

2nd ANNUAL AAPI BUSINESS EXPO
June 17, 2023

Resources To Grow Your Business



**A Public Outreach & Engagement,
Diversity, Equity and Inclusion, and
Marketing & Communications Firm**



Certified Federal & State Minority Owned Small Business

Learning Objectives

- Minnesota's TG/ED/VO Certification
 - TG/ED/VO certification compared to CERT and DBE
- Getting Started in State Procurement/Contracting
- Benefits of Certification
- Examples of Contract Work
- Questions & Answers

Minnesota Dept. of Administration: Office of Equity Procurement

Aaron Anderson, Vendor Specialist
Mn Dept. of Administration
Office of Equity Procurement

- Helps ensure greater equity in state contracting and construction
- Promotes opportunities to do business with the state, and provides assistance to small businesses owned by women, minorities, people with substantial physical disabilities, and veterans as they seek state contracts
- Helps state agencies be leaders in equal employment opportunities, equal contracting opportunities, and full participation in civic life for all Minnesotans.

Khoo Consulting

#business #immigrants



Poh Lin Khoo, CEO, Founded in 2020

Certified Federal & State Minority Owned Small Business



Clients

Minnesota Department Of:

- Human Services
- Health
- Transportation
- Labor & Industry

Minnesota Chinese Chamber of Commerce

Minnesota Hmong Chamber of Commerce

Minnesota National Guard

Hennepin County

Ramsey County

Dakota County

HDR

Kimley-Horn

Goff

DEI Advisor to Padilla Minneapolis

Fusion Hill

Asian Media Access

Pangea World Theater & more

Marketing Award: The National Association of County Park and Recreation Officials, 2022



Marketing: to recognize a marketing effort demonstrating unique, significant, or remarkable outcomes. This award category includes projects involving market research, marketing plans, promotion, advertising, and the use of information technologies.



U.S. Small Business
Administration

SBA Certification Programs



U.S. Small Business
Administration

SBA empowers entrepreneurs and small business owners with the resources and support they need to **start, grow, expand their businesses, or recover from a declared disaster.**



SBA Contracting Certification Programs



1. 8(a) Business Development program
2. Women-Owned Small Business Federal Contract program (WOSB)
3. Veteran Contracting Assistance programs (VetCert)
4. HUBZone program
5. Small Disadvantage Business (SBD)

It is important to note that these certifications benefits apply to **federal** contracting opportunities.



U.S. Small Business
Administration

Maribel Reigstad

Economic Development Specialist (EDS)

Minnesota District Office

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Clarifying Minnesota's Different Certifications

- You are certified as a Targeted Group, Economically Disadvantaged and/or Veteran Owned (TG/ED/VO) business in the Small Business Procurement Program in Minnesota
- You may also be certified (or be in the process of being certified) in one or both of these additional programs as well:
 - Central CERT Certification Program – Local government certification (St. Paul, Minneapolis, Ramsey County, Hennepin County)
 - Certifications include MBE, WBE and SBE
 - Minnesota Unified Certification Program (MNUCP) – Disadvantaged Business Enterprise (DBE) – Federal certification
 - Certifications include MBE, WBE

Certifications Available in Minnesota

CERTIFYING ORGANIZATION	CERTIFICATIONS	CONTRACT ORGANIZATIONS	CONTACT INFORMATION
CERT	Small, Woman, and Minority	City of Saint Paul, City of Minneapolis, Ramsey County, and Hennepin County	651-266-8900 cert@stpaul.gov www.cert.smwbe.com
MN Unified Certification Program (MNUCP)	Disadvantaged Business Enterprise (DBE) -Minorities -Women	Metropolitan Council, Metropolitan Airports Commission, MNDOT, City of Minneapolis	612-673-8193 contractcompliance@minneapolismn.gov www.mnucp.org
State of Minnesota Department of Administration, Office of Equity in Procurement (OEP)	Targeted Group (TG) -Minorities -Women -Persons with a substantial physical disability Economically Disadvantaged (ED) Veteran Owned (VO)	All State of Minnesota Agencies	651-201-2402 Procurement.equity@state.mn.us www.mn.gov/admin/oep
Small Business Administration (SBA)	Women: WOSB/EDWOSB Minority: 8(A) Place-Based: HUBZone *Veteran: VOSB and SDVOSB*	All Federal Agencies	612-370-2320 www.sba.gov/contracting

Certifications Available in Minnesota

CERTIFYING ORGANIZATION	CERTIFICATIONS	CONTRACT ORGANIZATIONS	CONTACT INFORMATION
St. Paul	Section 3	City of St. Paul City of Minneapolis	Section3Program@stpaul.gov www.stpaul.gov/index.aspx?NID=4001 Or http://www.ci.minneapolis.mn.us/civilrights/contractcompliance/subp/WCMS1P-125079
Minneapolis	Target Market	City of Minneapolis	Target.Market@minneapolismn.gov http://www.ci.minneapolis.mn.us/finance/procurement/TargetMarketProgram
*Women's Business Development Center (WBDC)	Women	Corporations	612-259-6584 www.wbdc.org/mn
*North Central Minority Supplier Development Council (NCMSDC)	Minority	Corporations	612-465-8885 info@northcentralmsdc.net www.northcentralmsdc.net
National LGBT Chamber of Commerce	LGBTQ+	Corporations	202-234-9181 https://www.nglcc.org/get-certified

Benefits of Certification

- Certification is FREE!
- Certified small businesses may receive preference up to 12% (7.1.23)
- TG/ED/VO certification may be used by MnDOT, the Metropolitan Council, and the Metropolitan Airports Commission for their non-federally funded purchases
- TG/ED/VO business names are listed at the top of multiple award contracts, designated with * to be more visible to state buyers
- Small Business Goals are set on some construction project contracts and professional/technical contracts

Benefits of Certification

- Prompt(er) payment for certified TG/ED/VO businesses
 - Net 15 days, rather than net 30
- Equity Select :
 - For contracts up to \$100,000 (7.1.23)
 - Only certified TG/ED/VO vendors may be used
 - Agencies must use this method of procurement 4x/year

Khoo Consulting Benefit Examples

- \$25,000 award: Minnesota Dept. of Human Services
- \$25,000 award: Minnesota Dept. of Health
- Process: work with the clients:
 - Workplan: detailed activities with timeline
 - Personnel/roles/cost per hour
 - Timeline

Application Process

- Complete the application on the Small Business Certification Portal:
<https://sbcp.mn.gov/>
- May apply for certification with:
 - Minnesota Unified Certification Program (MnUCP) – Disadvantaged Business Enterprise (DBE) program (Federal)
 - Minnesota Department of Administration, Office of State Procurement – Targeted Group/Economically Disadvantaged/ Veteran Owned (State)
 - Central Certification (CERT) program (Local – Hennepin County, Ramsey County, City of St. Paul and City of Minneapolis)

Getting Started: <https://sbcp.mn.gov>

MINNESOTA SMALL BUSINESS CERTIFICATION PORTAL



The Minnesota Unified Certification Program (Mn/UCP) has established a Disadvantaged Business Enterprise (DBE)/ Airport Concessions Disadvantaged Business Enterprise (ACDE) program in accordance with regulations of the U.S. Department of Transportation (DOT), 49 Code of Federal Regulations (C.F.R.) Parts 23 & 26. This means to participate as a DBE/ACDBE on contracts with funding through Federal Highway Administration (FHWA), Federal Aviation Administration (FAA) or the Federal Transit Administration (FTA), a business must obtain this certification. First time applicants need to fill out this application as required by 49 C.F.R. Part 26 or 23 respectively.

If you are an *out-of-state DBE certified firm* looking to obtain **INTERSTATE CERTIFICATION** in Minnesota, please complete [this request](#) for Interstate Certification.

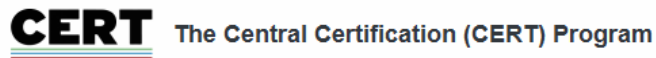


The Office of State Procurement (OSP) operates a program for Targeted Group, Economically Disadvantaged and Veteran-Owned small businesses. Businesses eligible to participate in this program must be Minnesota-based small businesses.

Targeted Group small businesses must be at least 51% owned by a woman, racial minority, or person with a substantial physical disability. Ownership and operational control of the business by the targeted owner(s) is required.

Economically Disadvantaged small businesses must be located (or the owner must reside) in an Economically Disadvantaged Area in Minnesota.

Veteran-owned small businesses must be at least 51% owned by a veteran or service-disabled veteran as determined by the Minnesota Department of Veterans Affairs. Ownership and operational control of the business by the veteran owner(s) is required.



The Central Certification (CERT) Program is a small business certification program recognized by Hennepin County, Ramsey County, the City of Saint Paul and the City of Minneapolis Target Market program. The CERT Program includes certification for Minority-Owned Business Enterprise (MBE), Women-Owned Business Enterprise (WBE), and Small Business Enterprise (SBE). Businesses eligible to participate in this program must be based in the following counties.

Minnesota: Anoka, Benton, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Sherburne, Stearns, Washington, Wright

Wisconsin: Pierce, St. Croix

Overview

How to Start

How to Complete

Help to Complete

Start New Application

Login



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[How to Complete](#)

[Help to Complete](#)

[+ Start New Application](#)

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FIRM NAME

Please enter your firm name.

Legal Firm Name *

DBA Name

CERTIFYING MEMBER ENTITIES *

Application can be submitted to 1 or more member entities.

☐ MnUCP (DBE/ACDBE) ☐ State (TG/ED/VO) ☐ CERT (SBE/MBE/WBE)

BUSINESS TYPE *

Select the profit model of the applicant business.

☐ Profit ☐ Non-Profit ☐ Certified Rehabilitation Center or Extended Employment Provider

BUSINESS STRUCTURE *

☐ Corporation ☐ Limited Liability Company ☐ Limited Liability Partnership ☐ Limited Partnership ☐ Sole Proprietorship ☐ Joint Venture

ACCOUNT SETUP

Email address *

A valid email address. All emails from the system will be sent to this address. The email address is not made public and will only be used if you wish to receive a new password or wish to receive certain news or notifications by email.

Username *


Several special characters are allowed, including space, period (.), hyphen (-), apostrophe ('), underscore (_), and the @ sign.

Password *

Confirm password *

Passwords match:

PASSWORD STRENGTH:

 Your password must be at least 8 characters in length and must contain at least one capital letter and number or special character.

Start Application

Application Timeline

- Submit the application through the Small Business Certification Portal, including all applicable supplemental information
- Certification process can take approximately 8-10 weeks
- Receive your certification letter and certification logos
- TG/ED/VO Directory listing/SWIFT designation: Immediate

Solicitations and Contract Opportunities

The Solicitation and Opportunity page provides links to the Supplier Portal for current solicitation postings, a list of currently expiring contracts, a link to the secure page for current contract releases and additional information regarding solicitations.



Supplier Portal

Click here to be redirected to the Supplier Portal to register as a Bidder or Supplier for the State of Minnesota.



Contracts Expiring in 7 Months

Click here to be redirected to a page for information on State of Minnesota contracts expiring within the next seven (7) months.



TG/ED/VO Opportunities

Click here to access the state's certified Targeted Group (TG), Economically Disadvantaged (ED) and Veteran-Owned (VO) Vendors Targeted vendor (TG/ED/VO) directory for Equity Select Opportunities.

<https://mn.gov/admin/osp/vendors/solicitations-and-contract-opportunities/>



Goods and Services Solicitation Postings

Click here to view current Goods and Services solicitation postings.



Professional and Technical Solicitation Postings








Click here to view current Professional and Technical solicitation postings.



Construction Virtual Plan Room

Click here to access the Construction Virtual Planning Room.

www.mn.gov/supplier

Sign In  Sign In	Informational Tips  Welcome Tips for Participating in Solicitation Events	Announcements  07 Announcements	Supplier Portal Help 
Bidding Opportunities  55 Opportunities	Register for an Account 	Bidding Results <div> Public Info Notice Results Closed Events-Events that are no longer open for bidding and are currently in the evaluation process.</div> <div> Bid, Proposal or Grant Results Events that have completed the evaluation process. Note: This does not constitute the issuance of a Contract.</div>	

Office of Equity in Procurement (OEP) Team

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Questions & Answers



Let's Connect!

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APPENDIX

Marketing & Communications

The Best Place to Live, Work & Play



Developed a multi-year marketing plan in particular to increase park visitations from residents of color

Client: Dakota County
Parks & Recreation in Minnesota



Public Outreach & Engagement



Clients: HDR, a global engineering company & Minnesota Department of Transportation



Corcoran Neighborhood

Hiawatha Avenue & Hwy 55 Construction Project in the neighborhood where George Floyd was killed.

- Name the trauma
- Use respectful & culturally sensitive language
- Show-up in the community

Diversity, Equity & Inclusion



*... your expertise in **deep-level diversity** was **invaluable to our organization!** I applaud your commitment to the professional development and championing of women and minorities. My deepest appreciation for what you do and for taking the time to invest in our Soldiers and Airmen.*

**Michael D. Wickman, Major General,
MNARNG Commanding**

...Your presence, your words and enduring support will go along way to help the women and men of the Minnesota National Guard in “Defining Their Own Excellence!”



Thank you,

Shawn Manke
Shawn P. Manke
Major General, Minnesota
Army National Guard
Adjutant General



*...”Poh Lin’s expertise also lies in her **cultural understanding** and sensitivity of being an immigrant which equips her to view the field both as an outsider and with deep knowledge of the steps and strategies for stronger branding in the field....”*

**DiPankar Muhkerjee,
Artistic Director, Pangea World
Theater**



Thank you so much for your partnership in helping us (Minnesota Hmong Chamber of Commerce) plan the first Minnesota AAPI business expo. Your energy and inputs are so much needed and appreciated. I love your enthusiasm and ideas.

**Nancy Xiong, Portfolio Manager,
Hmong American Partnership**

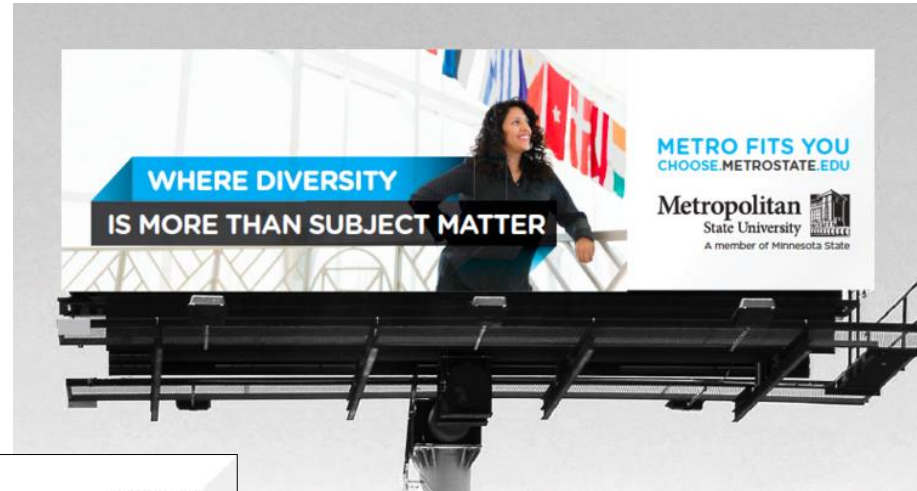
Metropolitan State University, Minnesota

Bilingual Brochure



Increased multicultural undergrad
& grad enrollment by 10% to 20%

65% of prospective students surveyed
agreed that the campaign theme,
We're So Metro, resonate with them



Khoo Consulting's Clients

