

W O M E N ' S  
B U S I N E S S



D E V E L O P M E N T  
C E N T E R

## **I'M CERTIFIED, NOW WHAT?**

**A RESOURCE GUIDE TO:  
WBE Certification**

**The Women's Business Development Center  
The Women's Business Enterprise National Council  
January 2003**

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[www.wbdc.org](http://www.wbdc.org)**



# TABLE OF CONTENTS

<b>TABLE OF CONTENTS .....</b>	<b>2</b>
<b>WELCOME TO WBDC AND WBENC! .....</b>	<b>3</b>
<b>SUMMARY OF BENEFITS OF CERTIFICATION.....</b>	<b>3</b>
<b>WOMEN'S BUSINESS DEVELOPMENT CENTER (WBDC).....</b>	<b>4</b>
WOMEN'S BUSINESS ENTERPRISE CERTIFICATION PROGRAM.....	4
PROCUREMENT TECHNICAL ASSISTANCE CENTER (PTAC).....	4
CHICAGOLANDBUSINESSLINK.COM .....	5
WORKSHOPS.....	5
FINANCE PROGRAM.....	5
INDIVIDUAL BUSINESS CONSULTING.....	6
ENTREPRENEURIAL WOMEN’S CONFERENCE AND BUYER’S MART.....	6
<b>WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL (WBENC).....</b>	<b>7</b>
<b>WBE STEERING COMMITTEE.....</b>	<b>7</b>
<b>GOVERNMENT AGENCIES ACCEPTING WBDC CERTIFICATION .....</b>	<b>8</b>
STATE OF ILLINOIS - CENTRAL MANAGEMENT SERVICES .....	8
CHICAGO PARK DISTRICT.....	8
CHICAGO STATE UNIVERSITY .....	8
CITY COLLEGES OF CHICAGO.....	8
CITY OF EVANSTON.....	8
COOK COUNTY .....	9
ILLINOIS CAPITAL DEVELOPMENT BOARD .....	9
ILLINOIS INSTITUTE OF TECHNOLOGY .....	9
METROPOLITAN PIER AND EXPOSITION AUTHORITY (MPEA) .....	9
PUBLIC BUILDING COMMISSION OF CHICAGO .....	9
VILLAGE OF OAK PARK.....	9
<b>CHICAGOLANDBUSINESSLINK.COM .....</b>	<b>10</b>
<b>DIRECTORIES OF CONTACTS.....</b>	<b>11</b>
WBE DIRECTORY .....	11
WBENCLINK ONLINE CORPORATE DIRECTORY.....	11
WBENCLINK NATIONAL WBE DIRECTORY .....	12
<b>WBE CERTIFICATION...A MARKETING TOOL.....</b>	<b>14</b>
PRIVATE SECTOR.....	14
PUBLIC SECTOR.....	15
WBE LOGO.....	17
<b>YOUR RESPONSIBILITY AS A WBE .....</b>	<b>18</b>
ANNUAL RENEWAL .....	18
SUCCESS STORIES – FREE PR!.....	18
UPDATES TO DIRECTORIES .....	18
ADDITIONS OR UPDATES TO “I’M CERTIFIED – NOW WHAT?” .....	18
<b>OTHER RESOURCES .....</b>	<b>19</b>

## **WELCOME TO WBDC AND WBENC!**

Congratulations on your certification as a Woman Business Enterprise or WBE! As you know, certification as a WBE means that your business is majority owned, operated, and controlled by one or more females. At this point you may be asking yourself, "OK, I'm certified, now what?" In response to that question this packet has been created to help guide you in how to use your WBE status as a strategic marketing tool. It is intended to serve as a basic orientation to WBE certification, as well as to the programs and services of your certifying agencies – the Women's Business Development Center and the Women's Business Enterprise National Council.

## **SUMMARY OF BENEFITS OF CERTIFICATION**

Following is a summary of the benefits of certification as a WBE by the Women's Business Development Center:

- Your status as a WBE can be used as a marketing tool to source contracts with major corporations and government agencies.
- Women's Business Enterprise (WBE) certification by the WBDC and WBENC is accepted by:
  - ✓ Over 500 national corporations
  - ✓ Chicago Park District
  - ✓ Chicago State University
  - ✓ City Colleges of Chicago
  - ✓ City of Evanston
  - ✓ Cook County Government
  - ✓ Illinois Capital Development Board
  - ✓ Illinois Institute of Technology
  - ✓ State of Illinois Central Management Services Business Enterprise Program
  - ✓ Metropolitan Pier and Exposition Authority
  - ✓ Village of Oak Park
- Listing in local and national databases of certified WBEs. These databases are accessible to national corporations and government agencies.
- Access to a directory of all corporations accepting your certification.
- Use of the WBE logo for letterhead and other marketing materials.
- Access to WBENC listserves for discussion (WBENC Discuss) and purchasing (WE Buy).
- Opportunities to participate in networking events with other WBEs and corporate and government buyers.
- Discounted exhibit privileges at the annual Entrepreneurial Women's Conference & Women's Business and Buyers Mart, the WBDC's vendor development event.
- Discounts on special workshops and WBDC activities throughout the year.
- A Subscription to "About Women's Business," a publication of the Women's Business Development Center.

## **WOMEN'S BUSINESS DEVELOPMENT CENTER (WBDC)**

The Women's Business Development Center is a non-profit organization with the mission of helping women entrepreneurs to start, finance, and grow their businesses through entrepreneurial support services including management, financial, and marketing assistance and training, vendor development, major conferences, advocacy, and other programs and services. Our programs reach far beyond our WBE Certification Program, so we want to take this opportunity to briefly introduce our other programs to you.

**Address:**

Women's Business Development Center  
8 South Michigan, Suite 400  
Chicago, IL 60603

**Phone:** (312) 853-3477

**Fax:** (312) 853-0145

**E-Mail:** [vugdah@wbdc.org](mailto:vugdah@wbdc.org)

**Web Site:** [www.wbdc.org](http://www.wbdc.org)

### ***Women's Business Enterprise Certification Program***

**Contact:** Virginia Uqdah, (312) 853-3477, x 20  
Carlton Clark, (312) 853-3477, x47  
Elisha Neely, (312) 853-3477, x25

The WBE Certification Program focuses on more than just certification. We are available to provide feedback on any WBE focused marketing strategies including assistance on developing marketing materials, identifying your target market, and conducting market research. WBDC counselors are available to provide specific contacts for supplier development in the private and public sectors.

### ***Procurement Technical Assistance Center (PTAC)***

**Contact:** Kristin Johnson, (312) 853-3477, extension 18- [Kjohnson@wbdc.org](mailto:Kjohnson@wbdc.org)

The Procurement Technical Assistance Center (PTAC) was developed to assist businesses to access contracting and subcontracting opportunities with all branches of government and major prime contractors to government as part of a local and national network.

Services available to entrepreneurs through the PTAC:

- Information and general consultation to help businesses understand the government procurement process;
- FREE online bid matching for your companies' product, service or manufacturing capabilities with federal, state and local government and private buying agencies opportunities;
- Learn about small business preference programs, including U.S. Small Business Administration 8(a) application and process, the Small Disadvantaged Business

(SDB) Program, and the SBA Historically Underutilized Business (HUB) Zone Program;

- Learn about various contracting opportunities available to small businesses, through the internet and the WBDC's direct contacts;
- Assistance in promoting your business with the SBA's Pro-Net, an electronic link to government opportunities;
- A guide through the maze of women and minority certifications including MBE, WBE, DBE, SDB, 8(a), and HUBzone certifications;
- Review of bid packages prior to submittal; and
- Contract availability in the public and private sector.

Services of the WBDC's PTAC are provided free of charge to area businesses through a cooperative agreement with the Illinois Department of Commerce and Community Affairs, and the U.S. Department of Defense.

### ***ChicagolandBusinessLink.com***

ChicagolandBusinessLink.com is an online procurement tool utilized by corporations like Motorola and government agencies like Chicago Public Schools. These organizations use the system to post their business opportunities. These opportunities are then e-mailed to you if you supply the product or service they are looking for.

**Therefore, you don't have to go and search for opportunities - they come to you.**

Registration for certified women and minority owned businesses is free of charge, so register today at [www.chicagolandbusinesslink.com](http://www.chicagolandbusinesslink.com).

If you have questions about Chicagoland Business Link call Deon Ballard at 312-853-3477, x39 or e-mail her at [dballard@wbdc.org](mailto:dballard@wbdc.org).

### ***Workshops***

The WBDC offers a variety of workshops for both the new and established entrepreneur. For a detailed listing of our current offerings, or to register for any workshop, please visit our website at [www.wbdc.org](http://www.wbdc.org) or call us at (312) 853-3477, extension 0.

### ***Finance Program***

The WBDC's Finance Program is committed to helping women owned businesses achieve financial stability through business plan assistance, financial analysis, cash flow management, and loan packaging. Our financial consultants will work with you to identify the most appropriate financial product for your current needs. We can assist you preparing your business plan to secure both equity investment or debt financing. We specifically assist with loan packaging for:

- SBA Women and Minority Pre-qualification Loan Program
- SBA 7(a) Program
- SBA LowDoc Program
- Microloan Programs serving the Greater Chicago Area
- City of Chicago Loan Programs
- Traditional bank loans

- IL Capital Access Program

For more information on our Finance Program, please visit our website at [www.wbdc.org](http://www.wbdc.org) or call the WBDC at (312) 853-3477, extension 0 and ask to speak with a Financial Consultant.

### ***Individual Business Consulting***

Individualized consulting is available to you at no cost. Consult with business specialists on general business management (ask for Sara Shifrin), marketing your business (ask for Sylvia Wynn), financing alternatives (ask for a Financial Consultant), and more.

To schedule an appointment with WBDC counselors contact our receptionist at (312) 853-3477, extension 0.

### ***Entrepreneurial Women's Conference and Buyer's Mart***

The Annual Entrepreneurial Woman's Conference featuring the Women's Business and Buyers Mart is held every year in September at Navy Pier. The Entrepreneurial Women's Conference provides you with a unique and targeted opportunity to promote your business relationships with major buying organizations, as well as an opportunity to network and learn additional ways to further your own entrepreneurial skills.

*The Women's Business and Buyers Mart* is comprised of supplier diversity and procurement representatives from over 100 major corporations and government agencies. Their purpose for exhibiting at the Buyers Mart: identifying WBEs who could be potential suppliers and service providers to their organization.

As a WBE certified by the WBDC you have the opportunity to exhibit in the Buyer's Mart, place an ad in the conference Program Book, and attend the Conference at a reduced rate.

For more information contact Tony Shepard, Special Events Manager, at (312) 853-3477, extension 16.

## **WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL (WBENC)**

The WBDC is a certifying partner for the Women's Business Enterprise National Council or WBENC (pronounced wee-bank). WBENC is a nonprofit organization committed to educating the public, the government and America's corporations about the products and services available from company's owned, managed and controlled by women. Along with our partner organizations, WBENC strives to ensure that you have the training and resources to be competitive suppliers.

### ***History:***

The Women's Business Enterprise National Council (WBENC), was created in early 1997 to meet the need for access to a nationally recognized standard of certification for Women's Business Enterprises. Endorsed by corporations that recognize the benefit to their communities of eliminating market barriers, WBENC utilizes the networks and expertise of a coalition of local organizations whose collective mission can best be described as serving the business support needs of America's women-owned and operated small businesses (like the WBDC). WBENC also has certifying organizations in Colorado, Louisiana, Texas, Massachusetts, Michigan, New York, Ohio, Oregon, Pennsylvania, and Washington, DC.

### ***Governance:***

The WBENC Board of Directors is comprised of representatives of corporations selected for their interest and expertise in supplier diversity; women business enterprises that volunteer their time to expand opportunities for all women business owners; and women's business organizations that provide certification training and processing and other resources to women-owned small businesses. The Board has endorsed a certification standard used by all partner organizations and monitors the program's integrity.

## **WBE STEERING COMMITTEE**

A ***WBE Steering Committee*** represents Women's Business Enterprises (WBEs) on the board of WBENC and provides insight into the needs and challenges of the women business owners served by the WBDC and WBENC. The WBE Steering Committee is your voice to the WBDC and WBENC.

The mission of the Chicago WBE Steering Committee is to develop and implement initiatives that will help WBEs to generate new business by:

- Educating WBEs how to maximize the use of their certification,
- Encouraging WBEs to share contacts & experiences and to do business with each other, and
- Facilitating relationships between WBEs and Corporate and Government Partners.

For more information on the WBE Steering Committee contact Kristin Johnson at (312) 853-3477, extension 18- [kjohnson@wbdc.org](mailto:kjohnson@wbdc.org).

## **GOVERNMENT AGENCIES ACCEPTING WBDC CERTIFICATION**

### ***State of Illinois - Central Management Services***

The State of Illinois - Central Management Services (CMS) will automatically issue you State of Illinois certification through their Business Enterprise Program (BEP) as a Female Business Enterprise (FBE) upon your certification by the Women's Business Development Center **if you meet their size standards**. This makes you eligible for State of Illinois contract and subcontract opportunities. Upon your certification with the WBDC, CMS will send you a vendor application form that should be completed to become a registered potential vendor to the State of Illinois through CMS. CMS will also request that you apply for an Illinois Department of Human Resources (IDHR) number if you don't already have one. If you need an IDHR number you can apply online through their web site at [www.state.il.us](http://www.state.il.us).

The State of Illinois also has a Small Business Set-Aside Program. You must apply to be on this vendor list by contacting Kelley Shaw, Small Business Specialist, State of Illinois Small Business Set-Aside Program, at (217) 782-4705. They are always looking for new vendors.

### ***Chicago Park District***

Chicago Park District (including city museums) will accept your WBE Certification from the Women's Business Development Center when bidding on Chicago Park District contracts. To add your company to their database of WBEs call Sharon Gardner-Crowe, Senior Compliance Officer, at (312) 742-4436.

### ***Chicago State University***

Chicago State University will accept your WBE Certification from the Women's Business Development Center when bidding on Chicago State University contracts. To add your company to their database of WBEs call Demetrious Woods, Director of Purchases, (773) 995-2424.

### ***City Colleges of Chicago***

The City Colleges of Chicago will accept your WBE Certification from the Women's Business Development Center when bidding on City College of Chicago contracts. To add your company to their database of WBEs call Kevin Fair, Director of Purchasing, at (312) 553-2631.

### ***City of Evanston***

The City of Evanston will accept your WBE Certification from the Women's Business Development Center when bidding on City of Evanston contracts. To add your company to their database of WBEs (to get information on bid opportunities), call Bobbie Tolston-Brown, Purchasing Director, at (847) 866-2935.

### ***Cook County***

Cook County will accept your WBE Certification from the Women's Business Development Center when bidding on Cook County contracts. To add your company to their database of WBEs (to get information on bid opportunities), call Patrick McFadden, Purchasing Agent, at (312) 603-5370.

### ***Illinois Capital Development Board***

The Illinois Capital Development Board will accept your WBE Certification from the Women's Business Development Center when bidding on Illinois Capital Development Board contracts. To add your company to their database of WBEs call Karen Sapetti, M/FBE Business Affairs Administrator, at (217) 785-7467.

### ***Illinois Institute of Technology***

The Illinois Institute of Technology (IIT) will accept your WBE Certification from the Women's Business Development Center when bidding on IIT contracts. To add your company to their database of WBEs call Karen Walker, Director of Equal Opportunity at (312) 567-3093.

### ***Metropolitan Pier and Exposition Authority (MPEA)***

The MPEA will accept your WBE Certification from the Women's Business Development Center when bidding on MPEA contracts. To add your company to their database of WBEs call Barbara Thompson, Contract Compliance Analyst, (312) 791-6333.

### ***Public Building Commission of Chicago***

The Public Building Commission will accept your WBE Certification from the Women's Business Development Center when bidding on Public Building Commission contracts. To add your company to their database of WBEs call Lourdes Nur, Director of Procurement, (312) 744-8005.

### ***Village of Oak Park***

The Village of Oak Park will accept your WBE Certification from the Women's Business Development Center when bidding on Village of Oak Park contracts. To add your company to their database of WBEs call the Purchasing Department, at (708) 383-6400, extension 5472.

## **ChicagolandBusinessLink.com**

ChicagolandBusinessLink.com unlocks the door between suppliers and buyers and is an online community linking committed corporate and government buyers with qualified minority-and women-owned businesses. Some buyers on the site to date are; Motorola, Caremark Rx, United Airlines, Empress Casinos, and Northwestern University.

### **Why Should You Be On ChicagolandBusinessLink?**

**Valuable Marketing Tool:** Promote your company, your certification and your capabilities to regional public and private sector buyers.

**FREE & Widely Accessible:** Chicagoland Business Link is free to participating suppliers. All that is needed to get started is an e-mail address.

**Timely Opportunity Alerts:** Receive notification of applicable corporate and government opportunities by e-mail.

**Profiles Potential Partners:** Facilitates finding other diverse suppliers for your own opportunities, as well as for joint marketing programs and alliances.

**Key Information on Buying Entities:** Access contact information and purchasing practices of registered buyers.

### **How Can You Register For ChicagolandBusinessLink.com**

1. Go to ChicagolandBusinessLink.com to Register as a supplier and click on the Register button.
2. Download, sign, and fax back the supplier participant form.
3. Suppliers should also fax ALL applicable certifications to be displayed in the supplier profile. Suppliers MUST hold at least one of the following certifications to participate:
  - CMBDC-MBE
  - WBDC-WBE
  - SBA-8(a), SDB, HUBZone
  - State of Illinois CMS-MBE, FBE, PBE
  - Cook County-MBE, WBE
  - City of Chicago-MBE, WBE, DBE
  - IDOT/CTA/PACE/METRA-DBE
  - Service Disabled Veteran
4. Complete your online profile. Upon receipt of a signed participant form, you will receive via e-mail everything you need to complete your online profile within two business days.

## **DIRECTORIES OF CONTACTS**

Available online through WBENCLink ([www.wbenclink.org](http://www.wbenclink.org)) are two directories – a directory of all WBEs certified nationally through the Women’s Business Enterprise National Council and a directory of the corporations that will accept your certification.

**WBENCLink is password protected. In order to log in you will need to use the log in and password that you used to complete your online application. If you have forgotten your log in and password, please e-mail WBENC at [info@wbenc.org](mailto:info@wbenc.org). Include your company name and the woman business owner’s name in your e-mail.**

We have also enclosed a paper directory that includes only WBEs certified locally by the Women’s Business Development Center.

### ***WBE Directory***

The WBE Directory categorizes all WBEs certified by the WBDC by industry areas for easy reference by our corporate partners and government agency contacts. Please carefully review how your business is listed by asking yourself the following questions:

- Is the information correct?
- Has my company been placed in the appropriate category or categories? Each WBE can be listed in up to three categories based on what they have been certified to do.
- Is my description clear and easy to understand?

If information on your company has changed or has been entered incorrectly, please notify Carlton Clark, WBE Program Assistant, at (312) 853-3477, extension 47-[Caclark@wbdc.org](mailto:Caclark@wbdc.org).

This directory only contains WBEs certified by the WBDC. You can access information on WBEs across the country that have been certified through other WBENC partners using the online national database called WBENCLink (see below).

### ***WBENCLink Online Corporate Directory***

Most of the corporate contacts listed in our directory are the company’s supplier diversity representative. In most cases these people are not buyers, but rather your resource for doing business with their company as a WBE. They can help you to understand if you have a product or service needed by their company, understand how to do business with their company, and help you identify the appropriate buyer for your product or service.

We must be honest here; some corporations have better supplier diversity programs than others and some supplier diversity representatives are more responsive than are

others. Perseverance is key! Many companies will require you to complete a brief application form before they will talk to you – do this!

### ***WBENCLink National WBE Directory***

As a WBE certified by the Women's Business Development Center (WBDC) and the Women's Business Enterprise National Council (WBENC), you have access to WBENCLink, the online national database of certified women's business enterprises. WBENCLink is made available to WBENC corporate members and certified Women's Business Enterprises. This is an online database that can only be accessed through the Internet.

#### **There are two main reasons to visit WBENCLink:**

1. To verify that the information being provided about your company is correct. WBENC Corporate Partners can also access the information listed, therefore, be sure this data is up-to-date and accurate. If information on your company has changed or has been entered incorrectly, please notify Carlton Clark, WBE Program Assistant, at (312) 853-3477, extension 47-Caclark@wbdc.org.
2. To search the database for WBE vendors to partner or network with based on certain criteria (i.e., industry or geographic area).

As this is a new system, please bear with us as we continue to improve the content of our records. If you have any questions, problems or suggestions about WBENCLink please contact Carlton Clark, WBE Program Assistant, at (312) 853-3477, extension 47-Caclark@wbdc.org.

#### **Instructions For Accessing WBENCLink**

- You will have unlimited access to the database at:  
**www.wbenclink.org**
- When you get to the web site you should sign on as a registered member.
- Login to the system using the login name and password assigned to you (enclosed in this packet).
- Once you have logged in you can conduct a WBE vendor search by selecting **"Find WBEs."**
- To view information about your own company you can select the button to view your own record.
- You can also review the WBENC database of corporate supplier diversity contacts.

#### **Instructions for Downloading Information from WBENCLink**

##### **Downloading a file from [www.WBENCLink.org](http://www.WBENCLink.org)**

1. Login to [www.WBENCLink.org](http://www.WBENCLink.org).
2. Select "Download WBEs."
3. Insert criteria.

4. Click "Submit" button
5. Choose Comma-delimited or Map file for download
6. Comma Delimited will download all columns and can be opened in Excel.
7. Map files describe what will be found in each column and are useful if the download file will be transferred into Microsoft Access or another database.
8. Choose the location you want the file to be downloaded.

### **Open Microsoft Excel**

1. Select "Open" on the toolbar.
2. Double-click on the file you download. It will be listed as an ASCII document.
3. Select "Delimited".
4. Select "Next".
5. Check the box of "Comma".
6. Select "Next".
7. Scroll over to the Zip Code column (5<sup>th</sup> column) and highlight entire column.
8. Click "Text" at the top of the screen.
9. Select "Finish".
10. Save the file as an Excel Worksheet.

## **WBE CERTIFICATION...A MARKETING TOOL**

It is critical that all certified WBEs understand that your status as such **does not entitle** you to corporate or government contracts. WBE status is a marketing tool that requires an investment of time and energy to produce results. Because every WBE is unique and every corporation and government agency has their own procurement process, we don't have a one-size-fits-all marketing process, but we do list some suggestions below that may work for your company.

### ***Private Sector***

As mentioned above, every corporation has its own procurement process, however, there are some general consistencies across many corporations. As mentioned in the Directories of Contacts Section of this guide, supplier diversity representatives tend not to be buyers, but rather are your resource for doing business with their company. They can help you to understand if you have a product or service needed by their company, to understand how to do business with their company and to identify the appropriate buyer for your product or service. Another similarity is that many corporations will require you to fill out vendor application forms to qualify you as a potential vendor. Some companies may require you to fill out their vendor application forms before they will talk with you.

Consider these marketing ideas for the private sector:

- **Let your current customer base know you have been certified as a WBE.** If any of your existing clients supply directly or indirectly to government agencies they may have goals for utilizing WBEs as vendors. Ask your current client contact if their company has a program that targets WBEs as suppliers. If they do, make contact with the person managing their supplier diversity program. These supplier diversity representatives may be able to assist you in finding additional opportunities in their company. Also, supplier diversity representatives **DO** network with each other and often share information about their most successful WBE suppliers.
- **Identify your target market.** Review the Directory of Corporations Accepting WBENC Certification and identify your target market. Factors to consider when identifying your target market are:
  1. Does this company currently buy your product or service? From whom?
  2. Can you do better than the company's current supplier on quality, service, or price?
  3. If the company does not currently buy your product or service do they have an unrealized need? How can you convince them of this need?
  4. Do you or someone you know have any existing contacts in the company (the more the better)?
  5. Is this company located in the geographic area you currently serve or are planning to serve?
  6. Do you have the staff required to meet the needs of your target group?

**NOTE:** Some WBEs may consider all corporations accepting their WBE certification within their target market. We want to prepare you for the serious amount of follow-up required to generate results. You will be required to invest time and energy in following-up with every corporation you contact by either filling out vendor application forms and/or making follow-up phone calls. Consider whether or not you have the staff to follow-up with over 500 corporations.

- **Conduct market research on your target market.** Search the Internet for the company's web site and news stories about the company and the industry they operate in. Identify information that can be used to demonstrate your knowledge of the company (i.e., are they currently merging with another company? do they have new leadership? is their industry undergoing major changes?).
- **Make contact.** Send a letter to the corporate contact for each company you have identified in your target market. Some points you should consider including in your letter:
  1. Description of your product or service
  2. How your product or service will meet their needs
  3. Your point(s) of differentiation from your competitors (quality, price, service). This is critical! Being a WBE is not what will sell your product or service to the company. You must have a quality product at a competitive price for the level of service you offer.
  4. References from your top accounts – especially other major corporations. This demonstrates your viability as a supplier to their company.
  5. Sales volume (if above average for your industry)
  6. Your contract minimum and maximum if applicable
  7. Marketing materials

### ***Public Sector***

You must typically be in business for at least one year prior to considering selling to the government. If you are interested in targeting public sector contracts, research the public sector market to see if you have the capacity to meet their needs of costs, timing and quantity.

#### Getting Started:

- Register your company with a Procurement Technical Assistance Center (PTAC). Call Deon Ballard at 312-853-3477, x39 for a PTAC near you.
- Be sure your company has appropriate certifications
- Get on the vendor/supplier mailing lists and databases of each government agency
- Verify how each agency advertises its bid opportunities (on-line or publications)
- Understand how the agency contracts (purchase orders, ordering agreements fixed price contracts or credit cards)
- Attend the free outreach conferences and network
- Find out what other types of awards have been let
- Always research the rules that apply to your particular procurement opportunity (bidding and contracting)

Remember that most government agencies are advertising their bids on-line, therefore your e-mail address is becoming your best marketing tool. Be sure all agencies have your company's e-mail/web site address.

Check out these web sites:

### **Resources**

- <http://pro-net.sba.gov> – to register your company on this widely used search engine for government contracting representatives and corporate buyers
- <http://www.e-mbe.net> – Provides e-business education for women and minority owned companies.
- <http://www.wingovcon.com> – Provides information on winning government contracts
- <http://www.womenbiz.gov> – A gateway for women-owned businesses selling to the government

### **Federal**

- [www.sba.gov](http://www.sba.gov) – for information on federal contracting regulations, trade missions, and provides links to many federal contracting activities with small businesses
- <http://www.fedbizopps.gov> – provides federal business bid listings
- [www.ccr.dlsc.dla.mil](http://www.ccr.dlsc.dla.mil) – Registration required to do business with the Federal Government

### **State**

- <http://www.dot.state.il.us/dobuisns.html> – Doing Business with the Illinois Department of Transportation
- [www.state.il.us/](http://www.state.il.us/) - the State of Illinois' web site which contains state procurement opportunities
- <http://www.procure.stateuniv.state.il.us> – Doing Business with State Universities

### **Local**

- [www.ci.chi.il.us/worksmart/](http://www.ci.chi.il.us/worksmart/) - the City of Chicago's web site which contains city procurement opportunities
- [www.thecha.org](http://www.thecha.org) – The Chicago Housing Authority
- [www.chicagoparkdistrict.com](http://www.chicagoparkdistrict.com) – The Chicago Park District
- [www.csc.cps.k12.il.us/purchasing/bid\\_openings.html](http://www.csc.cps.k12.il.us/purchasing/bid_openings.html) – Chicago Public Schools
- [www.transitchicago.com](http://www.transitchicago.com) – Chicago Transit Authority
- [www.ccc.edu/district/districtadmin/bids.html](http://www.ccc.edu/district/districtadmin/bids.html) – City Colleges of Chicago
- [www.pbcchicago.com/subhtml/upcoming.asp](http://www.pbcchicago.com/subhtml/upcoming.asp) – Public Building Commission

For more information about marketing your company to government agencies contact Kristin Johnson at 312-853-3477, x18.

### **WBE Logo**

When a company is certified through the Women's Business Development Center and the Women's Business Enterprise National Council (WBENC), it may use the WBENC logo on marketing materials, stationary, or business cards. This WBE status is a marketing tool that may open doors to both private and public sector contracting opportunities.

The WBENC logo immediately alerts prospective customers that your product or service is produced or offered by a firm that is WBE certified. We encourage certified WBEs to print the WBENC logo on corporate identity pieces and marketing materials. If you would like an electronic copy of the logo, please e-mail Carlton Clark at [caclark@wbdc.org](mailto:caclark@wbdc.org).



## **YOUR RESPONSIBILITY AS A WBE**

### ***Annual Renewal***

Your certification must be renewed every year to remain current. The WBDC will send you a reminder with a renewal application prior to your expiration date. However, if you need a renewal application prior to receiving your reminder from us, you can download a renewal application from our website ([www.wbdc.org](http://www.wbdc.org)) or call our receptionist at (312) 853-3477, extension 0.

Remember, prompt notification must be given to the Women's Business Development Center if any changes in ownership and/or control take place at your company. We also ask you to keep us apprised of any changes to the contact data provided on your company in our WBE Directory and WBENCLink.

### ***Success Stories – Free PR!***

Send us your success stories about how your WBE Certification helped you to secure a contract. Write up a short synopsis and we will post your success story on the Women's Business Enterprise National Council's web site. These success stories will be seen by the corporations that sponsor WBENC, so include information on the success of your contract and the quality of your product or service. Exceptional success stories will be promoted in local media by the Women's Business Development Center. E-mail success stories to Kristin Johnson at [kjohnson@wbdc.org](mailto:kjohnson@wbdc.org).

### ***Updates to Directories***

Help us keep our directories up-to-date. If you find out-of-date information contained in any of our directories, please give Kristin a quick call with the outdated information and, where possible, the correct information. Also, do you have new companies or responsive contacts to add to our database? Please ask your contact if they are willing to be added to our directory (be sure to mention that the directory is distributed nationally to over 1,000 WBEs across the country). If your client contact is interested in more local exposure, please call Kristin Johnson at (312) 853-3477, extension 18 to discuss.

### ***Additions or Updates to “I’m Certified – Now What?”***

What do you know now that you wished you knew when you were first certified? Help your fellow WBEs learn from your experience. If you have advice for newly certified WBEs that should be contained in this resource guide please call Kristin at (312) 853-3477, extension 18.

## **OTHER RESOURCES**

### **Chicago's Minority Business**

The Minority Business Committee of the Chicago Minority Business Development Council publishes this local periodical. If you are interested in receiving this publication call the CMBDC at (312) 263-0105 and ask to be added to their mailing list for the publication.

### **Minority Business Entrepreneur or MBE Magazine**

This is a national publication that can be reached by calling (310) 540-9398 or e-mailing [mbewbe@ix.netcom.com](mailto:mbewbe@ix.netcom.com). A one-year subscription is \$16.00.

### **Minority Entrepreneur – A Clearing House For Business Development**

This regional publication can be reached by calling (312) 939-7222. A one-year subscription is \$30.00.

### **Minorities and Women in Business**

This is a national publication that can be reached at (202) 312-2009. A one-year subscription is \$15.00.

### **WE – Women's Enterprise**

This publication has a focus on Texas, but also provides great national information. A one-year subscription is \$16.00. You can reach WE at (214) 369-9393 or [www.womens-enterprise.com](http://www.womens-enterprise.com).