STONY BROOK SMALL BUSINESS DEVELOPMENT CENTER
Presents:
Hispanic Business Strategies Initiative
------------------------------------
M/WBE Certification Bootcamp

Jacqueline R. Franco
NYS Certified Business Advisor
KATHERINE CORTAVARRIA
- President of Manantial Cleaning Service Inc.
- Member of HISPANIC ADVISORY BOARD IN SUFFOLK COUNTY
- DIRECTOR OF MEMBERSHIP AT SCWBE(C) (Suffolk County Women Business Enterprise and Coalition)
- Member of a Smithtown Chamber of Commerce
- Member of HIA (Hauppauge Industrial Association).

The company has the following certifications:
MINORITY AND WOMEN BUSINESS ENTERPRISE (MWBE) in
Suffolk County, Nassau County, New York State and New York City.
PORT AUTHORITY for New York State and New Jersey State.
Hispanic Business Strategies Initiative

**M/WBE CERTIFICATION BOOTCAMP**

“Latino-owned businesses play an important role in the U.S. economy. As the fastest growing segment of the U.S. small business ecosystem.”

LOB has grown 34% over the last 10 years compared to just 1% for all other small businesses.

This presentation is based on different researches such as: Stanford Latino Entrepreneurship Initiative, INC, Hello Alice, Intuit QuickBooks.
Hispanic Business Strategies Initiative
M/WBE CERTIFICATION BOOTCAMP

✓ What does the SBDC do?
✓ What is the program about?
STONY BROOK SMALL BUSINESS DEVELOPMENT CENTER

By assisting new and existing business firms, the SBDC at Stony Brook contributes to the stability and growth of the small business sector and the economy of Long Island.

- Confidential & No Cost One-on-One Counseling
- Training Programs (English and Spanish)
- Market Research
STONY BROOK SBDC
1 Year Pandemic Overview

- Economic Impact: $28+ Million in Disaster Relief
- Jobs Saved: 1,208
- New Clients: 785
- Clients Counseled: 1,676
- New Business Starts: 123
M/WBE CERTIFICATION BOOTCAMP

To provide Hispanic business owners with information, guidance, network, ideas and training to help them to understand, utilize and grow their business by accessing government procurement.
What M/WBE is?

MWBE stands for Minority and Women Owned Business Enterprise. The M/WBE Program helps minority-and women-owned businesses to grow and thrive.

Article 15-A of the Executive Law, signed into law on July 19, 1988, authorized the creation of an Office (now Division) of a Minority and Women's Business Development to promote employment and business opportunities on state contracts for minorities and women. Under this statute, state agencies are charged with establishing employment and business participation goals for minorities and women.
MWBE Business in Nassau County, New York

According to the Nassau County Office of Minority Affairs 2020 Year-End Report

- As of August 2020, Nassau County registered approximately 600 new MWBEs and SDVOBs, representing approximately 42% of newly registered companies, and 28% of companies registered and qualified to do business with the county.

- There were less than a dozen MWBE and SDVOB registered to do business with the County in 2018.

- In late 2020, OMA certified 175 companies as Nassau County MWBE.
M/WBE Businesses in New York

According to the New York State Division of Minority and Women's Business Development 2020 - 2021 Annual Report:

- At 30.51% by 2021, New York State officially surpassed the nation's top goal, 30% MWBE utilization, in economic empowerment and hiring opportunities for MWBE.
- Total number of MWBE certified companies: 9,243 companies
- Number of companies certified / renewed in 2020-21: 1395 companies

NYS MWBE Certifications in Long Island:
- MBE: 484
- WBE: 548
- MWBE: 187
- Total: 1219

NYS MWBE expenditures in Long Island: $ 460,388,513
NYC MWBE expenditures: $ 958,860,809
NYS MWBE total expenditures: $ 3,055,606,831
MWBE Businesses in New York

NYS MWBE Certified Businesses by Ethnicity:
- Asian - 1501
- Black - 2298
- Native American - 85
- Non-minority women – 4034
- Hispanic - 1325
Total: 9,243

According to the New York State Division of Minority and Women's Business Development 2020 - 2021 Annual Report:

Hispanic people: 62.1 million about 19% of total population
Get certified and contracted as a M/WBE Bootcamp
Get Certified as an M/WBE

Program Launch
January 11, 2022

- What is this program about.
- What are the topics that will be developed.
- What can you expect from it, and what are the main benefits you will get from attending.

M/WBE Certifications at Federal, State and Local Level
January 18, 2022

- Brief description of M/WBE certifications at the federal, state, and local levels.
- Who can apply.
- What are the requirements to be eligible as an M/WBE.
- How to apply to each certification.

Prepare to Apply and Certify as M/WBE
January 25, 2022

- Generality of the required documents, according to each case.
- What it is, how to define and how to write the capability statement.

Long Island Contract Opportunities with SBDC Strategic Partners
February 1, 2022

- Come and find out about current hiring opportunities on Long Island, through three of our strategic partners: Stony Brook University, Brookhaven National Laboratory, and Eversource - LI Offshore Wind Project.

Part 1
# Get Contracts as an M/WBE Business

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>How to Write a WINNING Bid Proposal</td>
<td>April 5, 2022</td>
<td>• How to write a bid proposal step by step.</td>
</tr>
<tr>
<td>Financing for Companies with M/WBE Certification</td>
<td>April 12, 2022</td>
<td>• By La Fuerza Unida CDC, and SBA. • Financial management techniques.</td>
</tr>
<tr>
<td>Bid Opportunity Day</td>
<td>April 19, 2022</td>
<td>• Come and learn about current bidding opportunities directly from agencies and contractors.</td>
</tr>
<tr>
<td>Closure of the Program</td>
<td>April 26, 2022</td>
<td>• Closing remarks and conclusion of the program</td>
</tr>
</tbody>
</table>

**Part 2**
Let’s do it!

✓ VISION
✓ WILLINGNESS
✓ DETERMINATION
✓ PERSERVERANCE
Request an Appointment
Stonybrook.edu/SBDC
Phone : (631) 631-9837
Email: sbdc@stonybrook.edu

Jacqueline R Franco
Jacqueline.franco@stonybrook.edu
631 632 32 52

THANK YOU