MBE POST - CERTIFICATION ORIENTATION

Proudly serving Colorado, Kansas, Nebraska and Western Missouri
Presenter

SOL YBARRA
MBE SERVICES & BUSINESS DEVELOPMENT COORDINATOR

CERTIFY | DEVELOP | CONNECT | ADVOCATE
CONGRATULATIONS!

THE MBE NETWORK:

• More than 12,000 certified MBEs nationally
• 190 certified MBEs regionally
• 1,450 Corporate Members nationally
• 70 Corporate Members for Mountain Plains Council
• 23 regional councils nationwide
ORIENTATION GOALS

- Provide insight on utilizing the MBE Certification strategically
- Meet Council Partners
- Learn about the recertification process
CERTIFICATION BENEFITS

- Nationally recognized Certification designation
- Access to Corporate Procurement opportunities
- MBE to MBE Business procurement and teaming opportunities
- Inclusion in a National Membership Database – NMSDC Central
- Weekly Bid Notifications
- Access to local, regional, and national education, procurement, training and networking opportunities
- Access to the Minority Business Development Agency
ENGAGEMENT OPPORTUNITIES

- NMSDC National Conference & Business Opportunity Exchange
  - NMSDC.ORG
- Mountain Plains Business Opportunity Exchange in Colorado, Missouri, & Nebraska
- Golf Tournaments in Colorado
- Access Opportunity Sessions
- Training Workshops
- Nomination and Awards Ceremony and Gala
- Newsletters
  - Council Connect
  - Bid Bulletin
ENGAGEMENT CHECKLIST

- **Keep Current** - Update your Company Profile in NMSDC Central as needed.

- **Be Part of the News** – Share your success stories and get visibility – email certification@mpmsdc.org

- **Participate in Events and Workshops** Mountain Plains MSDC and NMSDC. National and regional participation is important!

- **Be in the Know** - Keep an eye on events section of MPMSDC.ORG and NMSDC.org along with emails and newsletters.

- **Ensure the right person(s) on your team** is set up to receive electronic notices. Keep the Council apprised of any changes.
  - Primary Contact in MBE Re-Certification application
# About the Minority Business Development Agency (MBDA)

**Vision**
Economic prosperity for all American business enterprises

**Mission**
To foster the growth and global competitiveness of U.S. minority-owned businesses

**Authority**
The only Federal agency tasked with creating new jobs and expanding the U.S. economy through the Nation’s fastest growing business sector
NATIONAL NETWORK

- National network of MBDA Business Centers
- Access to domestic & global contracts and capital financing
- Working to increase exports by MBEs
- Promoting Federal leadership on policies and programs
- Working with the White House and other Federal agencies on programs and initiatives to strengthen the minority business community
MINORITY BUSINESS DEVELOPMENT AGENCY (MBDA)
OPERATED BY: MOUNTAIN PLAINS MSDC

Strategic Consulting Services:

- Contract negotiation
- Market Reporting
- Needs Assessment
- Opportunity Identification
- Proposal Development
- Partner Referral

Business Areas of Emphasis include:

- Human Resources
- Marketing
- Operational Process Development
- Strategy
- Supply Chain Management

Randy McCall: rmccall@denvermbdacenter.com
Marjorie Williams: mwilliams@denvermbdacenter.com
The leadership group of Certified Minority Business Enterprises within the Mountain Plains MSDC.
The Minority Business Enterprise Input Committee (MBEIC) is a combination of elected or appointed certified minority business enterprise representatives who provide counsel and input and recommendations for programs and projects.

The MBEIC, with the approval of the MPMSDC Board, provides a program of activities that further the goals and objectives of the MPMSDC and are relevant and in support of the certified MBE community.

The MBEIC shall have officers that provide for an organized structure through which input and recommendations can be shared with the MPMSDC Board, standing committees and the MBE community.
### MBEIC COMMITTEE

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>Albert Gonzales</td>
<td>Chair &amp; Board Member</td>
</tr>
<tr>
<td>Gonzales Consulting</td>
<td>Services</td>
</tr>
<tr>
<td>Dicran Arnold</td>
<td>Director - Business Development</td>
</tr>
<tr>
<td>Pat Broxton</td>
<td>President</td>
</tr>
<tr>
<td>Ivan Burwell</td>
<td>President</td>
</tr>
<tr>
<td>Brad Campbell</td>
<td>CEO/Principal/Owner</td>
</tr>
<tr>
<td>Marco Campos</td>
<td>Managing Principal/Founder</td>
</tr>
<tr>
<td>Jamie Gutierrez</td>
<td>CEO</td>
</tr>
<tr>
<td>Jeffrey Knight</td>
<td>President</td>
</tr>
<tr>
<td>William King</td>
<td>CEO &amp; Founder</td>
</tr>
<tr>
<td>Carol Taylor</td>
<td>President</td>
</tr>
<tr>
<td>Brett E. Mathews</td>
<td>Field Account Executive Zones</td>
</tr>
<tr>
<td>Sunil Nair</td>
<td>CO-CEO</td>
</tr>
</tbody>
</table>

### MBEIC COMMITTEE

- **CERTIFY**
- **DEVELOP**
- **CONNECT**
- **ADVOCATE**
MARKETING YOUR CERTIFICATION

1. Add Council logo to:
   - Website
   - Capability Statement
   - Business Cards
   - Brochures & Other Company Materials

2. Issue A Press Release

3. Announce your certification in a newsletter

4. Add to member directories
READY TO DO BUSINESS? BE PREPARED!

- **Action Plan** –
  - Who am I targeting?
  - What are my strengths?
  - Why me?
  - How can I deliver?

- **Know your audience** – Research companies you are targeting (MBEs & Corporations)

- **Get registered** in your target companies’ Supplier Registration Portals
DOING BUSINESS

UPDATE YOUR CAPABILITY STATEMENT TO SUIT THE TARGETED CLIENT AND THE OCCASION.

PERFECT YOUR ELEVATOR PITCH.

HAVE PLENTY OF BUSINESS CARDS ON HAND AT COUNCIL EVENTS.

FOLLOW UP WITH NEW CONTACTS WITHIN 24-48 HOURS.
PUT THINGS IN MOTION:
EXECUTE YOUR PLAN

- Attend Mountain Plains MSDC/NMSDC Events.
- Look for MBE Sponsorship opportunities.
- Get Involved with Mountain Plains MSDC as a volunteer at events.
- Ask for corporate introductions at events.
- Participate in supporting other diverse businesses.
- Network, network, network.
ACTION PLAN

Within the first 6-months of new certification:

- Attend Post-Certification Workshop
- Attend 3 MPMSDC Events
- Attend 2 Training Workshops
- Develop or Maintain Capability Statement
- Develop or Maintain 30-Second Elevator Pitch
- Business Structure Established Within First 2-Months of Certifying:
  - Website
  - Business Email
  - Voice Mail
- ID 3 Strategic Corporate Members
- Research the 3 Corporate Members
- ID 1 MBE To Do Business With
  - Purchase Services
  - Partner With
MEASURE YOUR SUCCESS

• Have you met the right people?
• Which events, seminars, workshops were the most useful?
• Any new business prospects to follow up on?
• How can you improve?
• Do you have the right short and long-term strategy?
• Ask for help:
  o Council Staff
  o MBDA Business Center
The application can be accessed through https://affiliate.nmsdc.org/mpmsdc/.

Click on the “Request a Login” link located in the green toolbar at the very top of the webpage to the right.

Important: Upon receipt of your login information, please email ann@mpmsdc.org, so your login can be with your company’s profile.

Once you log in, you’ll be prompted to update your profile, which is a security measure. Save all your changes and go back to your home page.

Click the last link on your home page titled “complete the MBE Recertification application now.”
SUPPORTING DOCUMENTS

- Tax return: should include ownership info
  - Include Schedule K-1 if there are multiple owners, so ownership percentages can be examined.
  - Tax return too large to upload? Email to certification@mpmsdc.org. Make note in application and select “N/A.”

- Affidavit
  - Download blank copy from Documentation tab in online application.
  - Requires signature of all owners.
  - Notarize document.
Recertification process can take 30-45 days, upon receipt of ALL required documentation.

1. Complete online application.
2. Online Application Reviewed by Certification Committee during monthly meeting.
3. Committee will make recommendation for Board of Directors.
4. Board of Directors will make final decision, during Board meeting.
5. Certificates will be emailed to the primary point of contact listed in recertification application, no later than two weeks after Board’s decision.
## FEE SCHEDULE

<table>
<thead>
<tr>
<th>Fee category by annual revenue (millions)</th>
<th>Class 1 &lt;$1m</th>
<th>Class 2 $1m-$10m</th>
<th>Class 3 $10m-$50m</th>
<th>Class 4 $50m+</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Certification</td>
<td>$525</td>
<td>$750</td>
<td>$1,050</td>
<td>$1,150</td>
</tr>
<tr>
<td>Recertification</td>
<td>$450</td>
<td>$700</td>
<td>$1,000</td>
<td>$1,100</td>
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***EXPEDITED CERTIFICATION FEE IS $800.***
Complete recertification application 45 days prior to expiration date. The earlier, the better.

- Please consider recertifying even earlier, if working on upcoming bid or if updated certificate is needed for another certifying agency (i.e. State of MO).

Mark calendars with expiration date and set up notices.

Remember that process can take up to 45 days.

Ensure each question is answered on application and all supporting documents have been uploaded. Not doing so will lengthen the review process.

Any changes in ownership, EIN #, and/or NAICs Codes must be communicated to MPMSDC prior to submitting online application.
CONTACT:

Sol Ybarra, MBE Services and Business Development Coordinator
Email: certification@mpmsdc.org
Website: www.mpmsdc.org

MPMSDC Headquarters:
6025 S Quebec St. Ste 135, Denver, CO 80111