

# “Women’s Business Enterprise (WBE) Certification Process”

Presented by:  
Women’s Business  
Development Center -  
Minnesota

# WBE Certification Partners

- Women's Business Enterprise National Council (WBENC) – Washington, D.C.



- Women's Business Development Center (WBDC) – Chicago



# WBDC's Strong Footprint in MN



# WBDC - Minnesota

- Satellite Office of WBDC-Chicago
- Launched in late 2003 with 30 WBEs
- WBEs from MN up to 360
- 22 Corporate Sponsors
- Provide post-certification workshops:
  - “I Am Certified, Now What?”
  - Corporate Partner Panels for WBEs
  - Corporate Procurement Meetings for WBEs
  - Annual Evening of Celebration



# WBDC-MN Annual Evening of Celebration on March 4, 2015



# WBE Certification from WBENC

- Largest third-party certifier of women-owned businesses in US
- National in Scope
- WBE Certification of Choice for Corporate America
- Accepted by thousands of corporations and a number of federal and government agencies
- Issued in partnership with WBDC



# Corporate Partner Panel with Cargill, Medtronic, General Mills, and Best Buy on February 5, 2015



# Benefits

- Increased Value to Existing Customer Base
- Access to Corporate America and Government
- Credibility
- Post-Certification Support
  - Training and Networking Opportunities
- Networks and Referrals
  - National Database of WBENCLink
  - Other Databases
  - Matchmakers
  - Networking Events
  - Trade Shows
  - Referrals to Corporations



# Procurement Meeting at Best Buy on June 2, 2015



# Supplier Diversity Corporate Partners



# WBE Certification

## To Certify or Not to Certify?

- Process takes investment of time, energy, and resources
- PAY OFF TAKES INVESTMENT OF TIME, ENERGY, RESOURCES
- Can (not will) help to identify new markets



# Eligibility Criteria

## MAIN AREAS OF WBE CRITERIA

### Ownership

- Real & substantial
- Shares in risks and profits
- Contribution of Capital and Expertise
- Operation & Control
  - Managerial and Operational
- Independence
- Visit [www.wbenc.org](http://www.wbenc.org)  
for complete criteria

# Procurement Meeting at SUPERVALU on June 30, 2015



# Certification Fees

- Certification Prices are based on Gross Annual Revenues

<b>Gross Annual Sales</b>	<b>New Applications</b>	<b>Annual Renewal Applications</b>
< \$2M	\$350	\$275
\$2-8M	\$650	\$575
>\$8M	\$950	\$875

# Collaboration with the Rochester Area Chamber of Commerce on April 30, 2015





# WBE Application Process

Visit WBENC Web site at

<http://www.wbenc.org/certification-process>

- **Step 1**: Determine eligibility (IMPORTANT!)
- **Step 2**: Compile the required documents
- **Step 3**: Apply online and print out Summary View (Application)
- **Step 4**: Mail the packet to the WBDC in Chicago along with payment



AND CHANGES

WOMEN'S  
BUSINESS  
DEVELOPMENT  
CENTER *Minnesota*  
The growth is our business

Our mission

WOMEN'S  
BUSINESS  
DEVELOPMENT  
CENTER  
Your growth is our business

HONOR

# Helpful Tips

- Submit completed application from the start
- Address each document that you believe does not apply to you in a cover letter
- Work with the MN Procurement Technical Assistance Center (PTAC) to review your documentation prior to submittal: [www.mnptac.org](http://www.mnptac.org)
- Keep copies (for other certifications)



**MNPTAC**  
A meda SERVICE

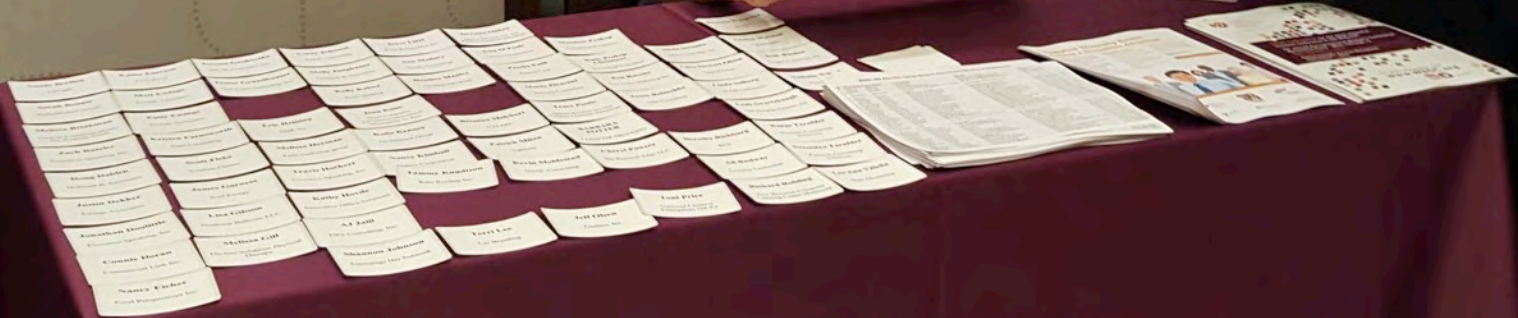
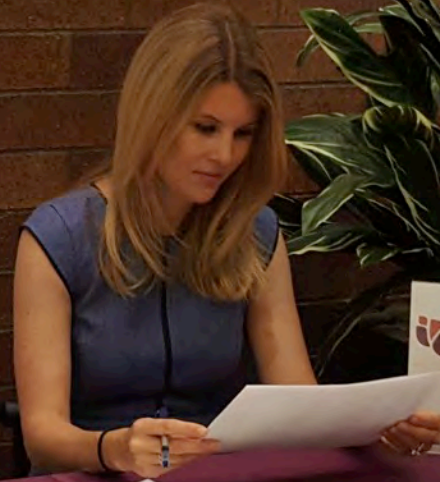


# WOMEN'S BUSINESS DEVELOPMENT CENTER Minnesota

Your growth is our business.

## Our mission

To provide services and programs that support and accelerate women's business ownership and strengthen their impact on the economy.



# Upcoming Events

- **September 2, 2015** – WBDC's Annual Entrepreneurial Woman's Conference in Chicago
- **September 30, 2015** – “Is Certification Right For You?” in Minneapolis, 12:00-2:00 (Lunch&Learn)
- [www.wbdc.org](http://www.wbdc.org)



# Contact Info



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