

Demystifying Woman-Owned Certifications



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Today's Agenda

- What's PTAC?
- Woman-Owned Certifications
 - STATE
 - FEDERAL
- Resources
- Q&A

What's PTAC All About?

- 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 the subcenter/host organization

Washington PTAC

Mission & Activities

- To maximize the number of capable Washington State companies participating in the government marketplace
 - Provides **no-cost** one-on-one counseling
 - Workshops
 - Assists with locating bids & helps interpret solicitations
 - Assists with registrations & certifications
 - Assists with marketing to the government
 - Electronic Bid Match service (fee: \$165/year)
 - Assists with specifications, standards, and drawings
 - Post-award assistance



Not in WA State?
 Visit
www.aptac-us.org
 to find your PTAC!

Serving businesses throughout Washington State

Contact a Washington PTAC counselor near you today.



1: Kitsap Economic Development Alliance
 Mary Jo Juarez, Kathy Cocus,
 360.377.9499 | kitsap@washingtonptac.org



5: Green River College
 Darrell Sundell | 253.520.6267
 king@washingtonptac.org



2: Thurston Economic Development Council
 Dale Colbert, Kate Hoy, George Sharp
 360.754.6320 | thurston@washingtonptac.org



6: Bates Technical College
 Tom Westerlund | 253.680.7054
 pierce@washingtonptac.org



3: Greater Vancouver Chamber of Commerce
 Jeannet Santiago
 360.567.1051 | swwa@washingtonptac.org



7: Greater Spokane Incorporated
 Ryan Rodin | 509.321.3617
 spokane@washingtonptac.org



4: Economic Alliance Snohomish County
 Cate Taylor | 425.248.4223
 CateT@economicalliancesc.org



8: Tri-City Regional Chamber of Commerce
 Ashley Coronado | 509.491.3231
 tricity@washingtonptac.org

Washington PTAC is a program of Thurston Economic Development Council
 Tiffany Scroggs, Program Director | 4220 6th Ave SE | Lacey WA 98503
 P 360.464.6041 | F 360.407.3980 | programmanager@washingtonptac.org



Woman-Owned Certifications

WA State (OMWBE)

- Women's Business Enterprise (WBE)

Federal (SBA)

- Woman-Owned
 - Woman-Owned Small Business (WOSB)
 - Economically-Disadvantaged Woman-Owned Small Business (EDWOSB)

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WBE Cert - Who cares?!

- 1) Washington state agencies – *voluntary goal to include WBE certified firms*
- 2) Private companies – *some have supplier diversity goals and utilize OMWBE's online certified firms directory*

State - Eligibility

- For-profit small business
- Woman must own at least 51% of the business and show contribution of capital and expertise
 - Control the managerial and day-to-day operations
 - Be a U.S. citizen or permanent U.S. resident
 - Be economically disadvantaged (personal net worth less than \$1.32 million, excluding primary resident and applicant business)

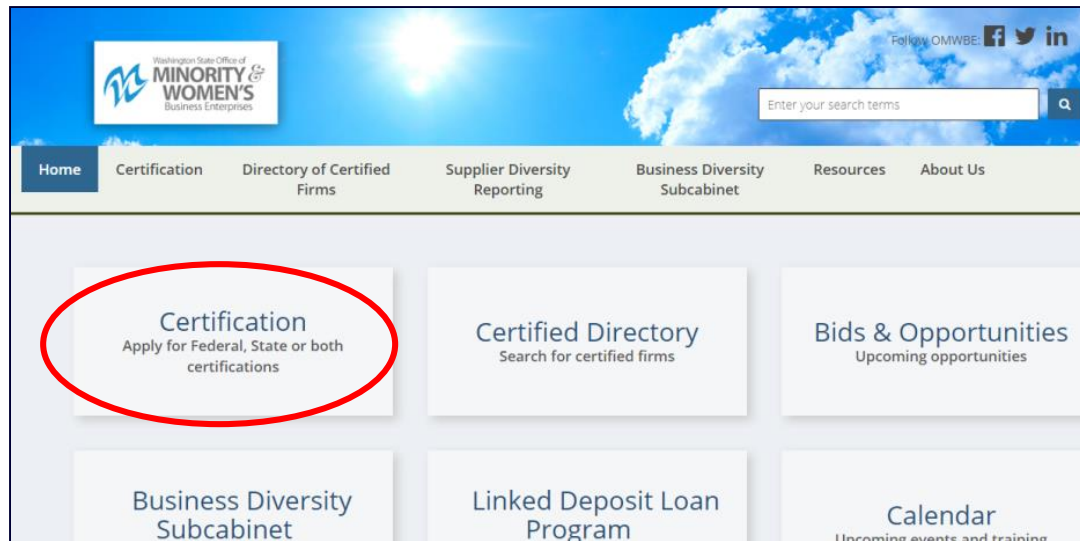
Note

- WA is a community property state: “all assets acquired during the marriage are considered ‘community property.’”

- What does this mean?
 - Implied that spouse owns 50% of the company, even if they aren’t an “owner” – can sign spousal non-participation form.

How to Apply

Washington State Office of Minority & Women's Business Enterprises (OMWBE), in Olympia: www.omwbe.wa.gov



How to Apply

- Online application
 - 45-60 days for processing
 - Certification analyst will communicate with you
 - Emailed letter with final decision on certification
- Fee
 - \$50-\$100 depending on structure

Example of Required Docs

- ❑ Proof of U.S. citizenship
- ❑ Documentation of initial investment to acquire ownership
- ❑ Resume for each owner, all spouses and all key personnel
- ❑ List of equipment and/or vehicles owned (plus titles) or leased
- ❑ Office lease agreement/deed
- ❑ Copies of contracts/bids/invoices
- ❑ Insurance policy agreements
- ❑ Bonding documents (if applicable)
- ❑ Business federal tax returns
- ❑ Company documents

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Federal - Who cares?!

- 23% of prime contracts for small businesses
- 5% of prime and subcontracts for SDB's
- **5% of prime and subcontracts for WOB's**
- 3% of prime contracts for HUBZone
- 3% of prime and subcontracts for SDVOSB's

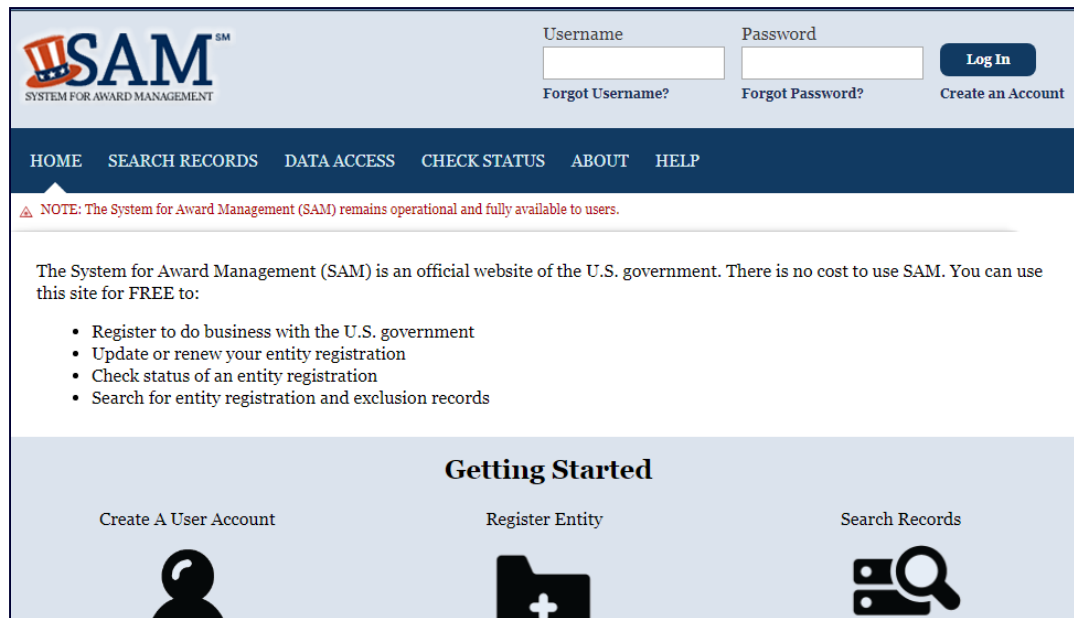
Federal

- **Woman-Owned Business***
 - Woman-Owned Small Business (WOSB)
 - Economically-Disadvantaged Woman-Owned Small Business (EDWOSB)

* At least 51% owned, managed and controlled by one or more women who are U.S. citizens

How to Certify

- Self-certification in the online System for Award Management (SAM): www.sam.gov
- Check the box that says “Woman Owned Business” – that’s it!



The screenshot shows the SAM website homepage. At the top left is the SAM logo with the text "SYSTEM FOR AWARD MANAGEMENT". To the right are login fields for "Username" and "Password", a "Log In" button, and links for "Forgot Username?" and "Forgot Password?". Below the login fields is a "Create an Account" link. A dark blue navigation bar contains the following menu items: HOME, SEARCH RECORDS, DATA ACCESS, CHECK STATUS, ABOUT, and HELP. Below the navigation bar is a red warning triangle icon followed by the text: "NOTE: The System for Award Management (SAM) remains operational and fully available to users." Below this is a paragraph: "The System for Award Management (SAM) is an official website of the U.S. government. There is no cost to use SAM. You can use this site for FREE to:" followed by a bulleted list:

- Register to do business with the U.S. government
- Update or renew your entity registration
- Check status of an entity registration
- Search for entity registration and exclusion records

At the bottom of the page is a "Getting Started" section with three columns: "Create A User Account" with a person icon, "Register Entity" with a folder icon containing a plus sign, and "Search Records" with a magnifying glass icon over a document.

Federal WOSB Program

- Woman-Owned Business
 - Woman-Owned Small Business (WOSB)*
 - Economically-Disadvantaged Woman-Owned Small Business (EDWOSB)*

* Only specific NAICS codes qualify

* Certification is only required for bidding on WOSB/EDWOSB set-aside contracts

* WOSB/EDWOSB eligible for sole source awards

EDWOSB Qualification

- Personal net worth less than **\$750,000** (with exclusions)
- Annual income averaged over past 3 years cannot exceed **\$350,000**
- And, fair market value of all assets cannot exceed **\$6 million**

Note:

SBA will look at a spouse's finances if the spouse has a role in the WOSB/EDWOSB, has lent money to or provided financial support (including credit or guarantee of loan) to the business.

SBA may also look at spouse's finances if both spouses are in same or similar line of business and businesses share names, websites, equipment and employees.

Two Options for Certification

1. Online (free) self-certification at:

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

- Upload required documents (see upcoming slide)

2. Utilize a 3rd-party certifier (fee)

* Then, check additional box(es) in SAM record



Welcome to certify.SBA.gov

The U.S. Small Business Administration (SBA) is working to modernize the application process for federal contracting programs. Manage your application and eligibility documentation for the WOSB and All Small Mentor-Protégé programs online from our easy-to-use dashboard. **Get started today!**

Login

Or

Get started

[Federal government employees:
Login or create an account](#)

New Features

Am I Eligible?

Upcoming Activities

Docs to Upload - WOSB

Women-Owned Small Business (WOSB) Preparation Checklist

Qualifying individual(s) include all women claiming 51% ownership

- Active registration in the System for Award Management for the firm, available at [SAM.gov](https://sam.gov) (Note: The firm's DUNS number and EIN, and MPIN must exactly match SAM registration)
- Proof of U.S. citizenship (i.e., birth certificate, naturalization paper, or unexpired passport) for qualifying individual(s).
- Resume (optional)
- Joint Venture agreements if applicable
- Corporation
 - Articles of Incorporation
 - Copies of stock certificates (front and back)
 - Stock Ledger
 - Corporate Bylaws and any amendments
- Limited Liability Company (LLC)
 - Operating Agreement and any amendments
 - Articles of Organization and any amendments
- Partnership
 - Partnership Agreement and any amendments
- Sole Proprietor
 - DBA (Doing Business As) or Trade Name Certificate

Additional Docs to Upload - EDWOSB

- Personal Financial Information – Required for each woman claiming economic disadvantage and for each woman’s spouse.*
 - A completed and signed IRS Form 4506-T, Request for Tax Transcript
 - Three most recent personal income tax returns (IRS Form 1040) including all schedules
 - Three most recent W-2’s
 - Detailed information regarding the value of all assets (including cash on hand and in banks, accounts and notes receivable, retirement accounts, stocks, bonds, real estate, personal property, life insurance, and any other assets), liabilities (such as loans, mortgages, tax debts, and any other liabilities), and income (including salary, investment income, real estate income, and any other income)

*Note: SBA may consider a spouse’s financial situation in determining whether qualifying individual(s) are economically disadvantaged where the spouse has a role in the business (e.g., an officer, employee or director) or has lent money to, provided credit or financial support to, or guaranteed a loan of the business.

Watch Out!

WOSB Program: Company Ineligible Because Husband Managed Business

Posted on [October 19, 2017](#) by [Steven Koprince](#)

A self-certified woman-owned small business was ineligible for a WOSB set-aside contract because the woman owner's husband held the company's highest officer position and appeared to manage its day-to-day operations.

A recent SBA Office of Hearings and Appeals decision highlights the importance of ensuring that a woman be responsible for managing the day-to-day business of a WOSB—and that the woman's role be reflected both in the corporate paperwork and in practice.

OHA's decision in [Yard Masters, Inc., SBA No. WOSB-109 \(2017\)](#) involved an Army solicitation for ground maintenance services. The solicitation was issued as a WOSB set-aside under NAICS code 561730 (Landscaping Services), with a corresponding \$7 million size threshold.

After evaluating competitive proposals, the Army awarded the contract to Yard Masters, a woman-owned small business. A contractor then filed a WOSB protest, alleging that Yard Masters was ineligible. The protester contended that a man, Bryce Wade, was Yard Masters' highest officer until recently and that he still exercised control over the company.

In response to the protest, Yard Masters admitted that Bryce Wade had previously been the majority owner, but that he had recently sold stock to his wife, Sally Wade, making her the 51% owner. Yard Masters also produced Sally Wade's resume and meeting minutes, showing that Sally Wade was the Chief Executive Officer.

The SBA Director of Government Contracting examined Yard Masters' bylaws, and determined that the bylaws "do not create a CEO position" or assign any duties to the CEO. Instead, the bylaws identified the President (a position held by Bryce Wade) as the "chief executive and administrative officer of the corporation." The SBA also noted that "Bryce Wade signed [Yard Masters'] proposal and its contract documents for the instant procurement," as well as the company's tax returns. The tax returns "identify Bryce, and not Sally, Wade as a compensated officer."

The SBA found that Sally Wade did not control Yard Masters, and issued a determination finding the company ineligible for the Army WOSB set-aside contract.

Yard Masters appealed to OHA. Yard Masters argued, in part, that the corporation's meeting minutes made clear that Sally Wade had ultimate direction and control of the company.

Yard Masters "argues that Sally Wade is its CEO," OHA wrote. "The problem is that the Board did not formally create a position of CEO." OHA continued, "[t]he Bylaws were never changed to add the position of CEO. The Bylaws clearly state that the President is the corporation's 'chief administrative and executive officer.' Bryce Wade holds that position." OHA concluded that Yard Masters' "highest officer position is President, and Bryce Wade, not Sally Wade, holds it."

OHA also noted that "all actions taken on [Yard Masters'] behalf were taken by Bryce Wade." Even after Sally Wade "supposedly had taken control" of the company, "Bryce Wade

Remember to Consider...

- ❑ Who has authority to sign checks?
- ❑ Who is the primary Point of Contact in SAM?
- ❑ Who is communicating with OMWBE?
- ❑ Who signed the lease/insurance policy/bid?



How's it Going?



WOSB Set-Asides

www.fbo.gov



FEDBIZOPPS.GOV Federal Business Opportunities

Home Getting Started General Info Opportunities Agencies Privacy

Search more than **24,700*** active federal opportunities.

Posted Date: Last 90 Days Set-Aside Code: **Woman Owned Small Business**

Place of Performance: Any State or Territory Type: Any

Keyword / Solicitation #: Agency:

Additional criteria and multiple selections are available on the [advanced search form](#).
** Notices posted within the last 90 days.*

 FBO.gov remains operational and fully available to users.







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WOSB Set-Asides

Opportunity	Agency/Office/Location ▼	Type ▼ / Set-aside ▼	Posted On ▲
 CWRJ - Propeller Baffle N0010418RK013 13 -- Ammunition & explosives	Department of the Navy Naval Supply Systems Command NAVSUP Weapon Systems Support Mechanicsburg PA	Solicitation / Woman Owned Small Business	Jan 22, 2018
 R--BMS, CTC, and PMAP Support N3943018R2005 R -- Professional, administrative, and management support services	Department of the Navy Naval Facilities Engineering Command NAVFAC EXWC Port Hueneme	Award / Woman Owned Small Business	Jan 22, 2018
 Single Module Junction Box Mod 14 for Vertical Launching System (VLS) n6339418R0003 58 -- Communication, detection, & coherent radiation equipment	Department of the Navy Naval Sea Systems Command NSWC Port Hueneme Division	Solicitation (Modified) / Woman Owned Small Business	Jan 20, 2018
 Armed Protective Security Officer (PSO) Services HSHQEC-17-R-00012 S -- Utilities and housekeeping services	Department of Homeland Security Office of the Chief Procurement Officer Office of Procurement Operations, Federal Protective Service	Combined Synopsis/Solicitation (Modified) / Woman Owned Small Business	Jan 19, 2018
 Repair Environmental Back Shops FA487718B0002 Z -- Maintenance, repair, and alteration of real property	Department of the Air Force Air Combat Command 355 CONS	Presolicitation / Woman Owned Small Business	Jan 19, 2018
 BROADVIEW GENERATOR UPGRADES ICE (U.S. IMMIGRATION AND CUSTOMS ENFORCEMENT) BROADVIEW FACILITY, BROADVIEW, COOK COUNTY, ILLINOIS W912P618B0004 Y -- Construction of structures and facilities	Department of the Army U.S. Army Corps of Engineers USACE District, Chicago	Presolicitation (Modified) / Woman Owned Small Business	Jan 19, 2018

Resources

- State (OMWBE)
 - 360-664-9750
 - technicalassistance@omwbe.wa.gov

- Federal (SBA)
 - WOSB/EDWOSB - WOSB@sba.gov

PTAC is here to help!

- Provides free one-on-one assistance
- Assists with locating bids
- Helps interpret solicitations
- Assists with registrations
- Assists with certifications
- Assists with marketing to the government
- Assists with specifications, standards, and drawings

Tri-Cities Women in Business Conference

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JAN 31, 2018
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CONVENTION CENTER
KENNEWICK, WA

#TCRCCC   
tricityregionalchamber.com

Registration deadline: TODAY!

Conference Ticket: \$105 (Regional Chamber member); \$125 Guest

www.tricityregionalchamber.com

Questions, Comments, Discussion?



Thank you for attending!

Ashley Coronado

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Washington PTAC

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