operations controlled by one or more females.	Not Applicable at this time.
<i>Economic Qualification</i>	<ul style="list-style-type: none"> ▶ \$250,000 personal net worth at time of application. ▶ \$750,000 personal net worth during participation. 	<ul style="list-style-type: none"> ▶ \$750,000 personal net worth at time of application and during participation. 	Not Applicable	\$750,000 personal net worth at time of application and during participation	Business must be Headquartered in Minnesota.	Not applicable at this time	Not applicable at this time
<i>Length in Business</i>	At least 2 years (some exceptions)	Not applicable	Not Applicable	Not applicable at this time	No Requirement	Not Applicable at this time.	Not applicable at this time
<i>Major Benefits</i>	<ul style="list-style-type: none"> ▶ SBA training and business development. ▶ 8(a) only contract bidding 	<ul style="list-style-type: none"> ▶ 10% Price Evaluation Preference may be available ▶ Meets 2nd tier goals for prime contractors 	Contracts awarded to HUBZone firm if 2 or more qualified HUBZone are eligible bidders	Eligible to participate toward State goals in Federally-funded contracts for all modes of transportation	<ul style="list-style-type: none"> ▶ 6% TG bid preference may be available. ▶ 4% ED bid preference may be available. 	Eligible to participate toward State goals	Eligible to participate toward State goals
<i>Participation Limit</i>	9 years maximum	None	None	None	None	None	None
<i>Eligibility Review</i>	Annually	Every 3 years	Annually	Every 3 years, with annual statements of change.	Every 2 years.	Every 2 years.	Every 3 years, with annual statements of change.
<i>Sole Source Contracting</i>	Available to program participants.	Not available.	Limited to when insufficient HUBZone companies for competitive bidding	Available	Available on VERY limited basis.	Not available	Not available
<i>Application Submission</i>	Submit to SBA, Fort Worth Texas.	Submit to SBA, Washington D.C.	SBA Washington D.C. HUBZone Office or via SBA Website.	Illinois: 217/782-5490 Indiana: 317/232-3061 Michigan: 517/373-6732 Minnesota: 651/297-1376 Ohio: 800/459-3778 Wisconsin: 608/266-6961	Administered by Materials Management Division (MMD) of the Minnesota Department of Administration 651-296-2600	Administered by Illinois Department of Central Management Services Division, call (217) 782-2301 for application.	Administered by Indiana Department of Administration, Indianapolis, Indiana or call 317/232-3061 for application or available online at: http://www.in.gov/idoa/minority/
Should you have any questions or need additional information contact your local Minority Enterprise Development staff.							
Forms and additional information available online at http://www.sba.gov/8abd/	Forms and additional information available online at http://www.sba.gov/sdb/						
<i>Other Benefits</i>	<ul style="list-style-type: none"> ▶ Listed in PRO-Net ▶ University based business training. ▶ Automatically certified as SDB ▶ Certification accepted by state and city. 	<ul style="list-style-type: none"> ▶ Listed in PRO-Net ▶ Certification accepted by State and City. 	<ul style="list-style-type: none"> ▶ Listed in PRO-Net ▶ 10% Price Evaluation Preference may be available. ▶ 90% guaranty (80% standard) on surety bond guarantees (financial requirements must be met.) 	<ul style="list-style-type: none"> ▶ Vendor can list certification in PRO-Net profile. ▶ Some states have printed and online directory to help increase visibility of vendor. 	<ul style="list-style-type: none"> ▶ List of bidders maintained by commodity class, sent an invitation to bid as appropriate. 	<ul style="list-style-type: none"> ▶ Information, counseling and workshops on how to gain access to state contracts. 	<ul style="list-style-type: none"> ▶ Speedier certification process for groups presumed disadvantaged. ▶ Directory is posted on State's web-site, increasing visibility of vendor.

The above information is believed to be accurate. However, applicants should contact the certifying entity for the latest information as these programs are subject to change.