

2014 CERTIFICATION AND PROCUREMENT GUIDE

A Reference Manual for Minority, Women
and Disadvantaged Business Enterprises



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The 2014 Certification and Procurement Guide is produced by NCIMED as a service to small businesses and the organizations that assist them.

NCIMED is a nonprofit management consulting and services organization focused on business diversity. It helps small businesses develop and grow, large corporations diversify their supply chains, and local and state governments expand their business base. NCIMED experts are leading advisors and advocates for public policies and business practices that promote marketplace diversity as a path to greater prosperity. NCIMED's work is funded entirely by grants and business diversity contracts with public and private organizations and donations. For more information, visit www.ncimed.org.

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Introduction

Programs for disadvantaged businesses were created during the late 1960s and early 1970s because individuals continued to be excluded from business opportunities based on their race or gender. Later, these programs were expanded to include other groups that experienced similar bias. They promote greater opportunity for members of disadvantaged groups to participate in the supplying of goods or services to governments and large organizations. Certification of disadvantaged enterprises provides proof of owners' disadvantaged status, offers access to opportunities that support their success, and acts as a mechanism for governments and organizations tracking their utilization of and dollars spent with these firms – a particular benefit to organizations that do business with the federal government as it provides evidence of their support of these firms.

Technical assistance programs exist to support the overall well-being of these enterprises. They include avenues to highlight the enterprises through procurement databases and networking conferences which provide opportunities to sell products and services to larger organizations. Certifications can support marketing efforts and possibly help “seal the deal” when pursuing procurement opportunities. Included in this manual are listings of different government and private entities that provide certifications and have programs to support disadvantaged businesses. Additionally, procurement and networking opportunities are included so that readers understand when and where possible connections can be made for successful bidding.

First, businesses generally must meet the following criteria to be considered disadvantaged enterprises:

- Business must be at least 51% owned by one or more people in the disadvantaged group
- 51% owner(s) must be a U.S. citizen or legal permanent resident
- Specified owner(s) has day to day involvement and control in operations of the firm
- Individual net worth less than \$750,000 (excluding business and primary home equities)
- Must be considered small size business within their industry

Following are the most common federal/state government certifications for disadvantaged businesses.

Minority Business Enterprise (MBE) - typically captures the commonly presumed disadvantaged businesses at least 51% owned and controlled by ethnic minorities – African American, Hispanic American, Asian American, and Native American. Initial program established in 1971 as part of White House Executive Order 11625 to support full participation of these individuals in the country's free enterprise system where they were historically discriminated.

Women Business Enterprise (WBE) – firm must be at least 51% owned and controlled by one or more women. Initial program established in 1979 as part of White House Executive Order 12138 to support the participation of women in federal contracting opportunities.

Veteran Owned Small Business (VSB) – firm must be at least 51% owned and controlled by a person who served in active military, naval, or air service, and who was discharged or released under conditions other than dishonorable. Support programs established in 1999 as the Veterans Entrepreneurship and Small Business Act in recognition of the negative impact of numerous military deployments for these individuals.

Service Disabled Veteran Owned Small Business (SDVOSB) – firm must be at least 51% owned and controlled by a U.S. military veteran who was disabled in the line of duty in the active military, naval, or air service. Support programs established in 1999 as the Veterans Entrepreneurship and Small Business

Act as well as part of the Veterans Benefits Act of 2003.

Disadvantaged Business Enterprise (DBE) – U.S. Department of Transportation designation established in 1980 for firms at least 51% owned and controlled by one or more socially and economically disadvantaged individuals to ensure that these firms have an equitable opportunity to participate in DOT's direct and DOT funded procurement and Federal financial assistance programs.

Small Disadvantaged Business (SDB) – SBA designation for support in overcoming the effects of discrimination towards socially and economically disadvantaged business owners. According to The Small Business Act, [presumed] socially disadvantaged is defined as individuals who have been subjected to racial or ethnic prejudice or cultural bias because of their identity as a member of a group without regard to their individual qualities. If not presumed, socially disadvantaged status must be proven with a preponderance of evidence that the owner has been subjected to substantial, chronic prejudicial treatment.

Economically, disadvantaged is defined as those who are socially disadvantaged, whose ability to compete in the free enterprise system has been impaired due to diminished capital and credit opportunities as compared to others in the same business area who are not socially disadvantaged. Designation was established in 1978 through Public Law 95-507 amending the Small Business Act and Small Business Investment Act of 1958 to make federal procurement contracting more accessible to all small businesses.

HUBZone – SBA program established in 1997 that encourages economic development in historically underutilized business zones as defined by qualified (as defined by the IRS) census tracts, qualified non-metropolitan county with a median household income or with an employment rate of not less than 140 percent of the statewide average based on U.S. Department of Labor recent data, or lands within boundaries of federally recognized Indian reservations. Program provides access to more federal contracting opportunities when small businesses are located in these zones. Additionally, at least 35% of employees must reside in the zones for a small business to be eligible for this designation.

Historically Underutilized Business (HUB) – designation for minority, woman and disabled business owners, and non-profit workshops for the blind and severely disabled doing business with the state of North Carolina.

Statewide (N.C.) Uniform Certification (SWUC)¹

General Information / Overview

North Carolina's Office for Historically Underutilized Businesses (HUB Office) launched its new Statewide Uniform Certification (SWUC) program on July 1, 2009. SWUC was developed to streamline the certification process and reduce the redundancy in certifying minority- and women-owned businesses and create a centralized HUB and minority/women business database. The HUB Office will take the lead in certifying HUB/MWBE firms, which previously had to apply for certification through the HUB Office as well as the local M/WBE program offices.

Effective July 1, 2009, HUB firms must be certified through the HUB Office to be listed in the database to be counted by local and state entities for HUB participation and reporting purposes. The HUB Office partnered with local M/WBE offices to develop and implement SWUC with input and feedback from HUB firms, prime contractors and HUB resource advocates. With the HUB Office facilitating the certification process, local M/WBE Offices can focus on providing resources and business development.

Eligibility for HUB Certification under the SWUC Program

In accordance with N.C.G.S. § 143-128.4(a) and 143-48.4(a), the term "Historically Underutilized Business" (HUB) means a business that meets all of the following conditions:

- At least 51% of the business is owned by one or more persons who are members of at least one of the groups set forth in subsection (b)
- The management and daily business operations are controlled by one or more owners of the business who are members of at least one of the groups in subsection (b)
- To qualify as a HUB, a business must be owned and controlled by one or more citizens or lawful permanent residents of the United States who are members of one or more of the following groups: (1) Black, (2) Hispanic, (3) Asian American, (4) American Indian, (5) Female, (6) Disabled, (7) Disadvantaged

How to Apply for HUB Certification under the SWUC Program

If you are not already certified through the HUB Office or a local entity and wish to initiate HUB Certification under the SWUC Program, you must register in the Vendor Link NC system and request HUB Certification:

- Go to www.doa.nc.gov/hub
- Click [Request HUB Certification](#)
- At the next page, Click [Request HUB Certification](#)
- Click [Vendor Registration/HUB Verification](#) in the Menu Bar
- Complete all applicable information
- On the last page – click "Registration Complete"
- Based on your business type, submit supporting documents indicated during the registration process to the HUB Office
- Complete the [SWUC Certification Application](#)

¹ NC Department of Administration Office of Historically Underutilized Businesses
<http://www.doa.state.nc.us/hub/swuc.htm>

Statewide Uniform Certification Rules and General Statutes

N.C.G.S. 143-128.4 143 128.4 - Statewide uniform certification; Historically Underutilized Businesses defined

N.C.G.S. 143-48.4 - Statewide uniform certification of historically underutilized businesses

Documents and Forms

List of Required Documents

Documents to be submitted for certification as a Historically Underutilized Business

www.doa.state.nc.us/hub/documents/Required%20Documents%20List%2006-29-09%20_2_.pdf

Application for Statewide Uniform Certification (SWUC)

Completed in addition to the on-line application in Vendor Link

www.doa.state.nc.us/hub/documents/Supplemental_Application.pdf

Annual Status Update Affidavit

Submitted annually prior to certification expiration anniversary date

www.doa.state.nc.us/hub/documents/AnnualAffidavit.pdf

Certification Transition Letter for Current HUB firms registered with E-Procurement and not certified as a HUB firm in Vendor Link.

www.doa.state.nc.us/hub/documents/Transition%20Letter%20for%20E-Proc%20Vendors%20doc.pdf

N.C. Office for Historically Underutilized Businesses Contact Information

1336 Mail Service Center

Raleigh, North Carolina 27699-1336

Fax: 919-807-2335

E-mail: HUBOffice.DOA@doa.nc.gov

Local Minority/Women/Small Business Enterprise Offices

Many municipalities, school districts and universities across North Carolina operate offices that assist businesses with certification questions, inquiries of how to do business with their respective organizations and networking opportunities.

Table 1 lists contacts for these offices.

Table 1. N.C. Public Sector Local HUB Office Contacts

Governmental Unit	M/WBE Office	City	Contact Name	Phone	Email	Website
Appalachian State University	Planning/Design/Construction	Boone	Debra Murphy	828-262-7195	murphyda@appstate.edu	www.appstate.edu
Charlotte Mecklenburg Schools	M/W/SBE Program	Charlotte	Chiquitha Lloyd	980-343-8638	chiquitha.lloyd@cms.k12.nc.us	www.cms.k12.nc.us
City of Albemarle	Purchasing	Albemarle	Linda Lewis	704-984-9447	llewis@ci.albemarle.nc.us	www.ci.albemarle.nc.us
City of Charlotte	Charlotte Business INCLUSION	Charlotte	Nancy Rosado	704-432-1414	nrosado@charlottenc.gov	www.charlottenc.gov
City of Charlotte Engineering & Property Management	Contracting	Charlotte	J. Edward Mobley	704-336-6739	jmobley@charlottenc.gov	www.charlottenc.gov
City of Durham	Office of Equal Opportunity/Equal Assurance	Durham	Deborah Giles	919-560-4180	deborah.giles@durhamnc.gov	www.durhamnc.gov
City of Greensboro	Minority & Women Business Enterprise Program	Greensboro	Kathleen Smith	336-373-2674	kathleen.smith@greensboro-nc.gov	www.greensboro-nc.gov
City of Greenville	M/W/SBE Program	Greenville	Denisha Harris	252-329-4862	dharris@greenvillenc.gov	www.greenvillenc.gov
City of Raleigh	Business Assistance Program	Raleigh	Luther Williams	919-996-4278	luther.williams@raleighnc.gov	www.raleighnc.gov
City of Winston Salem	Minority & Women Business Enterprise Program	Winston Salem	Walter Farabee	336-734-1262	walterf@cityofws.org	www.cityofws.org
Durham County	Purchasing	Durham	Pam Gales	919-560-0059	pgales@dconc.gov	www.dconc.gov
East Carolina University	Historically Underutilized Business (HUB) Coordinator	Greenville	Donna Lewis Mayo	252-328-4251	lewisd@ecu.edu	www.ecu.edu
Elizabeth City State University	Director, Facilities Planning and Design	Elizabeth City	Charles Hall	252-335-3961	crhall@mail.ecsu.edu	www.ecsu.edu
Fayetteville State University	Space Analyst, HUB Coordinator	Fayetteville	Ashlynn Hodges	910-672-1944	anhodges@uncfsu.edu	www.uncfsu.edu
Guilford County	Minority & Women Business Enterprise Program	Greensboro	Shayla Parker	336-641-4821	sparker3@co.guilford.nc.us	www.co.guilford.nc.us
Guilford County Schools	M/W/SBE Program	Greensboro	Tammie Hall	336-370-3242	hallt6@gcsnc.com	www.gcsnc.com
Mecklenburg County	M/W/SBE Program	Charlotte	Teresa McDow	704-336-6186	teresa.mcdow@mecklenburgcountync.gov	www.mecklenburgcountync.gov
New Hanover County	Minority & Women Business Enterprise Program	Wilmington	Lena Butler	910-798-7190	lbutler@nhcgov.com	www.nhcgov.com
North Carolina Agricultural & Technical State University	Historically Underutilized Business (HUB) Coordinator	Greensboro	James Griffin	336-285-4510	jgriffi@ncat.edu	www.ncat.edu
North Carolina Central University	Historically Underutilized Business (HUB) Coordinator	Durham	Tracey Burns-Vann	919-530-6895	tburnsvann@nccu.edu	www.nccu.edu
North Carolina State University	Historically Underutilized Business (HUB) Coordinator	Raleigh	Henry Hardy	919-513-0223	hhardy@ncsu.edu	www.ncsu.edu
RDU Airport Authority	Small Business Program	RDU Airport	Thiane' Carter Edwards	919-840-7733	thiane.edwards@rdu.com	www.rdu.com
The North Carolina Arboretum	Director of Facilities	Asheville	Matt Jarvis	828-665-2492	mjarvis@ncarboretum.org	www.ncarboretum.org
The North Carolina School of Science and Mathematics	Purchasing Manager	Durham	Jeanette Haynes	919-416-2791	haynes@ncssm.edu	www.ncssm.edu
UNC Center for Public Television	Director of Facilities	Research Triangle Park	Carol Woodyard	919-549-7076	cwoodyard@unctv.org	www.unctv.org
UNC Greensboro	Historically Underutilized Business (HUB) Coordinator	Greensboro	Anthony Phillips	336-256-1069	a-philli@uncg.edu	www.uncg.edu
UNC Wilmington	Historically Underutilized Business (HUB) Coordinator	Wilmington	Cheryl Sutton	910-962-7597	suttoncd@uncw.edu	www.uncw.edu
UNC-General Administration	University Architect Emeritus	Chapel Hill	Gordon Rutherford	919-962-0462	gordonr@northcarolina.edu	www.northcarolina.edu
University of North Carolina at Asheville	Facilities Management & Planning	Asheville	David Todd	828-251-6380	dtodd@unca.edu	www.unca.edu
University of North Carolina at Charlotte	Historically Underutilized Business (HUB) Coordinator	Charlotte	Dorothy Vick	704-687-0527	dvick@uncc.edu	www.uncc.edu
University of North Carolina School of the Arts	Architect	Winston Salem	Stephen Atkinson	336-631-1236	atkinsons@uncsa.edu	www.uncsa.edu
University of North Carolina at Pembroke	University Architect	Pembroke	Michael Clark	910-521-6815	michael.clark@uncp.edu	www.uncp.edu
Western Carolina University	Historically Underutilized Business (HUB) Liason Officer	Cullowhee	Wiley Harris	828-227-7442	harrisw@email.wcu.edu	www.wcu.edu
Winston Salem State University	Historically Underutilized Business (HUB) Coordinator	Winston Salem	Brenda Fulmore	336-750-8834	fulmoreb@wssu.edu	www.wssu.edu

Government Certification & Procurement Opportunity Contacts

Federal Certification Contacts

SBA 8(a) Business Development Program

Eligibility: 51%+ Owner: Minorities, Women, Socially Disadvantaged
SBA Charlotte District Office
6302 Fairview Road, Suite 300
Charlotte, NC 28210-2227
Phone: (704) 344-6590
www.sba.gov/8abd

SBA Small Disadvantaged Business (SDB)

Eligibility: 51%+ Owner: Minorities, Socially Disadvantaged
Office of Small Disadvantaged Business Certification and Eligibility
409 Third Street, S.W. - 8th Floor
Washington, D.C. 20416
Phone (202) 619-1850
Email: SDB@sba.gov
www.sba.gov/sdb

SBA HUBZone Program

Eligibility: Located in Historically Underutilized zone (HUBZone), owned and controlled by U.S. Citizens, employ at least 35% of employees as residents from HUBZone
SBA Charlotte District Office
6302 Fairview Road, Suite 300
Charlotte, NC 28210-2227
Phone: (704) 344-6590
<https://eweb1.sba.gov/hubzone/internet/index.cfm>

U.S. Department of Transportation Disadvantaged Business Enterprise (DBE)

Universal certification for all U.S. Department of Transportation funded state DOTs, reciprocal with SBA certifications & programs. Eligibility: 51% + Owner: Minorities, Women, Socially Disadvantaged
North Carolina Department of Transportation
ATTN: Unified Certification Program
1509 Mail Service Center
Raleigh, NC 27699-1509
Phone: 1-877-650-0130
www.ncdot.org/business/ocs/dbe

Procurement Opportunities

Systems for Awards Management (SAM) *(previously Central Contractor Registration)*
Must be registered here to do business with the U.S. government. Women and veterans/service-disabled veterans can self-certify in SAM
www.sam.gov

Doing Business with the Department of Defense

www.acq.osd.mil/osbp/doing_business/DoD_Contracting_Guide.htm

Department of Energy

Phone: (202) 586-7377

<http://energy.gov/management/office-management/operational-management/procurement-and-acquisition>

FedBizOpps

www.fedbizopps.gov

State Certification Contacts

NC DOT Disadvantaged Business Enterprise (DBE)

(Universal certification for all federally funded state DOT agencies including RDU & CLT Airports, and local area transit systems) Eligible 51% + Owner: Minorities, Women, Socially-Disadvantaged

North Carolina Department of Transportation

ATTN: Unified Certification Program

1509 Mail Service Center

Raleigh, NC 27699-1509

Phone: (877) 650-0130

www.ncdot.org/business/ocs/dbe/

State of North Carolina Historically Underutilized Business (HUB)

Eligible 51%+ Owner: Minorities, Women, Disabled, Socially & Economically Disadvantaged

Office for Historically Underutilized Businesses

116 West Jones Street

1336 Mail Service Center

Raleigh, North Carolina 27699-1336

Phone: (919) 807-2330 Fax: (919) 807-2335

Email: HUBOffice.DOA@ncmail.net

www.doa.state.nc.us/hub/

Procurement Opportunities

E-Procurement (1.75% marketing fee when order received from state)

<https://vendor.ncgov.com/>

Vendor Link (register to receive electronic notification of solicitation notices)

www.doa.state.nc.us/PandC/VendorLink-Registration.htm

Purchasing Officer Contact Information (per N.C. Division of Purchase & Contract)

Community Colleges www.doa.state.nc.us/PandC/Commcol.htm

State Departments www.doa.state.nc.us/PandC/Departm.htm

State Hospitals and Centers www.doa.state.nc.us/PandC/Instit.htm

Public Schools www.doa.state.nc.us/PandC/Publicsc.htm

Public Universities www.doa.state.nc.us/PandC/Univers.htm

Private/Corporate Certifications

Certifications commonly accepted by corporations are listed below. Membership fees may apply.

Minority-Owned Certification

Carolinas-Virginia Minority Supplier Development Council (CVMSDC)

9115 Harris Corners Parkway,
Suite 440, Charlotte, NC 28269
Phone: (704) 549-1000 Fax: (704) 549-1616
www.carolinasmsdc.org

US Pan Asian American Chamber of Commerce (USPAACC)

USPAACC Certification Committee
1329 18th Street, NW, Washington, DC 20036
Phone: (800) 696-7818
Fax: (202) 296-5225
Email: info@uspaacc.com
www.uspaacc.com

Woman-Owned Certification

Greater Women's Business Council (GWBC – NC, SC, GA)

Women's Business Enterprise National Council (WBENC)
1201 Peachtree Street NE
400 Colony Square, Suite 200, Atlanta, GA 30361
office: 404.846.3314
fax: 404.745.0151
www.gwbc.biz

National Women's Business Owners Corporation (NWBOC)

1001 W. Jasmine Drive, Suite G, Lake Park, Florida 33403
Phone: (800) 675-5066 Fax: (561) 881-7364
Email: info@nwvoc.org
www.nwvoc.org

Veteran-Owned

The Association for Service Disabled Veterans (ASDV)

Service Disabled Veteran (SDVE)
Certification Administrator
ASDV Clearing House, P.O. Box 20312
Stanford, CA 94305
(650) 961-3751
Email: certification@asdv.org
www.asdv.org

Resources

This is a qualified, not complete, listing of certification and networking resources. Please forward information on other resources to the attention of Dan Stafford at dstafford@ncimed.org.

North Carolina Organizational-based Resources

American Indian Chamber of Commerce of North Carolina

www.aiccnc.org

Council for Entrepreneurial Development

www.cednc.org

Hispanic Contractors Association of the Carolinas

www.hcacarolinas.org

Latin American Chamber of Commerce

www.lacccharlotte.com

Metrolina Minority Contractors

www.mccaofcharlotte.org

NCIMED

www.ncimed.org

North Carolina Biotechnology Center

www.ncbiotech.org

North Carolina Chinese Business Association

www.nc-cba.org

North Carolina Hispanic Chamber of Commerce

www.nchispanicchamber.org

North Carolina Indian Economic Development Initiative

www.ncindian.com

North Carolina Minority Business Development Agency

www.mbda.ncimed.org

United Minority Contractors of North Carolina

www.umcnc.org

Women's Business Center of North Carolina

www.wbcnc.ncimed.org

North Carolina State Government-based Resources

Business Link North Carolina

www.blnc.gov

North Carolina Cities and Towns Listing

<http://ncinfo.iog.unc.edu/library/cities.html>

North Carolina Coordinators Network

www.mwbecoordinators.org

North Carolina Counties Listing

<http://ncinfo.iog.unc.edu/library/counties.html>

North Carolina Community College System Small Business Network

www.ncsbc.net

North Carolina Department of Commerce

www.nccommerce.com

North Carolina Military Business Center

www.ncmbc.us

North Carolina Secretary of State Corporations Division

www.secretary.state.nc.us/corporations

North Carolina State University Industrial Extension Service

www.ies.ncsu.edu

Small Business Technology & Development Center

www.sbtcd.org

National Organizational-based Resources

Association of American Chambers of Commerce in Latin America

www.aaccla.org

Alliance of Minority Airport Concessionaires (AMAC)

www.amac-org

National Association of Minority Contractors

www.namcnational.org

National Association of Women Business Owners

www.nawbo.org/index.cfm

National Business League

www.nblgw.org

National Center for American Indian Enterprise Development

www.ncaied.org

National Minority Supplier Development Council

www.nmsdc.org

National Native American Chamber of Commerce

www.nnacc.org

National Women's Business Council

www.nwbc.org

Native American Business Alliance

www.native-american-bus.org

U.S. Hispanic Chamber of Commerce

www.usfcc.com

U.S. Women's Chamber of Commerce

www.uswcc.org

Federal Government-based Resources

Office of Small Disadvantaged Business Utilization

www.sba.gov/GC/osdbu.htm

Service Corps of Retired Executives

www.score.org

U.S. General Services Administration

www.gsa.gov

U.S. Minority Business Development Agency

www.mbda.gov

U.S. Small Business Administration

www.sba.gov

Networking Conferences

The following organizations hold annual conferences that provide excellent networking opportunities and information on current industry topics, trends and points of interest, and procurement/capital access opportunities.

These events are held in North Carolina and throughout the United States.

Please visit the organization websites for detailed conference information.

Black Enterprise Entrepreneurs Conference & Expo

www.blackenterprise.com/events/ecopen.asp?id=1833

Carolinas Virginia Minority Supplier Development Council Business Opportunities Conference

www.carolinasmcdc.org

National Association of Minority Contractors National Conference

www.namc.org

National Minority Supplier Development Council Conference and Business Opportunity Fair

www.nmsdc.org/events/conference07.html

NCIMED Executive Networking Conference

www.ncimed.org

North Carolina Coordinators Network

www.mwbenetwork.org

North Carolina Small Business Technology & Development Center Government Procurement Conferences

SBTDC Marketplace Government Procurement Conference

www.sbtdc.org/events/marketplace/index.html

SBTDC Opportunities Government Procurement Conference

www.sbtdc.org/events/opportunities/index.html

North Carolina State Construction Conference

www.nc-sco.com/SCO_Conf/conf.htm

United Minority Contractors of North Carolina

www.umcnc.org

United States Department of Energy Small Business Conference

www.smallbusinessconferencedoe.com/index.html

United States General Services Administration International Products and Services Expo

www.expo.gsa.gov

United States Hispanic Chamber of Commerce National Convention & Business Expo
www.usbcc.com

United States Minority Business Development Agency Minority Enterprise Development Week
www.medweek.gov

United States Pan Asian American Chamber of Commerce CelebrAsian Business Opportunities Conference
www.uspaacc.com/celebrasian08/index.html

Women's Business Enterprise National Council
www.wbenc.org