

# The Brave New World

## Private Sector Supplier Diversity Opportunities for SD/VOBs

### Presented by Diverse Business/Advisors & Coaches:

- **Mr. Paul F. Mara, Army Veteran**, DSDC, AdviCoach, NVBDC Corporate and SD/VOB Outreach Consultant
- **Mr. Ken Erdelt – Air Force Veteran**, Advicoach - CT, ME, NH VA, VT



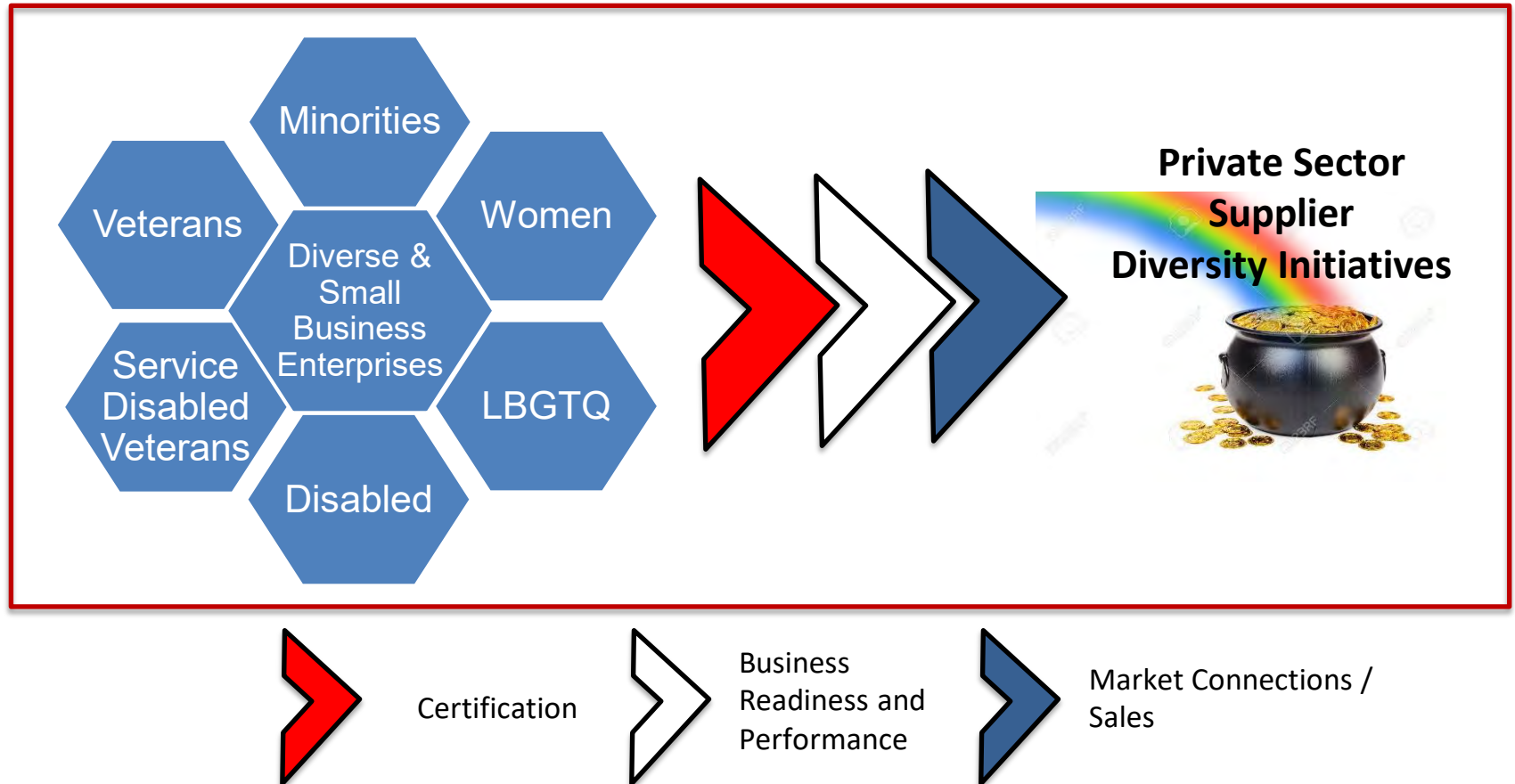
# *Purpose of this Seminar?*

- Describe the **new private/commercial sector business opportunities for service disabled and veteran owned businesses (SD/VOBs)**
- Explain **what private sector supplier diversity is** and why it exists
- Provide an overview of the **key requirements and initial steps, process and best practices** for working in this brave new world

# *Purpose of this Seminar?*

- Discuss the private sector 3<sup>rd</sup> party non-profit certifying body for SD/VOBs – The National Veteran Business Development Council (NVBDC)
- Explain how Diverse Supplier Development Corporation (DSDC) and AdviCoach can **help leverage and maximize certifications to succeed** in the private sector supplier diversity space.

# *Opportunities for Diverse Business Enterprises (DBEs)*



# *Why Target the Private Sector?*

- The federal government's SD/VOB spending goal is 3% of contracts = **\$20.6 billion annual opportunity** (2019 numbers)
- If Corporate America's goal was 3% (and it averages 10-15%) = approximately **\$80-90 billion in annual contract opportunities (440% more)** for SD/VOBs

# *Why Target the Private Sector?*

- There are approximately **14,500 VA-CVE certified SD/VOBs** in the government space and almost **29,000 registered on Sam.gov**.
- There are only approximately **500 NVBDC certified SD/VOBs** in the private sector (**97+% fewer competitors**)

**Bottom Line:** Corporate America buys far more stuff for far more money with far less bureaucracy and red tape than Government!

**What space to you want to work in?**

# What Corporation are Buying

- **The target market for SD/VOBs is the Fortune 5,000** due to the Tier 1 (prime contractor) and Tier 2 supplier structures
- In order to operate, the Fortune 5,000 companies must procure or outsource products and services to provide **the business of their business, and also to just operate as a business.**
- Corporations procure both products and service and from **Advertising to Manufacturing to Window Replacement and everything in between.**

## *What Corporation are Buying*

- If you provide a **B2B product or service** or if you sell to **the Government**, chances are very high that corporations also buy what you sell
- If you provide a **B2C product through retail/wholesale**, chances are you can work in this space
- Because of the brick/mortar nature of Corporate America, the following are popular categories:
  - **Commercial construction/remodeling**
  - **Facility maintenance**



# *Facts on Veteran Entrepreneurship*

## **Facts on Veterans and Entrepreneurship**

The U.S. Small Business Administration (SBA) recognizes the impact that veterans have on the American economy. According to the most recent data, there is about one veteran-owned firm for every ten veterans, and veteran-owned firms employ 5.8 million individuals. A recent SBA study also found that military service exhibits one of the largest marginal effects on self-employment, and veterans are 45 percent more likely to be self-employed than non-veterans.

**Veterans are 45% more likely to be self employed  
than non-veterans!**

# Top NVBDC Industries

## NVBDC IS THE SOURCE

“Changing How American Businesses Perceive Veteran Owned Companies”



**Total Annual Revenue of NVBDC Certified Companies: \$7.2 Billion**

### TOP NVBDC VOBs BY NAICS

541511: Custom Computer Programming  
561320: Temporary Help Services  
541512: Computer Systems Design Services  
236220: Commercial & Institutional Construction  
541330: Engineering Services  
484110: General Freight Trucking Local  
493110: General Warehousing & Storage  
541519: Other Computer Related Services  
541611: Admin Mgmt General Mgmt Consulting  
561910: Packaging & Labeling Services

### TOP 10 REVENUE NVBDC CERTIFIED COMPANIES

\$1,626,471,629.00  
\$603,000,000.00  
\$486,194,710.00  
\$452,000,000.00  
\$314,663,805.00  
\$178,000,000.00  
\$152,000,000.00  
\$149,105,000.00  
\$135,000,000.00  
\$128,151,269.00

### TOP NVBDC VOBs BY INDUSTRY SECTOR

Professional Services  
  
Manufacturing  
  
Administrative and Support  
  
Construction  
  
Transportation & Warehousing  
  
Wholesale Trade

2020

NVBDC PROPRIETARY INFORMATION

# Top 10 Industry Groups

Of the 12,000 NMSDC-certified MBEs, 94% (11,198) represent the Top Ten Industry groups listed below.





# *Facts on Veteran Entrepreneurship*

**Veteran-owned firms..... 2.4 million**

**Employees of Veteran-owned firms ..... 5.8 million**

Sources: Bureau of Labor Statistics; U.S. Census Bureau's Survey of Business Owners (SBO)

## **Percentage of firms owned by veterans: Top 10 Industries**

**Finance & Insurance ..... 13.2%**

**Transportation & Warehousing ..... 12.7%**

**Mining, quarrying, oil & gas ..... 12.4%**

**Construction ..... 11.1%**

**Professional, Scientific, and Technical ..... 10.9%**

**Manufacturing ..... 10.5%**

**Wholesale trade ..... 10.2%**

**Agriculture, forestry, and fishing ..... 10.0%**

**Utilities ..... 9.4%**

**Real estate ..... 8.3%**

Source: SBA.gov

# *How SD/VBOs Match Up to Private Sector Needs*

Of the top 10 Industries for NVBDC certified SD/VOBs & MBEs, **SD/VOBs match up in 7 of them!**

- 1. Finance and Insurance**
- 2. Transportation and Warehouse**
- 3. Construction**
- 4. Professional Services and Technical**
- 5. Manufacturing**
- 6. Wholesale Trade**
- 7. Real Estate**

# *Do they really do it?*

## *Supplier Diversity by the Numbers*



According to the Hackett Group 2019 Supplier Diversity Study - Companies attribute an **average of 10%-15% of their annual sales to their Supplier Diversity programs**



**\$14 to \$17 billion** spent each year by AT&T alone (20-30%)



**\$1 billion annually committed** spend by Billion Dollar Roundtable (BDR) members with MBEs and WBEs since 2001



In 2017, **\$77 billion** spent by BDR's 28 corporate members. Now includes SD/VOBs, disabled and LGBTQ owned businesses as of August 2017

# *Do Corporations Support SD/VOBs?*

- **90 + Corporations financially support** the National Veteran Business Development Council (NVBDC), the national certifying body for SD/VOBs
- **US Veteran Magazines** rates corporations every year as having **veteran friendly supplier diversity departments** with the following results:
  - ✓ 2018 – **77** Corporations
  - ✓ 2019 - **135** Corporations (**75% Increase**)
  - ✓ 2020 – **166** Corporations (**23% Increase from 2019 & 116% from 2018**)
- **400** of the Fortune 1,000 now **have spending goals for the first time for SD/VOBs**

# *Recent Real-World Examples of Procurement Opportunities*

Since late 2018, Diverse Supplier Development Corp (DSDC) has worked on **more than 65 procurement opportunities** with corporate America seeking SD/VOB suppliers. These are just a small fraction of the number of procurement opportunities available. Some of these corporations include:

- Abbott Labs
- AT&T (multiple)
- Best Buy (multiple)
- Boeing (multiple)
- Capital One (16)
- Ernst & Young (multiple)
- Hallmark (multiple)
- Macy's
- Medtronic (multiple)
- Nestle (55 categories)
- NFL
- T-Mobile (multiple)
- UNFI (multiple)
- United Health Group
- Vestas Wind Energy
- Xcel Energy (multiple)



# *Recent Real-World Examples of Procurement Opportunities*

1. **NVBDC** – Annual Event Match Making – **46 Corporations with 113 product/service category needs**
2. **UNFI** (\$21 billion grocery wholesaler) sought SD/VOB suppliers for **23 product/service categories across 24 states**
3. **Nestle** sought **brand new DBE suppliers for 55 product/service categories**
4. **Boeing** sought SD/VOBs to work on the **International Space Station**
5. **Capital One** has provided 16 procurement opportunities in the last 2 months alone

# *NVBDC Procurement Event*

## *Procurement Needs*

1. Advertising Representative
2. Agile/Scrum Testing
3. Artificial Intelligence
4. ATM Maintenance
5. Audio/Visual Production
6. Bottled Water Delivery Systems
7. Ceramic Tile Package
8. Concrete Flatwork & Foundations Package
9. Concrete Paving Package
10. Controls / BMS Package
11. Controls / BMS Package (GMP)
12. Controls / BMS Preconstruction Services & BIM (GMP)
13. Cloud Implementation Services
14. Commercial/Institutional Building Construction
15. Computer resellers
16. Construction – Overhead and Underground
17. Consulting - Project Management
18. Consulting - Technical Services
19. Consulting – Auditing
20. Consulting – General
21. Consulting Management
22. Corporate Environmental
23. Cyber Security
24. Data Integration
25. Distribution Hardware
26. Drone Manufacturing
27. Engineering
28. Earthwork & Site Utilities Package
29. Electrical Preconstruction Services & BIM (GMP)
30. Electrical, Low Voltage, & Site Electrical Package (GMP)
31. Electrical, Low Voltage, & Site Electrical Underground & Equipment Package (GMP)
32. Electrical, Low Voltage, Site Electrical, & High Voltage Package (GMP)
33. Elevator Package
34. Epoxy Coatings Package
35. Facilities Management
36. Facilities Work
37. Finance and Accounting
38. Fintech
39. Fire Suppression Package
40. Fire Systems, Caulking, & Expansion Joints Package

# *NVBDC Procurement Event*

## *Procurement Needs*

41. Flooring Package
42. General Contractor – Construction
43. General Procurement
44. GC's / GR's
45. General Trades Early Release Blocking & D/F/H Package
46. General Trades Package (GMP)
47. Glass & Glazing Package
48. HR - Training
49. HR – Recruitment
50. HR – Staffing
51. High Voltage Package (Substation)
52. Hot / Cold Aisle Containment Package
53. HVAC Contractors
54. Information Technology
55. Information Technology Services
56. Insurance Related Products/Services
57. Insurtech
58. Labels and Laminates
59. Lawn Maintenance
60. Landscaping Package
61. Logistics/Transportation
62. Maintenance Repair and Operations (MRO)
63. Managed Service Provider – Travel Incentive Programs
64. Marketing – E Commerce
65. Marketing Services
66. Medical Education/Communication/Clinical/R&D
67. Metal Buyers
68. Masonry Package
69. Mass Excavation Package
70. Mechanical Preconstruction Services & BIM (GMP)
71. Metal Framing, Drywall, & Acoustical Ceilings Package
72. Metal Panels, Louvers, & Sheet Metal Package
73. Miscellaneous Steel Package
74. Miscellaneous Steel Package
75. Overhead Doors & Dock Equipment Package
76. Packaging Fabricators
77. Painting Services
78. Pallet Manufacturing
79. Paving
80. Painting Package

# *NVBDC Procurement Event*

## *Procurement Needs*

- |   |  |
|---|--|
| 81. Plumbing & HVAC Package (GMP)   | 99. Solvents and Chemicals                           |
| 82. Plumbing & HVAC Underground & Equipment Package (GMP)      Precast Concrete Package | 100. Security Package                                |
| 83. Plastic Injection Molds   | 101. Site Concrete Package                           |
| 84. Plumbing Services   | 102. Site Utilities Package                          |
| 85. Portfolio Management  | 103. Structural Steel Fabrication & Erection Package |
| 86. Promotional Products  | 104. Structural Steel Material Procurement Package   |
| 87. Public Relations  | 105. SOX Testing                                     |
| 88. Real Estate – General and Construction  | 106. Substation Equipment                            |
| 89. Real Estate - Commercial  | 107. Tool and Die                                    |
| 90. Real Estate Related   | 108. Tower Crews                                     |
| 91. Services  | 109. Translation and Interpretation                  |
| 92. Rammed Aggregate Piers  | 110. Vegetation Management/Forestry Services         |
| 93. Roofing Package   | 111. Veteran Business Partnerships                   |
| 94. Resins  | 112. Waterproofing & Coatings                        |
| 95. Site Architecture and Engineering   | 113. Window Replacement                              |
| 96. Social and Digital Media  |  |
| 97. Software Development  |  |
| 98. Software Testing  |  |

# UNFI Opportunities

#	NAICS Code	CATEGORY	Additional Information
1	238160	Roofing	Repairs, updates and new
2	238390	Racking Maintenance	Planned maintenance (PM)
3	326199	Plastic Totes	New totes, ordered and facilitated to distribution centers
4	332311	Racking	New installations
5	332321	Dock/Door Maintenance	new and replacement of dock doors. Vendor to have SW in place.
6	332911	Safety Supplies	Supplies, Tools
7	423610	Generator Maintenance	Planned maintenance (PM) and onsite
8	423830	Pallets and Plastic Pallets	Resale/ recycle of pallets.

# UNFI Opportunities

#	NAICS Code	CATEGORY	Additional Information
9	423850	Janitorial Supplies - Equipment	Equipment
10	424690	Janitorial Supplies - Chemicals	Chemicals
11	453998	Janitorial - Restroom Supplies	Supplies, Chemicals and/or equipment
12	454210	Vending - DCs	Supplied vending and product assortment, scheduled refill and administration
13	483113	Ocean Freight	Dedicated ocean freight transportation
14	493110	Outside Storage (warehouse and cold storage)	Onsite storage trailers
15	493190	Document Retention	Onsite, documentation destroy and recycle of private information
16	541219	Third Party Collections	Collections, 3rd party collections and recap enforcement

# UNFI Opportunities

#	NAICS Code	CATEGORY	Additional Information
17	561621	Alarm Monitoring	Monitoring services
18	561790	Snow Removal	Removal at various locations, weekly planned service and updates where applicable
19	811111	Fleet Maintenance and Repair	Repairs, PM (Planned Maintenance) and SOW contract
20	811310	Maintenance, Repair and Operations Supplies	
21	811411	Lawn Care	Lawn care at various locations, weekly planned service and updates where applicable
22	325120; 424690	Dry Ice	
23		Warehouse Labels	Racking labels and signs facilitated to distribution centers

# *Nestlé – Procurement Needs*

**Nestlé is strategically looking for new suppliers in the following 55 specific categories:**

## Ingredients

- Organic ingredients
- Plant-based proteins/materials
- “Trendy” vegetables (or uncommon varieties with a sustained supply)
- Flavor houses (specifically those that can do rapid prototyping)

## • Packaging

- Sustainable packaging
- Innovative packaging technologies and/or equipment

## • Marketing Services

- Loyalty programs
- In-store merchandising
- Coupons/rates
- Talent agencies
- Marketing platform experts



# *Nestle – Procurement Needs*

- Corporate Services, Legal, Transportation & Misc Fulfillment
  - Janitorial
  - Pest Control
  - Government Relations
  - Law Firms
  - Legal Services
    - Contract drafting and review
    - Employment law
    - Litigation (personal injury, premises liability, employment, general commercial matters and e-discovery)
    - Safety health & environmental
    - Trademarks (clearance, prosecution and licensing)

# *Nestle – Procurement Needs*

- Transportation Specific Categories, such as:
  - Truckload (TL) - all temp classes
  - Less-Than-Load (LTL)
  - Intermodal (IM)
  - Rail
  - Cross-Border Truckload (XB TL): Canada & Mexico
  - Spotting
- Spoils audit services (at the retail level)
- Learning & Organizational Development
- Co-Manufacturing
  - Co-packer/co-filler for conditioned products
  - Co-man for meaty pet treats
  - Co-man for aseptic processing (RTD beverage)
  - Co-man for powders (health)
  - Co-man for bars (snack; health)

# *Nestle – Procurement Needs*

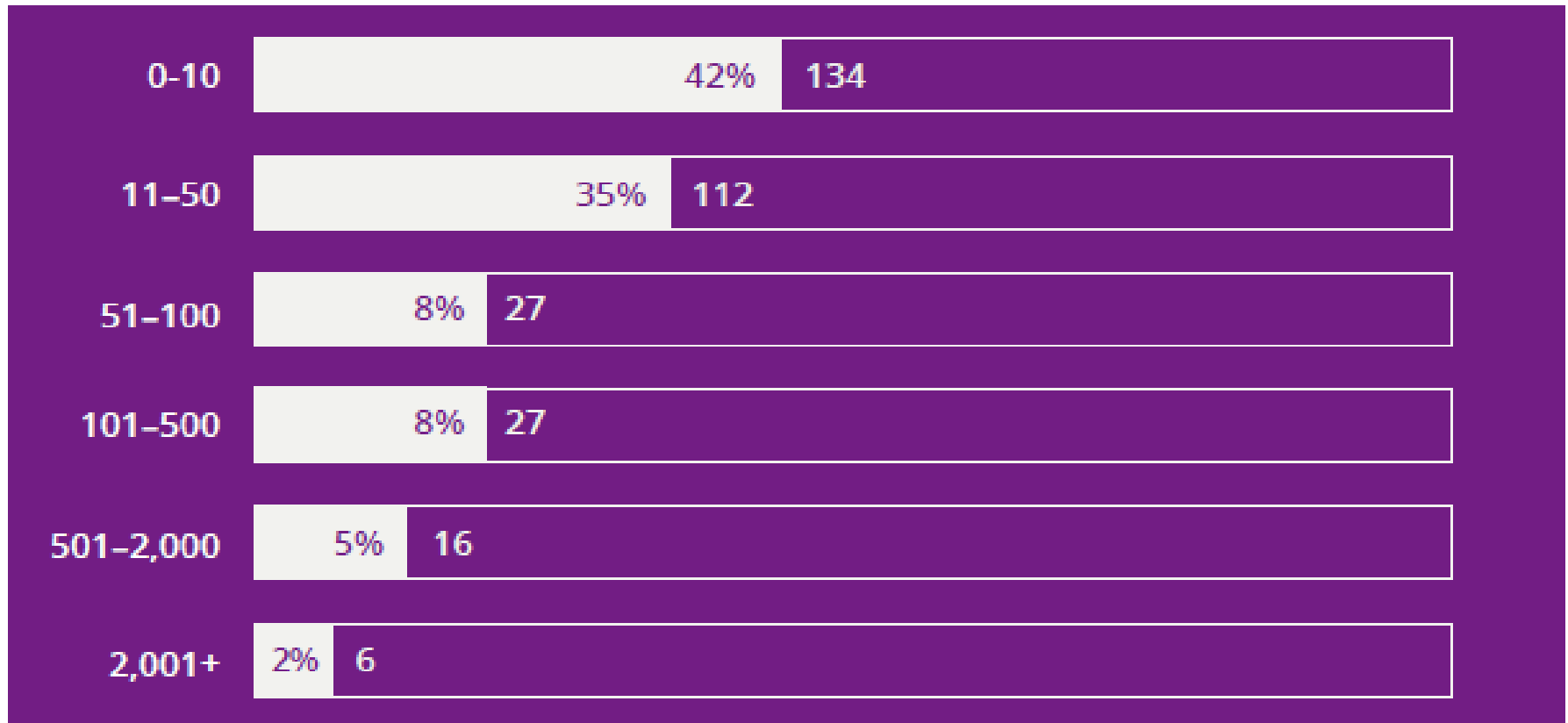
- Technology
  - Systems integration (as it relates to plant/factory equipment and systems)
  - Warehouse automation/robotics
  - Digital manufacturing technologies
- Construction
  - Systems integration (as it relates to plant/factory equipment and systems)
  - Warehouse automation/robotics
  - Digital manufacturing technologies
  - Roofing
  - Construction
  - Electrical maintenance

# *Nestle – Procurement Needs*

- Equipment
  - Forklift maintenance
  - Process equipment (size reduction, dryers, emulsification, pre-breaking, etc.)
  - Electrical supplies
- Environmental
  - ZWFD initiative service providers
  - Energy efficiency consultants
  - Solar energy consultants
  - Sustainability implementation consultants
  - Sustainability assessment and/or implementation consultants
  - Agricultural sustainability technologies and/or consulting services

# *You Don't Have to be a Big Business to work in this Space*

In a survey of 337 DBEs 85% had between 1 & 100 Employees



Source: CVM's 2019 **STATE OF SUPPLIER DIVERSITY—SUPPLIER DIVERSITY PROGRAMS**



## *Pause for Questions*

Are there any questions  
about private sector  
supplier diversity  
opportunities for  
SD/VOBs?

# *The Brave New World of Private Sector Supplier Diversity*

- **What is supplier diversity?** - Supplier Diversity is defined as a proactive business process that provides equal access to procurement opportunities for all suppliers and promotes economic development in the communities in which we all live and work.
- **Just like corporation's support Diversity and Inclusion in their hiring - Supplier Diversity is a business strategy** that focuses on supporting suppliers from underrepresented groups such as; minorities, women, veterans, LGBTQ and disabled business owners.

## *The Brave New World of Private Sector Supplier Diversity*

- **Corporations understand inclusion** and are doing more to ensure that their future consumer base has enough opportunities **to grow their own net worth and purchase from their brand.**
- While some corporations have **leveraged the opportunity to promote their corporate citizenship,** other companies have proactively devised strategies that go beyond the basics of compliance.



# *The Brave New World of Private Sector Supplier Diversity*

- Corporations are **actively hosting their own supplier diversity events** and participating in diversity organization events and have joined forces with other corporations to seek out new suppliers.

## **Why?**

Because America demands it and **Social responsibility is good business.**

## *The Brave New World of Private Sector Supplier Diversity*

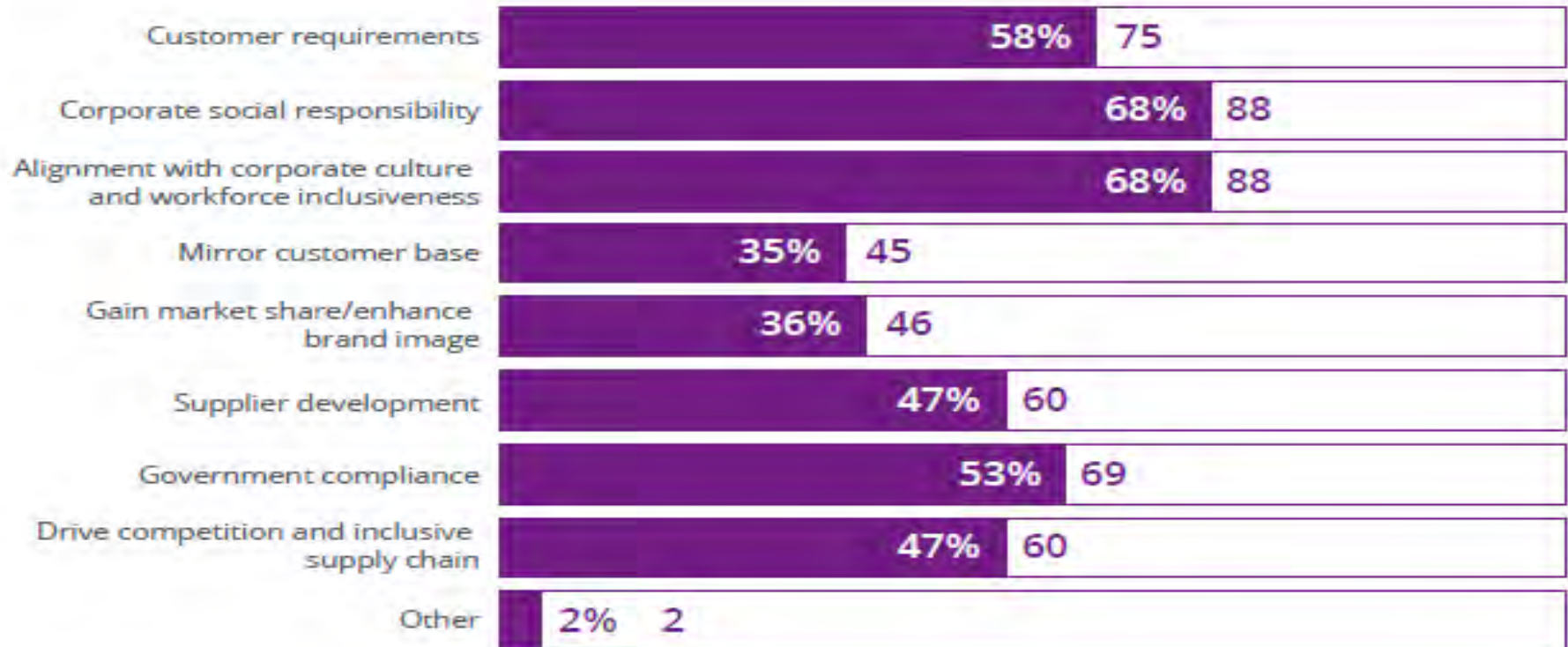
- **68 percent of corporations** responding to a survey **cited corporate social responsibility as the top driver** of supplier diversity.
- Statistics show that **companies who embrace diversity are more profitable** than companies who don't.

**Doing well by doing good!**

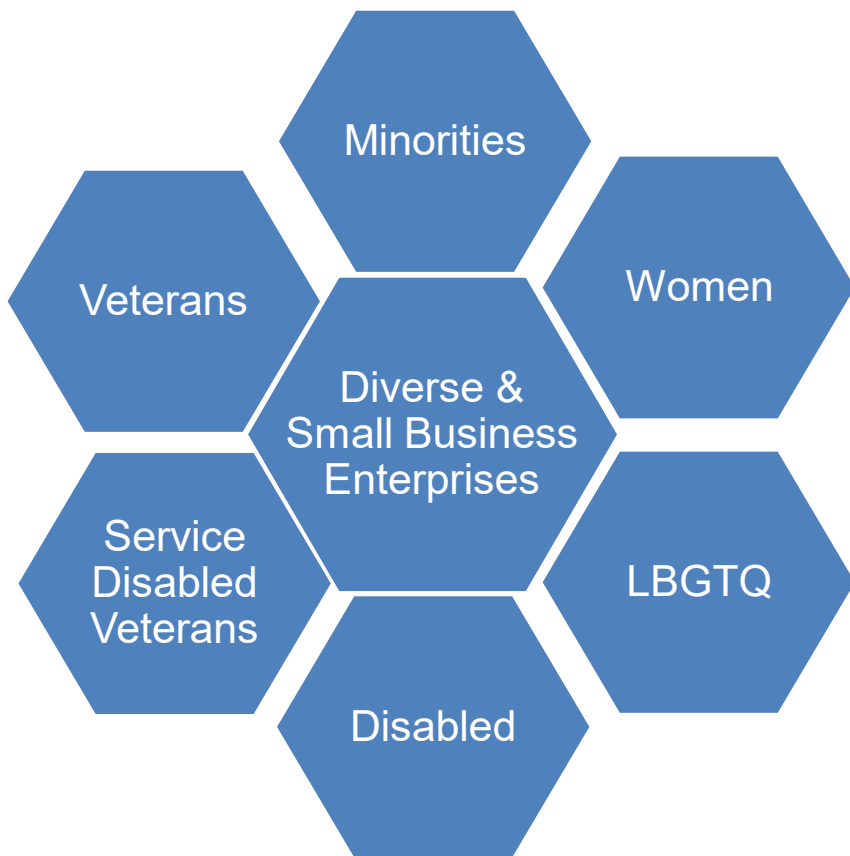
# Primary Drivers of Private Sector Supplier Diversity

## What are the primary drivers of your supplier diversity program?

Choose all that apply



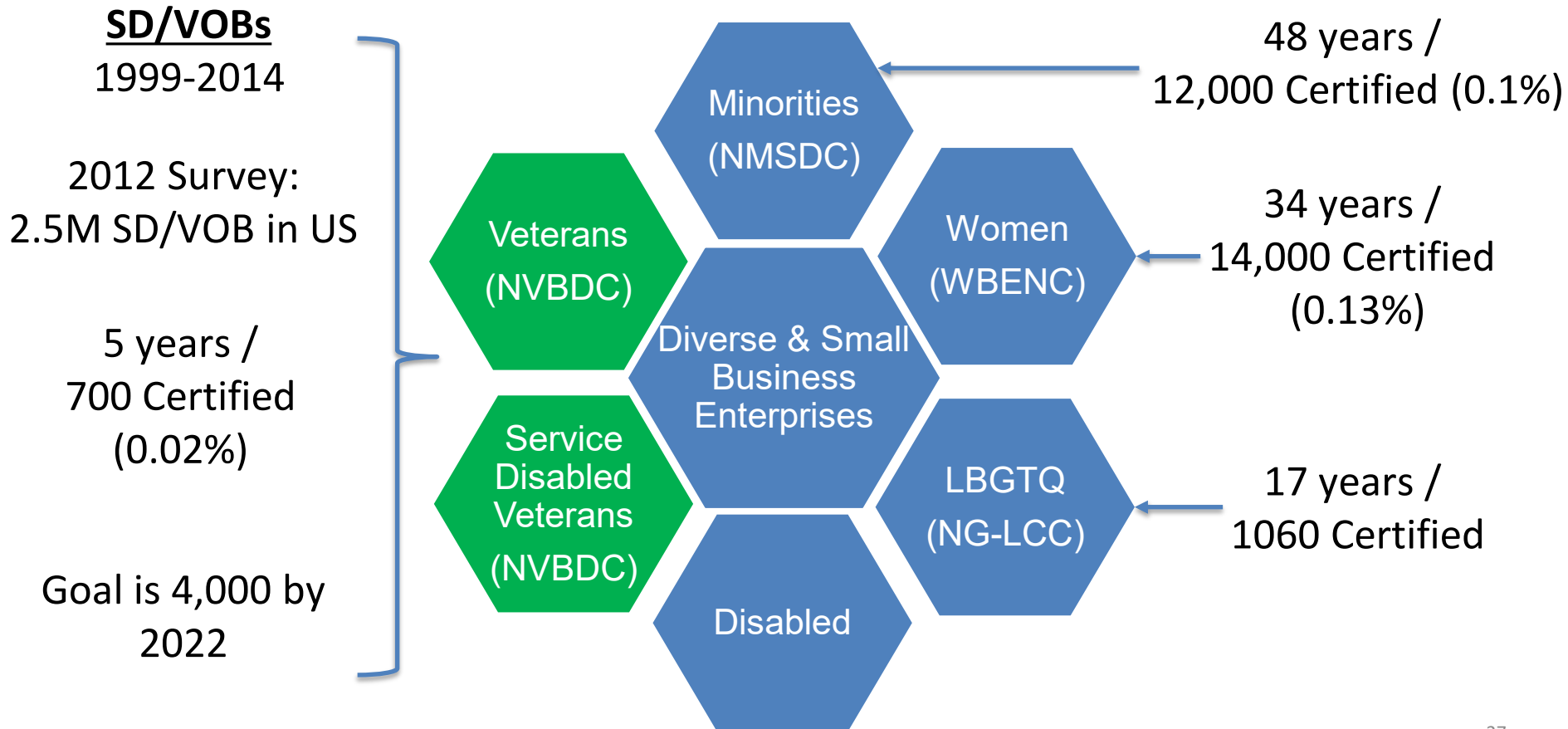
# Definitions



## Diverse Business Enterprises (DBEs)

- Businesses that are owned by a “diverse” member of the population
- Businesses deemed diverse are due to their size, location, or other group that is socially or economically disadvantaged:
  - Women, minorities, veterans, people with disabilities, LGBTQ, and SBA defined small businesses

# Historical Timeframe



# *Requirements of Supplier Diversity Programs*

- Corporations that **do business with the federal government are required** to spend a minimum portion (3-5%) of their revenues supporting DBEs, which **amounts to \$100s billions every year**
- **For the last 50+ years**, DBEs consisting of Minority, Women, LGBTQ and Disabled owned businesses have been given a competitive advantage in both the public/government and private/commercial procurement space

# *Requirement of Supplier Diversity Programs*

- Throughout this time, corporations have **DEMANDED** that all DBEs have a **reliable non-governmental 3<sup>rd</sup> party source** for annually certifying each DBE category.
- Certification is an **annual requirement** to get into and continue to work in the private sector supplier diversity space.

# *Is Certification Right for you?*

If the answer to the following questions are all Yes, then you **absolutely need to consider seeking private sector certification for your business:**

1. Are you a service disabled or veteran owned business?
2. Are you a private sector certifiable business – 51% or more owned, operated and controlled by a SD/VOB owner(s)?
3. Do you have a business to business (B2B) product or service or B2C retail product that the private sector is purchasing to operate or sell in their business?



# *Is Certification Right for you?*

If the answer to the following questions are all Yes, then you **absolutely need to consider seeking private sector certification for your business:**

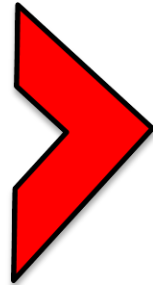
4. Do you want to have the opportunities to greatly scale up your business?
5. Does your business have the capacity to provide quality service and/or products on large contracts? Corporate, retail, and government contracts tend to be larger than contracts to which many small businesses are accustomed?
6. Is your business able to deliver on larger contracts or willing to subcontract with larger companies?



## *Pause for Questions*

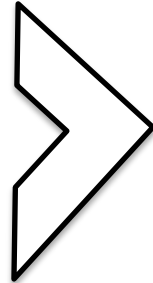
Are there any questions  
about private sector  
supplier diversity, what it is,  
how and why it exists and  
how it works and if  
certification is right for your  
business?

# *How to Play in the Private Sector Space*



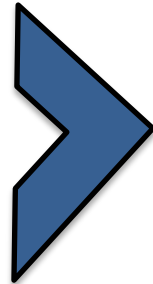
## **Certification Experts**

Certification



## **Advicoach**

Business Readiness  
and Performance



## **DSDC**

Market Connections &  
Sales

# *Certification - Overview*

- **Do not wait to get certified** until you are asked to do so by corporations. By that time it is too late as it can take up to 3 months or longer to get certified resulting in lost opportunities
- With today's climate **now may be the best time to get certified**

# *Certification - Overview*

- All SD/VOBs **must first be certified** by the NVBDC
- **A business can have multiple certifications** if they are in more than one diverse owned business category, which can be of value with obtaining procurement opportunities

# *Certification - Overview*

- **Certification is an annual requirement** to get into and continue to work in this private sector supplier diversity space
- **Certification establishes that the SD/VOB is 51% or more** owned, operated and controlled by an SD/VOB(s)

# *Certification Requirements*

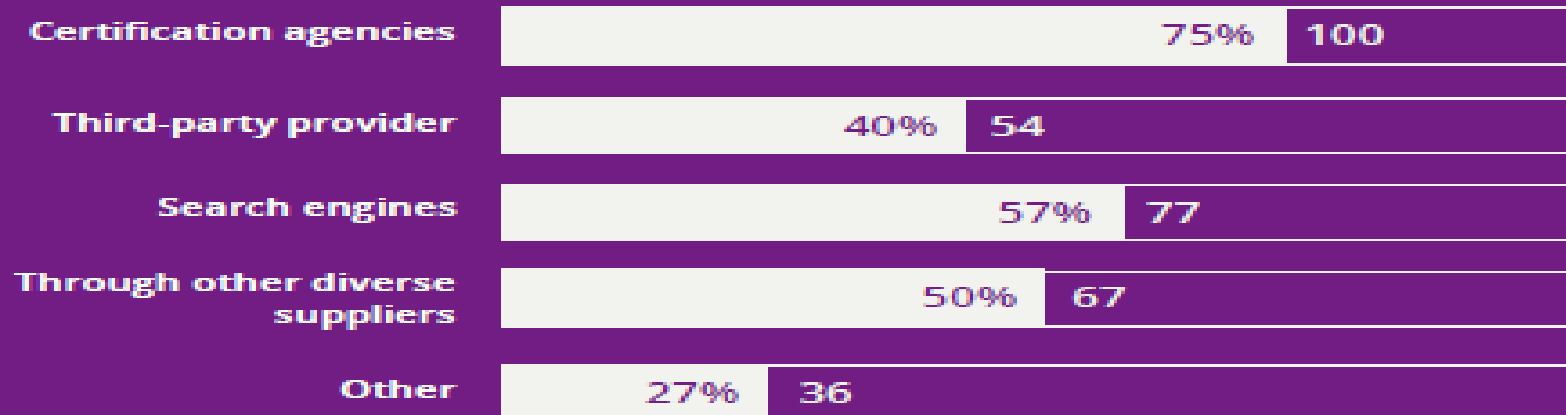
- **U.S. Citizen** or Permanent Resident
- Must possess **at least 51% ownership, management, and control of business**
- A profit enterprise and **physically located in the U.S.** (Business Headquarters)
- If publicly held, **at least 51% of the stock owned** by a member or members of the listed group
- **An on-site assessment** with the business owner(s) present must be conducted

# *Certification agencies are the primary way for Corporations to find Diverse Suppliers*

75 percent saying this is their key method!

## How do you locate diverse suppliers?

Choose all that apply



**KEY**

The results also reinforce the importance of suppliers earning certification from their respective diversity organizations.



# *Certification - Benefits*

1. Become visible to the Fortune 5,000 companies that financially support the certifying bodies through their access to the certifying body's database of DBEs and by registering on corporation's supplier diversity portals
2. Participate in the certifying bodies regional and annual events to meet corporations

# *Certification - Benefits*

3. Enhances company's exposure as a diverse business
4. Offers networking and introductions that can lead to relationship-building with prospective customers
5. Grants access to corporate supplier diversity advocates
6. Positions supplier in a highly competitive marketplace
7. Obtaining certification shows a level of commitment to perspective customers

## *Certification - Benefits*

8. Training and education provided by certifying bodies
9. Participation in corporations' procurement events throughout the year and country
10. Access to more favorable payment terms, discounts and exclusive/early awareness of procurement opportunities

# *SD/VOBs - Where to get Certified?*

## National Veteran Business Development Council

- **Non-Profit formed in 2014**
  - Charter: address the growing need to identify and certify both service disabled and veteran owned businesses (SD/VOBs) in the government and commercial (corporate) marketplace.
  - Minority and women certifying bodies mentored the NVBDC on creating their certification process to gain rapid acceptance in corporate America
  - **Ford, GM, Chrysler and Kellogg's were founding sponsors of the NVBDC**



# *National Veteran Business Development Council*

- **Launched in earnest in 2015.**
  - To date have certified approximately 700 SD/VOBs
  - Goal in next 3 years is **4,000+ SD/VOBs**
  - Main website - [www.nvbdc.org](http://www.nvbdc.org)
  - Certification link: <https://nvbdc.org/index.php/certification-landing-page/>
- NVBDC is the **only** established 3rd party non-profit certifying body accepted by the private sector best practices for SD/VOBs.

**The VA's CVE is no longer accepted for SD/VOB certification in the private sector!**

# *Why is the VA's CVE Certification not accepted by corporate America?*

The VA's CVE is no longer accepted by best practices for SD/VOB certification with corporations and by the Billion Dollar Roundtable members. This is due to:

- Corporations have always required **annual certification and recertification for all DBE groups**
- The VA's certification occurs **every 3 years**.
- Corporations have always required **an on-site assessment for all certifications**

# ***Why is the VA's CVE Certification not accepted by corporate America?***

- The VA **conducts only spot on-site assessments**
- According to the Washington Post on 2/27/20, the Pentagon **mistakenly awarded \$876.8 million in contracts to ineligible small businesses supposedly owned by disabled veterans** in the fiscal years 2017 and 2018

# *Sponsors of The National Veteran Business Development Council?*

## PROUDLY SUPPORTED BY





# *Additional Sponsors of the National Veteran Business Development Council?*



# *Certification Criteria*

- Ownership: Fifty-one percent ownership by the diverse owner(s). The applicant must share in all risk and profits commensurate with their ownership interest.
- Control and Management: Proof of active management of the business. The owner must possess the power to direct or cause to direct the management and policies of the business; including the dissolution or sale of the company without restriction by any other party.

## *Certification Criteria (continued)*

- Contribution of Expertise and Capital: Contribution of capital and/or expertise by owner(s) to acquire their ownership interest shall be real and substantial and be in proportion of the interest acquired.
- Independence: The owner(s) shall have the ability to perform in their area of specialty/expertise without substantial reliance on non-diverse-owned businesses.

# *NVBDC Certification - Overview*

- To obtain NVBDC certification:
  - Application
  - Payment (Between \$350 to \$2,500)
  - Various supporting documents to verify veteran status and 51% veteran ownership, operation and control
- Service-Disabled Veterans must also submit their annual disability letter from the Veterans Administration (VA).
- Certification is **an annual requirement to get into and continue to play in this space.**

# *What is a Veteran...*

## *NVBDC Requirements*

- NVBDC defines a “**Veteran**” as a person who served full-time (24/7) “Active Duty” service in the United States “Armed Forces” for a minimum of **180 Consecutive Active Duty Days**, less training and breaks there within according to *Title 5 USC § 2108; Title 38 USC § 101(21)(22), Title 38 USC § 1965 (1)(5), Title 38 CFR § 3.6; Title 38 USC §4211 (4)*
- Official government DD Form 214 (DD214) received directly from the Veterans’ military records location
  - The NVBDC cannot accept DD214's from the applicant
- Honorable Discharge (HD) or Discharge Under Honorable Conditions (UHC)

# *How to get NVBDC certified*

- How Long Will it Take?
  - **Approximately 60 to 120 days** from the date that your application and all required documents have been submitted unless eligible to be Fast Tracked (30 days)
  - Additional time may be required to complete the required On-Site/Virtual Visit by an NVBDC auditor.
- Will I Get a Certificate?
  - After successfully completing the certification process, you will receive a signed, stamped, and uniquely numbered Certificate with an expiration date of one year.
  - In addition, you will also receive access to the NVBDC logo and an SDVOB or VOB Badge (whichever is applicable) that can be used in your marketing and branding materials.

# *Additional Certifying Bodies*

1. **Minority Owned Businesses** – The National Minority Supplier Development Council – Main website: <https://nmsdc.org/>
  - Certification link <https://nmsdc.org/mbes/mbe-certification/>
  - Certification is conducted at 1 of their 23 Regional Affiliate Offices
2. **Women Owned Businesses** – Women Business Enterprise National Council – Main website - [www.wbenc.org](http://www.wbenc.org)
  - Certification link - <https://www.wbenc.org/certification>
  - Certification is conducted at 1 of their 14 Regional Partner Offices

# *Additional Certifying Bodies*

3. **LGBTQ Owned Businesses** – National Gay Lesbian Chamber of Commerce – Main website - [www.nglcc.org](http://www.nglcc.org)

Certification link: <http://www.nglcc.org/get-certified>

Certification is conducted at 52 Regional Affiliate Offices

4. **Disabled Owned Businesses** – DisabilityIN – Main website - [www.disabilityin.org](http://www.disabilityin.org)

Certification link: <https://disabilityin.org/what-we-do/supplier-diversity/get-certified/>

Certification is conducted at 38 Regional Affiliate Offices



# *Get Expert Assistance to get through the Certification Process Quickly, Correctly & Completely*

- If you have never been through it and even if you have, the private sector certification process is rigorous, extensive and can be confusing, frustrating and if not done right can lead to un-necessary delays, denials and missed opportunities.
- A certification expert can get you through any certification process quickly, completely and correctly the first time.
- A certification expert can also make sure that the company and supporting documents are structured in such a way that your business can be certified

# *Get Expert Assistance to get through the Certification Process Quickly, Correctly & Completely*

- Every day you delay in getting through the certification process can result in huge opportunities costs that far outweigh any savings from going it alone.
- As such, it is strongly recommended that you seek the assistance of a certification expert to assist you with this process so you can focus on your core business.
- We have access to several certification experts across the country that can assist with the certification process. Please contact us to assess your situation to best match you up with the right expert.

## *Real War Stories from Do it Yourself Certification & Resulting Opportunity Costs*

1. An SD/VOB started the certification process in June 2018 and did not get approved until late January 2019. Corporations with procurement opportunities were **passing them by until they got certified.**
2. A SD/VOB delayed their certification by 4-6 months by not understanding how to submit and provide their veteran certification documentation.
4. A WBE got denied certification in 2012 because of one sentence in her operating agreement. In 2018 her issue was resolved and now she is certified. How much business did she lose out on in the intervening 6 years?

## *Real War Stories from Do it Yourself Certification & Resulting Opportunity Costs*

4. A WBE took over one year to get through the certification process. Result - she lost at least 9 months of being certified and many potential procurement opportunities.
5. Many procurement opportunities have a narrow window of time to find certified suppliers. In many cases, there may be less than one week for the supplier diversity departments to find certified options

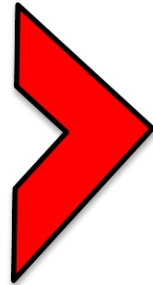
**A delay of even one day/week can cost you BIG!**



# *Pause for Questions*

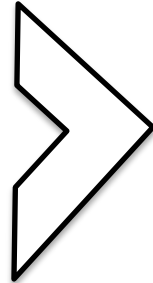
Are there any questions  
about the certification  
process and getting expert  
assistance?

# *How to Play in the Private Sector Space*



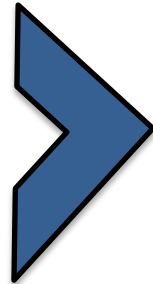
## **Certification Experts**

Certification



## **Advicoach**

Business Readiness  
and Performance



## **DSDC**

Market Connections &  
Sales

# Who we Are



- **AdviCoach** is a nationally recognized coaching and advising firm, empowering SD/VOBs to reach their personal and entrepreneurial goals successfully and efficiently.
- **Diverse Supplier Development Corporation** (DSDC) is a one stop shop for all diverse business enterprises (DBEs) to explore the brave new world of private/commercial sector supplier diversity.

**We bring SD/VOBs together with corporate America for procurement opportunities through Education and Connections!**

# ***Business Readiness & Performance***

## **Our Process – The Diverse Suppliers Win Program**

1. **Phase One** – Discovery & Initial Assessment to determine if you are ready to work in the corporate world (solid, profitable, scalable, sustainable)
2. **Phase Two** – Best practices Education and Empowerment to cover all you could/should do and how to do it to Win business
3. **Phase Three** – Successfully delivering on procurement opportunities secured and scalability with people, processes and funding



# ***Market Connections & Sales***

1. Working **proactively, strategically, and tactically** to create a customized marketing plan to find opportunities with Fortune 5,000 corporations – **Determining How Best**
2. Determining the right people at the right corporations to conduct outreach for procurement opportunities – **Determining Who Best**
3. **Leveraging connections and contacts** to determine a need and fit with the targeted corporations and a pathway to procurement
4. **Creating a system to schedule and conduct regular follow ups** with connections and contacts developed to nurture and cultivate procurement opportunities

# *A Powerful Combination*

The powerful combination of Advicoach and DSDC provides a national network of tools, resources, business and supplier diversity experts to be a one stop shop to:

1. Educate all DBEs about the single **best opportunity to scale their businesses** through private sector supplier diversity initiatives.
2. Assist with certification as an SD/VOB private sector diverse supplier if needed.
3. Bring SD/VOBs into the brave new world of supplier diversity to maximize their opportunities by **going “upstream” to proactively find procurement opportunities and “downstream” to match procurement opportunities with SD/VOBs.**

***The Brave New World of Private Sector Supplier Diversity  
is waiting for you!***

## *Next Steps*

- If you have decided that the brave new world of private sector supplier diversity is the right opportunity to greatly scale up your business right now, then let us know
- We are always happy to be of service to help you explore/apply for private sector certification
- Once certified, we educate and empower you to enter the brave new world of private sector supplier diversity to WIN business in this space
- Please contact us with questions and/or to further explore:

**The Brave New World of Private Sector Supplier Diversity  
for SD/VOBs!**



# *Pause for Questions*

Are there any final  
questions about any of the  
material covered today?

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*Thank you for attending!*