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VETERAN CERTIFICATION: Demystify and Align

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About The Institute for Veterans And Military Families (IVMF)

SYRACUSE UNIVERSITY'S INSTITUTE FOR VETERANS AND MILITARY FAMILIES (IVMF) is the first national institute in higher education singularly focused on advancing the lives of the nation's military, veterans and their families. Through its professional staff and experts, and with the support of founding partner JPMorgan Chase Co., the IVMF delivers leading programs in career and entrepreneurship education and training, while also conducting actionable research, policy analysis, and program evaluations. The IVMF also supports veterans and their families, once they transition back into civilian life, as they navigate the maze of social services in their communities, enhancing access to this care working side-by-side with local providers across the country. The Institute is committed to advancing the post-service lives of those who have served in America's armed forces and their families. For more information, please visit ivmf.syracuse.edu.



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The Center of Excellence (CoE) for Veteran Entrepreneurship, powered by Fiserv, is the nation's premier center of research, trusted thought leadership, and innovative programming positioned to advance opportunities for transitioning servicemembers, veterans, and their families to successfully pursue business ownership in America. Leveraging the resources and established networks of Syracuse University, the Institute for Veterans and Military Families (IVMF), and their corporate partners, the CoE brings together a cohesive ecosystem focused on veteran/spouse-owned small business. Founded by Fiserv, a global provider of financial technology services, the CoE aligns with the company's military and veterans engagement strategy called Fiserv Salutes, which provides the military community with career opportunities, education resources, and business solutions for military-connected businesses.

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JPMorgan Chase & Co., a leading global financial services firm with assets of \$3.4 trillion and operations worldwide, has supported our veterans since before World War I. Since establishing the Office of Military and Veterans Affairs in 2011, the firm has hired more than 16,000 veterans; facilitated more than 680,000 veteran hires through the Veteran Jobs Mission coalition; awarded more than 1,050 mortgage-free homes to military families in need; and helped nearly 30,000 participants enroll in Onward to Opportunity, a free career training program of the Institute for Veterans and Military Families, which was co-founded and supported by JPMorgan Chase and Syracuse University. Learn more at: www.jpmorganchase.com/veterans.

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Executive Summary

The Institute for Veterans and Military Families (IVMF) at Syracuse University, has worked to increase the number of procurement-ready veteran-owned businesses (VOBs), while simultaneously working with corporations to build and expand upon their veteran business procurement strategies. In 2016, IVMF partnered with Fiserv to create the CVOB in an effort to further this work. Fortune 1000 corporations have written veterans into their supplier diversity strategies because of the immense benefits veteran-owned businesses provide to the corporation. According to a study by the Hackett Group, “up to 10 percent of sales come with supplier diversity requirements, suggesting that the lack of such program can even result in lost revenue.”¹ While both corporations and VOBs benefit from working together, the onerous certification process creates barriers that hinder both sides from doing business together.

According to the National Survey of Military Affiliated Entrepreneurs, 55% of VOBs listed veteran certification as being difficult and a barrier.² The growth potential offered by private contracting opportunities very appealing to VOBs, thus making the argument that a synchronized veteran-owned certification process will aid in the success of veteran business growth.

Unlike other diverse groups that are served by one generally accepted certification, such as Women’s Business Enterprise National Council (WBENC), National LGBT Chamber of Commerce (NGLCC), and National Minority Supplier Development Council (NMSDC), there is no single certifying body or certifying process for corporations to identify verified veteran-owned and operated firms. In addition to varying state certifications and the option to self-certify, there are three private and one federal organization that offer veteran-specific business certification(s). The current state of veteran business certification divides the marketplace and puts pressure on both VOBs and corporations to multiply the time and money spent to make the needed procurement connections.

A generally accepted certification process for VOBs would be efficient and effective for corporations to connect, track, and report on veteran-owned business spend. In addition, it would allow more opportunities for VOBs to serve corporate supply chain needs. The duplicity adds confusion, cost, and is time consuming for VOBs to enter private sector supply chains.

We all have the same goal of providing opportunities for VOB growth and sustainability. To accomplish, we need a streamlined VOB certification process that will require certifying bodies, corporations, and veteran services organizations to work together. The IVMF and CVOB want to demystify and help streamline the process by advocating for the establishment of either one nationally recognized certification, or a unified verification process where all certifying bodies work together towards a reciprocal solution. This will enable corporations to utilize the unified process in their supplier diversity policies.



Introduction

Since 2017, the Coalition for Veteran Owned Business (CVOB), situated within the Institute for Veterans and Military Families (IVMF) at Syracuse University and supported by Fiserv, has worked to increase the number of procurement-ready veteran-owned businesses (VOBs) with the goal that more will enter into public and private sector supply chains. A procurement-ready business is one that is prepared and equipped to bid on, and maintain, contracts with larger companies for business-related goods and/or services. The CVOB uses impactful trainings, informative publications, and timely administration of quality resources to increase the number of procurement-ready VOBs, while simultaneously working with corporations to build and expand upon their veteran business procurement strategies.

Although Fortune 1000 corporations have written VOBs into their supplier diversity strategies, there is no single certifying body or certifying process for corporations to identify verified veteran- or veteran with disabilities-owned and operated firms, unlike majority women-, LGBT-, and minority-owned businesses which are certified through one nationally recognized organization [Women's Business Enterprise National Council (WBENC), National Gay and Lesbian Chamber of Commerce (NGLCC), and National Minority Supplier Development Council (NMSDC), respectively]. Working with VOBs that self-identify - that is, declare themselves as veteran-owned without the backing of a certifying body - could jeopardize the integrity of reporting on supplier diversity initiatives.³ Namely, corporations could fall victim to businesses that self-certify as veteran-owned to attract supplier opportunities when in fact, they are not.⁴ Behavior often referred to as "stolen valor" would negate the corporation's diverse supplier benefit, thus making a third-party certifier an efficient option for both VOBs and corporations. A third-party certifier would eliminate the need for corporations themselves to perform the tedious process of collecting and verifying information, which would require multiple communications with the VOB.⁵ The need to certify is crucial for government entities as well. Procuring goods and services from officially certified VOBs supports the economic wellbeing of the veteran community, prevents fraud, appropriately allocates government funds, and complies with legal obligations.

To avoid this scenario, many corporations require a formal certification as a prerequisite for procurement opportunities. A formal certification saves the corporation from the time and money involved in verifying the veteran-owned status of the supplier. Currently, there exists three private, national organizations and one public, federal organization for a VOB to obtain their designation, each with different certification processes. In addition, many states have established their own certification process that is separate from national certifying bodies, used either as an alternative to, or addition to, national certification.

The CVOB has identified the need to synchronize the certification process for VOBs, a move that would benefit both the VOB and the supplier diversity professional who is looking to make a connection. A restructured, uniform, or reciprocal method of certification would have a dual benefit: for the VOB, it would greatly simplify the path to verification and increase their presence in target markets; and for corporations, it would better enable them to meet their diverse supplier targets with qualified VOBs.

Certification: The Process

The current state of veteran business certification divides the marketplace and puts pressure on both VOBs and corporations to multiply the time and money spent to make the needed procurement connections. A synchronized certification process for VOBs would be an effective and efficient way for corporations to track and report on supplier diversity spend as it is much more difficult to track and report on diverse spending when VOBs are not formally verified. Some corporations are reluctant to work with a self-identified (commonly referred to as “self-certified”) VOB that they cannot confidently report on, nor do they want to initiate their own certification process. Alternately, some veterans who own businesses are discouraged by attempting to navigate the onerous certification process, and as a result, opt to self-identify, thereby missing critical business opportunities. This complicated process has led to missed opportunities for both VOBs and corporations. According to the National Survey of Military Affiliated Entrepreneurs, 55% of VOBs listed veteran certification as being difficult and a barrier.⁶ We are aligned around a unified goal of creating opportunities for VOBs. Therefore, groups like Billion Dollar Roundtable, corporations, and veteran service organizations like the Coalition for Veteran Owned Business must align efforts to encourage best practices and growth among the certifying bodies, to streamline the processes and expectations for VOBs that will increase business connections between VOBs and corporations so that the business owners can focus on leveraging opportunities to accelerate their businesses.

Given the different certification processes, VOBs need to consider several things when seeking contract opportunities:

- ▶ The corporation(s) the VOB is targeting and whether that corporation requires a certification
- ▶ The different types of certifications and which one provides the most benefit to the VOB
- ▶ The amount of time and money that will need to be invested to become certified and recertified
- ▶ The ideal time in their business lifecycle to seek certification

We spoke with several veteran business owners to understand their experience with certification:

“The CVE process (used for VA certification), initial filing, and re-certification was a nightmare, and cost around \$8,000 in man hours, we have estimated. It was a very intrusive process, one that I can appreciate for validity purposes, but ONLY if every other SDVOSB/VOSB must go through it. I think it’s ridiculous that people can ‘self-certify’ as well.” - Marine Corps Veteran Entrepreneur, Founder & CEO, Utilities Industry

“It is hard enough to manage a small business let alone manage several different veteran certifications. There really needs to be one standard for the entire veteran community that is recognized nationally by both government as well as industry. If there is going to be an emphasis on utilizing veteran-owned businesses, then the certification must hold some weight. Sadly, we have learned recently that the designation has been largely de-periodized for the award of government contracts.” - Army Veteran Entrepreneur, President, Manufacturing Industry

Importance of Supplier Diversity & Benefit to Corporations

Many corporations understand the benefit of working with diverse suppliers and creating robust procurement strategies. The Billion Dollar Roundtable (BDR), which consists of nearly 30 of the largest corporations in the country, was formed to encourage supplier diversity initiatives within big business. Members of the BDR are required to spend a minimum of \$1B annually with diverse businesses in their tier one activities, and for good reason.⁷ According to the Minority Business Development Agency (MBDA), an agency of the U.S. Department of Commerce, diverse suppliers are, “organic disrupters...they are adaptable, and create multiplier-effects of job gains and positive community mobility.”⁸

Corporations are also tracking major shifts in the American economy. Business ownership by diverse groups is increasing considerably as they begin to make up a greater percentage of the population. These diverse groups also make up a larger percentage of the customer base and a diverse customer base resonates more closely with a diverse supplier base. Diverse suppliers also produce a “multiplier effect” in that they are more likely to hire a diverse workforce, therefore contributing to the diversification of spend in an increasingly global economy.⁹ According to the National Minority Supplier Development Council (NMSDC), diverse suppliers have a significant economic yield, to include more than \$401B in revenue, the creation of more than 2 million jobs, and more than \$48B in tax revenues.¹⁰ According to corporate supplier diversity representatives, big companies are making efforts to grow their diverse spend now more than ever before as a result of the economic impact brought on by COVID-19.

Data demonstrates a positive correlation between supplier diversity initiatives and business performance. According to a study by the Hackett Group, “up to 10 percent of sales come with supplier diversity requirements, suggesting that the lack of such a program can even result in lost revenue.” They also noted that, “business leaders often worry that dedicating resources to [supplier diversity] will impact procurement savings or even quality,” however, their research showed, “top performers are not seeing losses in efficiency, and quality often improves.” In the same study, it was reported that all diversity suppliers either met or exceeded their expectations, and that they had not seen a loss in efficiency or savings, meaning only 1% of diverse suppliers fell short of expectations.¹¹

For supplier diversity initiatives to be successful, they must be aligned with the culture and strategic approaches of the company. A company’s supplier diversity program must first be established within its corporate policies and it is imperative that leadership is committed to its success.¹² Organizational culture is directly related to operational effectiveness; therefore, it influences supplier diversity effectiveness as well. According to research on organizational culture and supplier diversity, organizations with a constructive culture, where “achievement, self-actualizing, humanistic, and affiliative styles of relating are encouraged among organizational measures,” are most likely to have successful supplier diversity programs.¹³

Veteran Entrepreneurship

VOBs provide an effective and suitable option for companies looking to diversify their supplier diversity strategies. There are more than 2.4M U.S. businesses owned and operated by veterans; in fact, veterans are “nearly twice as likely to be self-employed compared to non-veterans and are majority owners in nine percent of all businesses nationwide.”¹⁴ Research suggests that veterans are uniquely suited for entrepreneurship due to qualities that drew them to military service, as well as skills they learned during their service. According to the most recent census data on veteran-owned businesses, they have receipts of \$1.14T, employ 5.03 million people, and distribute nearly \$195B in annual payroll. Additionally, women own 15.2% of all VOBs, and self-identified minorities own 20.6%.¹⁵ Veteran business owning households are more apt to have higher net worth than veteran non-business owning households - this, alongside other factors, make entrepreneurship an appealing choice for veterans.¹⁶

As government contracts are difficult to obtain for many VOBs, private contracting opportunities become more appealing. This struggle provides a greater need for VOBs to have a simplified method to become certified. By implementing a more streamlined certification format, it becomes easier for VOBs to enter into private sector supply chains, improving efficiencies for corporations by minimizing the administrative tasks associated with researching certification validation.

Conclusion and Recommendations

There is still much work to be done to integrate VOBs into the supply chains of major corporations as thoughtfully as other diverse groups and much of the challenge exists due to the complications of the current certification process. A clear and synchronized VOB certification process would allow corporations to connect with high-quality and innovative VOBs more effortlessly, thereby experiencing the benefits of a diverse supplier base. Investing in diverse procurement strategies aimed at VOBs impacts businesses at the local, state, national, and international levels. As is, the current certification process places a heavy burden on the veteran business owner (dollars and/or time spent) and a strategic burden on the corporations to accept the certifications they trust (which require research and time). Aligning the VOB certification process will require certifying bodies, corporations, and veteran service organizations to work together to streamline the verification process. This collaboration will not only simplify processes but will bring awareness to new and growing opportunities between corporations, government agencies, and the VOBs they are looking to engage. The IVMF and CVOB want to demystify and help establish one standard that is nationally recognized by both the public and private sector, as is the case with WBENC, NGLCC, and NMSDC. This effort will require a commitment from corporate partners, as well as current certification organizations, to make this sole certification desire become reality for veteran business owners. If the ecosystem can come together, it will allow both corporations and VOBs to optimize their time, talent and treasure.

The following pages provide more information on certification comparisons and options for corporations and VOBs interested in learning more about the certifications and supplier diversity opportunities. For additional information and opportunities, join the CVOB at <http://veteranbusinesscoalition.org>.

CURRENT LANDSCAPE
Veteran certification provides a benefit to both VOBs and corporations through procurement opportunities and supplier diversity initiatives.
There is not a generally accepted veteran certification. Therefore, the veteran certification ecosystem is rapidly changing and fragmented between the private sector and public sector leading to confusion and frustration.

KEY FINDINGS & RECOMMENDATIONS
While both corporations and VOBs benefit from working together, the unclear and duplicative process creates barriers that hinder both sides from doing business together.
Certifying bodies, corporations, veteran service organizations and government entities have an opportunity to come together to drive efficiency, simplicity & standardization in the certification process that will be beneficial for all stakeholders.



Certification Comparison

Nationally, there are three private and one federal organization that offer veteran-specific business certification(s):

PRIVATE

- ▶ National Veteran Owned Business Association (NaVOBA - navoba.org)
- ▶ National Veteran Business Development Council (NVBDC - nvbdc.org)
- ▶ Disability:IN (disabilityin.org)

FEDERAL

- ▶ Center for Verification and Evaluation (CVE - Vets First Verification Program - www.va.gov/osdbu/verification)

The table on the next page highlights the differences between the various certification paths that a VOB can pursue.

Figure 1: CERTIFICATION COMPARISON CHART*

While the complex Veteran-Owned Business (VOB) certification landscape rapidly changes, veteran entrepreneurs continue to outpace their civilian counterparts and VOBs remain valuable supplier partners delivering high quality, innovative products and services.

	National Certifiers (Private)			National Certifier (Government)	State & Local Government Certifiers (P.16)	Non-Certifying Options		
	NaVOBA navoba.org (P. 10)	NVBDC nvbdc.org (P. 12)	Disability:IN disabilityin.org (P.13)	CVE va.gov/osdbu (P. 15)		Directory Registration (P.32)	Self Certification (P. 32)	
General Information	Approximate # certified (As of 2019)	< 1000	< 1000	<100	>13,000	Varies	No certification required	N/A
	Veteran-Related Certifications Offered	VBE SDVBE	SD/VOB	V-DOBE SDV-DOBE	SDVOSB VOSB	Varies	No certification required	Self-identified VOB or SDVOB
	Organization Founded	2017	2014	1994 (Formerly USBLN)	2006	Varies	Varies	N/A
	Organization Type	Nonprofit	Nonprofit	Nonprofit	Government	Government	For profit, nonprofit, & government	N/A
Benefits	Certifications Recognized By	Corporate Allies	Corporate Members Billion Dollar Roundtable	Corporate Partners States: PA, MA, NJ (Hoboken & Jersey city) Billion Dollar Roundtable	Federal Government	State & Local Governments (Varies)	N/A	Cannot be formally counted towards supplier diversity tracking for corporations or the government
	Primary Benefit to VOB	<ul style="list-style-type: none"> •Corporate Contracting Preferences •Multiple networking events each year 	<ul style="list-style-type: none"> •Corporate Contracting Preferences •Multiple networking events each year 	<ul style="list-style-type: none"> •Corporate Contracting Preferences •Networking & business matchmaking opportunities •Access to information about corporate partners; business scholarship program and webinar series 	<ul style="list-style-type: none"> •Federal Contracting Set Asides 	<ul style="list-style-type: none"> •State & Local Contracting: Including Set Asides, Price Preference (varies) 	<ul style="list-style-type: none"> •There are some organizations and websites that allow veterans to register as having a VOB/SDVOB designation, regardless of whether they are certified by any certifying body •Placed on the search list for that website 	<ul style="list-style-type: none"> •Advertising purposes

THE VETERAN CERTIFICATION COMPARISON CHART IS CONTINUED ON THE FOLLOWING PAGE >>

* This chart was created in 2019.

Figure 1 cont'd: CERTIFICATION COMPARISON CHART

		National Certifiers (Private)			National Certifier (Government)	State & Local Government Certifiers (P.16)	Non-Certifying Options	
		NaVOBA navoba.org (P. 10)	NVBDC nvbdc.org (P. 12)	Disability:IN disabilityin.org (P.13)	CVE va.gov/osdbu (P. 15)	Directory Registration (P.30)	Self Certification (P. 30)	
Process & Costs	Basic Requirements	<ul style="list-style-type: none"> •At least 51% owned, operated, and controlled by one or more U.S. veterans. •Documentation to verify Veteran Owned status •On-site interview 	<ul style="list-style-type: none"> •At least 51% owned, operated, and controlled by one or more U.S. veterans. •Proof of active management •Veteran status •Ability to perform in their area of expertise without relying on non-VOBs • On-site interview 	<ul style="list-style-type: none"> •At Least 51% owned by disabled veteran, US citizen or lawful permanent resident •Independence from any other business enterprise •Headquartered in the US • On-site interview •Provide financial and operational documentation 	<ul style="list-style-type: none"> •Documentation of Veteran Status, ownership and control of business •Possible on-site interview •Must be 51% directly owned by one or more veterans •Veteran(s) must have full control over the day-to-day management, decision making and strategic policies of the business •Veteran(s) must hold the highest position, devote full-time to the business, be the highest compensated employee(s), and have the ability to exercise independent business judgement 	Varies	<ul style="list-style-type: none"> •Registration Form •Additional documentation varies 	N/A
	Certification Cost to Business	<ul style="list-style-type: none"> •\$350: Revenue <\$1 million •\$550: Revenue \$1 - 4.99 million •\$800: Revenue \$5 - 9.99 million •\$1,200: Revenue \$10 - 19.99 million •\$1500: Revenue \$20 - 49.99 million •\$2,000: Revenue \$50 million or greater 	<ul style="list-style-type: none"> •\$350: Revenue < \$1 million •\$600: Revenue \$1 - 4.99 million •\$900: Revenue \$5 - 9.99 million •\$1,200: Revenue \$10 - 49.99 million •\$1500: Revenue \$50 - 99.99 million •\$2,500: Revenue \$100 million or greater 	<ul style="list-style-type: none"> •\$300:90 day Processing fee (Regular) •\$1,300: 60 day Expedited Processing fee •\$2,300: 30 day Expedited Processing fee 	No Cost	Varies	Varies	N/A
	Approximate Time Required to Certify	14.3 days	FASTTRACK: 30 days Non-FASTTRACK: 60 days	Minimum of 90 Days	Average of 60-90 days	Varies	Varies	N/A

FOR MORE INFORMATION, PLEASE VISIT > veteranbusinesscoalition.org

National Certifying Organizations

Summarized below are overviews of each organization and certification. Additionally, also included are various state certification options and non-certification routes that veteran business owners may pursue.

NAVOBA: NATIONAL VETERAN OWNED BUSINESS ASSOCIATION

Organization Description - NaVOBA is an independent 501(c)(3) nonprofit organization, that seeks to create contracting opportunities for VOBs with corporate allies. They do this through “certification, advocacy, outreach, recognition and education.”

Board - Two-thirds of NaVOBA’s Board of Directors’ seats are held by corporations to ensure its alignment with the needs of corporate supplier diversity programs.

Corporate Membership - NaVOBA works with more than 135 corporate allies. To become a corporate ally, the corporation must have “at minimum, a supplier diversity policy inclusive of veteran-owned and/or service-disabled, veteran-owned businesses.” Benefits to being an ally include access to certified VOBs, year-round outreach opportunities (conferences/matchmaking events), access to quarterly reports and biweekly veteran’s enterprise e-newsletter, virtual trainings and webinars, printed conference promotional materials, and digital marketing opportunities. See the table below for corporate ally tiers and some examples.

ALLY TIER	CORPORATIONS
4-Star (\$50,000)	None listed
3-Star (\$25,000)	Armed Forces Insurance, FedEx, JPMorgan Chase, PNC Financial, Barclay’s and Bristol Myers Squibb
2-Star (\$15,000)	Vistra Energy, American International Group (AIG), Hilton Worldwide, Lowe’s Companies, Sanofi
1-Star (\$10,000)	AFLAC, American Airlines, BNY Mellon, CDW, Chrysler, Cintas, C.N.A. Insurance, Cummins, CVS Health, Daiichi-Sankyo, DynCorp International, Express Scripts, Freddie Mac, Ingersoll Rand, Johnson & Johnson, Lockheed Martin, Merck, McKesson, McCormick & Co., Nokia Corporation, Oracle, Pitney Bowes, Professional Golfers Association of America, Prudential, PSEG, RJ Reynolds, Shell, Steelcase, The Hartford, UPS, USAA, US Bank, Wells Fargo, Wyndham Destinations

Services Provided - NaVOBA’s services are three-fold:

- ① **Certification** - NaVOBA certifies VOBs in two categories - Veteran’s Business Enterprise (VBE) and Service-Disabled Veteran’s Business Enterprise (SDVBE). These certifications aim to help both the VOB and corporate ally by creating “a nationally recognized gold standard in certification.” NaVOBA’s VBE/SDVBE certifications directly mirror those of the MBE and WBE certifications and ensures that any certified VBE/SDVBE is at least 51% owned, operated, and controlled by one or more U.S. military veterans. NaVOBA has trademarked the “Certified Veteran’s Business Enterprise™” and “Certified Service-Disabled Veteran’s Business Enterprise™” designations wordmarks and seals, making NaVOBA the exclusive organization certifying VBEs/SDVBEs for the private sector.
- ② **Networking & Development** - NaVOBA connects VOBs to corporate allies through several networking and training events. Their goal is to help businesses become procurement-ready.
- ③ **Corporate Allies** - NaVOBA has a network of more than 135 corporate allies and works to connect them with their certified VOBs.

Application - NaVOBA's certification is focused on private-sector opportunities within corporate ally companies. NaVOBA's process collects the applicant's military service record information directly from the U.S. Federal Government on the veteran's behalf immediately upon initializing the application to eliminate the possibility of fraudulent submissions (e.g. the OPPOSITE of self-certification) while simultaneously accelerating the process. Like other certifications, site visits will be conducted in 100 percent of cases, however, VBE/SDVBE certifications are valid for two (2) years.

Required for Veteran Applicants:

- ▶ Must be at least 51% owned, operated, and controlled by U.S. military veterans
- ▶ Must submit documentation to validate veteran status of owner(s)
- ▶ Must go through an on-site interview with the NaVOBA team
- ▶ Must pay an application fee

Fee - NaVOBA assesses an application fee which is dependent upon a VOB's revenue. See the table below for pricing tiers.

REVENUE TIER	APPLICATION FEE
Less than \$1 million	\$350.00
\$1 million - \$4.99 million	\$550.00
\$5 million - \$9.99 million	\$800.00
\$10 million - \$19.99 million	\$1,200.00
\$20 million - \$49.99 million	\$1,500.00

Timeline - NaVOBA processes completed applications along with an on-site interview. Certificates are issued, on average, in 14.3 days after the site visit. Incomplete application processing times vary depending upon applicant responsiveness.

Required Documents - NaVOBA may require specific documentation based on business structure.

Contact Information - NaVOBA can be reached via the information below:

- ▶ National Veteran Owned Business Association
313-315 N. Main St., Carnegie, PA 15106
Phone - (724) 3-NAVOBA | (724) 362-8622
Email - VBEHelp@NaVOBA.org (for VOBs) | CA@NaVOBA.org (for corporate allies)
Website - <https://navoba.org>¹⁷

NVBDC: NATIONAL VETERAN BUSINESS DEVELOPMENT COUNCIL

Organization Description - NVBDC is a 501(c)(3) nonprofit organization that seeks to be a certifying authority for VOBs of all sizes in order to connect them with opportunities at corporations and government agencies.

Board - NVBDC's board is comprised of a board of directors and a board advisory committee, made up of corporations and consulting groups.

Corporate Membership - NVBDC corporate members receive several resources to share the partnership, to include the NVBDC logo, a press release template, a feature blog post, logo featured on the NVBDC website, and online and print marketing tools. Members also receive access to a database of certified VOBs and a business profile on the NVBDC website. Corporate membership rates range from \$7,500 to \$100,000. Corporate partners include but not limited to: General Motors, Ford, T-Mobile, JPMorgan Chase, Google, Apple, Denny's, Microsoft, Facebook, MetLife, Kroger, Bank of America, Delta, Walt Disney Co. , Kaiser Permanente, Hallmark, BMW.

Services Provided - NVBDC's services are three-fold:

- ① Certification - NVBDC certifies VOBs to help them with procurement opportunities with both corporate partners and government agencies.
- ② Networking & Development - NVBDC connects corporate professionals and VOBs through networking and training events.
- ③ Partners - NVBDC has a network of partners from corporations and government agencies to connect them with their certified VOBs.

Application - NVBDC's application is robust to ensure that VOBs meet all requirements in order to obtain certification.

Required for Veteran Applicants:

- ▶ Must have veteran status
- ▶ Must be at least 51% owned by veteran(s)
- ▶ Must share in all risk and profits commensurate with ownership interest
- ▶ Must provide proof of active management of business
- ▶ Must possess power to direct or cause to direct the management and policies of the business including dissolution or the sale of the company without restriction by any other party
- ▶ Contribution of capital and/or expertise by veteran owners to acquire their ownership interest shall be real and substantial and be in proportion of the interest acquired
- ▶ Must have the ability to perform in their area of specialty/expertise without substantial reliance on non-veteran-owned businesses

Fee - NVBDC assesses an application fee which is dependent upon a VOB's revenue. See the table below for pricing tiers.

REVENUE TIER	APPLICATION FEE
Less than \$1 million	\$350.00
\$1 million - \$4.99 million	\$600.00
\$5 million - \$9.99 million	\$900.00
\$10 million - \$19.99 million	\$1,200.00
\$20 million - \$49.99 million	\$1,500.00
\$100 million or greater	\$2,500.00

Timeline - NVBDC processes applications within approximately 60 days. NVBDC does, however, offer a FASTRACK option which expedites the process for VOBs who already have a certification from one of three other minority certifiers to 30 days.

- ▶ National Minority Supplier Development Council (NMSDC)
- ▶ Women's Business Enterprise National Council (WBENC)
- ▶ National Gay & Lesbian Chamber of Commerce (NGLCC)

Required Documents - NVBDC requires several documents to include proof of citizenship, proof of veteran status, business ownership documentation, business management information, and financial information (some of which are required to be sent directly from the governing source). A full checklist of documentation can be found at <https://nvbdc.org/certification.html>.

Contact Information - NVBDC can be reached via the information below:

- ▶ National Veteran Business Development Council
325 Crescent Ln., Detroit, MI 48207
phone: 888-CERTIFIED
email: certification@nvbdc.org
website: <https://nvbdc.org>¹⁸

DISABILITY:IN

Organization Description - Disability:IN, formerly the US Business Leadership Network (USBLN), is a minority business certifier for all business owners with disabilities that seeks to help corporations with their disability inclusion efforts. This section will specifically focus on those criteria for disabled veterans.

Board - Disability:IN's board is comprised of a number of large corporations.

Corporate Partners - Disability:IN works with over 200 corporations to help them achieve disability inclusion and equality. Corporate partners are able to gain access to programming to help them diversify their businesses. Corporate partners include but not limited to: 3M, AARP, Accenture, Adobe, Aetna, AIG, Allstate, Amazon, American Airlines, Apple, Bae Systems, Bank of America, Boeing, Booz Allen Hamilton, Capital One, Chevron, Comcast, Cummins, CVS Health, Dell, Deloitte, Delta, ESPN, EY, Facebook, Fannie Mae, Fiserv, General Motors, Google, Hewlett Packard, Hilton, Humana, IBM, Intel, Johnson & Johnson, JPMorgan Chase, KPMG, L'Oreal, Lockheed Martin, Lowes, Marriott, Mastercard, McDonald's, MetLife, Merck, Microsoft, Northrop Grumman, Novartis, Oracle, P&G, PepsiCo, Pfizer, Prudential, Qualcomm, Raytheon, Shell, Sony, Southwest Airlines, Starbucks, TD Ameritrade, the Coca-Cola Company, TIAA, Toyota, Travelers, United Airlines, UPS, US Bank, USAA, Verizon, Walmart, the Walt Disney Company, Wells Fargo, and many more.

Services Provided - Disability:IN's services are three-fold:

- ① Certification - Disability:IN offers two-year national certifications which are recognized by several states and the Billion Dollar Roundtable. Disability:IN offers two certifications for VOBs--Veteran Disability-Owned Business Enterprise (V-DOBE) and Service-Disabled Veteran Disability-Owned Business Enterprise (SDV-DOBE).
- ② Education & Information - Disability:IN provides access to information about affiliated corporations, to include a business scholarship program, and a webinar series.
- ③ Networking & Business Matchmaking - Disability:IN connects professionals and business owners with corporate partners through several events. They also offer monthly teleconferences and bid opportunities.

Application - Disability:IN's application is robust to ensure that VOBs meet all requirements in order to obtain certification. If already verified by the VA's CVE program, the process is shortened.

Required for Veteran Applicants:

- ▶ Must be a veteran with a disability
- ▶ Must be at least 51% owned, controlled, operated and managed by a veteran with a disability
- ▶ Must be formed as a legal entity of the United States and provide proof of U.S. Citizenship or Permanent Resident Status
- ▶ Provide financial and tax documents
- ▶ Provide VA Verification Document
- ▶ Government Issued Picture ID
- ▶ Brief history of business

Fee - Disability:IN assesses an application fee based on processing time. See the table below for processing times and fees.

PROCESSING SPEED	APPLICATION FEE
Standard - 90 days	\$300.00
Expedited - 60 days	\$1,300.00
Expedited - 30 days	\$2,300.00

Timeline - Disability:IN's standard processing time for an application is 90 days, however, VOBs can pay a fee for applications to be processed faster - either 60 days or 30 days. If a VOB is certified by one of three other certifying bodies (listed below), application processing may be expedited.

- ▶ National Minority Supplier Development Council (NMSDC)
- ▶ Women's Business Enterprise National Council (WBENC)
- ▶ National Gay & Lesbian Chamber of Commerce (NGLCC)

Required Documents - Disability:IN requires several documents to include proof of veteran status and proof of business ownership.

Contact Information - Disability:IN can be reached via the information below:

- ▶ Disability:IN
3000 Potomac Ave., Alexandria, VA 22305
Phone - 1-800-706-2710
Email - info@disabilityin.org
Website - <https://disabilityin.org>¹⁹

***Note** - it's important to highlight that Disability:IN only certifies disabled veteran-owned businesses in alignment with their focus, which would leave many veterans excluded if selected as the certifier of choice.

CVE: CENTER FOR VERIFICATION AND EVALUATION

Organization Description -The Vets First Verification Program was established to help VOBs with the opportunity to compete for VA set asides in the federal procurement space. The Veterans Benefits, Health Care, and Information Technology Act of 2006 (Public Law 109-461) allowed the U.S. Department of Veterans Affairs the right to give preferential contracting set asides to businesses owned and operated by veterans and service-disabled veterans.

Services Provided - CVE's services are three-fold:

- ① **Certification** - CVE provides two certification options for VOBs - Veteran-Owned Small Business (VOSB) and Service-Disabled Veteran-Owned Small Business (SDVOSB). This certification affords VOBs with preferential treatment in contract opportunities with the U.S. Department of Veterans Affairs.
- ② **Legal Backing/Preference** - Procurement opportunities are given to VOBs over non-veteran businesses and this preference is mandated by law (Veterans Benefits, Health Care, and Information Technology Act of 2006, Public Law 109-461).
- ③ **Protection** - CVE protects the rights of VOBs under this law by offering a mechanism to report fraudulent firms. The CVE "has established a process to report firms alleged to be non-compliant with one or more of the regulatory requirements for the Vets First Verification Program."

Application - CVE's application is robust to ensure that VOBs meet all requirements in order to obtain certification. A site visit may be required by the CVE team.

Required for Veteran Applicants:

- ▶ Must be 51% directly and unconditionally owned by one or more veterans
- ▶ Veteran(s) must have full control over the day-to-day management, decision making, and strategic policies of the business
- ▶ Veteran(s) must hold the highest position(s) within the business, devote full-time to the business, be the highest compensated employee(s), and have the ability to exercise independent business judgement

Fee - CVE does not assess a processing fee.

Timeline - CVE typically takes between 60-90 days to process.

Required Documents - CVE requires different documentation dependent upon the business structure. A full list of required documents can be found at <https://www.va.gov/OSDBU/docs/Required-Documents-for-VIP-Application-4Dec2018.pdf>.

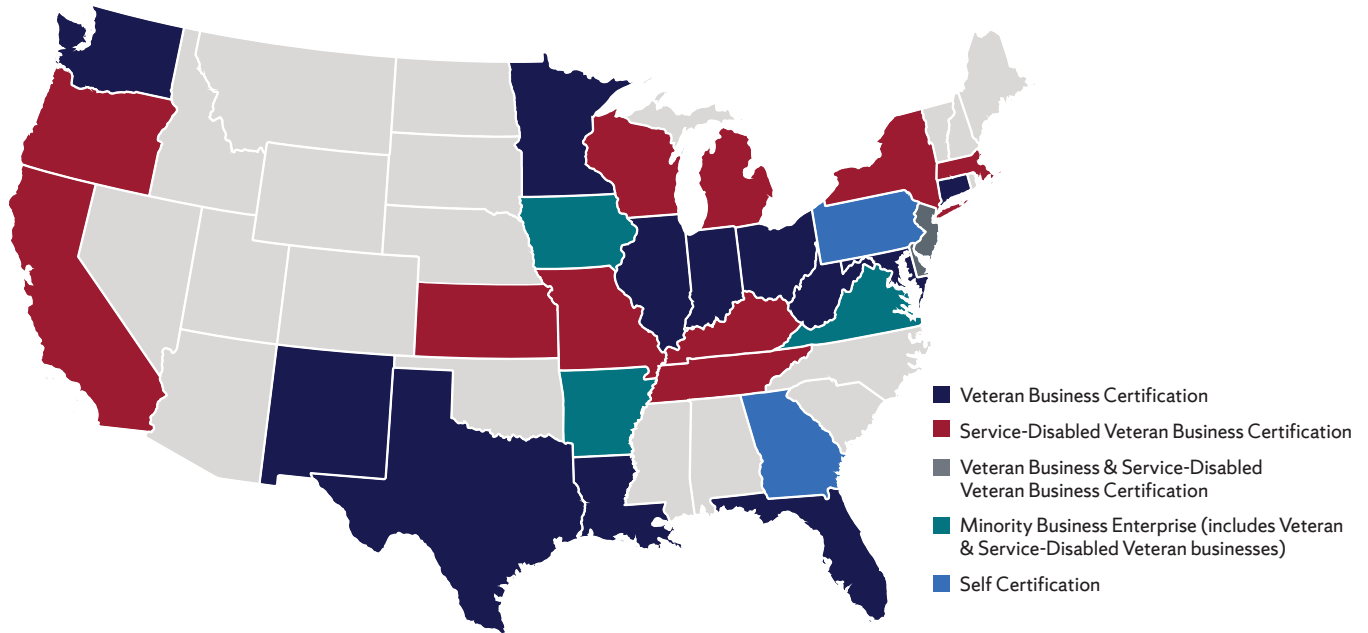
Contact Information - Center for Verification and Evaluation can be contacted via the information below:

- ▶ Center for Verification and Evaluation
810 Vermont Ave. NW, Washington, DC 20420
Phone - 1-866-584-2344
Email - verificationcounselor@va.gov
Website - <https://www.va.gov/osdbu/verification/index.asp>²⁰

State Certifications

Many states have established their own certification process that is distinct and separate from a national certifying body. State certification is used as an alternative or in addition to a national-level certification for state-level procurement opportunities. In many of these states contract preference is given to diverse businesses, such as VOBs. Below is a map created by the CVOB that highlights certain states that have different certification options for VOBs. Please note that Minority Business Enterprises (MBEs) may be inclusive of VOBs/SDVOBs and the map also includes those states that accept self-identification (self-certification).

Following the map is a table highlighting certain state's certification programs.*



* This list is not exhaustive.

Arkansas

CERTIFYING BODY:

- ▶ Minority and Women-Owned Business Enterprise Certification (MWBE)
<https://www.arkansasedc.com/community-resources/Minority-and-Women-Owned-Business-Enterprise-Resources/detail/get-certified>

REQUIREMENTS

- ▶ The majority owner(s) is of a designated group: Service-Disabled Veteran, African American, Hispanic American, American Indian, Asian American, Pacific Islander or Female.
- ▶ Applicant is at least 51 percent minority or women-owned, operated and managed on a daily basis.
- ▶ The business has been in operation for at least two (2) years prior to applying for minority or women-owned business status.
- ▶ Business has a legal presence (license) to operate in Arkansas.
- ▶ The majority owner(s) is a legal permanent resident of Arkansas.
- ▶ The majority owner(s) is a U.S. citizen.

- ▶ Applicant have Federal Transcripts showing proof of business income tax filings with the Internal Revenue Service and state income tax returns filed with the Arkansas Department of Finance and Administration for the previous two (2) years.
- ▶ Enterprise is a for-profit business and generate less than \$10,000,000 in revenue

STATE BENEFITS

- ▶ Awards 5% of state contracts to Arkansas MWBE-certified companies
- ▶ MWBE Certification is granted for two years.

California

CERTIFYING BODY:

- ▶ Disabled Veteran Business Enterprise Program (DVBE)
<https://www.dgs.ca.gov/PD/Services/Page-Content/Procurement-Division-Services-List-Folder/Certify-or-Re-apply-as-Small-Business-Disabled-Veteran-Business-Enterprise#@ViewBag.JumpTo>

REQUIREMENTS

- ▶ Service-Disabled Veterans must have a service-connected disability of at least 10 percent declared by the United States Department of Veterans Affairs or the United States Department of Defense.
- ▶ The disabled veteran(s) who own the firm must be domiciled in California.
- ▶ Disabled veterans must have an established business that is operational and active prior to submission of an application.
- ▶ Daily business operations must be managed and controlled by one or more disabled veterans. The disabled veteran(s) who managed and controls the business is not required to be the disabled veteran business owner(s).
- ▶ Principal office must be located in California and cannot be a branch or subsidiary of a foreign corporation, foreign firm, or other foreign-based business

STATE BENEFITS

- ▶ Awards 3% of state contracts to DVBE-certified companies

Connecticut

CERTIFYING BODY:

- ▶ Veteran-Owned Micro Business (VOMB)
<https://portal.ct.gov/DVA/Pages/Apply-for-CT-Veteran-Owned-Micro-Business-Certification/How-To-Apply>

REQUIREMENTS:

- ▶ “Veteran-owned micro business” means a micro business of which at least 51% of the ownership is held by one or more veterans, as defined in Conn. Gen. Stat. subsection (a) of section 27-103. “Micro business” means a business with gross revenues not exceeding three million dollars in the most recently completed fiscal year.
- ▶ Complete and sign application form (CTVOMB -1) on second page of this document.
- ▶ Provide proof of honorable military service (e.g. DD Form 214 or other documentation if DD Form 214 is unavailable).

- ▶ Provide proof of current Registration as Business with CT Secretary of the State.
- ▶ Provide documentation establishing the percentage of Veteran ownership of the business.(e.g. business plan, operating agreement, meeting minutes, shares report, stock certificate breakdown, tax forms with ownership per cent.
- ▶ Provide proof of annual gross income for most recent fiscal year (e.g. CT state income tax return, audited financial statement).

STATE BENEFITS:

- ▶ Connecticut VOMBs are afforded a 15% price preference in the determination of the lowest responsible qualified bidder
- ▶ The Certification is valid for one year or until such time as the business is no longer in compliance with the statutory requirements, which ever occurs first.

Delaware

CERTIFYING BODY:

- ▶ Office of Supplier Diversity (OSD) Certification, Veteran Owned Business Enterprise (VOBE), Service Disabled Veteran Owned Business Enterprise (SDVOBE) <https://gss.omb.delaware.gov/osd/certify.shtml>

REQUIREMENTS:

- ▶ Applicant is the owner and operator of 51% or more veteran, service disabled veteran, minority, women, or individual(s) with disability.
- ▶ U.S. Citizen or Permanent Resident

STATE BENEFITS:

- ▶ State-certified small businesses are eligible to be listed in the State of Delaware online Directory of Certified Businesses, which is hosted on the Office of Supplier Diversity webpage and is available to the government and public
- ▶ Certifications of all types are a three-year certification, unless your company's eligibility status changes. Companies are able to apply for recertification.

Florida

CERTIFYING BODY:

- ▶ Veteran Business Enterprise (VBE) within the Certified Business Enterprise (CBE) program https://www.dms.myflorida.com/agency_administration/office_of_supplier_diversity_osd/get_certified

REQUIREMENTS:

- ▶ Be legally registered to do business in Florida state.
- ▶ Be based in Florida.
- ▶ Owned and managed by a resident of Florida.
- ▶ At least 51% owned and managed by a veteran.
- ▶ Engaged in commercial transactions.
- ▶ Be registered in MyFloridaMarketPlace.

- ▶ Have a net worth of less than \$5 million.
- ▶ Have 200 or fewer full-time perm. Employees.
- ▶ Have a professional license, if required by industry, in the name of vet owner.

STATE BENEFITS:

Referrals to state agencies and other organizations seeking certified businesses; listing in OSD's Certified Business Enterprise Vendor directory; exclusive emails containing contract and networking opportunities, special events, and training announcements; free online recertification every two years.

Illinois

CERTIFYING BODY:

- ▶ Veterans Business Program (VBP) www2.illinois.gov/cms/business/sell2/Pages/VeteranownedBusinesses.aspx

REQUIREMENTS:

- ▶ At least 51% owned by one or more qualified service disabled veteran or veterans living in Illinois.
- ▶ Applicant(s) must have valid DD214.
- ▶ Annual gross sales of less than \$75 million.
- ▶ Home office is in Illinois.

STATE BENEFITS:

Illinois state agencies and universities are encouraged to spend at least 3% of their procurement budgets with VBP-certified businesses

Indiana

CERTIFYING BODY:

- ▶ Indiana Veteran Owned Small Business Program (IVOSB) www.in.gov/idoa/3064.htm

REQUIREMENTS:

- ▶ Company is at least 51% owned by a veteran.
- ▶ Veteran has control and manages the day to day operations.
- ▶ Has at least one of the following: pays the majority of payroll to residents of Indiana, employs Indiana residents as a majority of employees, makes a significant capital investment in Indiana, or has headquarters in the state of Indiana; Veteran under IC 5-22-14-2.5.
- ▶ Principal place of business is in the State of Indiana as defined by 25 IAC 9-2-1.
- ▶ DD214 or NGB-22 or proof of current active duty.
- ▶ W-9 -State issued ID.

STATE BENEFITS:

- ▶ Awards 3% of state contracts to IVOSB-certified companies

Iowa

CERTIFYING BODY:

- ▶ Targeted Small Business Program (TSB) www.iowaeconomicdevelopment.com/tsb

REQUIREMENTS:

- ▶ 51% or more owned and operated by a service disabled veteran, female, minority, individual with a disability.
- ▶ Owned and Managed in the state of Iowa.
- ▶ For-profit making less than \$4 million in gross income.
- ▶ Computed as an average of the preceding three fiscal years.

STATE BENEFITS:

- ▶ All Iowa state agencies are required to establish annual TSB spending projections and report quarterly TSB performance goals
- ▶ Access to bid notification site to view state procurement opportunities 48 hours in advance of posting to the state's public site
- ▶ TSB-certified businesses are listed in the online Targeted Small Business Directory, which is used by public and private buyers across the state
- ▶ Invitation to TSB networking and TSB-exclusive events, including workshops, webinars, and other events
- ▶ Business promotion as a Certified TSB utilizing the TSB badge on social media, website and marketing channels

Kansas

CERTIFYING BODY:

- ▶ Disabled Veteran Owned Business Certification
<https://portal.kansas.gov> (Search Veteran Business-docx item)
<https://admin.ks.gov/offices/procurement-and-contracts/certified-business-and-disabled-veteran-owned-businesses>

REQUIREMENTS:

A "Disabled Veteran Owned Business" is a business certified annually by the Department of Administration that is a sole Proprietorship, partnership, association or corporation domiciled in Kansas, or any corporation, even if wholly owned subsidiary of a foreign corporation, and is verified by the Commission on Veteran's Affairs that not less than 51% is owned by one or more disabled veterans or, in the case of a publicly owned business, not less than 51% of the stock owned by one or more disabled veterans, the management and daily business operations are controlled by one or more disabled veterans and such business maintains these requirements during the entire contract term.

Kentucky

CERTIFYING BODY:

- ▶ Service Disabled Veteran Owned Small Business (SDVOSB) <https://finance.ky.gov/initiatives/sdvosb/Pages/default.aspx>

REQUIREMENTS:

- ▶ 51% or more owned by a veteran.
- ▶ Owner is a resident of Kentucky.
- ▶ Business is based in Kentucky.
- ▶ Business is independently owned and operated.
- ▶ Small business.
- ▶ Operated for at least 1 year.
- ▶ Completed at least 1 year of taxes

STATE BENEFITS:

- Marketing opportunities through networks such as Kentucky's Small Business Connection Portal and the Small Business Administration

Louisiana

CERTIFYING BODY:

- ▶ Louisiana Veteran Initiative (LAVETBIZ) <https://www.opportunitylouisiana.com/small-business/special-programs-for-small-business/veteran-initiative>
- ▶ Louisiana Veterans First Business Initiative (Registration) <https://www.opportunitylouisiana.com/veterans-first>

REQUIREMENTS:

- ▶ At least 51% of the business must be owned by a veteran.
- ▶ The company's headquarters must be in Louisiana.
- ▶ The company must have fewer than 50 full-time employees.
- ▶ Average annual gross receipts must not exceed \$6 million for non-construction and \$10 million for construction companies.
- ▶ The business must be independently owned and operated.
- ▶ The business must not be dominant in its professional field.
- ▶ Must be a resident in Louisiana.
- ▶ Must be owned by and have officers who are U.S. citizens or legal residents.

STATE BENEFITS:

LAVETBIZ-certified businesses can receive up to 12% evaluation points when bidding on RFPs through the state of Louisiana. Contractors who use the veteran business as a subcontractor will also be eligible to receive additional percentage points on their bid.

Maryland

CERTIFYING BODY:

- ▶ Veteran-Owned Small Business Enterprise (VSBE) <https://gomdsmallbiz.maryland.gov/Pages/VSBE-Program.aspx>

REQUIREMENTS:

- ▶ Veteran-owned businesses must be verified by the Center for Validation and Evaluation of the United States Department of Veterans Affairs.
- ▶ Once the business is verified by Center for Validation and Evaluation, the business can be registered on eMaryland Marketplace, the State of Maryland's internet-based procurement system.

STATE BENEFITS:

Maryland's VSBE Program provides contracting opportunities on state-funded procurements for qualified veteran-owned small businesses. Sixty-five agencies/departments are directed to spend at least 1% of the total dollar value of their procurement contracts either directly (prime contractors) or indirectly (subcontractors) with certified VSBE firms. Only the work of a certified VSBE firm can be counted toward meeting an established VSBE contract goal

Massachusetts

CERTIFYING BODY:

- ▶ Service-Disabled Veteran-Owned Business Enterprise Program (SDVOBEP) <https://www.mass.gov/administrative-bulletin/service-disabled-veteran-owned-business-enterprise-program-guidelines-af-21>

REQUIREMENTS:

- ▶ Must be registered as a service-disabled veteran-owned business through VetBiz Database.
- ▶ It is the responsibility of the awarding agency to verify the status of the service-disabled veteran-owned business enterprise via said VetBiz database, located at <https://vetbiz.va.gov>.
- ▶ Only a service-disabled veteran-owned business enterprise identified as a service-disabled veteran-owned small business (SDVOB) via the VetBiz database shall count towards meeting the Program participation goal.

STATE BENEFITS:

- ▶ SDVOBs certified through the Massachusetts SDVOBEP program are permitted to participate in MA's supplier diversity program (SDP)
- ▶ Contracts valued above \$150k are reviewed to maximize SDP participations (as primes and subs)
- ▶ Benchmark for SDVOBEP is 3% of annual spending

Michigan

CERTIFYING BODY:

- ▶ Qualified Disabled Veteran (QDV) https://www.michigan.gov/documents/dmb/QDV_Announcement_318160_7.pdf

REQUIREMENTS:

Business entity that is 51% or more owned by one or more veterans with a service-connected disability. (“Service Connected Disability” means a disability incurred or aggravated in the line of duty in the active military, naval, or air service.)

Required Documentation:

- ▶ Proof of service and conditions of discharge: DD 214.
- ▶ Proof of service-connected disability: DD 214 if the disability was documented at discharge or a Veterans Administration (VA) Rating Decision letter if the disability was documented after discharge.
- ▶ Proof of Ownership: Appropriate legal documents setting forth the ownership of the business entity submitting the bid.

STATE BENEFITS:

- ▶ QDVs get up to a 10% procurement preference on state contracts
- ▶ Goal of 5% of state contracts to QDVs

Minnesota

CERTIFYING BODY:

- ▶ Veteran Owned Small Business (VOSB) Program
<https://mn.gov/mdva/resources/employment/veteransasbusinessowners.jsp>
<https://mn.gov/admin/business/vendor-info/oep/sbcp/vo/>

REQUIREMENTS:

- ▶ Must be verified by the Minnesota Department of Veterans Affairs as a veteran as specified in state statute (provide DD-214 and/or summary of benefits letter from USVA) or as a Veteran with a service-connected disability determined by the US Department of Veteran Affairs.
- ▶ Company is at least 51% owned by a veteran.
- ▶ Veteran must control and manage daily operations.

STATE BENEFITS:

- ▶ Minnesotan VOSB-certified businesses may be eligible for up to 6% preference in selling their products or services or bidding on construction projects to the state
- ▶ Minnesota “has the authority” to set goals which require prime contracts to subcontract a portion of the work to VOSB-certified businesses on contracts for construction or consulting services

Missouri

CERTIFYING BODY:

- ▶ Missouri Service-Disabled Veteran Business Enterprise (SDVE)

<https://oa.mo.gov/purchasing/vendor-information/missouri-service-disabled-veteran-business-enterprise-sdve-information>

REQUIREMENTS:

- ▶ Meets the definition of a service-disabled veteran and a service-disabled veteran business enterprise as defined in section 34.074, RSMo
- ▶ Meets the standards of a qualifying SDVE pursuant to 1 CSR 40-1.050
- ▶ Complete and submit the application form along with copies of the required letter/discharge paper and documentation specified on the application form to Purchasing

STATE BENEFITS:

- ▶ 3% of all contracts for the performance of any job or service to qualified service-disabled veteran business enterprises (SDVEs)
- ▶ 3 bonus point preference may be granted to a vendor who meets the requirements of a SDVE on bids/proposals for the performance of any job or service

New Jersey

CERTIFYING BODY:

Veteran Owned Small Business (VOB)

<https://www.nj.gov/njbusiness/documents/contracting/documents/VOB%20Web%20Application.pdf>

Disabled Veteran Owned Business (DVOB)

<https://www.nj.gov/njbusiness/documents/contracting/DVOB%20Web%20Application.pdf>

REQUIREMENTS:

Veteran-Owned Business (VOB)

- ▶ Company's principle place of business is in the state of New Jersey
- ▶ Independently owned and operated by the Veteran.
- ▶ At least 51% of the business is owned and controlled by persons who are veterans.
- ▶ The Principal Owner must provide copy of their Federal Form DD-214 indicating honorable discharge or release under honorable circumstances.

Disabled Veterans-Owned Business (DVOB)

- ▶ Company's principle place of business is in the state of New Jersey.
- ▶ Independently owned and operated by the Veteran.
- ▶ At least 51% of the business is owned and controlled by persons who are disabled veterans.

- ▶ Company must be officially verified by the United States Department of Veterans Affairs as a Service-Disabled Veteran-Owned Business for the purposes of department contracts pursuant to Federal law

STATE BENEFITS:

Certified businesses will be registered in the New Jersey Selective Assistance Vendor Information (NJSAVI) database, which identifies businesses eligible for mandated state programs such as the NJ Small Business Set Aside Program, and aids in matching buyers and vendors for private contracting opportunities.

New Mexico

CERTIFYING BODY:

Veteran Preference Business/Contractor Certification Validation:

<http://www.tax.newmexico.gov/Businesses/in-state-veteran-preference-certification.aspx>

REQUIREMENTS:

- ▶ Licensed to do business in New Mexico
- ▶ The (majority) owner of the business have paid property taxes or rent on real property in the State of New Mexico
- ▶ The (majority) owner of the business have paid at least one other tax administered by the State of New Mexico
- ▶ Annual revenue documentation
- ▶ Documentation proving that a veteran or veterans own a majority of the business
- ▶ Submit application for Resident Veteran Business Certification

STATE BENEFITS:

- ▶ Five percent of the total weight of all the factors used in evaluating the proposals; and
- ▶ The equivalent of five percent of total points if the state contract is awarded on a point-based system.

New York

CERTIFYING BODY:

- ▶ Service-Disabled Veteran Owned Business (SDVOB) Certification
<https://ogs.ny.gov/veterans/service-disabled-veteran-owned-business-certification>
<https://www.dec.ny.gov/about/108183.html>

REQUIREMENTS:

- ▶ Business is at least 51% owned by a service-disabled veteran.
- ▶ Service-disabled veteran ownership must be real, substantial, and continuing.
- ▶ Business must be independently owned and operated by one or more service-disabled veterans with a service-connected disability rating of 10% or more from the U.S. Department of Veteran Affairs ((or from the New York State Division of Veterans' Affairs for National Guard veterans).

- ▶ Veteran has authority to control and manages daily operations.
- ▶ The business must qualify as a small business under the New York State program (The business is independently owned and operated, The business has no more than 300 employees and has a significant business presence in the state but is not dominant in the field).
- ▶ The business must be located in New York State or have a significant business presence in New York State

STATE BENEFITS:

- ▶ A goal of 6% of procurement expenditures to be made with SDVOBs by state agencies, public authorities, and public benefit corporations

Ohio

CERTIFYING BODY:

- ▶ Veteran-Friendly Business Enterprise Program (VBE) <https://ohio.gov/wps/portal/gov/site/business/resources/vbe>

REQUIREMENTS:

In order to be eligible for certification, the applicant business must satisfy one of the following criteria:

- ▶ Company is at least 51% owned by a veteran or persons on active service.
- ▶ If the applicant business is a corporation 51% of which is not owned by veterans or persons on active service, at least 51% of the board of directors are veterans or persons on active service.
- ▶ At least 10% of its employees are veterans or on active service.
- ▶ The business is certified by the United States Department of Veterans Affairs as a Service-Disabled Veteran-Owned Small Business (SDVOSB) or a Veteran-Owned Small Business (VOSB) and the owner(s) of the business meets the definition of veteran as defined in Rule 123:5-1-01(II) of the Ohio Administrative Code.

STATE BENEFITS:

- ▶ Prices on bids submitted by VBE-certified to exceed those prices on bids submitted by non-VBEs by up to 5% and still be eligible for winning the award
- ▶ Scores on proposals submitted by VBE-certified to be up to 5% lower than the proposal scores submitted by non-VBEs and still be eligible for winning the award

Oregon

CERTIFYING BODY:

- ▶ Service Disabled Veteran (SDV) Certification <https://www.oregon4biz.com/How-We-Can-Help/COBID/SDV/>

REQUIREMENTS:

The business must:

- ▶ Be for-profit.
- ▶ Be registered with the Oregon Secretary of State.
- ▶ Have gross annual receipts (3-year average) not exceeding \$23.98 million.

Business owner must:

- ▶ Be a U.S. citizen or lawfully admitted.
- ▶ Permanent resident of Oregon.
- ▶ Own and control 51% or more of the business.
- ▶ Control and manage day-to-day operations
- ▶ Have proper licensing (e.g., engineer, plumber, etc.)
- ▶ Have made a contribution of capital.

The business owner also should expect a phone interview as well as possible site visit, which includes office, shop, and job site when applicable

STATE BENEFITS:

Opportunity to bid on goal orientated contracts (federal, state, county, and city government projects; large firms have programs and policies designed to engage and foster utilization of certified firms)

- ▶ Awards on projects that do not have a goal (\$10,000 direct award - state; \$50,000 professional services)
- ▶ Opportunities targeted toward emerging small businesses (\$100,000 direct award through ODOT's Small Contracting Program Emergency response list)
- ▶ Connecting to prime contracting
- ▶ Networking opportunities and events
- ▶ Exposure - marketing tool
- ▶ Education opportunities
- ▶ Mentorship programs

Rhode Island

CERTIFYING BODY:

- ▶ No specific certification for veteran businesses, but may qualify for and could apply for MBE or WBE certification
<http://odeo.ri.gov/offices/mbeco/mbe-wbe.php> - scroll down to "certification process"

REQUIREMENTS:

- ▶ A small business concern which is at least fifty-one percent (51%) owned and controlled by one or more socially and economically disadvantaged individuals or in the case of a publicly owned business, at least fifty-one (51%) of the stock of which is owned by one or more socially and economically disadvantaged individuals; and whose management and daily business operations are controlled by one or more such individuals.

STATE BENEFITS:

- ▶ Competitive edge with contracting opportunities

Tennessee

CERTIFYING BODY:

- ▶ Governor's Office of Diversity Business Enterprise (Go-DBE):

<https://www.tn.gov/generalservices/procurement/central-procurement-office--cpo-/governor-s-office-of-diversity-business-enterprise--godbe--/registration-for-certification.html>

REQUIREMENTS:

- ▶ At least 20% military-connected disability
- ▶ Is at least fifty-one percent (51%) owned and controlled by one (1) or more service-disabled veterans
- ▶ Business should be independently owned and operated.
- ▶ Must be a for-profit business which serves a commercially useful function.
- ▶ Applicants must submit a signed copy of the most recent federal Tax Return (including all schedules) in order to verify ownership and control.
- ▶ Owner must present copy of their Department of Defense (DD) Form 214
- ▶ Owner must present copy of Adjudication letter from the Veterans Administration
- ▶ Business must be located in the State of Tennessee

STATE BENEFITS:

- ▶ The Tennessee General Assembly passed legislation to increase state procurement opportunities where state agencies are required to actively solicit bids and proposals from service-disabled veteran-owned businesses.

Texas

CERTIFYING BODY:

- ▶ Texas Veterans Commission Veteran-Owned Business Logo <https://www.tvc.texas.gov/entrepreneurs/>

REQUIREMENTS:

- ▶ Must be veterans of the U.S. Military and National Guard/Reserves
- ▶ Businesses that maintain a minimum of 51% veteran ownership
- ▶ Businesses that maintain a minimum of 51% management control
- ▶ Businesses that are actively operating in Texas
- ▶ Required documents include: SOS registration letter with filing number (if appropriate), veteran verification documents, ownership verification, county DBA document (if appropriate)

STATE BENEFITS:

- ▶ Allows veterans to differentiate their business in the marketplace
- ▶ Included in portal listings
- ▶ Consulting support

Virginia

CERTIFYING BODY:

- ▶ Small, Women-owned, and Minority-Owned Business (SWaM), Service Disabled Veteran-Owned status
<https://www.sbsd.virginia.gov/certification-division/swam/>

REQUIREMENTS:

- ▶ Veterans who are small business owners can obtain Service Disabled Veteran-owned “status” in the SWaM vendor database. This is not a separate certification; it is a designation of those businesses that are owned by Service Disabled Veterans who are certified as such by the Virginia Department of Veteran Services.
- ▶ Veterans wishing to apply for service disabled veteran status must first seek eligibility certification from the Department of Veteran Services by calling (804) 786-0286 or visiting the DVS website at www.virginiaforveterans.com.
- ▶ Veterans can apply for small, women-owned or minority-owned certification with the Department of Small Business and Supplier Diversity before or after obtaining an eligibility certificate from DVS. Both services are available at no charge

STATE BENEFITS:

- ▶ Virginia awards 40% of state contracts to SWaM-certified companies, and set-aside program exists to support goal

Washington

CERTIFYING BODY:

- ▶ Veterans and Servicemember Owned Business Certification <https://www.dva.wa.gov/program/veteran-owned-business-certification>

REQUIREMENTS:

First, register the business in WEBS then send in the certification documentation.

- ▶ Proof of Honorable Veteran Status (copy of 1 of the following items*): DD214 member 4 copy, Retired VA ID Card, Retirement Certificate, Discharge Certificate - or if currently serving your military ID, badge, recent paystub, or letter on military letterhead.

- ▶ Proof of 51% ownership.

(copy of 1 of the following items*)

- ▶ Master Business application,
- ▶ Business plan,

- ▶ Operating agreement,
- ▶ Meeting minutes, shares report,
- ▶ Stock certificate breakdown,
- ▶ Tax forms with ownership %, or if sole proprietorship your license.
- ▶ If a community property or 2 veteran 50/50 split you are eligible as long as the veteran maintains day to day operational control of the business.
- ▶ Proof the business is a Washington State Enterprise which is defined as:
an enterprise which is incorporated in the state of Washington as a Washington domestic corporation, or an enterprise whose principal place of business is located within the state of Washington for enterprises which are not incorporated

STATE BENEFITS:

- ▶ Washington state agencies are encouraged to award 5% of their contracts to Certified Veterans and Servicemember Owned Businesses

West Virginia

CERTIFYING BODY:

- ▶ Veteran Owned Business (VOB) Certification <https://sos.wv.gov/business/Pages/VetOwnBusWaiver.aspx>

REQUIREMENTS:

A veteran-owned business is defined as a business that is:

- ▶ At least 51% unconditionally owned by one or more veterans or in the case of a publicly owned business.
- ▶ At least 51% of the stock is unconditionally owned by one or more veterans.

The applicant(s) must provide proof of honorable discharge or proof of discharge under honorable conditions by submitting a copy of their Veteran Affairs Form DD214 along with their initial business registration application.

STATE BENEFITS:

West Virginia VOB-certified are afforded a 3.5% price preference in the determination of the lowest responsible qualified bidder

CERTIFYING BODY:

- ▶ Disabled Veteran-Owned Business (DVB) Certification <https://doa.wi.gov/DEO/DocumentChecklist.pdf>

REQUIREMENTS:

Required documents:

- ▶ Wisconsin Driver License.
- ▶ Permanent residency of U.S. citizenship for the majority owned: such as Birth Certificates, Green Cards, Passports, Tribal Memberships, etc.
- ▶ Current bank signature cards for business account(s) including Depository and Borrowing Resolutions.
- ▶ Business Tax Returns for the past three years.
- ▶ List of all company equipment and equipment leases (include office equipment) and major capital assets.
- ▶ Current business financial statements (profit and loss statement and balance sheet).
- ▶ Leases and other Third-Party Agreement(s), such as working arrangements with other firms, supplier/distributorship agreements, rental leases, etc.
- ▶ Three samples of evidence of revenue for firm, such as completed-signed contracts, receipts, invoices, etc.
- ▶ Evidence of Certification with an MBE, WBE or DVB certifying entity (out-of-State firms).
- ▶ Relevant license and permits.
- ▶ Majority owner/s resumes/biographies outlining business experience.
- ▶ Assumed name documents (d/b/a or a/k/a).
- ▶ U.S. Department of Defense Form DD 214 (Certificate of Release or Discharge from Active Duty) to prove service in the Armed Forces.
- ▶ Department of Veteran Affairs or discharge paper from the branch of armed service, stating service connected disability rating under 38 USC 1114 or 1134 of at least 0%.

STATE BENEFITS:

- ▶ Wisconsin DVB-certified businesses are eligible for a 5% procurement preference on state purchases



Non-Certification Options

SELF-IDENTIFICATION (SELF-CERTIFICATION) & DATABASE REGISTRATION

Although an informal means of “certification,” it is widely prevalent for VOBs to include their veteran status on their website and marketing materials without formal certification. Self-identification, often referred to as self-certification, is not recognized by most corporations or states. However, there is nothing prohibiting VOBs from including this designation on public-facing platforms as a means of advertisement, self-promotion, or self-publicization. VOBs may decide that a formal certification is not necessary for the type of business they own or the type of business they do with the general public. Adding their veteran status to their site may help with organic advertising efforts. It is important to note, however, that self-certified VOBs are typically not counted towards supplier diversity goals by corporations or government agencies as they have not been formally verified by a third-party certifier.

Georgia

CERTIFYING BODY:

Self-Certify

REQUIREMENTS:

<https://www.georgiasbdc.org/vets-and-federal-contracting-business-opportunities/>

Pennsylvania

CERTIFYING BODY:

Self-Certify

REQUIREMENTS:

- ▶ Has requirements on how to self-certify, utilizes third party certification.
- ▶ Has general guidelines of the business:
 - Must be a for-profit, United States business;
 - The business must be independently owned;
 - The business may not be dominant in its field of operation;
 - The business may not employ more than 100 full-time equivalent employees;
 - The business may not exceed three-year average gross revenues of \$38.5 Million, regardless of business type

<https://www.dgs.pa.gov/Small%20Diverse%20Business%20Program/Pages/Small-Veteran-Business.aspx>



VETERAN-LED - GROW WITH GOOGLE

Organization Description - Veteran small business owners can now identify their business as owned, led, or founded by veterans by adding a “Veteran-Led” attribute to their business profile on Google, which will show up when people look for the business on Google Search and Maps. Click here to learn more about Veteran-Led and how to enable the attribute: <https://grow.google/veteranled/>.

Affiliate Members - Patriot Boot Camp, Bunker Labs, and Veteran Capital have partnered with Google for Startups to support military-affiliated business owners.

Services Provided - From helping vets find jobs and improving ways to work remotely to highlighting Veteran-Led business on Google Search and Maps, Google helps transitioning service members, veterans, and military spouses grow their careers and businesses. In addition to the “Veteran-Led” attribute, Google also offers the following support and services for military-connected business owners:

- ▶ **Skills Training**- The Primer app offers business and marketing minicourses for veteran and military spouses.
- ▶ **Market Identification** - Market Finder helps businesses that are interested in international expansion to find new markets suited to the product or service.
- ▶ **Additional Training and Resources** - Through a partnership with the Rosie Network, Grow with Google’s training and resources are available to Rosie Chapters across the country.



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