

WISCONSIN

SUPPLIER DIVERSITY PROGRAM

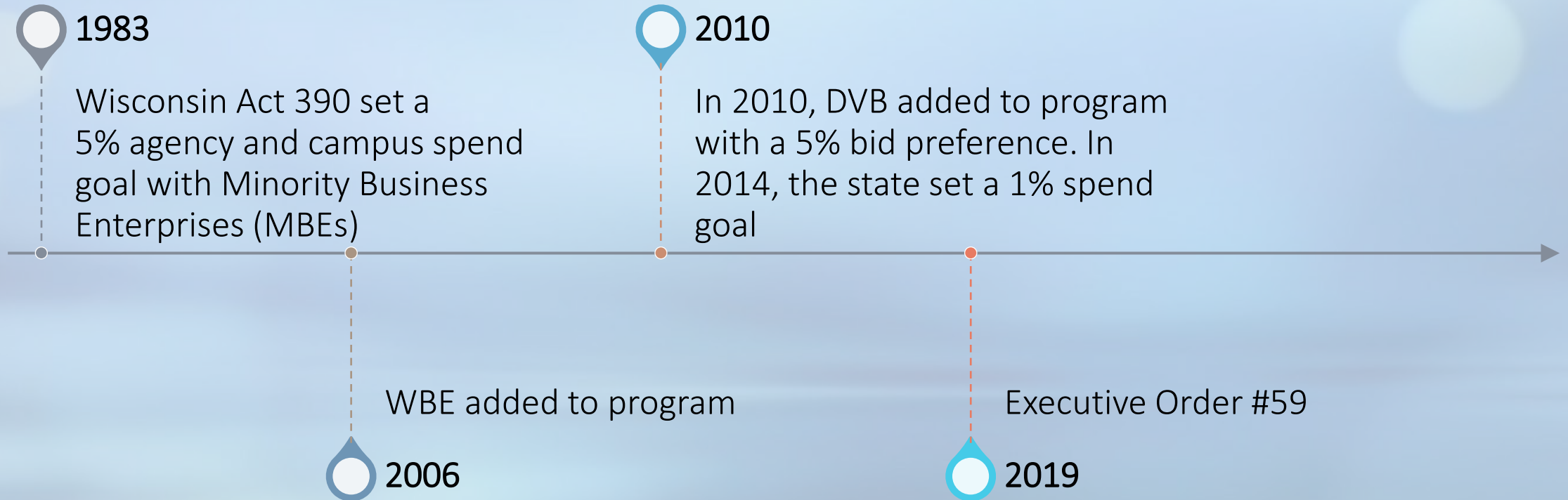
Certifying Minority, Disabled Veteran and Woman Owned Businesses

AGENDA

- 1) About WISDP
- 2) State Business Certifications
- 3) What that looks like
- 4) Getting connected



HISTORY OF THE PROGRAM



MEET OUR STAFF

Alex Ysquierdo, Director

Libby Schmiedlin, Equal Opportunity Specialist
WBE



Khadijah Perry, Equal Opportunity Specialist
WBE, DVB

Ella Kemp, Supplier Analytics Specialist

Charlotte Schofield, Marketing Specialist



We certify MBEs, DVBs, and WBEs, enhancing their opportunities to work with the State of WI, government agencies, and private companies.



WISCONSIN SUPPLIER DIVERSITY PROGRAM BUSINESS CERTIFICATIONS MBE - DVB - WBE

FORWARD



IS OBTAINING STATE CERTIFICATION A SUITABLE CHOICE FOR YOUR BUSINESS?

- Is your service or product something that the State may want to acquire?
- Can you reliably deliver high-quality products or services on a significant scale?
- Are you open to disclosing your business details?
- Are you prepared to invest effort in securing state contracts?



APPLY *for* CERTIFICATION

SupplierDiversity.wi.gov

- Self Assessment/Eligibility Quiz
- Gather Checklist Documents
- Apply – Entirely Online
- Application Review Within 30 Days
- APPROVED...work begins!



CERTIFICATION MUSTS - OVERVIEW



	MBE	WBE	DVB
≥ 51% Owned, Managed & Controlled	✓	✓	✓
Useful Business Function	✓	✓	✓
Federal Business Taxes	1 year	3 years	3 years
Application Fee	\$0	\$150	\$150
Certification Period	3 years	3 years	3 years
Out-of-State Business	✓	✓*	X

BENEFITS *of* CERTIFICATION

- Permissive 5% Bid Preference (DVBs)
 - \$100 Low Bid
 - DVBs can bid up to \$105 (5% more) and win bid
- MBE – 5% State Purchasing Goal
- DVB – 1% State Purchasing Goal
- Business Listed in Database of Certified Suppliers – SupplierDiversity.wi.gov
- Broader Reach to Public and Corporate Buyers
- Authenticated Diverse Ownership
- Logos



WHY GET CERTIFIED

- Government contracts come with stable revenue streams.
- Expansion into new markets and industries.
- Competitive advantage over non-certified competitors.
- Networking opportunities and valuable resources.
- Training and Development
- Demonstrates commitment to diversity and inclusion, aligning with client and partner values.



BENEFITS TO LARGE BUSINESSES

Competitive advantage

- A diverse supplier base can offer new products, services, and solutions that add value.

Reflecting the customer base

- As global markets become more diverse, businesses that mirror this diversity can better serve their customers.

Risk management

- Diversify suppliers can spread risk, especially in times of crisis or supply chain disruptions.

Leveraging YOUR CERTIFICATION

**NETWORK
BID | WIN | PERFORM**

SupplierDiversity.wi.gov

- NETWORK
- BID – Locate the Bid Opportunities (Bulletin)
- WIN – Low or Competitive Bid
- PERFORM
 - Complete Project to Satisfaction of Agency or Campus
 - On Time
 - Quality
 - Communicate!
- Teaming/Partnering/Subcontracting

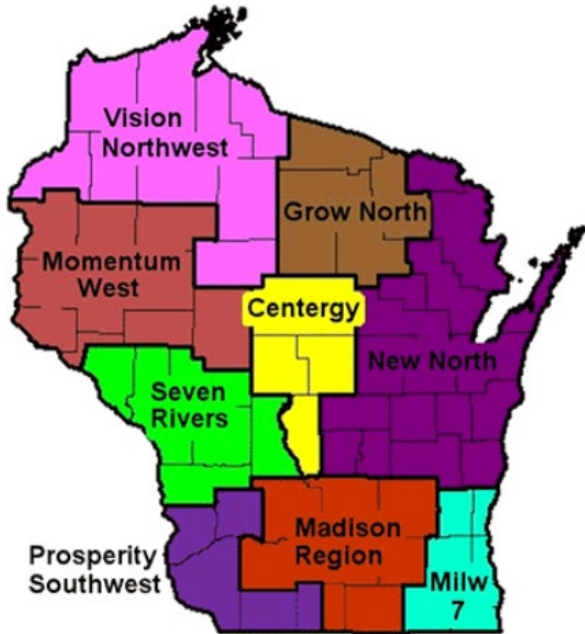


CONDUCTING BUSINESS WITH THE STATE OF WISCONSIN

- [May I bid on State projects before being certified?](#)
- You do not need to be certified to bid on State projects; however, you must be certified to utilize the DVB 5% bid preference.
- [How do I find out about bidding opportunities with the State of Wisconsin?](#)
- Opportunities for State of Wisconsin and University of Wisconsin Contracts can be found in the following locations:
[eSupplier \(Goods and Services\)](#) [Opportunities](#)
- [Division of Facilities, Development and Management \(Architecture and Engineering and Building Construction\)](#)
- [Department of Transportation State Highway Projects \(Highway Construction\)](#)



PLACES TO GET CONNECTED



ETHNIC & DIVERSE
BUSINESS
COALITION

start▶in
WISCONSIN

ABC Wisconsin
Associated Builders and Contractors

eventbrite

 WESTERN WISCONSIN
WOMEN'S BUSINESS CENTER

 **WIDEN**
Diverse opportunity starts here.

meetup

Wisconsin Chamber of Commerce
Directory



 **WISCONSIN**
SUPPLIER DIVERSITY PROGRAM
Certifying Minority, Disabled Veteran and Woman Owned Businesses

CONTACT INFORMATION

Libby Schmiedlin | Equal Opportunity Specialist
Department of Administration
Wisconsin Supplier Diversity Program
libbyp.schmiedlin@wisconsin.gov
Phone:(608)-267-0297

Khadijah Perry | Equal Opportunity Specialist
Department of Administration
Wisconsin Supplier Diversity Program
khadijah.perry@wisconsin.gov
Phone:(608) 264-7893

Alex Ysquierdo, MSc | Director
Department of Administration
Wisconsin Supplier Diversity Program
Alex.Ysquierdo@wisconsin.gov
Phone:(608) 267-7806

Thank You

