

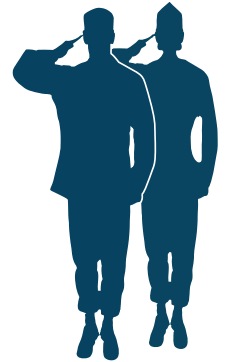
CVOB COALITION FOR VETERAN OWNED BUSINESS

Enhancing veteran- and military family-owned business success



WHAT DOES “DIVERSE BUSINESS OWNER” MEAN?

A business that is at least 51% owned by a member or members of a diversity group. The business must be owned and/or controlled by a person who is American Indian or Alaskan Native, Asian, Black or African American, Native Hawaiian or Other Pacific Islander, Hispanic or Latino; and/or female; and/or a veteran or service-disabled veteran of the U.S. Armed Forces.



WHY BECOME CERTIFIED?

Certifications increase opportunities for diverse businesses in government and corporate buying processes. Government agencies and MANY corporate purchasing activities require or endorse spending a certain percentage of their purchasing dollars.

- ▶ Once certified, a business is eligible to participate in procurement initiatives which contribute to public or private sector business objectives for diversity spending.
- ▶ While having a diversity certificate does not guarantee sales or partnerships, it is a valuable tool used to open doors to opportunity, increase visibility, and build relationships.
- ▶ A diversity certification implies a level of legitimacy that is respected by procurement professionals in the private and public space.



WHAT IS A DIVERSITY CERTIFICATE?

State, federal, and third party agencies have programs that are used to certify a business as a diverse supplier. Once a business successfully completes the process, it is awarded a certificate to prove it is diversity-owned.



CVOB COALITION FOR VETERAN OWNED BUSINESS

Enhancing veteran- and military family-owned business success

WHICH CERTIFICATION SHOULD YOU APPLY FOR?

This will depend on your goal and mission, as well as the flexibility of a corporation to accept varying types of certifications including the primary corporate-recognized national certifications listed below. Another consideration may be cost; many federal and state certifications are free.

National Veteran Business Development Council (NVBDC) The NVBDC was created for the purpose of providing a credible and reliable certifying authority that would ensure that valid documentation exists of a business' veteran ownership and control. The NVBDC has aligned with several other diversity certification companies to provide a 'Fastrack' option in case a single diverse-owned business also fits within the veteran diversity group.

The US Business Leadership Network (USBLN) A national non-profit that helps business drive performance by leveraging disability inclusion in the workplace, supply chain, and marketplace. The USBLN Disability Supplier Diversity Program® (DSDP) is the nation's leading third party certification program for disability-owned businesses, including businesses owned by service-disabled veterans.

National Gay & Lesbian Chamber of Commerce* (NGLCC) Supports and advocates for diversity and inclusion for lesbian, gay, bisexual, and transgender (LGBT)-owned businesses.

National Minority Supplier Diversity Council* (NMSDC) An online certification and re-certification application that is now integrated with NMSDC's Minority Supplier Management Information Database.

Women's Business Enterprise Council* (WBENC) A way to promote your company to major corporations that are actively seeking to conduct business with a woman- or women-owned business.

* If a small business has previously been authorized by one of the minority organizations marked with an asterisk above, then they may apply for Veteran Owned Business Certification using the FASTRACK application process. Using FASTRACK could reduce the VOSB application review process to less than 30 days.



If your veteran owned, or service disabled veteran owned business is already certified with the federal government of a state(s) agencies, please note that a private company's supplier diversity team may accept this certification for their record keeping. Please always check with each company that you are interested in doing business with, as to their certification recommendations or requirements. Please find some government examples below:

- ▶ Department of Veterans Affairs Center for Veterans Enterprise and the Center for Verification and Evaluation, Veterans Administration VetBiz.gov at the Office of Small and Disadvantaged Business Utilization (OSDBU)*
- ▶ Service-Disabled Veteran-Owned Small Business Concern Procurement Program (SDVOSB)
- ▶ Vets First Verification Program (SDVOSB/VOSB) Set-aside and Sole Source Contracts
- ▶ U.S. Small Business Administration – SAM (System for Award Management)
 - Small Business Enterprise (SBE) Certifying agencies: Small Business Administration (SBA) www.sba.gov
 - SBA Small Disadvantaged Business (SDB): Small Business Administration (SBA) www.sba.gov
- ▶ Veteran-Owned Business (VOSB)
 - Self-certification through the Small Business Administration (SBA), in the Central Contractor Registration (CCR) www.ccr.gov
 - NaVOBA <http://www.navoba.com/veteran-owned-business-certification/> (PENDING)
 - The Department of Veterans Affairs (VA) Veteran-Owned Small Business (VOSB) <http://www.va.gov/osdbu/verification/assistance/>
- ▶ Service Disabled Veteran Business (DVBE)
 - Self-certification through the Small Business Administration (SBA), in the Central Contractor Registration (CCR) www.ccr.gov
 - The Department of Veterans Affairs (VA) Service-Disabled Veteran-Owned Small Business (SDVOSB) <http://www.va.gov/osdbu/verification/assistance/>
- ▶ The Minority/Disadvantaged Business Certification and Development Program
 - 8(a) Business Development Program <https://www.sba.gov/contracting/government-contracting-programs/8a-business-development-program/about-8a-business-development-program>
- ▶ HUBZone Small Business Concern (HUBZ)
 - Small Business Administration (SBA) www.sba.gov/hubzone/
- ▶ State and Local Municipalities certifications
 - Private industry supplier diversity professionals may accept certifications from state and local municipalities that your company has certified with
 - Please check with each company that you are interested in doing business with, as to their certification recommendations or requirements
 - The following link provides a plethora of application and certification resources to achieve "certification status" via state programs <http://www.sbeinc.com/resources/certifications.cfm>



First Data®

CVOB COALITION FOR VETERAN OWNED BUSINESS
Enhancing veteran- and military family-owned business success

SYRACUSE UNIVERSITY INSTITUTE FOR VETERANS AND MILITARY FAMILIES
JPMorgan Chase & Co., Founding Partner